



Mary McGill is a writer and researcher. She is a Hardiman scholar in the Department of Languages, Literatures and Culture at the National University of Ireland, Galway (NUIG). Her doctoral work explores digital and visual cultures, (post)feminisms, gender identity, and the selfie phenomenon. She lectures in feminist and gender theory at the Centre for Global Women's Studies, NUIG. Her Tedx Talk, entitled 'Young Women, Narcissism and the Selfie Phenomenon',

explores how 'common sense' understandings of selfie-practices can unhelpfully elide their complexities and historical origins.

Her talk will reflect on how participants in her doctoral research use boundaries as a means to assert control and negotiate visibility in digital contexts. Using these narratives as an example, it will show why careful, open-minded and knowledge-based analyses of young women's social media use is vital to understanding the selfie phenomenon's complex appeal.