The identity construction and presentation within social networking sites (SNS)

Enter5
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Veronika Trachtová
Networkaholics? Yes!

- Ubiquitous
- Influential
- Depends on density of connections
Within the social networking sites...

who are we?
...or...

how we present ourselves?
Identity construction

- Identity announcement
- Identity placement
Identity within SNS

- Not anonymous, anchored to our real identity
- Presentation of *hoped-for possible self* (Zhao)
- Shinny happy communication mode :-) 
- Totalitarian need for positive image of self (Leary)
Hoped-for possible self

- Thoughtful
- Well-rounded
- Popular among friends

Stretching the truth a bit...
We present our gorgeous selves...

- Indirectly
- Visually
- By fragments of narratives
- By our network
Indirect selfpresentation

About me Field on Facebook, N=142

- Bio
- Siblings
- Interests
- About
- Marital status

No forms, please!
Visual selfpresentation

Rather show than tell
Narrative fragments of selfpresentation

- We are the story tellers of our lives
- We try our best to catch our audience
- The audience is capable of interpretation and gap leaping
- We aim our message on those who understand
Our network present ourselves

- Connections are manifest
- Size of our networks matters
- Structure of our network matters
- People in our network matter
Who is the target audience?
How big is our network?
Thanks!

veronika.trachtova@gmail.com
Sources


• Zhao, Shanyang; Grasmuck, Sherri; Martin, Jason. Identity construction on Facebook: Digital empowerment in anchored relationships. Computers in Human Behaviour. 2008, 24, 5, p. 1816-1836. ISSN 0747-5632.