

# Multiple self-aspect management on multiple SNSs: Integrity as a value of self- presentation

Velta Skolmeistere, University of Latvia,  
Faculty of Social sciences, Riga, Latvia

velta.sk@gmail.com



**FLPP**

FUNDAMENTAL AND  
APPLIED RESEARCH  
PROJECTS

1. The condition of having no part or element taken away or lacking,  
**undivided state;**  
**wholeness.**

2. The condition of not being marred or violated; unimpaired or uncorrupted condition;  
original state;  
soundness.

# integrity

3. Soundness of moral principle; the character of uncorrupted virtue; uprightnes, honesty, sincerity.

Presentation of self in digital environment has been a popular research topic during the last years, however, it's complexity is hard to grasp, as, when digital identity is strictly set apart from the identity of real life, it is implied that there is a clear divide between both environments (although the borders are diminishing with the rise of mobile technologies) and that the self in real life is fixed and stable and is merely re-enacted in the online world in a certain way (Cover).

Understanding self and agency has not been simple also when speaking solely about real life. One of the approaches is to describe one's self as consisting of various identities or self-aspects (i.e., Burke & Stets, McConnell); more specifically, role identities are often used as the main reference points that form the self (Stryker, McCall & Simmons). These theoretical approaches also include a view on the identity structures (hierarchy and salience) that influence which identities are chosen in given situations.

Thus, when speaking about digital environment, social networking sites are described as a place of context collapse (boyd), therefore, individuals face a challenge of managing various identities, meanwhile not being sure to which audience (which circle of connections) they are performing. The factors that can conduce the complexity of the situation include the number of friends / online connections, the homogeneity of the network of friends (whether the friends know each other, or they form various groups), as well as the importance one assigns to the identities.

The challenge gets more complicated when multiple SNSs are brought into the picture, as each of them has different social norms and expectations of the content published, and the audiences one has in any of them can be the same, as well as they can be completely different.

A watercolor splash in various colors (yellow, orange, red, purple, blue, green) with the numbers '1' and '2' overlaid on it.

# Identity theory

P.J. Burke & J. E. Stets

During their lives, individuals take on different identities. Furthermore, they have various identities available at any moment.

## Multiple self-aspects

A. R. McConnell

Self is a whole created by context-dependent self-aspects.

## + Self-complexity (P. Linville)

Complexity of self is defined by the number of separate self aspects (roles, relationships, traits or activities) that share no meanings or features.

Multiple self-aspect management on multiple SNSs:

Integrity as a value of self-presentation  
Velta Skolmeistere. [velta.sk@gmail.com](mailto:velta.sk@gmail.com)



Multiple self-aspect management on multiple SNSs:  
Integrity as a value of self-presentation  
Velta Skolmeistere. [velta.sk@gmail.com](mailto:velta.sk@gmail.com)



# Integrity in the digital environment: three research questions

- (1) what is the approach of choosing which role identities are presented on which SNSs?
- (2) is there a motivation to present the “whole self” of the person, or rather just some of the identities are more likely to be presented?
- (3) are there characteristics that influence the willingness to form a united image and a representation of all the identities one has?

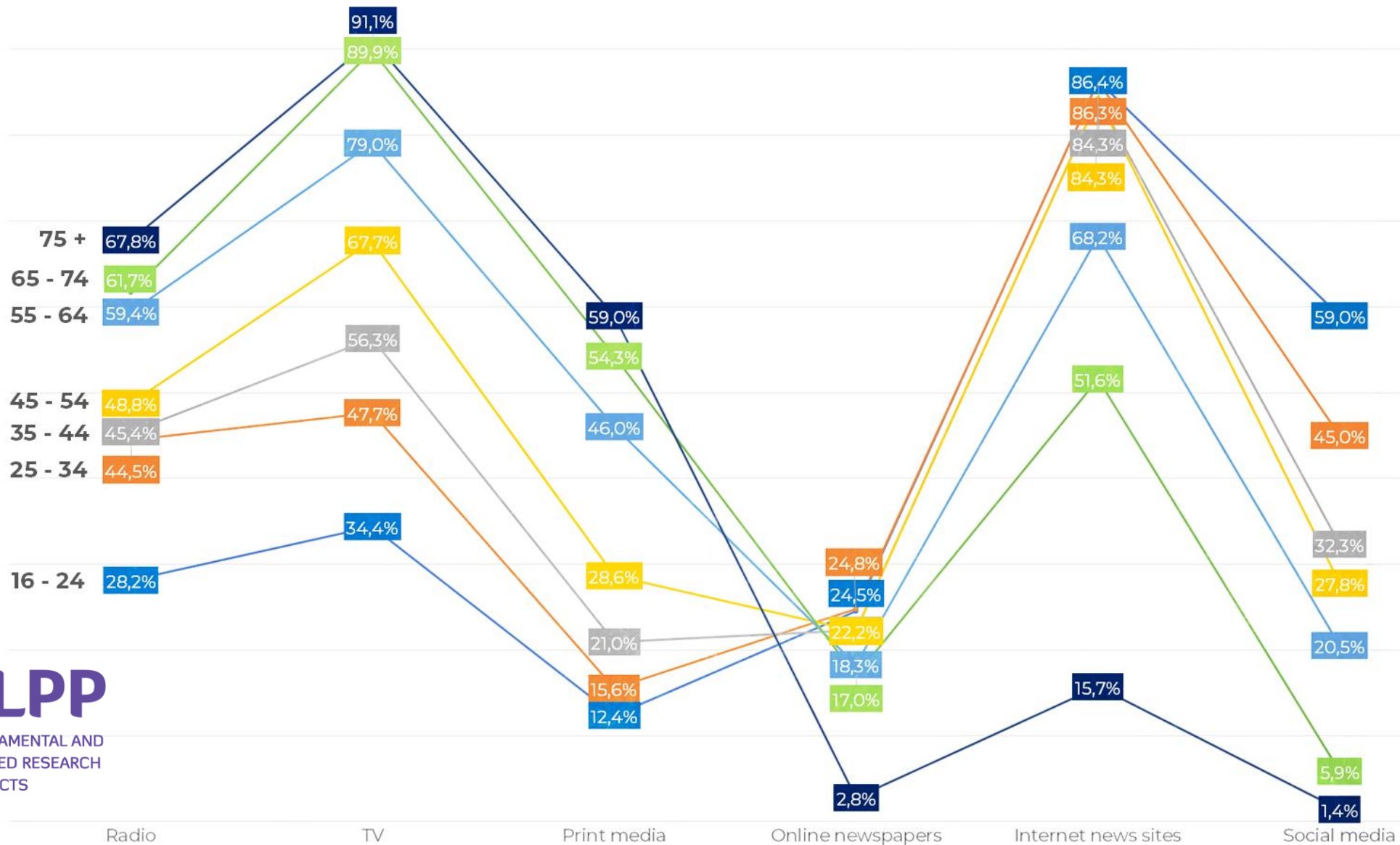
**a person with her  
self-concept,  
identities,  
characteristics,  
values etc.**

**behaviour**

**the output:  
the content of  
(digital) self-  
presentation**

field of the current  
research

# Where do you acquire the most recent information (about the situation in Latvia and abroad)?

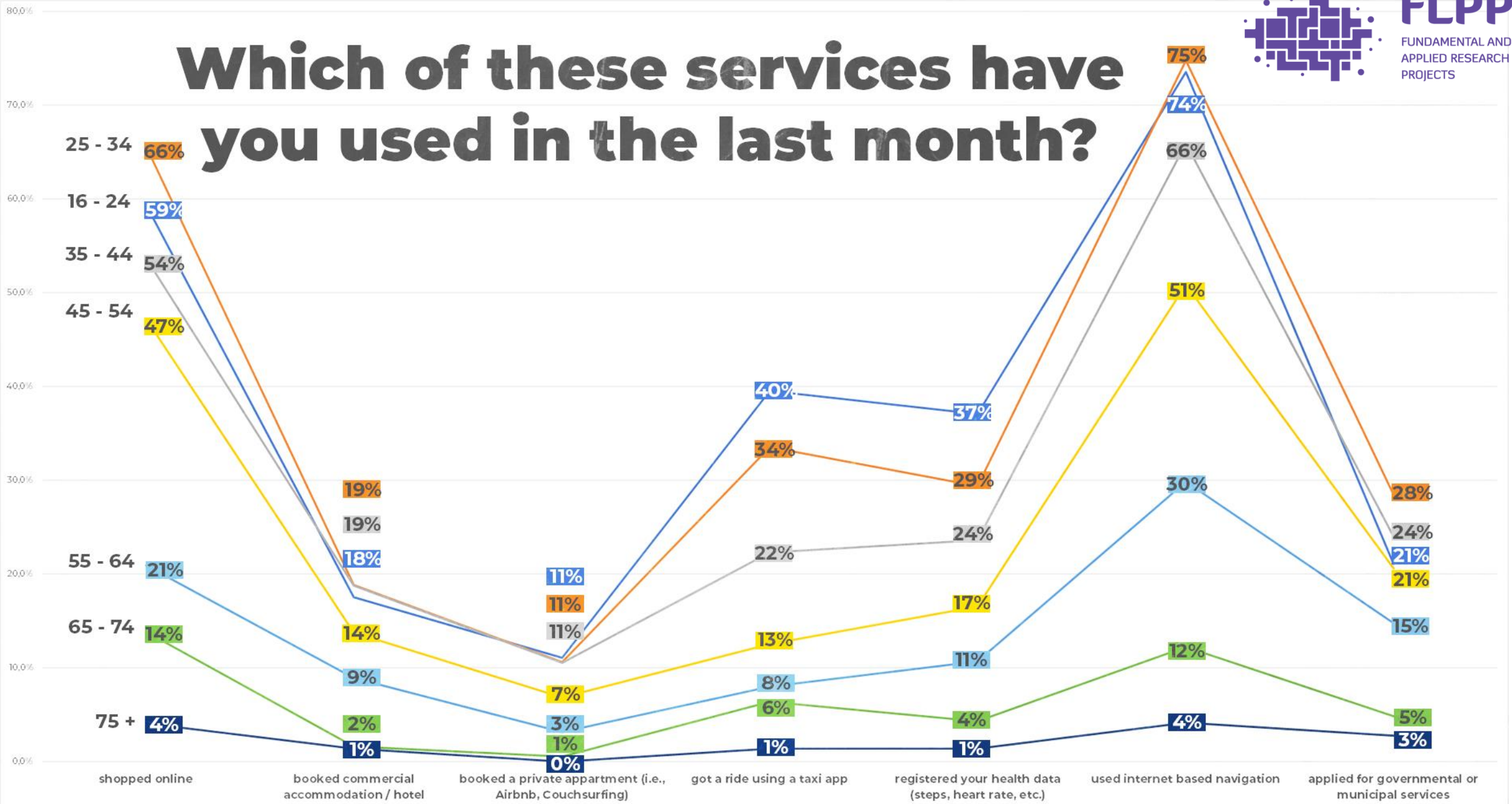


**FLPP**

FUNDAMENTAL AND  
APPLIED RESEARCH  
PROJECTS

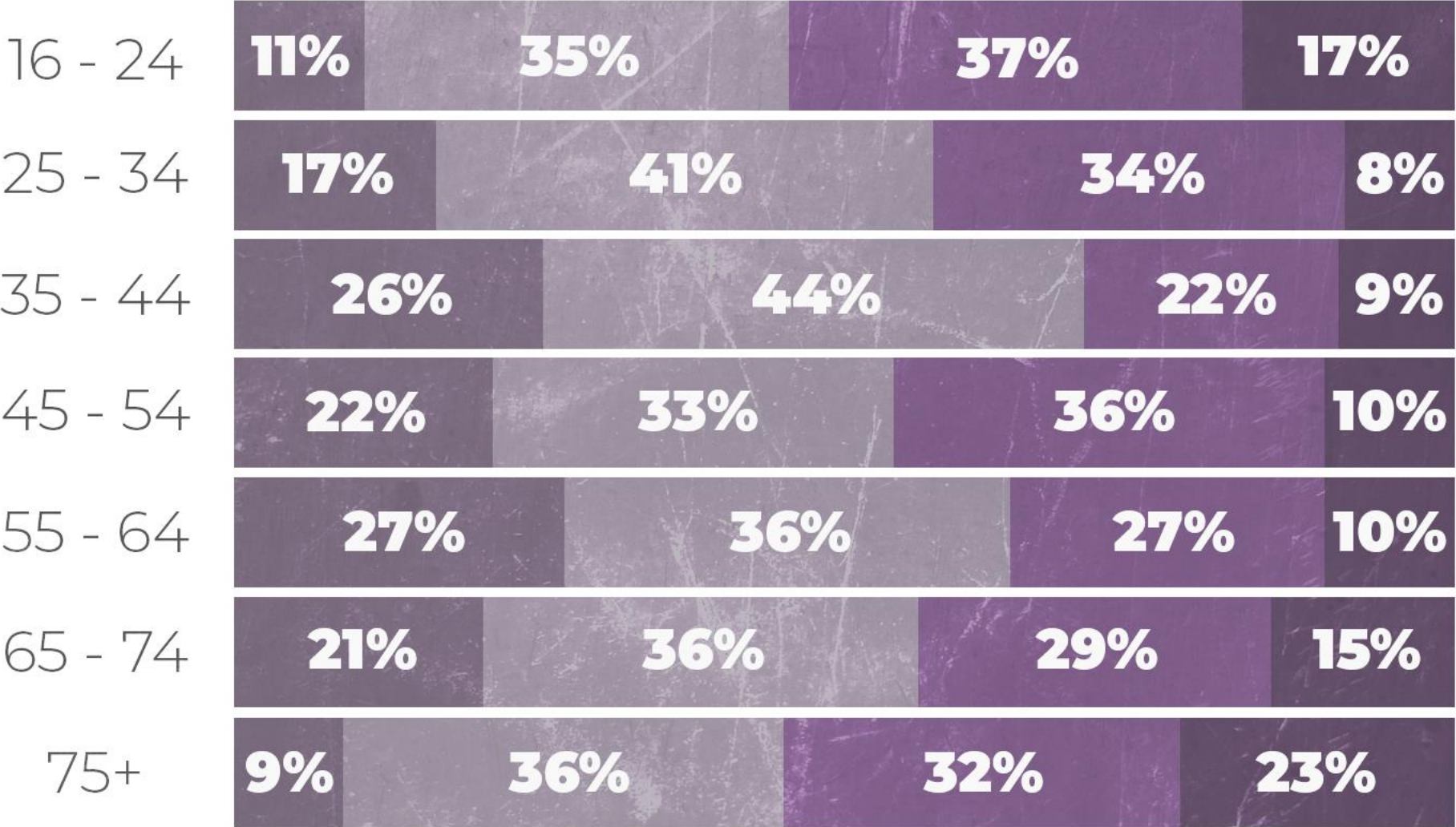
n=1428

# Which of these services have you used in the last month?



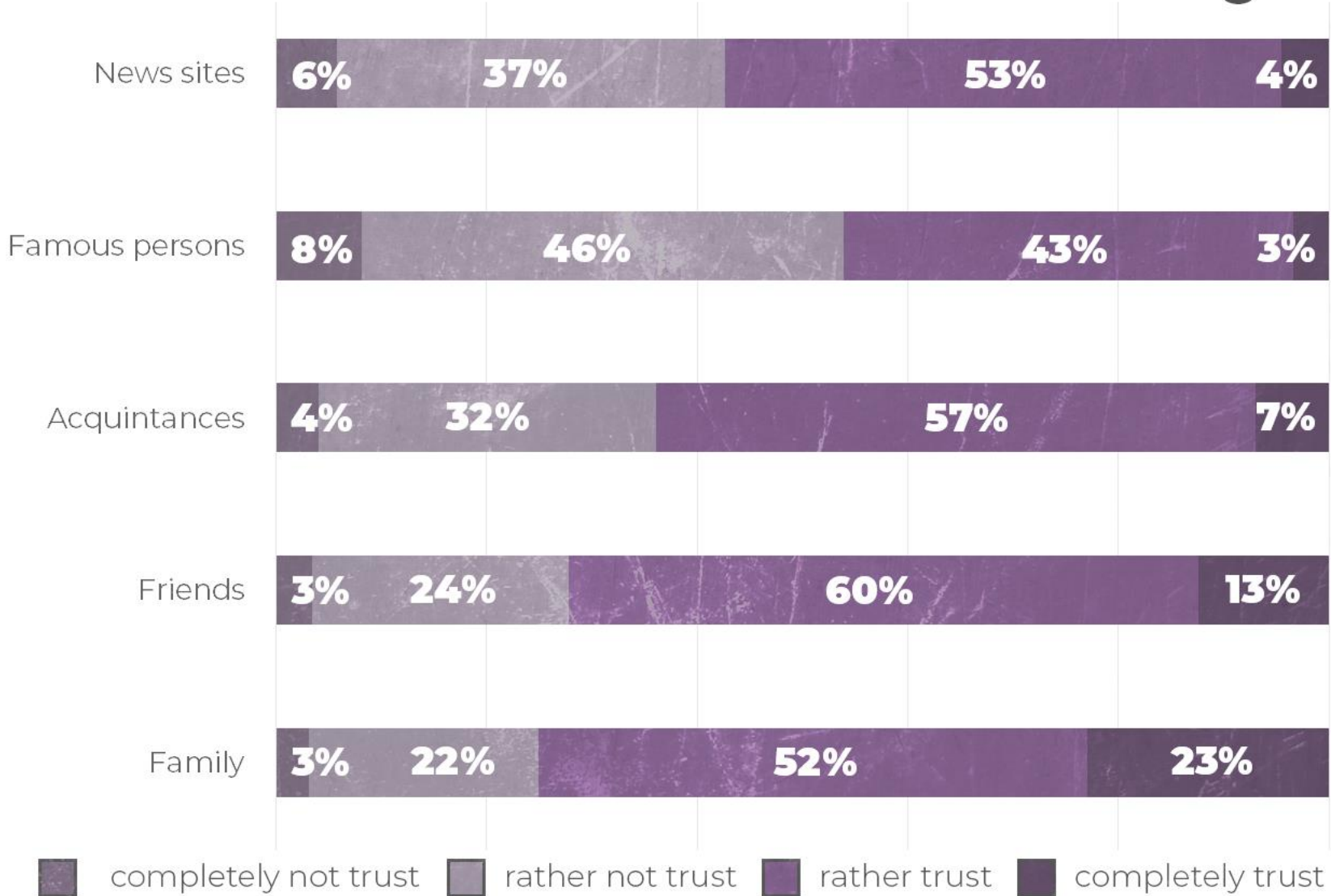


# How safe do you feel about your data on social media?

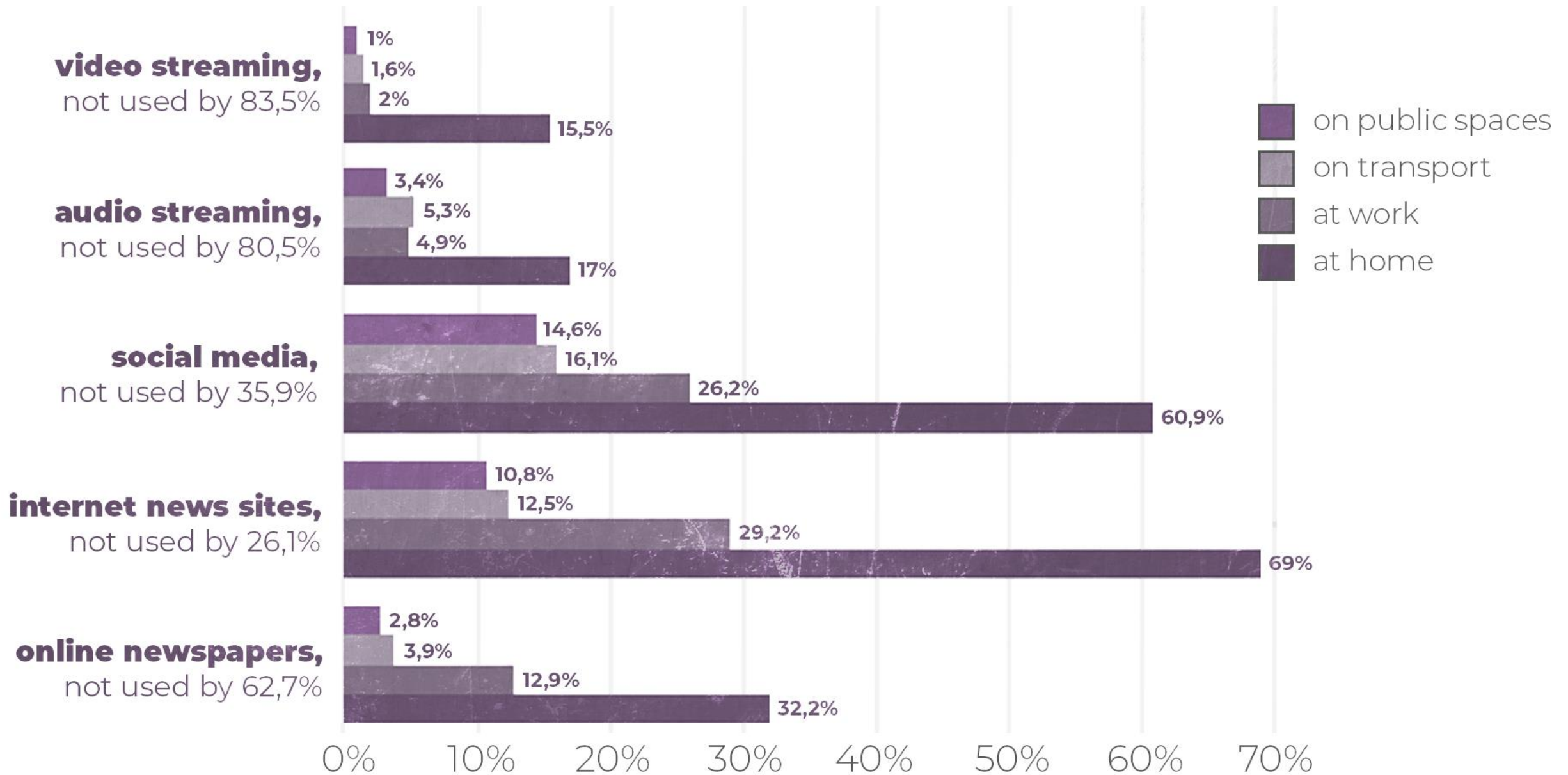


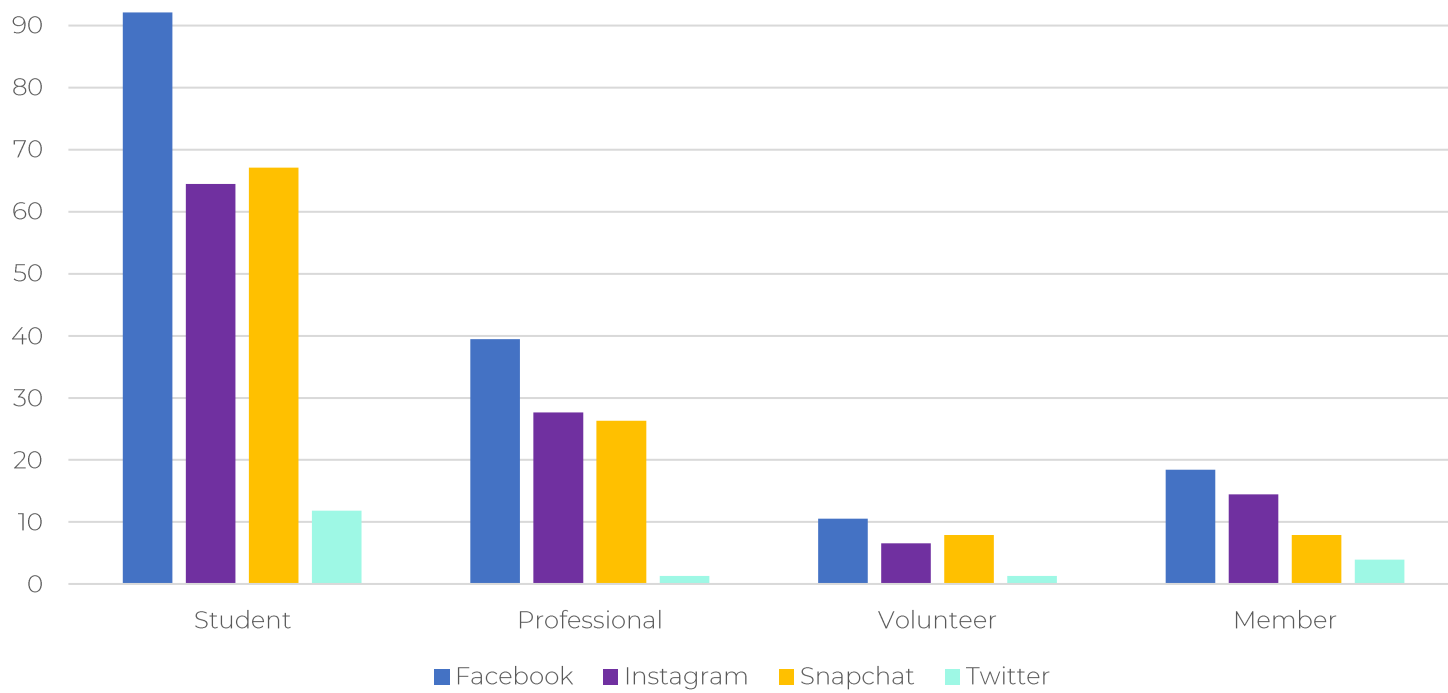
completely unsafe    rather unsafe    rather safe    completely safe

# How much do you trust to what is written on social media by...



# Where do you use...



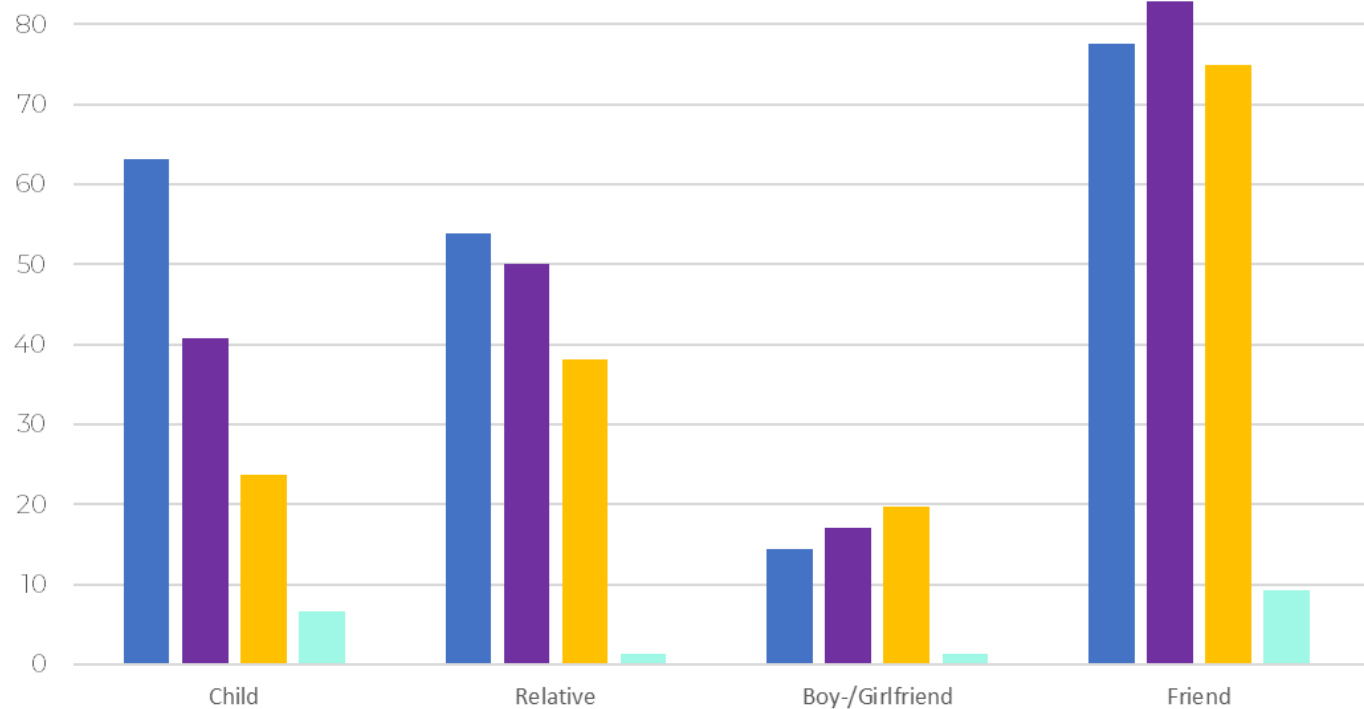


role identities presented on various SNSs\*

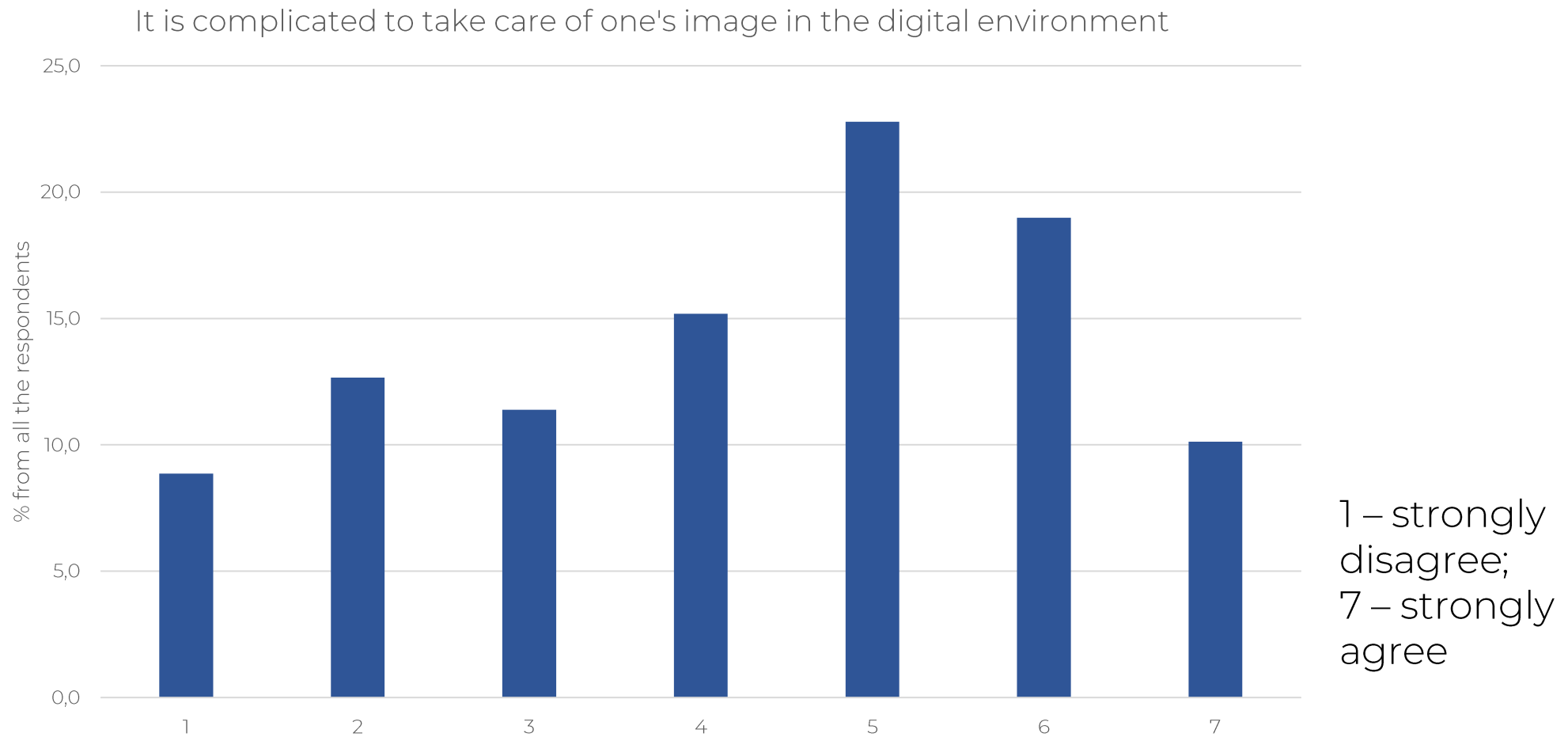
survey data from 2020, n=76, university students

\*TikTok, Youtube, LinkedIn, Vkontakte, Draugiem.lv did not get into the graph

*on Y axis - % from all the respondents*



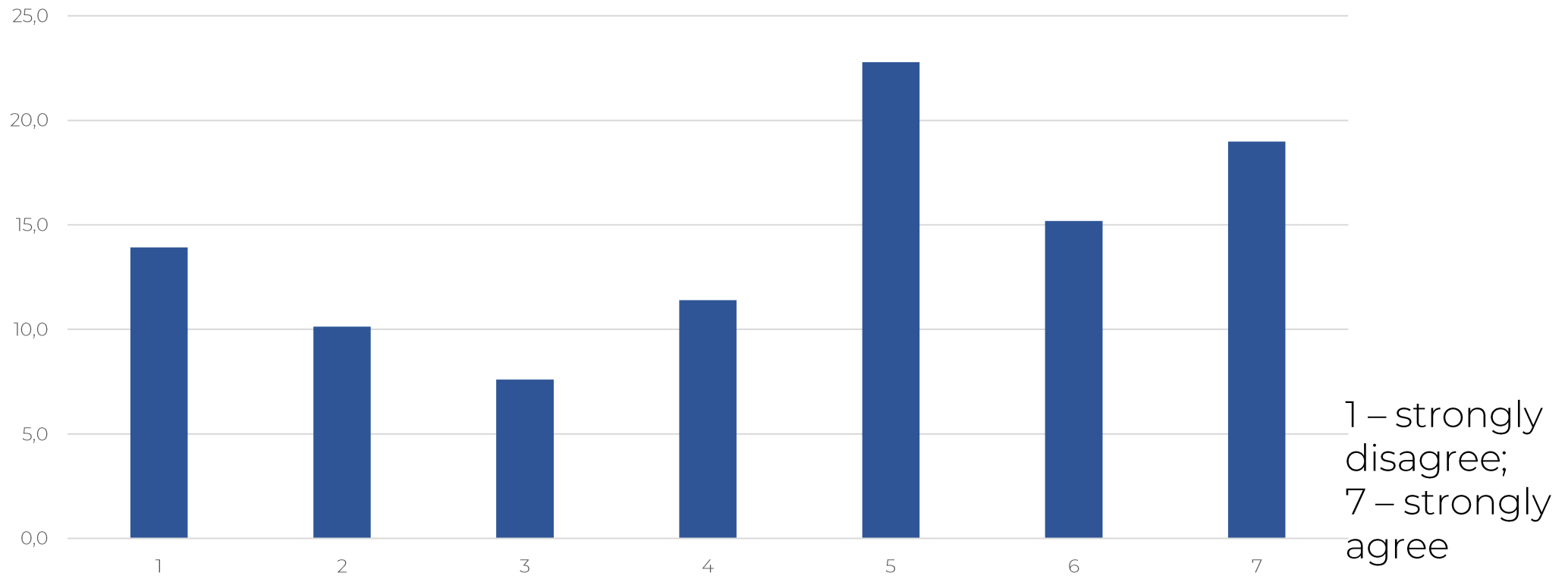




There was a significant colleration between the evaluation of this statement and:

- \*\* the number of SNSs they used for presenting any of the roles;
- \* statement «I tend to wonder what kind of image I make on SNSs»;
- \* statement «A role that I possess liminate what I can / want to post on SNSs.»

I act differently on sites where I am not followed by my parents / employers / other authorities.



There was a significant correlation between the evaluation of this statement and:

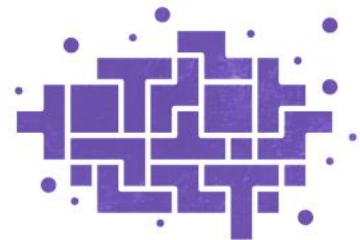
- \*\* statement «The impression I make on various SNSs differs.»
- \*\* number of role identities they claimed they possess;
- \* the number of SNSs they used for presenting any of the roles.

- More than half of young people perceive taking care of one's digital identity as being complicated;
- Presentation of various roles on various SNSs differs, one of the reasons – being aware of authorities being followers in one or another SNSs;
- The question is complicated both from theory (need to bring together various approaches) and from empirical part (a more individual approach would be needed, as there are various interpretation of roles, their presentation and other questions).

# Thank you for your attention!

Velta Skolmeistere, University of Latvia,  
Faculty of Social sciences, Riga, Latvia

velta.sk@gmail.com



**FLPP**

FUNDAMENTAL AND  
APPLIED RESEARCH  
PROJECTS