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

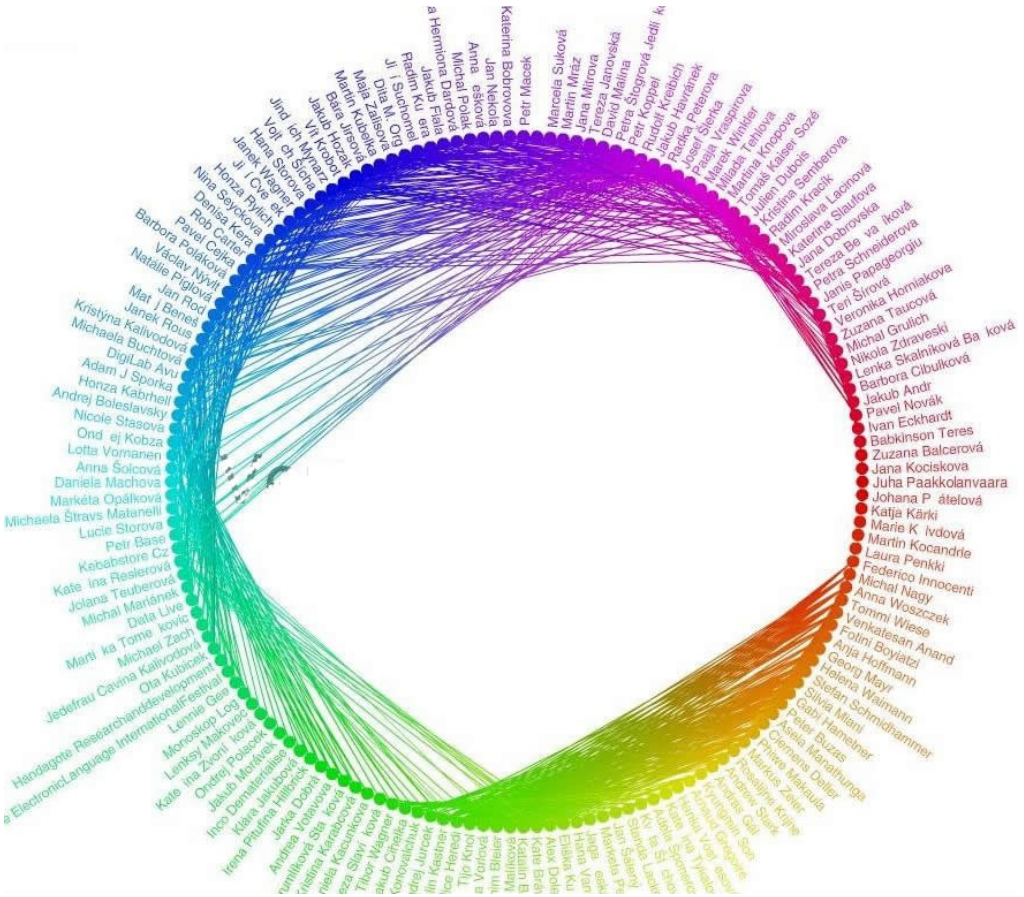
Enter5

April 16th 2011

Veronika Trachtová

Networkaholics? Yes!

- Ubiqutous
- Influental
- Depends on density of connections



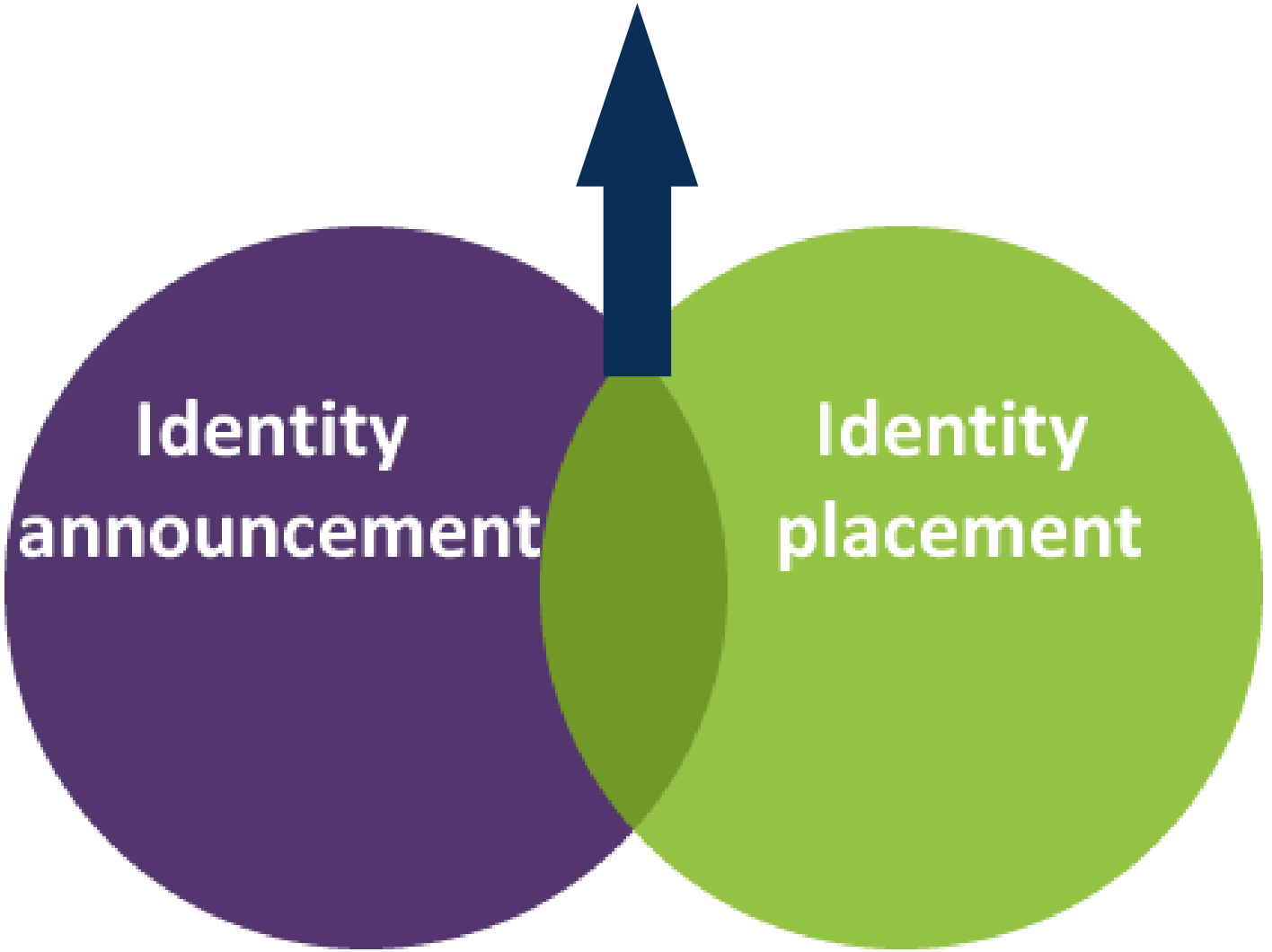
Within the social networking sites...

who are we?

...or...

how we present ourselves?

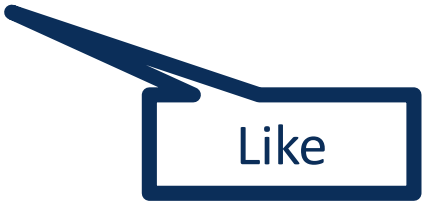
Identity construction



Controls
EXIT
Stats
Name: Westfood
121 /
101 /
2514 /
0 / 2
0 / 2
0 / 2
Attack rating:
Melee/ma AC:
Imp/Proj AC:
Energy AC:
Disease AC:
Chemical AC:
Radiation AC:
Programs
Favorites
Medical
Emotes
Camera
Normal Actions
Attack Actions
Stats
Tradeskill Kit
Control Panel
Help/Settings
Welcome to AnarchyOnline.
Team
CRED 478
DEF

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
- Visualy
- By fragments of narratives
- By our network

Indirect selfpresentation

Bio

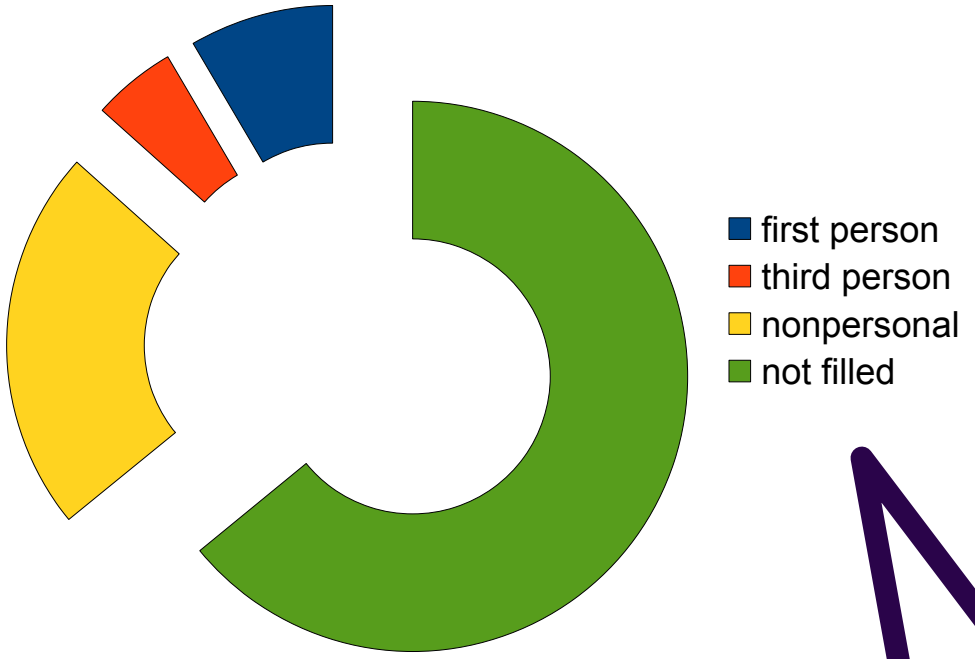
Siblings

Interests

About

Marital status

About me Field on Facebook, N=142



No forms, please!

Visual selfpresentation

Rather show than tell

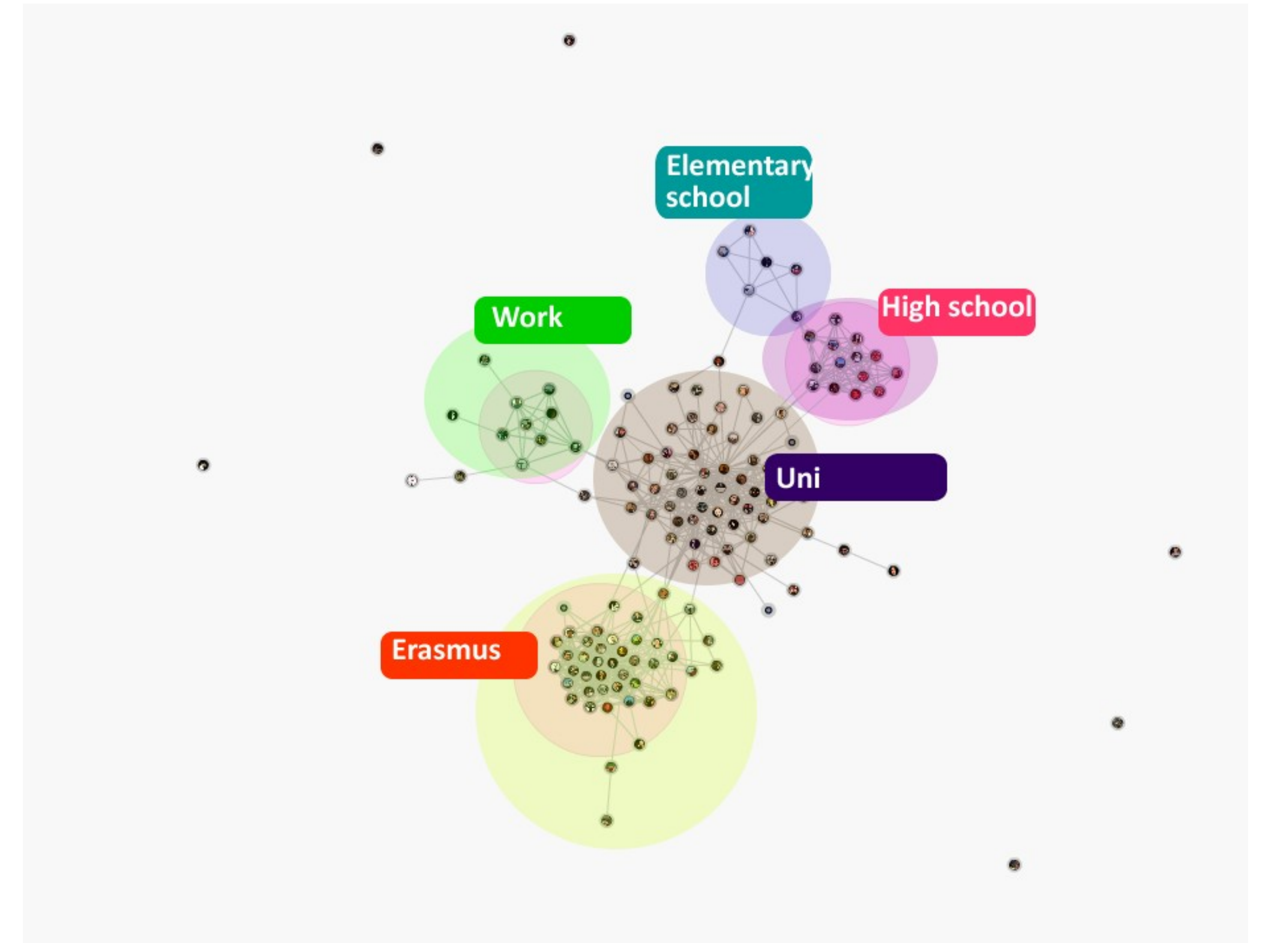
Narrative fragments of selfpresentation

- 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*

By Culpeo Fox 2010

Our network present ourselves

- Connections are manifest
- Size of our networks matters
- Structure of our network matters
- People in our network matter


Elementary school
High school
Work
Uni
Erasmus

Who is the target audience?

Veronika Trachtová

Harder, stronger, faster, better :)

A few seconds ago · · Like · Comment

Veronika Trachtová

Pavel je dneska naspeedovanej, co? :)

A few seconds ago · · Like · Comment

Veronika Trachtová

Thanks to all who arrived :)

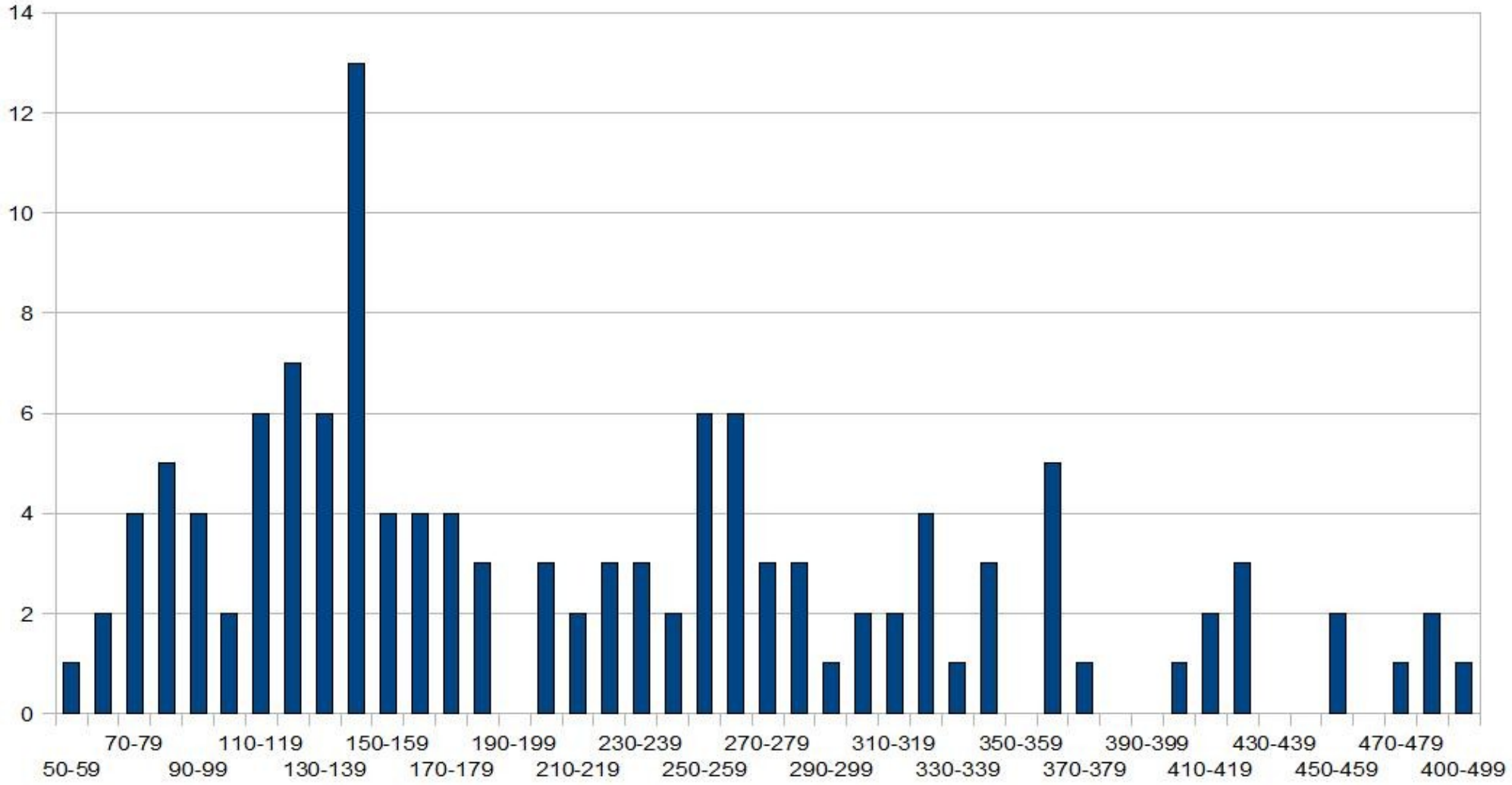
about a minute ago · · Like · Comment

Veronika Trachtová

včera jsem potkala Krbečkovou, dost mě to překvapilo, tý snad musí být sto let!

about a minute ago · · Like · Comment

How big is our network?



Thanks!

veronika.trachtova@gmail.com

Sources

- Leary, Mark. Interpersonal Processes [online]. Fletcher, Garth; Clark, Margareth (Eds.). The Self We Know and the Self We Show: Self-esteem, Self-presentation, and the Maintenance of Interpersonal Relationships, p. 457-477. Blackwell Handbook of Social Psychology.
- 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.