

2012 - 5AA-27F - Social group and identity management across social networking sites - Mihaela Vorvoreanu HCS



The Center for Education and Research in Information Assurance and Security



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

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Identity management:

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

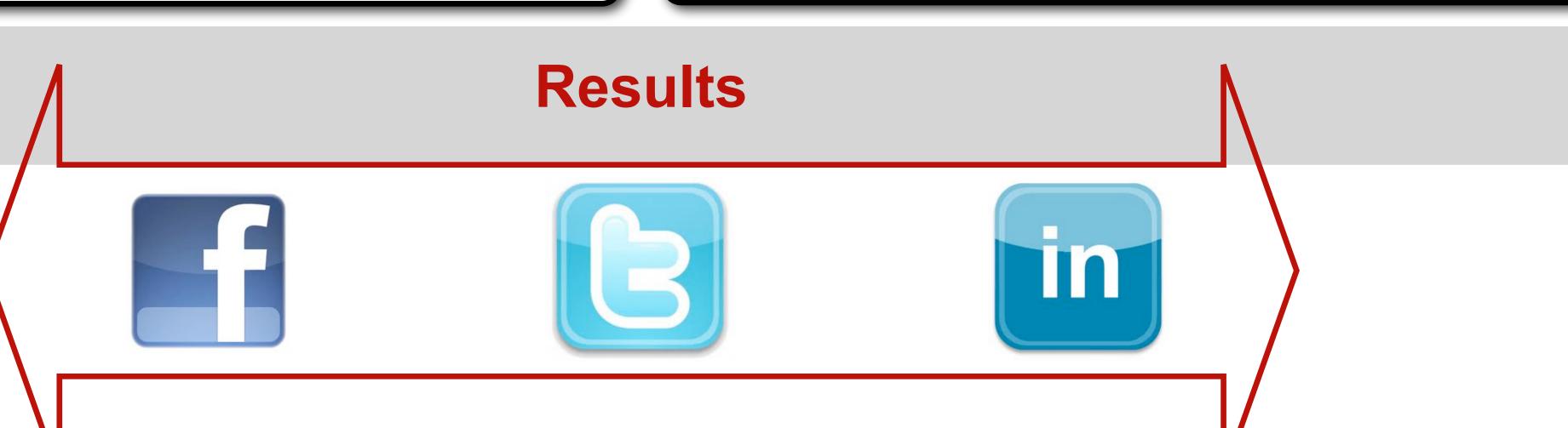
Online identity management

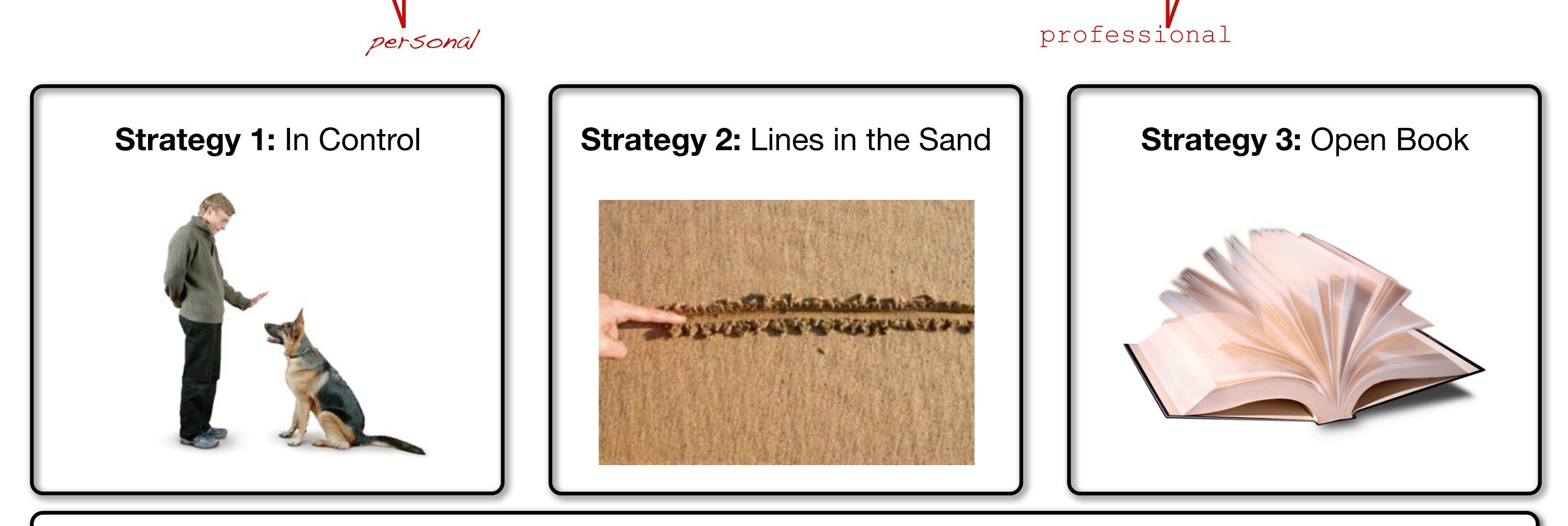
•Online, contexts and social groups are ambiguous and lack clear boundaries

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





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



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