the challenge of
role identity interaction
(in self-presentation)
on social networking sites

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LZP projekts „Latvijas mediju ekoloģija: Ceturtās industriālās revolūcijas izraisīto pārmaiņu analīze" Nr. lzp-2018/2-0260

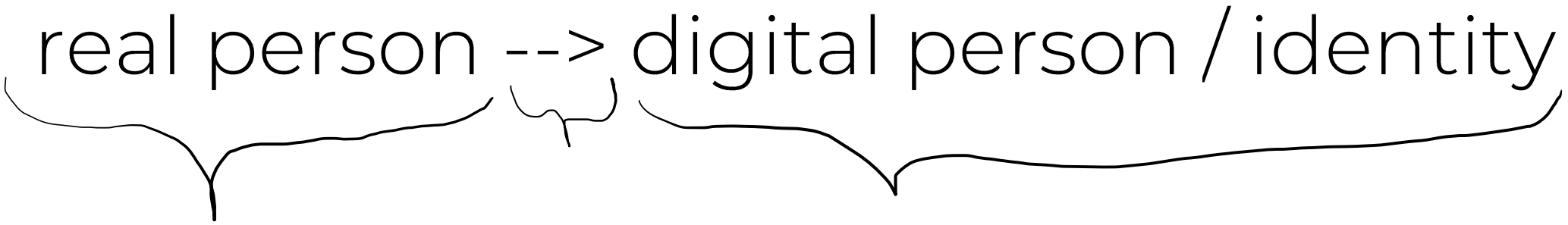
How come it is a challenge?

real person --> digital person / identity

The
facebook
version of you
The
Realistic
version of you
© comicalconcept.com

The
facebook
version of you

The
Realistic
version of you


real person --> digital person / identity

real person --> digital person / identity

«The real person» - the self in real life

Self as an object that is derived from social interaction, where one is defined to herself and points to herself. (*Blumer*)

One self, yet quite a few identities, based on roles, affiliations, characteristics (*McConnell*, *Burke & Stets*)

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.

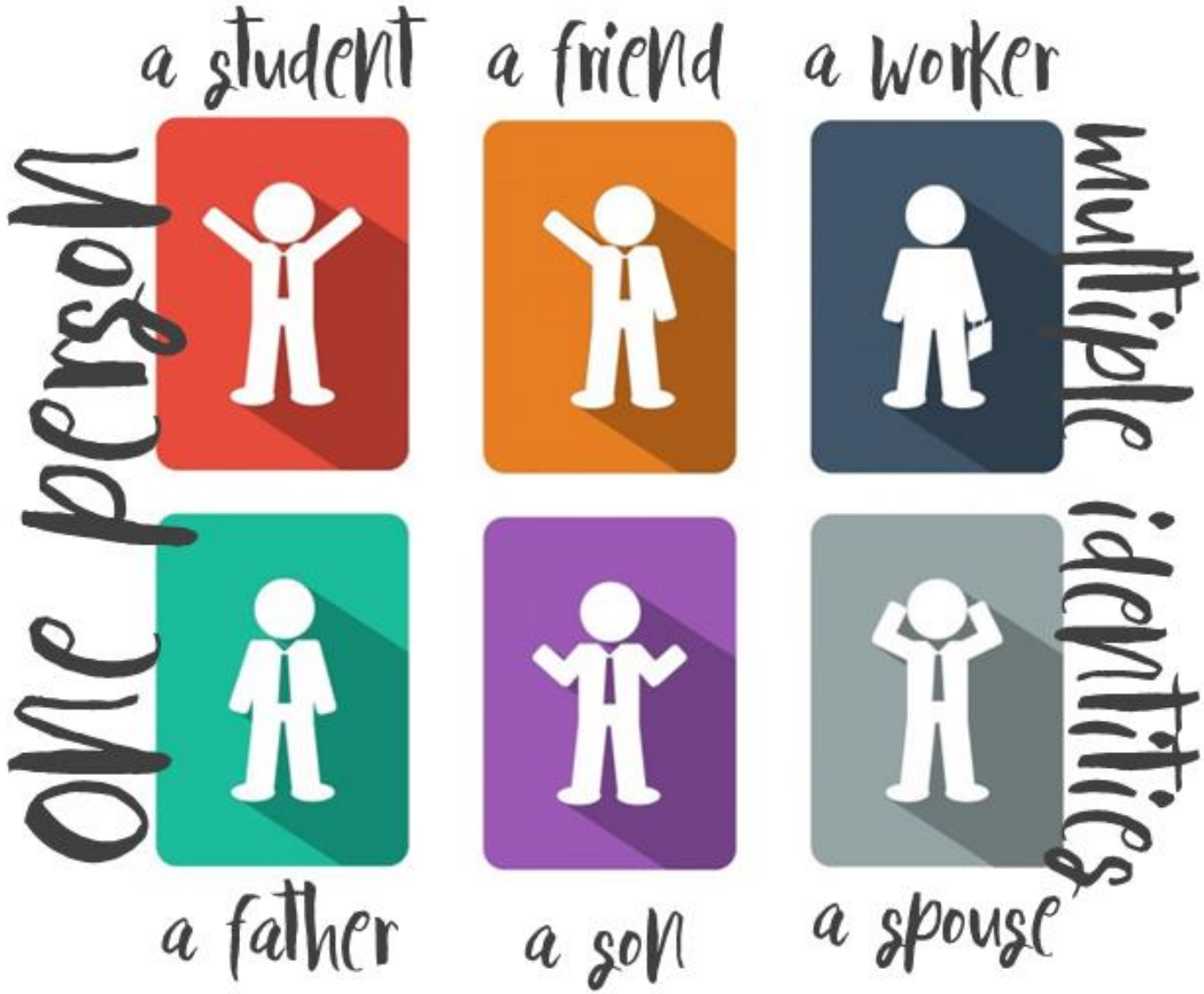
Multiple self-aspects

A. R. McConnell

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

+ Self-complexity (P. Linville)

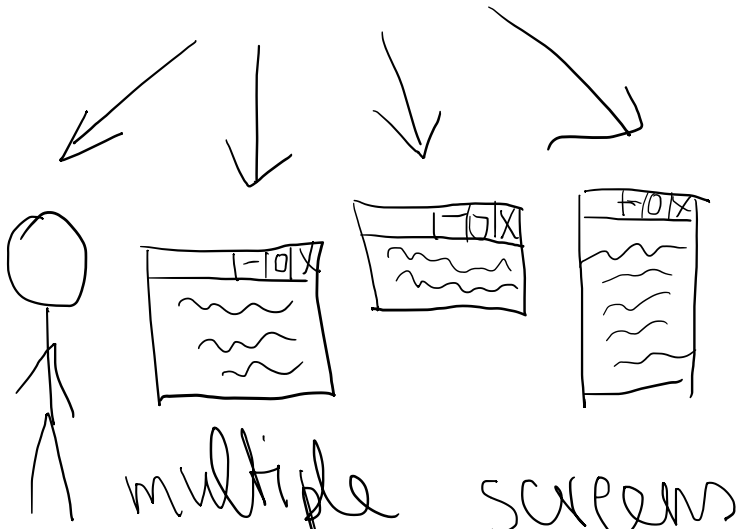
Complexity of self is defined by the number of separate self aspects (roles, relationships, traits or activities) that share no meanings or features.


a student
a friend
a worker
one person
multiple identities
a father
a son
a spouse

The relationship between real self and digital self

Change of approaches

Turkle, 1995

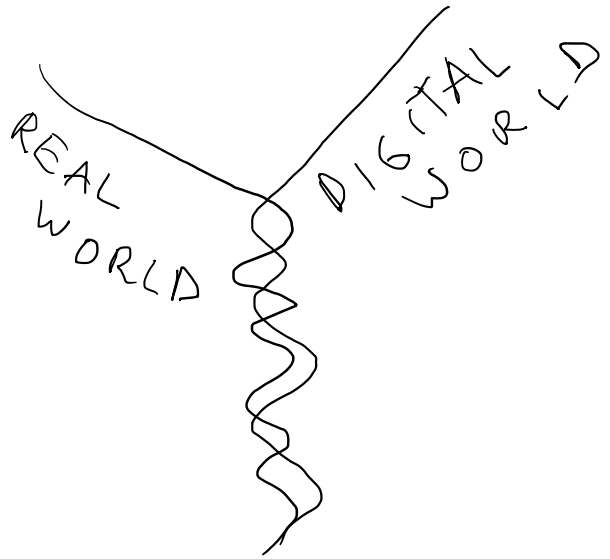


multiple screens

Zarghooni, 2007

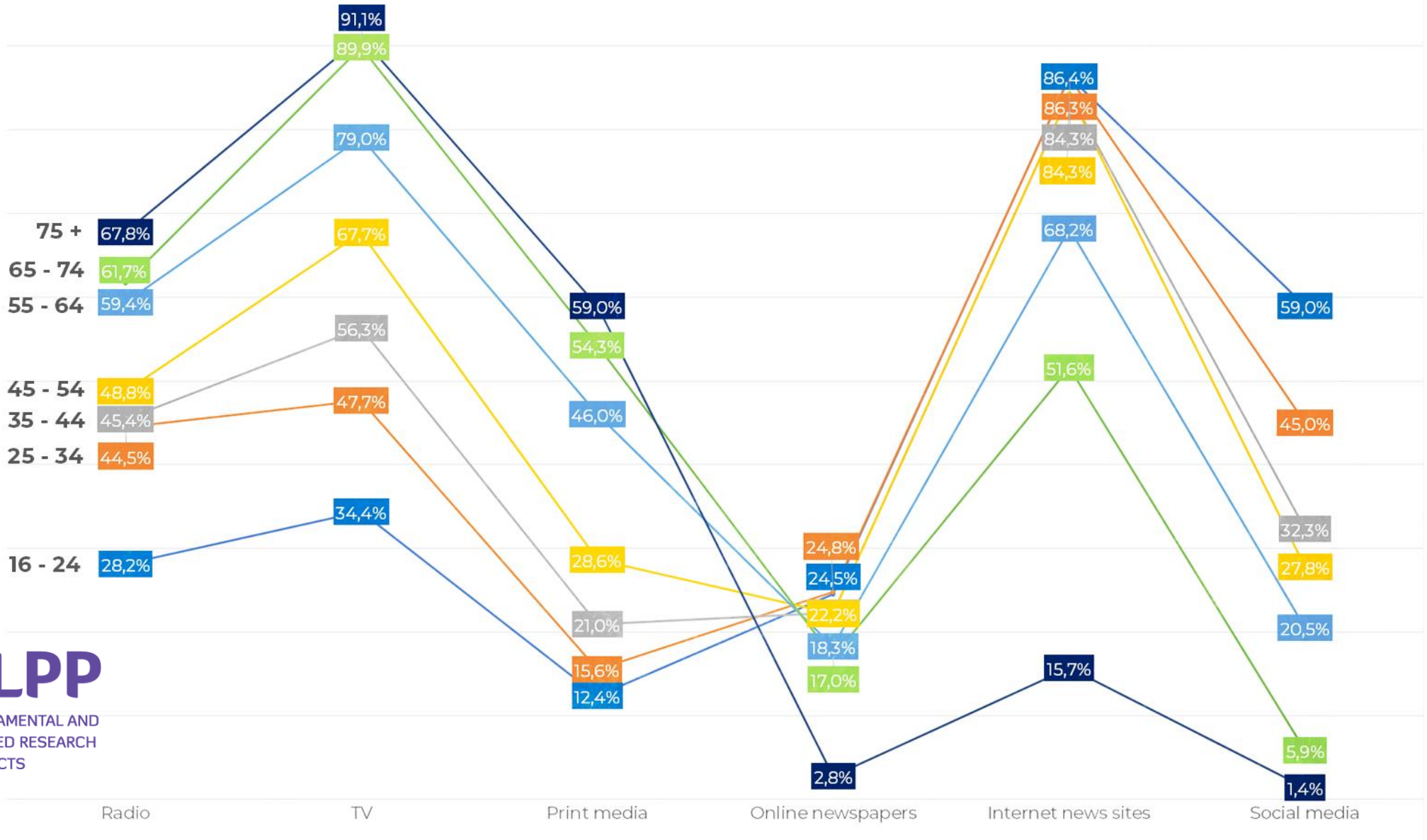
1. 2.

detached presentation of self



Marwick, 2013

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



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n=1428

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

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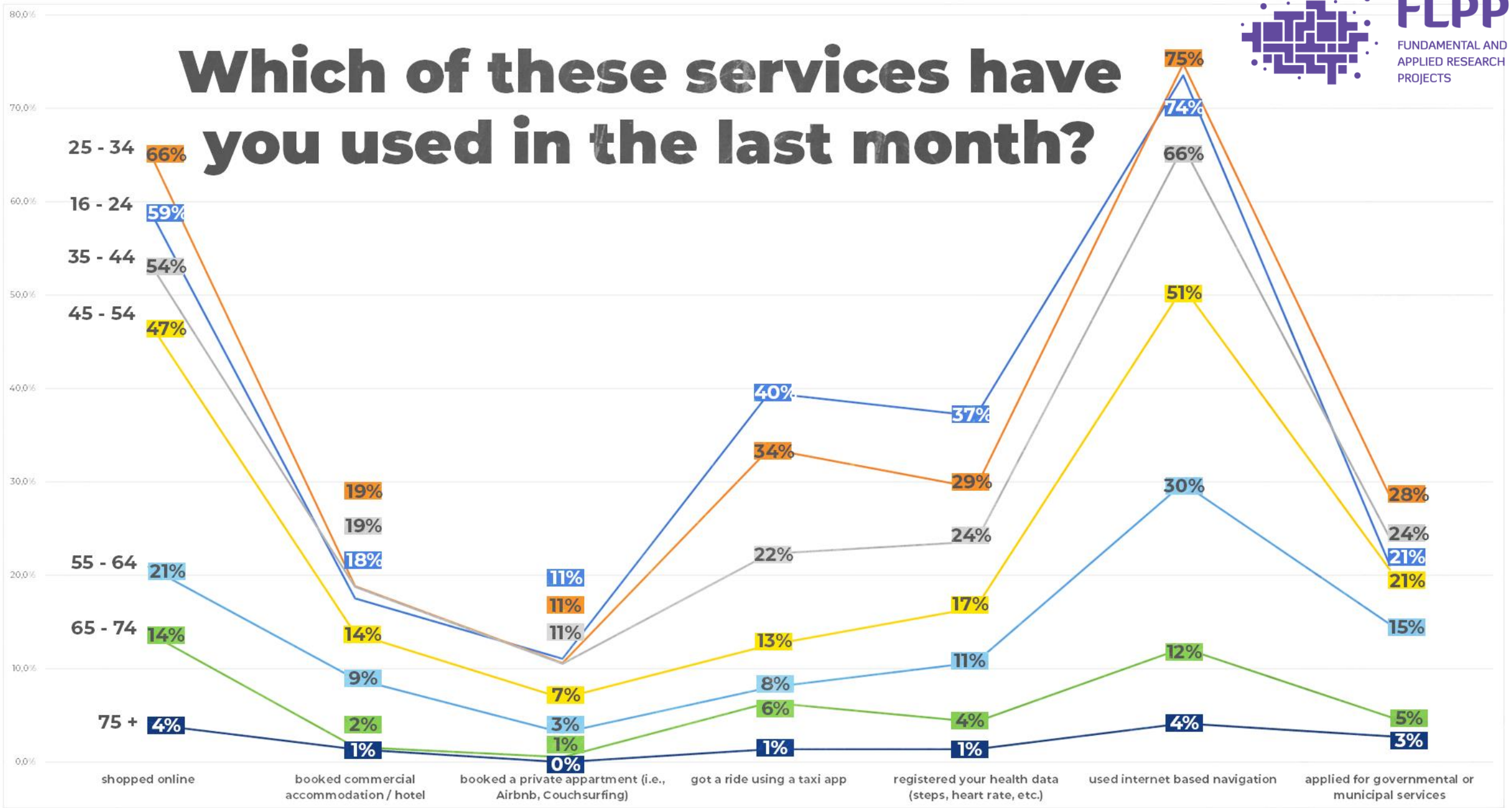


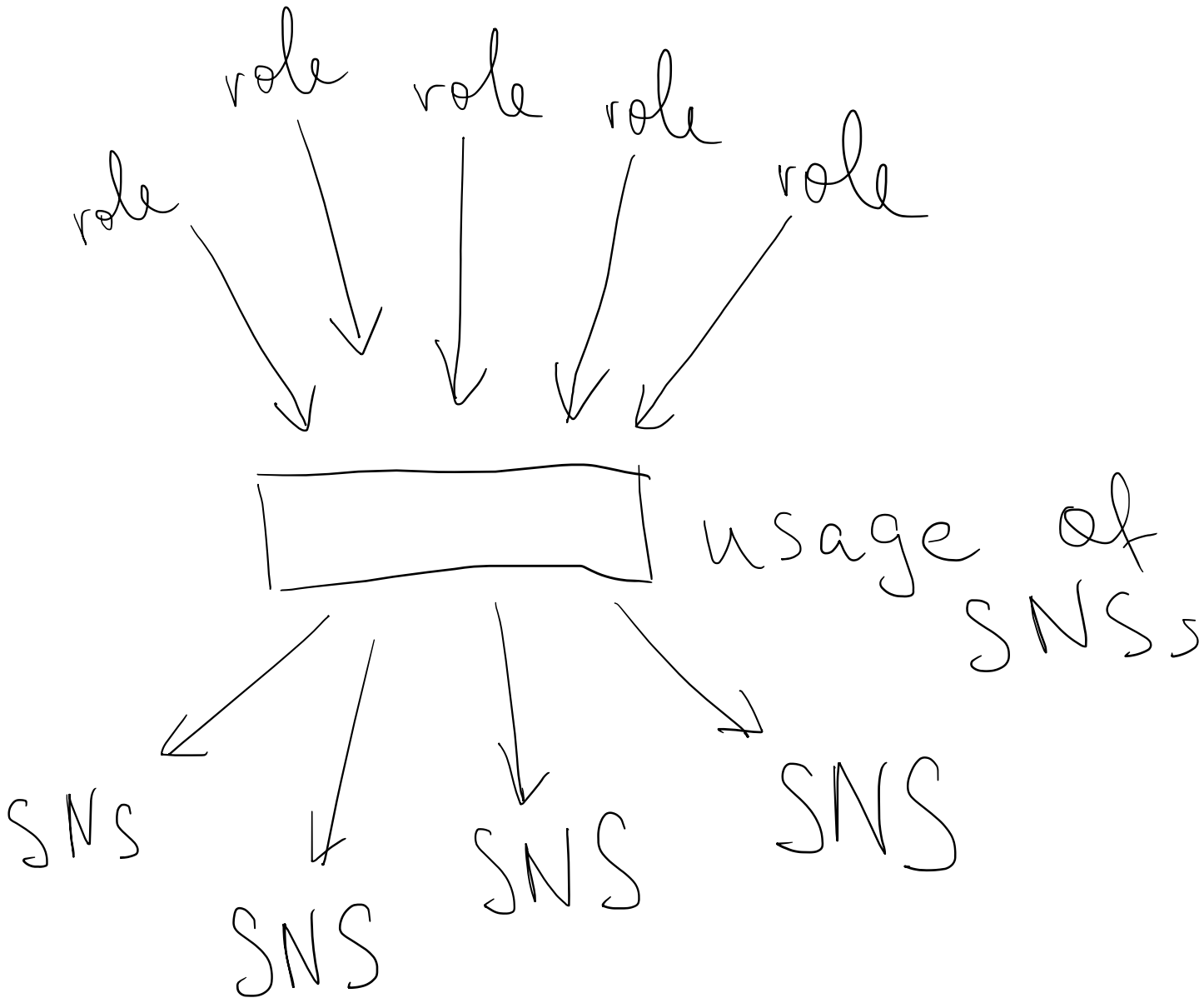
result of self-presentation = digital self

Digital self described (by Zhao, 2005) as

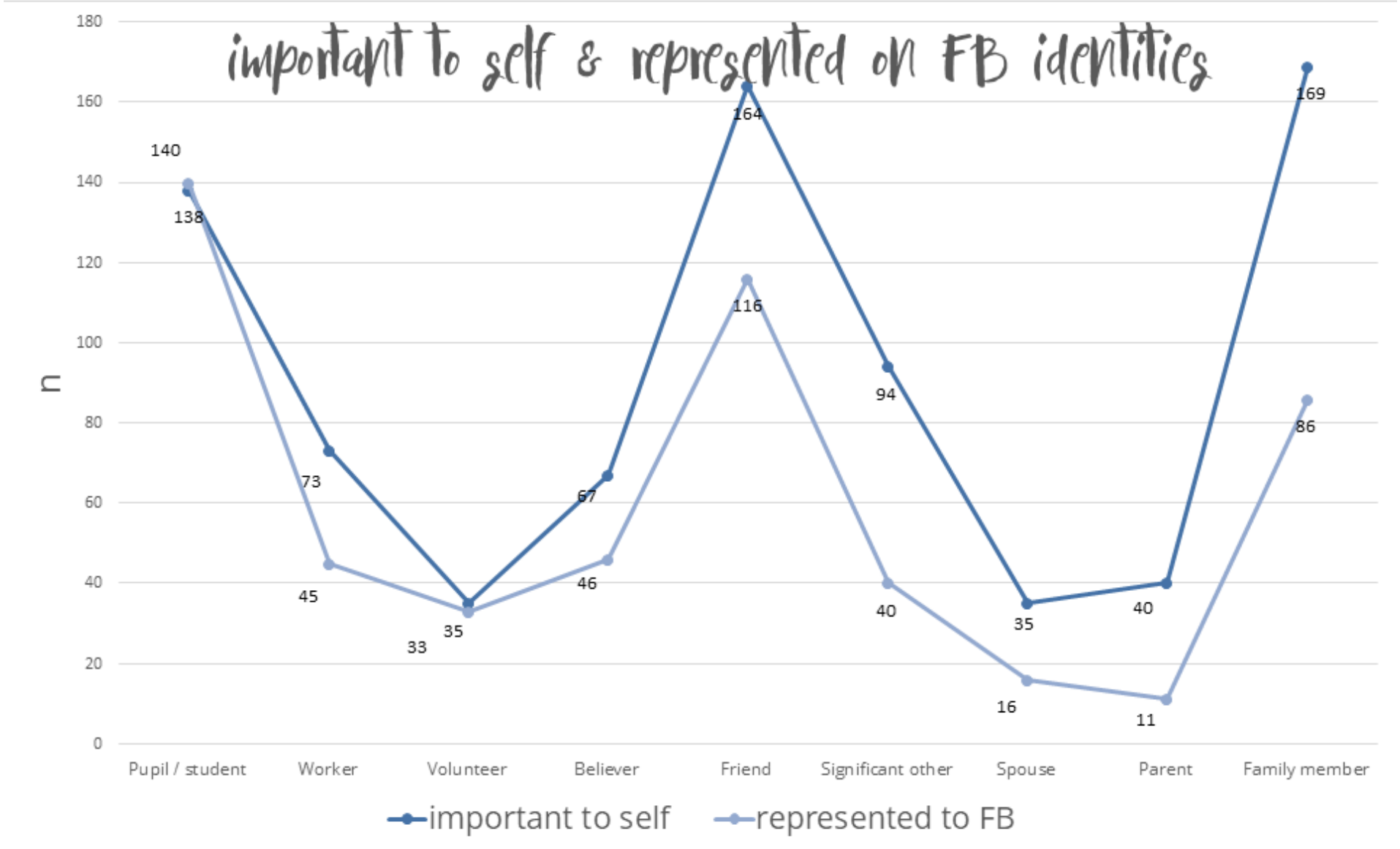
- inwardly oriented;
- narrative in nature;
- retractable;
- multiplied.

context collapse

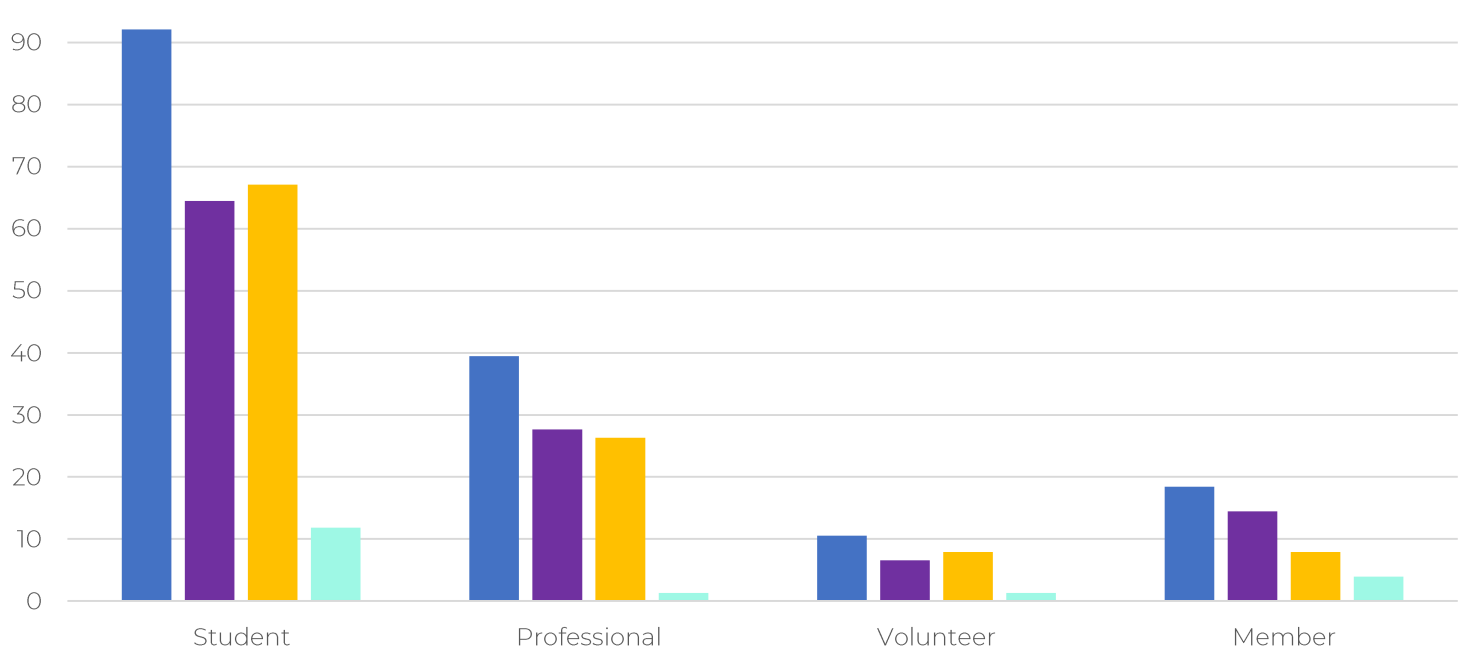
(boyd, 2014)

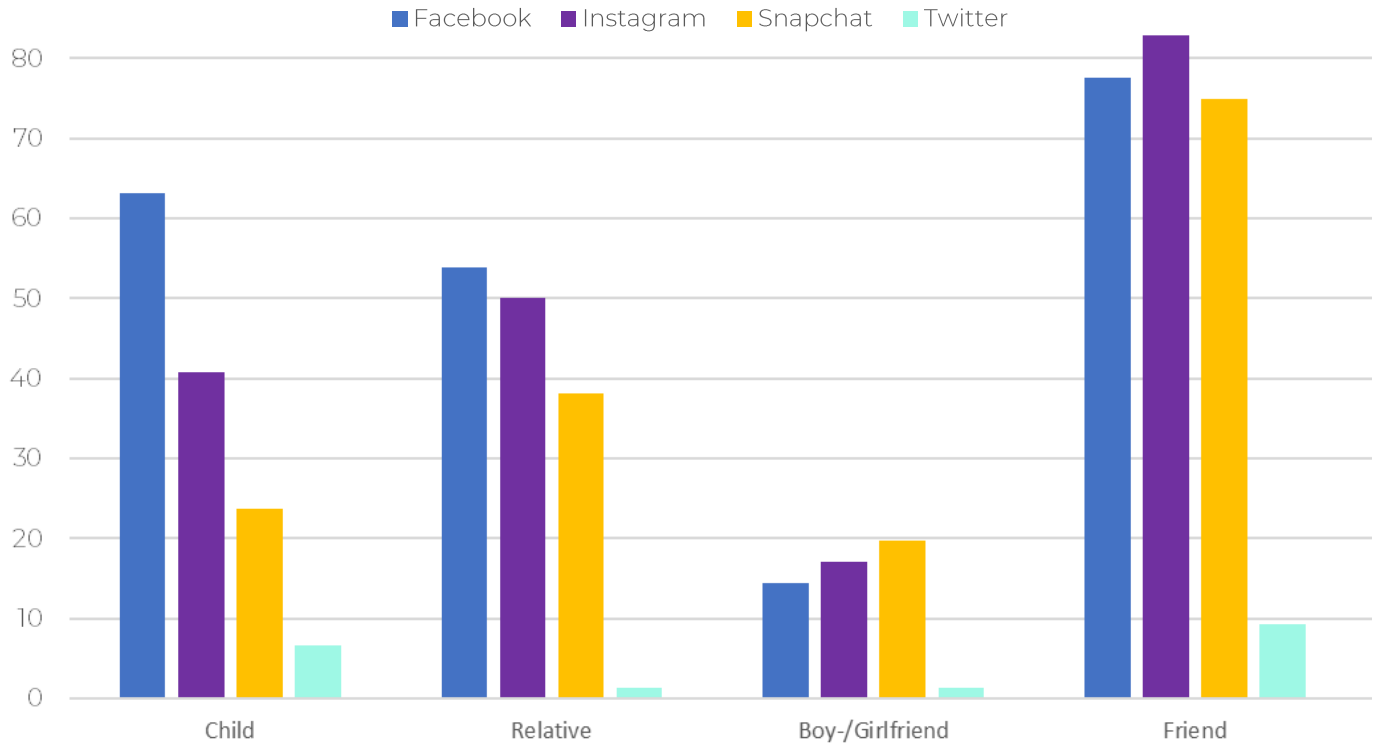

role
role
role
role
role
usage of SNSs
SNS
SNS
SNS
SNS

How is this process managed?



n = 212, data from 2017



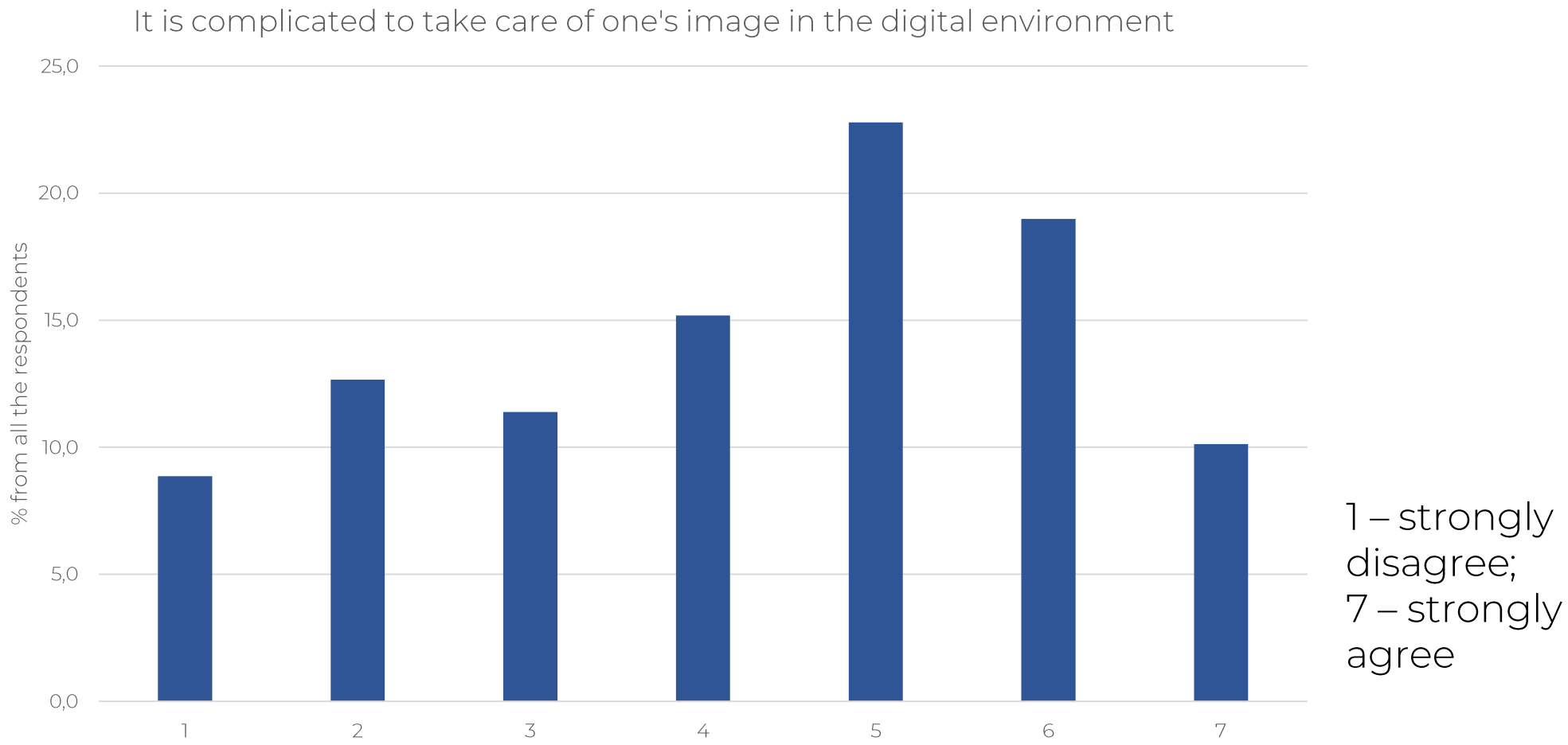


role identities presented on various SNSs*

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



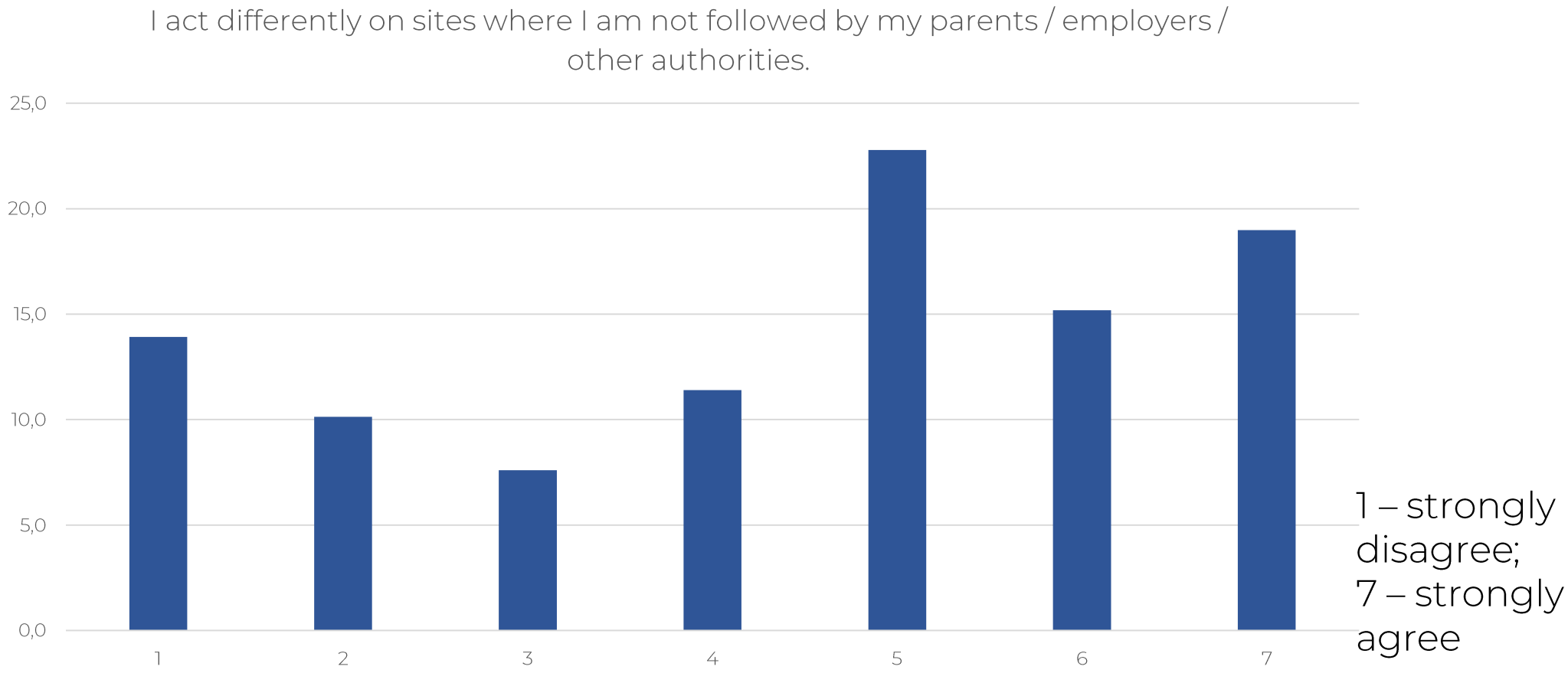
1 – strongly disagree;
7 – strongly agree

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.»



There was a significant colleration 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!

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