**Abstract**

The importance of identity can raise a series of scholarly discussions across disciplines. Decades ago, Erikson (1980) pointed out that the formation of identity is essential to individuals‘ development, especially during the period of adolescence. The term identity refers to the unique and stable characteristics associated with an individual, and the aspect of self is based upon the interior state of awareness. However, it is argued that the culture shaped by the modern information media alleviates the term from consciousness and associates with the body (Poster, 2006). The view introduced in the following sections probably evidences the shift. Admittedly, this perspective of identifying individuals may discard the psychological portion of identity but reflects an emerged culture in the digital era.