

Identity & Social Group Management across Social Networking Sites

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RQ: How do people manage their online identity in relation to their social groups across social networking sites?

Background

Identity management:

- People enact various facets of their complex selves, depending upon context and social group.

Online identity management

- Online, contexts and social groups are ambiguous and lack clear boundaries

Methods

29 in-depth qualitative interviews with a purposeful, maximum variance sample of active social media users:

1. Social media consultants
2. Recent college graduates
3. Information security professionals

Results



personal

professional

Strategy 1: In Control



Strategy 2: Lines in the Sand



Strategy 3: Open Book



Incoming information management: Few use tools for filtering incoming information

Outgoing information management: By network, using lists or circles, using in-network privacy settings

Self portrayal: Giving attention, being resourceful, connecting people, content posted