# Deindividuation in Social Media

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Deindividuation of YikYak Posts


Social deindiviuation in social media is increasing as more social media applications, such as YikYak--where you can post your thoughts anonymously. It is important to understand why people do such actions while they are anonymous versus if their identity were known. This study will collect YikYak posts from college students who attend Embry-Riddle Aeronautical University. Eight participants will then use an Excel spreadsheet to sort and categorize each post into Content Categories and Intent Categories. Each participant will have to then choose from a subset of categories within the Content and Intent Categories. The subset of Content Categories includes: aggression, charity, academic dishonesty, crime, escapism, political activities, sexual behavior, social disruption, interpersonal spying and eaves dropping, travel, and miscellaneous. The subset of Intent Categories includes: prosocial (helps others), antisocial (hurts others), nonnormative (violating social norms without hurting or helping others), and neutral (meeting none of the other three categories).The data collection will occur sometime in the last two weeks of February. We are then going to analyze how each of the eight participants categorize each YikYak post based on primary and secondary categories of Content and Intent Categories. The findings may be useful for a further understanding of deindividuation in social media.