

**Informational Privacy and Self-Disclosure Online:  
A Critical Mixed-Methods Approach to Social Media**

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I, Vasileios Routsis, confirm that the work presented in this thesis is my own.  
Where information has been derived from other sources, I confirm that this  
has been indicated in the thesis.

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## **Abstract**

This thesis investigates the multifaceted processes that have contributed to normalising identifiable self-disclosure in online environments and how perceptions of informational privacy and self-disclosure behavioural patterns have evolved in the relatively brief history of online communication. Its investigative mixed-methods approach critically examines a wide and diverse variety of primary and secondary sources and material to bring together aspects of the social dynamics that have contributed to the generalised identifiable self-disclosure. This research also utilises the results of the exploratory statistical as well as qualitative analysis of an extensive online survey completed by UCL students as a snapshot in time. This is combined with arguments developed from an analysis of existing published sources and looks ahead to possible future developments.

This study examines the time when people online proved to be more trusting, and how users of the Internet responded to the development of the growing societal need to share personal information online. It addresses issues of privacy ethics and how they evolved over time to allow a persistent association of online self-disclosure to real-life identity that had not been seen before the emergence of social network sites. The resistance to identifiable self-disclosure before the widespread use of social network sites was relatively resolved by a combination of elements and circumstances. Some of these result from the demographics of young users, users' attitudes to deception, ideology and trust-building processes. Social and psychological factors, such as gaining social capital, peer pressure and the overall rewarding and seductive nature of social media, have led users to waive significant parts of their privacy in order to receive the perceived benefits. The sociohistorical context allows this research to relate evolving phenomena like the privacy paradox, lateral surveillance and self-censorship to the revamped ethics of online privacy and self-disclosure.

## Impact statement

This research offers a thorough investigation of online self-disclosure and informational privacy norms and examines the social and technological context in which social media platforms emerged as well as their continuance use and evolution. Within academia, the thesis demonstrates a way to bring together different approaches such as critical inquiry and mixing of both qualitative and quantitative data to study the sociohistorical development of informational privacy norms as well as granular insights on how people engage with social media and their perceptions and attitudes. These mixed-methods and cross-disciplinary perspectives combine critical inquiry with a comprehensive exploratory analysis of survey data that academics in related fields might find interesting and useful to the designing of their research methods to multifaceted study complex phenomena that involve social, psychological, historical, cultural and technological dynamics. In addition, the rich empirical data of this thesis can be treated by other researchers who investigate matters around online self-disclosure, privacy and social media as a moment in time and provide them with valuable information to compare and contrast with their own findings. The study can also be used by educators who work on issues related to social media or more generally around informational privacy, norms and ethics. The material can facilitate the edification process towards the advancement of individuals to heightened awareness and eventually contribute even in the slightest to the development of pro-active societies that are critical towards some of the most ambivalent modern-day societal and technological matters.

The impact of this thesis is not limited to an academic setting. In recent times there have been many discussions around informational privacy, and social media platforms are under increasing scrutiny and looming regulations. Several revelations ranging from Edward Snowden's global surveillance disclosures to the Cambridge Analytica scandal have intensified the discourse on privacy issues while legal regulations such as the GDPR in the European Union have intervened in an attempt to protect, to a certain degree, people's privacy and data rights. The thesis offers a detailed approach to some of the aforementioned issues that can help policymakers develop enhanced



regulations by aiding them in understanding the composite and heterogeneous nature of informational privacy in the social media age. The study can also be useful to social media platforms themselves by assisting them in designing their data protection and privacy planning strategies. The thesis can be used as a theoretical basis to enhance the understanding of the complications to societal life created by social media, appreciate their significant responsibilities and help improve and respect their users' needs, desires and privacy. Finally, the thesis can impact the developers and people involved in the shaping of alternative social media solutions. The technological, social and historical context of the study can be a valuable source of information to strengthen the understanding of phenomena such as the privacy paradox – the often-contradicting forces between discomfort from the invasion of informational privacy and the perceived benefits and gratifications of privacy cynical online behaviour. This knowledge can help innovators to design solutions that are not just privacy-oriented but also viable platforms that have prospects to compete with mainstream social media and attract and provide users with complete interactive and engaging environments that have respect to data ethics by design.

## **Keywords**

informational privacy; social privacy; self-disclosure; sharing behaviour; social networks; social media; online identity; social history; critical inquiry; survey analysis; mixed-methods

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## Chapter 1: Introduction

*[...] there are eyes everywhere. There is no blind spot left.  
- But what shall we dream of when everything becomes  
visible? - We'll dream of being blind.*

(Paul Virilio in Wilson, 1994)

### 1.1. General description of the research field and perspective

This is a humanities and social sciences communication study on contemporary informational privacy issues and the challenges related to modern-day technology and way of life, assisted in part by the application of computational methods (Digital Humanities/Sociology). This study falls within a Critical Digital Humanities approach seeking 'the historical, social, political, and cultural contexts around digital transformations' (Berry, 2013) which are 'attentive to questions of power, domination, myth and exploitation' (Chun, 2013). It uses a mixed-methods approach that includes the analysis of quantitative and qualitative data from an online survey.

### 1.2. Background

Most contemporary societies are dominated by informational flows in digital form transmitting immense amounts of data every day. The information that is being exchanged, stored and accumulated can be of an infinite number of subjects. However, personal data of any kind are a special and distinctive type of information as they are directly related to a person. Aggregation of personal data and their analysis using data science is becoming more common and is used for various purposes such as generating personalised advertisements, assessing group behaviour or even for predictive analytics.

For example, in the UK the government considers abolishing the UK Census after 2021 as it is believed that administrative data gathered from various sources such as National Health Service, HM Revenue and Customs, Department for Work and Pensions and others will be sufficient to provide a detailed documentation of the population (Maude, 2014; Office for National Statistics, 2018a). Within this setting, Facebook filed a patent in 2017 on

predicting household demographics based on image data using deep learning artificial intelligence techniques (Facebook Inc., 2018). The massive pool of data for such an ambitious attempt is the personal information shared voluntarily online by almost two and a half billion Facebook users. Personal data have become a central point of focus not just for governmental authorities, as Foucault demonstrated in his *Archaeology of Knowledge* (Foucault, 1972), but foremost for commercial purposes by marketers and businesses spanning into a broad spectrum of personal information. This range can cover almost the entirety of an average person's everyday life; from TV viewing preferences (Netflix), buying habits (Amazon or eBay) and fitness workout (Strava) to friendships and social circles (Facebook), working experience (LinkedIn) and photo-sharing (Instagram) to name a few. In this context, informational privacy has become an issue of significant importance as it becomes more apparent how people's personal information can be used and abused in various ways. This realisation has recently begun to be imprinted in the law, such as the GDPR in the European Union, although at the time of writing this thesis it is too soon to determine its efficacy at protecting the personal data of its citizens. However, although overall privacy awareness seems to be heightened, privacy cynicism has, thus far, allowed some pervasive uses of personal information with a significant impact on societies at different levels: social control, commercialisation of personal data, interpersonal relationships.

This thesis seeks to investigate parts of this process by focusing on a crucial aspect of this phenomenon: the voluntary sharing of personal information in online environments. The thesis considers this important because never before in human history has there existed a publicly available communication tool that has allowed instantaneous global information exchange by virtually anyone in the world owning a computer or a device capable of connecting to the Internet. The work charts a period of change in terms of interacting with the tools available. Looking back retrospectively, people proved to be increasingly trusting and willing to share their personal information from the mid-2000s with the emergence of self-exposing platforms like the social network sites (boyd, 2004; boyd and Ellison, 2007; Govani and

Pashley, 2005; Marwick, 2005). What were the processes and the social context that allowed such a relatively expeditious change of norms and attitudes to happen (Gross and Acquisti, 2005)? Jacques Derrida, in his famous *Archive Fever* lecture delivered in 1995, commented on email that '[...] electronic mail today, and even more than the fax, is on the way to transforming the entire public and private space of humanity, and first of all the limit between the private, the secret (private or public), and the public or the phenomenal' (Derrida and Prenowitz, 1995, p. 17). Today, email is generally considered to be a private communicational method as – with the exception perhaps of email lists – it lacks public exposure and is meant to reach specific recipients, although emails are effortlessly archived – nowadays commonly in automatic manner in the cloud – for future use.

In contrast, self-revelation through identifiable self-disclosure in social media is taking place in environments that on top of being persistent are also searchable, replicable, and scalable (boyd, 2008). This information, therefore, acts not only as an archive of one's past self, but also as a form of documentation of their present everyday life, and more recently as a sort of an experiment, their plausible future projection and behaviour using artificial intelligence. As most of the prominent social media services are commercial, it is imperative for them to capture as much personal information as they can and monetise it, and for that reason, they have created interfaces that facilitate this oversharing of data. In parallel to that, the habituation of self-disclosure in social media, especially those that are associated with real-life identities, has disseminated into societies a culture of interpersonal surveillance where, in general, people expect to be able to find personal information about others and also anticipate others to look for information about them online.

Self-disclosure, the process of revealing personal information to other people, has always been an important element of online communication environments. However, as this thesis discusses, before the emergence of social network sites, self-disclosure, in general, had limited consistent association or attachment to the real-life identities of the users in a space like the World Wide Web, where information can be persistent, searchable and retrievable for others to find. The thesis examines how this transition of self-

disclosure behaviour and the alterations of perceptions on informational privacy took place by conducting a conceptual and historical review on issues and concepts like anonymity, self-revelation and use of real names through various communicative online environments such as Bulletin Board Systems, Internet forums, Usenet and others in a timeframe spanning from the 1980s until nowadays.

In terms of technical and technological evolution, informational privacy concerns are continuously being mitigated in practice. Some examples are the increasingly widespread use of encrypted protocols such as SSL, the emergence of encrypted and secure applications like Signal, the increased popularity of VPN services, and others. Legal-wise, there are parts of the world that have updated their regulatory framework with informational privacy in mind, such as the GDPR in Europe. However, the thesis is particularly interested in people's response to informational privacy as developed within a setting where significant aspects of socialisation are mediated through the use of social media. In this context, the investigation of the mechanisms for maintaining control of personal information as well as the perceived notion of 'control' of privacy itself is essential in the direction of understanding some of the communication dynamics of contemporary information societies and its underlying odds of power.

The thesis topic and overall approach was motivated by a number of questions the author had at the beginning of this PhD: What were the processes that led to the fast habituation of self-revelation and dissemination of personal information online? How is privacy awareness seemingly growing while actual informational privacy is waived by identifiable self-disclosure in online environments? What are the qualitative characteristics of these conflicting dimensions and how has the evolution of online communication led to the emergence of new privacy ethics? How are these related to the Internet's technological evolution and the emergence of social media? In what ways do the normalisation of self-disclosure online, human psychology, social control and pervasive commercialisation of personal data relate to each other?



### 1.3. Research gap and general objectives

There has been limited research thus far with a reasonably holistic view of self-disclosure and social media. Most studies have focused on specific social media services or attitudes, or attempt to investigate the issue using a limited and fragmented scope of perspectives by applying individual models and theories. A comprehensive approach that brings the historical context of the notion of informational privacy to the critical study of modern-day self-disclosure in online environments with a mixed-methods perspective was missing from the relevant literature and this study attempts to fill that gap.

The thesis aims to cover the following objectives:

- Conceptualise the respective ideological and socio-political context and critically study the role of social media in the transition of privacy norms and ethics perceptions and self-disclosure behaviour.
- Explore the psychosocial processes such as social and peer pressure that contributed to the habituation of identifiable self-disclosure on social media as well as their relationship to the privacy paradox phenomenon.
- Explore how online communication environments and online identities have evolved throughout their history, from Bulletin Board Systems to social media, and their relevant quality characteristics.
- Investigate the patterns in which individuals maintain different self-disclosure practices and behaviour across different online environments, as well as examine some of their demographic trends (mainly age and gender).
- Investigate the relationship between online self-disclosure and the diversity of social media, conceptualising the identity-driven social media (Facebook, LinkedIn and others) as a distinctive category in this context that heavily influenced online information sharing and privacy norms.
- Investigate the relationship between individuals' descriptive and normative attitudes to informational privacy and self-disclosure online.

## 1.4. Research questions and desired goal

The questions and general objectives that motivated this study have been formulated into three research questions that attempt to investigate the historical, psychosocial and political aspects of the changing patterns of informational privacy perceptions and self-disclosure behaviour in online environments:

- i) What were the privacy characteristics of self-disclosure in pre-social media online communication platforms and how did they evolve?
- ii) What are the aspects of online self-disclosure in the age of social media?
- iii) What have been the societal processes and effects of normalising self-revelation of identifiable personal information through social media?

This thesis aims to contribute to its research field as a comprehensive critical study on the evolution of online self-disclosure behavioural patterns and informational privacy ethics and norms.

## 1.5. Structure of the thesis

The thesis is divided into six interrelated chapters.

Chapter 2 discusses the overall theoretical and methodological approach as well as some of the limitations of the study.

Chapter 3 examines the theoretical background of the thesis by reviewing key concepts and critically examining primary and secondary material to corroborate its approach and argument. It introduces the reader to the modern notion of privacy and discusses its evolution as a concept as well as its social and political development in recent history, while critically examining technology with the attributes of social control and surveillance. The chapter then centres on the relationship between online self-disclosure and social media evolution and adoption, and reviews applicable social psychology theories as well as investigates the broader political and ideological aspects that contributed to their proliferation during the Web 2.0 era.

Chapter 4 presents a more detailed analysis of how online self-disclosure has evolved throughout history. It examines the general transition from non-identifiable self-disclosure through online communities based on common interest to self-disclosure via self-revelation using social network sites. Using a variety of primary and secondary sources, it investigates self-disclosure on platforms ranging from Bulletin Board Systems, Usenet, Email discussion lists and Internet forums to homepages, online diaries and blogs, and finally early social network sites that later evolved to what is now called social media. Through the examination of these environments, the thesis illustrates general trends on users' identity management and the ways in which self-disclosure and online privacy were generally perceived; it also demonstrates the change of attitudes that occurred especially after Web 2.0 and the introduction of online social networking.

Chapter 5 discusses the applied methods used for the survey analysis and the structure of the arguments by areas of interest and correlation. It also covers the actual detailed survey analysis itself – including the qualitative data from the open-ended responses – and associates the findings with the appropriate literature wherever needed for each area of interest.

Chapter 6 presents a discussion based on the analysis of the thesis and a summary of the findings, as well as a conclusion and answers to the research questions examined in the entirety of this thesis.

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## Chapter 2: Methodology

### 2.1. Introduction

This chapter discusses the methodological and empirical research design of the study. It addresses the theoretical perspective and describes the critical approach that the study takes. It also discusses the methodological limitations of the study. A general overview of the survey analysis is also included to provide context and better links with the rest of the thesis.

### 2.2. Theoretical perspective

*Culture is only true when implicitly critical, and the mind which forgets this revenges itself in the critics it breeds. Criticism is an indispensable element of culture.*

(Adorno, 1983, p. 22)

This thesis embraces all types of contributions, whether theoretical, qualitative or quantitative. Examining the processes that affect how informational privacy is perceived as well as the individuals' behaviour using the construct of self-disclosure throughout time is a complex and challenging task. It requires a multifaceted and holistic approach within, of course, the limits of practical possible reach – in this case, that of a PhD. Under other conditions, the observations and interpretations might be limited and fragmented by the inevitable restrictions of epistemologies and strict theoretical perspectives. The thesis is not apolitical; rather, it shares the scope and engages with literature that acknowledges the inequalities and non-symmetrical distribution of power in society (for example; Althusser, 2014; Bauman, 2000; Fuchs, 2010a; Galloway, 2012; Giroux, 2015; Lovink, 2016b; van Dijck, 2013a). At the same time, it recognises the value and contribution of theories and epistemologies not commonly applied to approaches similar to that of this thesis; however, when doing so, the thesis engages with them critically, treating the literature as an object of inquiry. This research is neither technophobic nor techno-enthusiastic, but avoids with difficulty the subtle

pessimism of critical insight. Gunzelin Schmid Noerr, in the afterword of Adorno and Horkheimer's famous work the *Dialectic of Enlightenment*, noted that Horkheimer was left in an unresolved contradiction between his theoretical pessimism on the preponderance of bureaucratic structure over the free subject and the significant possibilities of Western democracies to oppose this tendency in the post-WWII era (Noerr in Horkheimer and Adorno, 2002, p. 242). It is not within the scope of this study to comment on whether or which side of Horkheimer's pessimistic or optimistic contradiction has been vindicated more than 70 years after this book was published. However, in modern societies there is a similar type of perspective dilemma. Digital technology has both the potential to enhance the free subject and its expression but also to hinder and repress it in the most furtive ways. The practical optimism diluted in the theoretical pessimism is still as relevant now as it was back in the days of Adorno and Horkheimer, or even earlier in the days of Romain Rolland, when he called for 'pessimism of the intelligence, which penetrates every illusion, and optimism of the will' (Rolland in Fisher, 1988, p. 292), a motto that became better known by Antonio Gramsci (Gramsci, 1999, p. 395) in one of his letters in 1919 while he was imprisoned during Mussolini's fascist regime.

There is a range of theoretical perspectives that can be utilised from a continuum of possible critical approaches when doing research around information systems (Doolin and McLeod, 2005, p. 249). This study seeks to avoid falling into propositions of technological neutrality and especially technological determinism as much as possible. The thesis critically engages with theoretical approaches that range from post-structuralism to post-Marxism and from the moral sociology of Zygmunt's Bauman to the heavily debated and controversial Bruno Latour's actor-network theory. In addition, it engages with a diverse set of psychosocial theories as well as technology adoption and economic/marketing models from different epistemological starting points. The thesis perceives material coming from a pure 'objectivist' point of view as perhaps inadequate to stand alone when examining the grander scheme of themes. Nonetheless, they are treated as valuable contributions in the attempt to describe and interpret the investigated

phenomenon when used in conjunction with other more relativist approaches. A central part of this thesis's methodological approach is the survey analysis in Chapter 5 that attempts to document a wide range of self-disclosure and privacy-interconnected issues along with the open-ended responses in an effort to further enrich the quality and meaning of the purely statistical findings. The research also examines quotes, web pages and archives, statistics and other types of relevant primary material in order to establish hermeneutic relations between the theoretical perspectives and documented or factual data.

### 2.3. Methodological perspective

*[...] the historical sense involves a perception, not only of the pastness of the past, but of its presence.*

(Eliot, 1919)

The thesis examines informational privacy and self-disclosure online within a sociohistorical context. For this reason, it attempts to explore and document not only the related evolving dynamics since the emergence of social network sites but also the behaviours, perceptions, fears and prospects, and dismays and excitement related to the communication in online environments that preceded social media. The thesis considers the historicity of online communication as important in order to help distinguish cause and effect and contributing parameters on the proliferation of social media and the alterations of self-disclosure and privacy norms.

The thesis begins with a critical literature review on the concepts of informational privacy, self-disclosure, and the adoption and continuance use of social media. Despite this part of the thesis primarily consisting of a review of the literature, sections of it also attempt to further the already-existing knowledge by critically synthesising material and suggesting ideas such as, for example, in the privacy evolution timeline and the privacy paradox sections. This is essential for the study not only because it provides readers with crucial information needed for the chapters that follow, but because it also

helps them to understand the multifaceted approach and stance that this study takes.

The next part of the thesis examines and documents the changing patterns of perceptions and behaviours related to informational privacy in online environments as an interplay between anonymous and identifiable self-disclosure. It utilises elements of critical documentary, conceptual and sociohistoriographical discourse analysis with data deriving from a diverse set of primary and secondary sources such as web archives of older web pages (occasionally with the help of services such as the Internet Archive), reports, older and more recent articles, interviews, magazines, books, guides, documentaries, studies and other material. It considers this as a unique approach to the matters of privacy and self-disclosure with regard to social media. The approach attempts to draw attention to both descriptive and normative processes that led to today's self-exposure through social media in a historical manner by critically assessing factual data as well as the subjective accounts and interpretations of researchers, users, developers and entrepreneurs at different periods through to recent time endeavouring to depict them within their sociohistorical context.

Finally, this study presents the findings of the analysis of a comprehensive and detailed online survey completed by UCL students on online self-disclosure and privacy behaviour and attitudes. The survey utilises a seemingly objectivist approach by examining descriptive statistics and correlation between variables. However, it does so in an exploratory way and conjointly with the thematic analysis of the free-form text responses from the open-ended survey questions that help interpret some of the behavioural patterns that are discovered through the analysis of the quantitative data. Although the survey analysis uses methods commonly found in conventional positivist studies, it must not be regarded as research that falls within the objectivist epistemology. The survey findings are discussed in an interpretive manner rather than with a purely statistical method. The interpretive quantitative methodology is triangulated with the other qualitative methods in the thesis in order to provide as meaningful and comprehensive results as possible.



In summary, the following methodology tools are used to investigate this thesis's topic:

- Critical review of the literature and synthesis of theories.
- Critical documentary, conceptual and historiographical discourse analysis using data deriving from a diverse set of primary and secondary sources such as web-archives of older web pages (also using services such as Archive.org Wayback Machine), reports, older and more recent articles, interviews, magazines, books, guides, documentaries, studies and other material.
- Mixing of quantitative strands to the qualitative approach such as the pilot study on the web and social media analytics about basic self-disclosure patterns between different online platforms.
- A comprehensive and detailed online survey on online self-disclosure and privacy behaviour and attitudes that includes both quantitative (closed-ended) and qualitative (open-ended) data.

## 2.4. Critical perspectives and mixed-methods approach

*[...] those who still wait for a Newton are not only waiting for a train that will not arrive, they are in the wrong station altogether.*

*(Giddens, 1993, p. 18)*

As implied in Section 2.3, the thesis takes the stance that pure quantitative approaches in the social sciences can fall short in the pursuit of adequately investigating how and why a phenomenon is taking place and what people think about it. In order to conceptualise its characteristics, a better understanding of the social and cultural aspects in which the examined phenomenon has taken place needs to be taken into consideration by addressing its historicity. According to Nugent, sociohistorical development are 'the changes in norms and values that happen over time in a society' (Nugent, 2013). When examining particular phenomena, and especially in the

area of Internet studies in which these can have global extensions, it becomes increasingly difficult and complex to distinguish their granular features and strands. In such context, ethical, moral and political theories should be incorporated in a study that seeks to investigate ethical and moral implications related to the Internet and society (Walsham, 1997). For example, Chapter 3 and mainly Chapter 4 utilise discourse analysis methods within a framework that 'auscultates' the sociohistorical development of self-disclosure in online settings, giving a greater emphasis to the emergence and evolution of social media.

There is, however, a separate issue when examining a global phenomenon such as self-disclosure online. The mediated and immaterial character of online environments sometimes makes it difficult to distinguish the ways power and dominance are reproduced. What types of new inequalities has the online realm given birth to and how are these imprinted in modern-day societies? This is why this thesis believes that a combination of macro- and micro-level analysis using different starting points and synthesising distinctive approaches is the most holistic approach to examining such phenomena.

In one of his most popular articles, Teun A. van Dijk attempts to define the principles of critical discourse analysis:

*Although there are many directions in the study and critique of social inequality, the way we approach these questions and dimensions is by focusing on the role of discourse in the (re)production and challenge of dominance. Dominance is defined here as the exercise of social power by elites, institutions or groups, that results in social inequality, including political, cultural, class, ethnic, racial and gender inequality. (van Dijk, 1993, pp. 283–284)*

The notions of power and dominance are central in most critical studies independently of the methods used. But when examining privacy and self-disclosure in online environments it is not always easy to distinguish what constitutes power, coercion and dominance from freedom of expression. For example, using a macro-level Marxist approach, researchers can identify strands of dominance in the ways social media services take advantage of unpaid human labour from their own users. However, when examining online self-disclosure, a study at the micro-level is significantly helpful as the traits of

dominance are not always clear. People choose to share the information that they like voluntarily and not explicitly forced by legal or other means, but what is really the choice in a normative sense? This is where discourse analysis such as, indicatively, Foucault's concept of bottom-up micro-diversity of power relations can be used to examine how these historically evolve. In addition to that, the ways that individuals engage with this type of information sharing as well as their beliefs about their own behaviour and that of others can offer significant insights to the researchers when these empirical observations are triangulated and interpreted with the help of macro-level approaches.

In this context, the thesis takes a mixed-methods approach. According to Creswell and Plano Clark:

*Mixed method is a research design with philosophical assumptions as well as methods of inquiry. As a methodology, it involves philosophical assumptions that guide the direction of the collection and analysis and the mixing of qualitative and quantitative approaches in many phases of the research project. As a method, it focuses on collecting, analysing, and mixing both quantitative and qualitative data in a single study or series of studies. Its central premise is that the use of quantitative and qualitative approaches, in combination, provides better understanding of research problems than either approach alone. (Creswell and Clark, 2007, p. 5)*

While the intention to integrate both qualitative and quantitative data to investigate the subject of this thesis was present since the inception and early design phases of the research, the full potential of the mixed methods only emerged during the actual analysis stage. This is not uncommon in mixed-method studies as, according to Creamer (2018, p. 63), mixing of quantitative and qualitative data is not so much a design element but rather an analytical feature that emerges as the analysis unfolds. The thesis avoids drawing conclusions based on whether this research is primarily a qualitative or quantitative study as it finds this issue to be of less importance and because it involves a lot of false dichotomies (Bavelas, 1995).

The mixed-methods approach is most prevalent in the survey, in which 71 questions are included in the statistical analysis in parallel with more than 36,000 words of free-text taken from participants' responses in the open-ended questions and used in a thematic analysis in conjunction with the

findings of the survey's quantitative analysis. The level of mixing is the differentiating factor that distinguishes a mixed-method study from a multi-method one (Creamer, 2018, p. 6). The already mixed-methods survey results are additionally mixed with the philosophical background and the online historiographical and sociohistorical discourse analysis in Chapter 4. The results of the overall analysis and investigation is indicative of what has also been named as meta-inference, a type of inference that 'link[s], compare[s], contrast[s], modif[ies] inferences generated by the qualitative and quantitative strands' (Tashakkori et al., 2003, p. 300).

## 2.5. Methodological limitations of the thesis

*The history of technology is that of human history in all its diversity. That is why specialist historians of technology hardly ever manage to grasp it entirely in their hands.*

*(Braudel, 1981, p. 430)*

Chapter 6 includes a section on limitations that reflects upon the entirety of the thesis. The mixed-methods approach might have been stronger if it were enriched using additional qualitative methods such as in-depth interviews or focus groups. These methods allow the researchers to interact with their own subjects of the study and provide them with invaluable insights in exploring the attitudes and ideas behind behaviours. However, time as well as length constraints prohibited the use of such additional qualitative methods in this PhD study. It is worth noting that priority of this research's applied methodology was to collect a large data set that methods such as interviews and focus groups would not have been able to offer. In addition, the thesis aimed to highlight the effect of anonymity as part of the data collection process. This permitted the gathering of a large sample from the total population. It also helped to receive rich and honest responses to the open-ended questions. Introducing multiple methods in such a way might had created additional methodological limitations as to whether and in what degree

the multiple sources of data would be comparable. Finally, additional constraints might have been introduced because of the research ethics when conducting interviews or focus groups. The combination of these possible additional limitations together with the satisfying responses received by the application of the online survey led to the decision not to collect additional data using different methodological approaches.

This possible shortcoming is partially mitigated by the high response rate of the survey and especially the beyond-imagining amount and quality of responses to the open-ended questions. This suggests that the theme of the research was genuinely interesting and compelling to the participants and also supports the notion that people in general care about their informational privacy irrespective of how they manage to protect it or not, which is an area of research that this study investigates.

Finally, the interpretive approach of this thesis might leave it open to what has been called as the interpretive stand bias, i.e. an analysis that is partly subjective and sensitive to the experiences and insights of the researcher. Acknowledging this potential limitation, any constructive criticism from researchers with different backgrounds and experiences is welcome in order to further the scholarly knowledge in the field.

## 2.6. Beyond the local and the global

*Once you have discovered me, it seems to have been no great trick to find me; but now the difficulty is how to lose me.*

*(Nietzsche, 1889)*

The author did not have enough resources, nor the required knowledge of other languages and the deep understanding of different cultural environments to be able to assess online environments that are based outside of Northern America and Europe. Therefore, this study has a set of limitations

that restrict the level of generalisations of its findings. Nonetheless, the online environments and social media services that are examined are or have been amongst the most popular in the world and have served as significant mediums for human communication and online interaction in recent times.

It is worth noting, however, that there are technological innovations and characteristics that are better studied in ways that transcend local contexts (Kallinikos, 2011; Luhmann, 2005; Zuboff, 1989). Martin Heidegger (Heidegger, 1977) used the term *gestell* – which in English has been translated as ‘enframing’ – to describe the technological framing of people’s view of the world; Heidegger refers to modern technology which he distinguishes from older pre-modern forms of technology. Heidegger’s unclear definition of *gestell*, leaves the concept open to interpretations and subsequently its application to empirical observations. Kallinikos (2011) finds *gestell* to be partly compatible with the view that modern information technology exceeds localities.

A large ethnographic study at UCL (Miller et al., 2016) examined social media in nine different location settings across four continents and found considerable differences on how people engage with social media and how they perceive elements of these platforms as well as of their own behaviour based on their cultural environment. However, many commonalities were also found. One of the most important aspects is that the technological framework that incorporates the internet and the technological framework that underlies social media platforms is spread across the world; issues of anonymity and visibility, privacy and surveillance, data tracking and information ownership, exist even when considered or treated with different terms and distinct concepts. Therefore, although this study does not attempt to describe and explain the entirety of human behaviour in online environments, it nonetheless aims to provide a holistic methodological approach and explore findings that derive from such a perspective; the ultimate aim being to contribute to the understanding of the complex and perpetual ways of human interaction with online technologies.

## 2.7. Methodological overview

The study aims not only to be socially descriptive but also to investigate its research subject at two levels and in three parts. In general, the level of analysis is schematically distinguished between high and low-level approach. At the higher level, the thesis investigates more abstract notions that are related to the research subject as well as the societal, economic, and political aspects surrounding the relevant phenomena. The lower level focuses more on specific communication platforms such as internet forums, personal homepages, blogs, social networks, and on individual social media sites like Facebook, Twitter, and others. In other words, the higher-level approach primarily uses deductive reasoning from broader social, cultural, and psychological notions towards online communication environments. Whereas, the lower level employs mostly inductive reasoning, commencing the analysis from specific platforms and sites towards framing them under wider social and cultural aspects.

In this context, the first part in Chapter 3 offers a higher-level wide view of the research subject, bundles the theory and provides context on privacy, self-disclosure and social media adoption through a critical review of the literature and other primary and secondary sources in an attempt to press existing knowledge to formulate new narratives and produce new ideas. The notion of privacy is instrumental in this study, and Chapter 3 defines how this notion is used in the thesis and more specifically, how informational privacy relates to contemporary technological societies and online environments. The study engages with literature from a critical perspective and seeks to establish correlations between information technology, surveillance and social control. This perspective shapes the methodological approach that follows in Chapter 4 and Chapter 5. In this context, a theoretical approach to Web 2.0 is necessary as it links the enhanced technological framework to the proliferation of user-generated content that subsequently allowed social media platforms to emerge. Social media services, as with most if not all online communication environments, are related to self-disclosure. Chapter 3 provides a high-level critical overview of self-disclosure in the era of social media that will be used as a basis of the analysis in both chapters 4 and 5. It also establishes the

association between personal self-disclosure in online environments and real-life identification which is one of the elements of many influential social media services that this thesis claims have changed the discourse of self-disclosure online as well as the norms of informational privacy. From this perspective, the thesis seeks to identify the contributing factors that allowed these changes. Chapter 3 includes multifaceted perspectives to the examined notions. For example, sections 3.3.3, 3.4, 3.7 consists of sociological and philosophical approaches to the examined notions; section 3.3.2 covers the legal aspects, whereas sections such as 3.5 examine the technological background always within its societal setting. Section 3.9 examines some of the psychosocial factors that have been identified to have contributed to the prevalence of social media and the changing dynamics of self-disclosure in online environments. Sections 3.10 and 3.11 offer a critical inquiry into cultural and societal aspects that have emerged as a result of the proliferation and normalisation of human communication via social media platforms.

The second part, Chapter 4, at a lower, more explicitly-defined level, documents the patterns of self-disclosure in specific online environments until the emergence of social media as well as the evolution of the relevant privacy ethics and norms. Chapter 4 follows deductive reasoning by accepting the hypothesis that social media platforms have made mainstream and normalised the revealing of real-life identities in online self-disclosure and provides a sociohistorical perspective on the aspects of this evolution of technological elements and informational norms and ethics.

The third part, Chapter 5, consists of the analysis of the comprehensive online survey and follows inductive reasoning by attempting to generalise – within the aforementioned limitations- the findings of the sample. It cross-examines aspects of the theory and the arguments that are developed in chapters 4 and 5 at a variable-based low level and generates additional findings by analysing the data derived from the university student-based survey deployed for this research. The next section discusses the survey's structure and analysis.



## 2.8. Survey instrumentation

### 2.8.1. Design of the survey

Many of the theories on online identities, privacy and social media derive from explicitly focused empirical studies; while this is probably the most fundamental source of information for researchers in these fields, more systematic and wider-scope research is needed to identify more complex attributes and correlations of facts. For this purpose, this research uses a mixed-methods descriptive and exploratory cross-sectional approach. This perspective allows the thesis to explore the survey respondents' attitudes and behaviour, but to also get insights from areas that may not have been covered adequately by the statistical analysis. This is achieved by analysing the responses of the open-ended questions. Therefore, the survey method analysis is both quantitative and qualitative in nature.

The survey reflects upon content and notions that are examined in other parts of this research. The survey consists of six inter-related *areas of interest*, each containing at least one higher-level *area question*. The area questions respond to their respective area of interest and act as supersets for clustering the individual questions. The list containing the complete set of individual survey questions for each area question is in Appendix Section 1A. A comprehensive list of individual survey questions with detailed information about them is found in Appendix Section 1C. Screenshots of the online survey can be found in Appendix Section 1D.

As mentioned above, the questions and cross-correlations are clustered together into six distinct areas labelled as areas of interest as shown in Table 1. Each one contains one or more area questions that are tested and discussed based on the respondents' answers to the survey questions. A tree map graph giving an idea of the distribution of the quantitative survey questions to each area question can be seen in Figure 1. The relation of the areas of interest and area questions with the rest of the thesis and their functionality is described in the following paragraphs.

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Table 1: List of areas with their related area questions

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<i>Area of interest</i>	<i>Area questions</i>
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Social media as mainstream medium channel for online self-disclosure	Have social media become a socially accepted and mainstream highway of disseminating personal information online? [AQ1] Are users reluctant to disclose too much personal information that can be associated with their real-life identities in non-social media settings? [AQ2]
Social and peer pressure's role in the proliferation of social media	Have peer-pressure and convenience contributed to the popularity of social media? [AQ3]
Social media, privacy and self-censorship	Have people gradually tend to become more conscious and cautious regarding the protection of their privacy following their initial exposure with social media? [AQ4]
Social media and lateral surveillance	Have social media established a culture of an informal lateral surveillance of watching one another? [AQ5]
Privacy paradox	Are users, in general, aware of the potential dangers against privacy by new media and technologies, without however, taking significant measures to protect their privacy from institutional surveillance? [AQ6]
Authenticity and anonymity, ideology and privacy awareness	What is the impact of the individuals' political and social beliefs on practical privacy protection strategies and on the amount of personal information disseminated via social media and do they affect the general attitudes on privacy, surveillance and social aspects of technology? [AQ7]

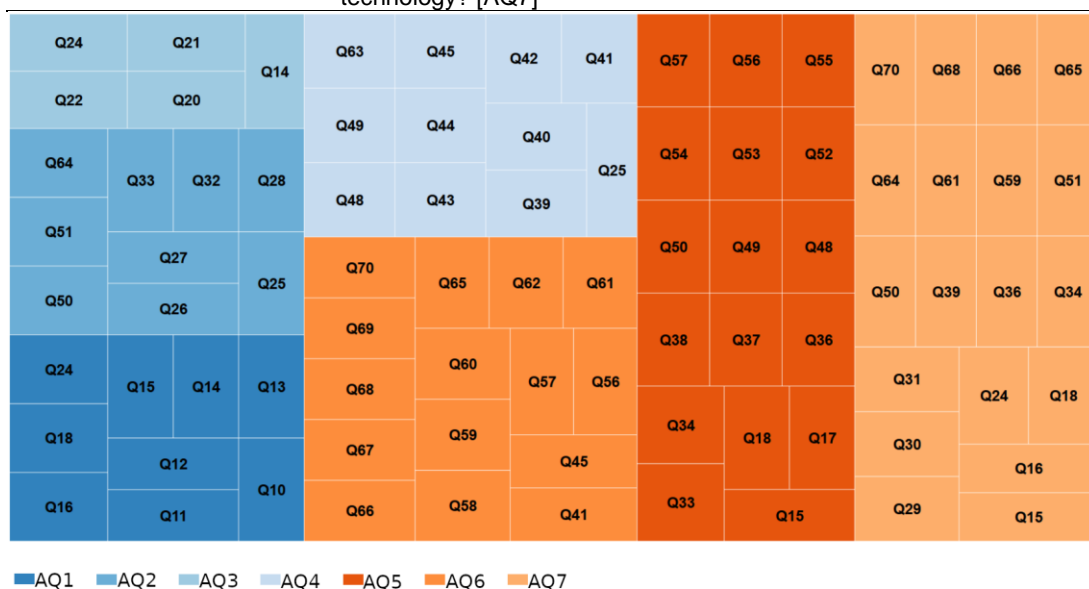


Figure 1: A tree map graph showing the individual quantitative survey questions used to explore each area question (created using D3.js)

The individual social media services that are examined – Facebook, Twitter, Google+, LinkedIn, Tumblr, Instagram, Academia, Myspace, DeviantArt, Pinterest – were selected based on the empirical observations of their popularity and because, at the time of the survey, they were thought to be the most commonly used among UK university students.

The first area of interest addresses the normalisation of social media as the mainstream environment for self-disclosure online. It cross-examines social media use against other forms of online communication such as Internet

forums, instant messaging applications and others in order to better understand individuals' online communication activities, measure the impact of social media on the frequency and quality of other platforms. In addition, it examines potential privacy protection mechanisms that individuals may engage with such as the pseudonymous use of non-social media environments for more personal but non-identifiable self-disclosure. It also attempts to examine the historicity of the prominent social media services established in regards to online self-disclosure by examining temporal aspects – age of first time online, duration of online activities, age of the respondents –, descriptive – online and offline communicative environments –, as well as normative –perceptions on the embedment of social media in everyday life.

The second area of interest investigates social and peer-pressure as part of the broader interest of this thesis, see Section 3.10 and Chapter 3, to conceptualise the initial embracement, rapid growth and continuance use of social media. It examines the survey respondents' experiences, attitudes and perceptions on both passive and active forms of peer-pressure. It also examines basic contributors -peers, job perspectives, and mainstream media-respondents thought had a greater impact to become members for each social media service. In addition, convenience is also examined with the support of the qualitative data taken from the responses to the survey. As discussed in Section 3.9 and Section 3.10 both peer-pressure and convenience have been found to be contributing factors in the proliferation of social media. It needs to be noted that these strands are investigated distinctively via the various individual questions. This area question is a higher-level investigation to assess how survey respondents directly relate to these phenomena and the results are in granular form separating those two elements. Peer-pressure is supported by both quantitative and qualitative data while convenience mostly by the qualitative part.

Another area of interest that the survey analysis explores is self-censorship. As this thesis discusses in chapters 3 and 4, see Section 3.11 and Section 4.6, self-censorship refers to social media users' conscious response to the increased exposure of their personal information. It is a product of the contradicting forces between the voluntarily revelation of personal information

and the simultaneous urge to regulate this exposure using mechanisms such as restricting access or attempting to increase control over the disseminated information. In the literature, similar approaches have been branded as self-control, self-regulation or self-monitoring.

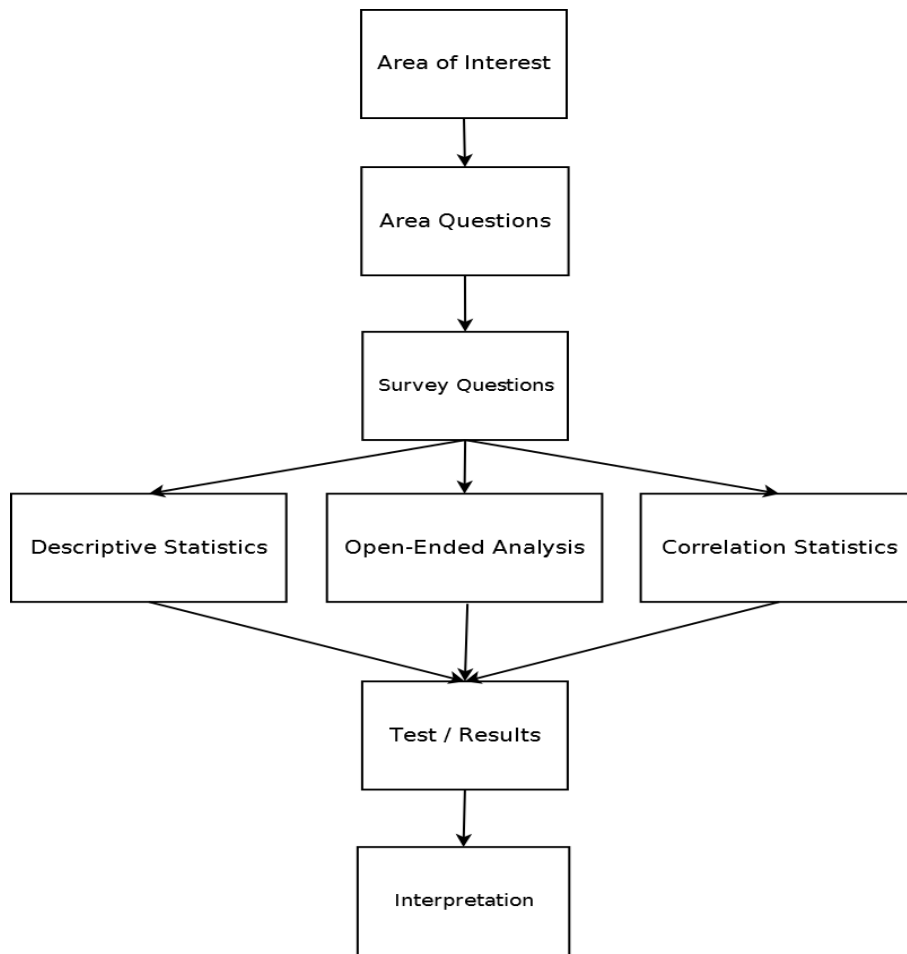
The next area of interest investigates the respondents' perceptions and behaviour under the phenomenon of lateral surveillance as it is discussed in Chapter 3. It explores behavioural patterns on how much time people spent on browsing through other social actors' profiles based on the type of their relationship with them, whether or not they would search for information about individuals who they are about to meet as well as attempt to measure the level of the judgement of others and the level of how they think others are affected watching oneself. It also covers the sharing of photographs of themselves as well as of others, general privacy settings on photo sharing, the relationship between photo sharing and mobile devices under the scope that considers social media as part of a nexus of technologies. This area covers the notion of lateral surveillance and also encompasses concepts such as the imagined audiences – see Section 3.10.6.

The survey also attempts to understand individuals' privacy awareness and their response to institutional and governmental surveillance in relation to the findings of the thesis on the privacy paradox, the development of informational privacy, and general surveillance discussed in Sections 3.3.3, 3.4, and 3.10.1. It explores the levels of various types of concerns such as general concerns of people regarding the information they share online, concerns on having their social media accounts hacked and on the use of consumer biometric technology. It also examines respondents' attitudes and opinions on social logins, the mining of their personal data for targeted ads, as well as the use of anonymising tools such as the Tor software. The survey also analyses respondents' level of approval, level of surprise, and level of potential privacy behaviour strengthening to the NSA/PRISM revelations that took place a few months before the survey was conducted.

Finally, the last area of interest reflects the discussion about online self-disclosure in Section 3.6 as well as the self-presentation and privacy norms in

Chapter 4. It explores correlations between the attitudes of the respondents on matters such as authenticity, i.e. the association between an online persona and a real-life identity that makes users accountable, and anonymity, i.e. online personas that cannot be traced back to the real-life identity of their users. It also examines how people perceive online personas in terms of credibility in order to distinguish relevant patterns of identity assessment criteria in online environments. The analysis includes cross-correlations between perceptions, opinions, and behaviours on these issues. It cross-correlates related variables with a respondents' self-evaluated scale in terms of general and political beliefs in order to explore correlations between ideological parameters and attitudes on surveillance. The normative opinions and attitudes are then examined with descriptive and practical behaviours such as the use of real or not names on individual social media services and the use or not of duplicate accounts to explore the relationship between ideas and practice.

As seen in the methodological structure of the survey analysis as depicted in Figure 2 and within the context of this research, areas of interest are not being tested using a strict hypothesis-oriented statistical formula, but through the connotative analysis of the responses to the questions related to each area. However, statistical correlations between individual survey questions are included in all of the covered areas as parts of the areas of interest. The complete and detailed list of statistical tables can be found in Appendix Section 2. In total, 81 statistical correlations from 36 different survey questions have been examined, mostly but not limited to age and gender variables. A comprehensive list containing all the correlations sought can be found in Appendix Section 1B.



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Figure 2: Schematic diagram depicting the structure of the survey responses analysis

Detailed information about the data collection as well as the data analysis process can be found in Section 5.1.

## Chapter 3: Privacy, self-disclosure and social media adoption

*A crowd isn't formed after people gather; people gather after the crowd forms.*

(Abe, 1966)

### 3.1. Introduction

One of the aims of this chapter is to offer an idea of the diverse perspectives and ideas at various levels –societal, psychological, philosophical – that can be used to study an intricate and perpetual phenomenon such as social media, which involves aspects of ethics, norms, human emotions, socialisation, power, agendas and myths.

This chapter begins with a brief description of network society as a way of introduction to the evolution of communication technology that has come a long way to reach more than 4.5 billion people connected on the Internet in mid-2019 (Internet World Stats, 2019a). A discussion on the notion of privacy then follows as it is a vital concept and issue in contemporary digital societies and a central concept for this thesis. The chapter discusses approaches to informational privacy and how it has evolved by adapting a revamped version of Alan Westin's typology (2003). Some of the social control aspects of information technology follow and are linked to various types of surveillance and the voluntary sharing of personal information. In this context, the chapter presents some of the Web 2.0 features to proceed on self-disclosure in social media. It then critically explores the ideological and mediating character of social media on human communication by using a set of philosophical and theoretical approaches with different starting points. A discussion on some prominent identity, psychosocial and technology adoption theories follows and attempts to gather perspectives and approaches to social media adoption and their continuance use by people. Finally, the chapter utilises some of the findings of the psychosocial theories on social media to critically investigate the issues of trust and of the privacy paradox in the social media age. In

addition, it attempts to distinguish and conceptualise notions such as seduction, convenience and self-promotion, as well as other gratifying factors and affective experiences that are sustaining and developing the social phenomenon of social media in the form that the popular platforms currently have.

Given that what follows consists of a critical literature review combined with the study of other primary and secondary sources such as statistics, excerpts from interviews and others, this chapter as well as the next one are parts of the broader methodological approach of the thesis.

### 3.2. The network society

The globalisation of communication came long before the Internet. According to John Thompson (Thompson, 2013, pp. 152–159), it was truly organised at the end of the 19<sup>th</sup> century by three strategic development points: a) the telegraph, b) the establishment of international news agencies, c) the new means of transmitting information via electromagnetic waves, which ultimately led to the broadcasting of radio and later of television. The effects of electromagnetic transmission of information such as radio and TV programs were described by Marshal McLuhan as the *global village* phenomenon (McLuhan, 1962, p. 36). The global village is a concept initially developed in Marshal McLuhan's *The Gutenberg Galaxy* work in 1962 (McLuhan, 1962) and then in *Understanding Media: The extensions of man* in 1964 (McLuhan, 1964). McLuhan's work resurfaced with the development of Computer-Mediated Communication (CMC) and has been suggested to have forecast the invention of the Internet and its impact on the globalisation of information long before its actual existence (Chrystall, 2009, pp. 1–4). Nevertheless, *global village* in the last two decades has been better known as a term that describes the effects of the World Wide Web (e.g. Rosenberg 1995). The proposed transition of western societies from industrial-based to information-based has been given various names. David Bell called it *post-industrialism* (Bell, 1976), Alvin Toffler named it *The Third Wave* (Toffler, 1980), Francois Lyotard described this as *postmodernism* (Lyotard, 1984), while Anthony



Giddens introduced the notion of *high modernity* (Giddens, 1991, chap. 1); more critical theorists like Baudrillard preferred to focus on specific characteristics, describing them as *consumer societies* (Baudrillard, 1998) or societies of *Simulacra and Simulation* (Baudrillard, 1994), depending on the desired emphasis.

In the 1990s, the perceived impact of the Internet inspired Manuel Castells to author the trilogy *The Information Age*, which established the term *network society*. According to Castells, the network society was inherent with a new era of capitalism which he called *informationalism*, a 'mode of development in which the main source of productivity is the qualitative capacity to optimize the combination and use of factors of production on the basis of knowledge and information' (Castells, 1998, p. 8). According to Jose Marichal (2012), Manuel Castells's network society concept remained largely theoretical until the proliferation of social network sites (SNS) such as Facebook in the mid-2000s (Marichal, 2012, p. 2). The impact of Web 2.0 and social network sites on the ways information was being disseminated became visible early with Castells noting that '[i]n our society, the protocols of communication are not based on the sharing of culture but on the culture of sharing' (Castells, 2009, p. 126).

### 3.3. Privacy

#### 3.3.1. Introduction

Modern technology has brought forth much discussion around privacy and the separation between private and public sphere and discourse (Acquisti et al., 2008; Brin, 1999; Herold, 2002; Nissenbaum, 2010; Solove, 2004; Waldo et al., 2007). These notions, as well as the distinctions between them, are much older derivatives of modernity that centred on the individual, not necessarily with the negative connotations of individuation. For example, in small villages, individuality and privacy were usually considered to be sacrificed for the sake of community and sociability. Although privacy is a relative modern term that was not used in earlier times to describe similar notions, its philosophical concept goes back in time. Aristotle in *Politics*

(Aristotle, 1941) distinguished between two spheres: the *polis*, which is the public domain of politics, and the *oikos*, which is a classical reference to private domain (DeCew, 2013). The first modern legal uses of privacy appeared around 1890 (DeCew, 2013). In urban environments on the other hand, the inconspicuous, sometimes bohemian lifestyle of modernity was praised for giving a sense of personal freedom to its inhabitants. In the early to mid-19<sup>th</sup> century, some important works were written on modern life in urban environments in contrast to life in rural areas. Some of the most descriptive literary examples are Walter Benjamin's essays in late 1930s on Charles Baudelaire. In them, he introduces the notion of *flâneur*, a bohemian figure that strolls around incognito in Paris observing the surroundings and the people he encounters on his way (Benjamin, 2006). In 1903, Georg Simmel published his famous essay *The Metropolis and Mental Life*, where he describes, in the context of modernity, his ideas on the effects of the metropolis upon the minds of its inhabitants. The opening of his essay stated that:

*[t]he deepest problems of modern life flow from the attempt of the individual to maintain the independence and individuality of his existence against the sovereign powers of society, against the weight of the historical heritage and the external culture and technique of life. (Simmel, 2002, p. 11)*

This tension between the individual and society involves strands of power and knowledge, and relates to the sense of belonging and social interaction that, nowadays, is also largely mediated by social media (see Feldman, 2012).

In relations between the state and people, privacy has been an important aspect on information flows and civil liberties, such as, for example, in authoritarian regimes,<sup>2</sup> and was specifically included in Article 12 in the 1948 Declaration of Human Rights.<sup>3</sup>

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<sup>2</sup> e.g. see *The Whisperers* (Figes, 2008), a book documenting the dangers of expressing public opinion under Stalin's regime.

<sup>3</sup> <https://www.un.org/en/universal-declaration-human-rights/>

Modern technology has intensified the discussion about privacy in all terms, including those of law, ethics, psychosocial and socio-political domains, yet there is no universal consensus on the definition of the concept of privacy.<sup>4</sup>

*We demand recognition of our right to privacy, we complain when privacy is invaded, yet we encounter difficulties immediately we seek to explain what we mean by privacy, what is the area, the content of privacy, what is outside that area, what constitutes a loss of privacy, a loss to which we have consented, a justified loss, an unjustified loss. (McCloskey, 1980, p. 17)*

Privacy is such an ambiguous notion that it lacks a universal cross-cultural truth (Floridi, 2006). In this study, most literature on privacy is mainly based on Western culture and philosophy. Even in the West, however, there is no unilateral consensus on what constitutes privacy as there are different cultures of privacy (e.g. between the US and EU) that have produced different laws on it (Miller, 2018; Whitman, 2004). This study's interest in privacy centres on the moral construction of courses of action related to how much personal information an individual discloses online is generally considered as appropriate. For example, in the mid-to-late 1990s, the appearance of simple personal homepages and online diaries was usually considered as the exhibitionist or narcissistic extreme part of the Internet (Carpenter, 1999; Kawaura et al., 1998; Rothstein, 1996). Today, self-disclosure on social media is generally considered mainstream, while peer pressure to share more has become common, especially among teenagers (McAfee, Inc., 2012). Privacy, according to Moor (1999), has a dynamic character and is 'a concept whose content may evolve over time and will be determined in part by the details of the structure of that society including political and technological features of the society's environment' (Moor, 1999, p. 260).

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<sup>4</sup> It should be noted, however, that some scholars have claimed that the distinctions between public and private are fundamental principles in most of the known societies (Elshtain, 1981, p. 6); hence a part of what is now known as privacy is in anthropological terms a cross-cultural universal (DeCew, 1997a, p. 12) with different ethical standards (e.g. Mead 1928).

### 3.3.2. Informational privacy in law

The notion of privacy from a legal perspective and its protective legislations differentiates across nations and cultures; in addition, it is usually used in a broad or abstract manner, commonly pertaining to family or marriage, like for example in the case of the US Amendments regarding privacy (DeCew, 1997b, pp. 4–6). One of the first law articles written on privacy is ‘The right to privacy’ (Warren and Brandeis, 1890) that discussed the threats to private life entailed by the societal, political and technological advances of that era. Warren and Brandeis introduced the notion of privacy as non-intrusion with the phrase ‘the right to be let alone’ (1890, p. 193), while they discussed how they thought this right was threatened in their time:

*Recent inventions and business methods call attention to the next step which must be taken for the protection of the person, and for securing to the individual what Judge Cooley calls the right "to be let alone". Instantaneous photographs and newspaper enterprise have invaded the sacred precincts of private and domestic life; and numerous mechanical devices threaten to make good the prediction that "what is whispered in the closet shall be proclaimed from the house-tops". For years there has been a feeling that the law must afford some remedy for the unauthorized circulation of portraits of private persons; and the evil of invasion of privacy by the newspapers, long keenly felt, has been but recently discussed by an able writer. The alleged facts of a somewhat notorious case brought before an inferior tribunal in New York a few months ago, directly involved the consideration of the right of circulating portraits; and the question whether our law will recognize and protect the right to privacy in this and in other respects must soon come before our courts for consideration. (1890, p. 195)*

A similar moral approach to the emerging notion of privacy had been already formulated by John Stuart Mills as early as 1848, in which ‘some space in human existence’ must be ‘sacred from authoritative intrusion’ with regard to ‘human freedom and dignity’ (Mill, 1899, p. 444).

Nowadays, more than a century later, the proliferation of computer technology and electronic records have provoked an intense discussion on law and privacy, while new legislation has been or is about to be enacted. In the US, for example, the 1986 Electronic Communications Privacy Act (ECPA) protects electronic communications while they are being made, transmitted or stored on computers (U.S. Department of Justice, 2013). In the UK, until the

implementation of the General Data Protection Regulation (GDPR) in 2018 (European Parliament, 2016), the most prominent law regarding the protection of privacy was the 1998 Data Protection Act (HM Government, 1998), which replaced the previous 1984 Data Protection Act as part of the incorporation of the privacy parts of the European Convention on Human Rights (ECHR) into UK law (House of Commons, 2010). The European Union has imposed several data and privacy protection directives and legislations, most notably the 1995 Data Protection Directive (European Parliament, 1995), which was deemed inefficient due to the expansion of computer technology and electronic databases into daily life. New legislation was needed in order to 'strengthen individual rights and tackle the challenges of globalisation and new technologies' (European Commission, 2013). This legislation came into effect in May 2018 and is known as General Data Protection Regulation (GDPR). The GDPR contains numerous articles on a variety of relevant matters such as data protection, pseudonymisation, right of access, and data breaches. Social media services are directly affected by this legislation on areas such as users' consent, secure data storage and processing, transparency on data policies, data sharing with third parties which affects marketing strategies, the right to be forgotten, and others.

The GDPR, in general, has been designed to protect citizens' personal data from businesses and organisations and it attempts to restore a degree of control on this information back to the users. However, the case of *forced consent*, i.e. the take it or leave it approach in which a service is not offered when the user does not consent to have their personal information processed as the service operator desires is very common in the web and social media industry. Despite some reactions against Google and Facebook, the regulation has yet failed to adequately protect users in this matter (Pritchard, 2018)<sup>5</sup>.

Social media services that are US-based are also required to implement GDPR for their European users due to the EU-US Privacy Shield

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<sup>5</sup> In 2019, the Bundeskartellamt -the Federal Cartel Office in Germany- prohibited Facebook to use forced consent to collect and merge information from multiple sources (European Union, 2019). The effect and the impact of this decision has not yet been clear at the time of the writing of this thesis.

scheme set in force in 2016 (European Commission, 2016). Social media have been part of these privacy legislation reforms before GDPR (European Commission, 2012). There are also various other privacy protections laws directly related to social media that have been proposed or implemented. For example in the US, the Facebook privacy bill, passed in several states in 2013 and 2014, protects employees from information mining on Facebook and other social media by their prospective employers (Stein, 2014; Stoneburner, 2013). It was previously found that 91% of employers surveyed vetted their prospective employees' social media accounts (Repler, 2011). Other employers went even further, requiring candidates to provide their usernames and passwords as part of the recruitment process (Hall and Marshall, 2012; Vroman and Stulz, 2016). Before the implementation of GDPR, similar laws had also been proposed in Germany (Spiegel Online, 2010)<sup>6</sup>; however, the German courts had been treating social media posts as public information when deciding the dismissal of employees who uploaded offensive material against their employers (Fulbier, 2012, sec. 3). Similar confusion and uncertainty also existed in the UK with legal and ethical issues being discussed on the use of social media and their implication for employment relations (e.g. Broughton et al., 2009). Under the GDPR, employers in the EU need to make the candidates aware of and obtain their consent for such practices (article 7 on conditions for consent) and the social media accounts examined must be related to professional purposes (e.g. LinkedIn) and contain information about skills that are relevant to the job (article 5 on principles relating to processing of personal data). In the UK, the Internet and social media have been deemed to interfere with jurors' decisions, forcing courts to ban jurors from looking up information online about defendants in order to protect the formers' rights and prevent mistrials (Grieve, 2013). The social impact of social media is so intense and rapid that the judicial systems across the world struggle to follow the changes. There also seems to be a new layer on the relevant legislation schemes currently in development; the law is now challenged not only to protect citizens from unlawful data harvesting by

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<sup>6</sup> In 2017, the German Data Protection Amendment Act (GDPA) was passed to update the German Federal Data Protection Act, 'Bundesdatenschutzgesetz' (BDSG) to the then-forthcoming EU GDPR regulation.

institutions, corporations or governments, but also from their own selves and the information they share about themselves online.

### 3.3.3. The social, political and philosophical development of informational privacy

Alan Westin, a pioneer scholar on matters of privacy, defined privacy as the 'claim of individuals, groups or institutions to determine for themselves when, how, and to what extent information about them is communicated to others' (Westin, 1967, p. 7). A similar definition is given by Altman (1975) that also emphasises the selective control over a self-boundary. Derlega and Chaikin in their definition acknowledged more clearly the impact of influence of others on decision-making:

*In our view privacy represents control over the amount of interaction we choose to maintain with others. If one can choose how much or how little to divulge about oneself to another voluntarily, privacy is maintained. If another person can influence how much information we divulge about ourselves or how much information input we let in about others, a lower level of privacy exists (Derlega and Chaikin, 1977, p. 102).*

This thesis is not only interested in how and to what extent the claim of privacy is taking place by individuals, but also on the processes and mechanisms that form and constitute this continuously evolving condition.

According to Moor (1991, pp. 74–80), the concept of privacy can be classified between three basic interlinked spectrums following the analysis of modern philosophy on the matter: 1) Privacy as control of information. In this sense, privacy is perceived as the level of control people have over information about themselves (Fried, 1984, p. 209; Westin, 1967, p. 7), suggesting that persons have the right to decide on the extent of their exposure to others and the amount of their personal information that is revealed (Beardsley, 1971, p. 65); 2) Privacy as undocumented personal knowledge. This definition of privacy focuses on the content of information rather than its control and refers to the conditions where persons choose not to reveal information about themselves; thus it constitutes privacy as the notion of not having undocumented personal information about them known

by others (Parent, 1983, p. 346); 3) Privacy as restricted access. In this context, privacy is seen as the information related to an individual or a group protected from intrusion, observation or surveillance by others (Moor, 1991, pp. 76–77). For example, if a person secretly peered through the window of a family home, that would constitute a violation of privacy; however, if the family walked down a public street, persons looking at them through their own windows would not count as an act of violation of privacy.

Since the latter half of the 20<sup>th</sup> century, privacy has been mainly associated with the protection of personal information, collected and transmitted between electronic databases (Tavani, 2009, p. 135). Tavani (2009, pp. 141–146), inspired by Moor, differentiates informational privacy into three theories: 1) the Restricted Access theory, where one has informational privacy where it is possible to limit others from access to this personal information (Tavani, 2009, p. 141); 2) the Control Theory, where one is able to control information about oneself (Tavani, 2009, p. 142); and 3) the Restricted Access/Limited Control (RALC) combined theory, where one has informational privacy in a ‘situation with regard to others’ if, in that situation, one is ‘protected from intrusion interference, and information access by others’ (Moor, 1997, p. 30; Tavani, 2009, p. 144). In other words, the RALC approach to informational privacy distinguishes between ‘the concept of privacy, which it defines in terms of restricted access, and the management of privacy, which is achieved via a system of limited controls for individuals’ (Tavani, 2009, p. 144). For the purposes of this thesis, informational privacy is regarded as closer to Tavani’s RALC combined framework (Tavani, 2007), as control theories alone are inadequate to explain informational privacy without taking into account the restricted access aspect. However, other approaches such as Fuchs’s alternative concept of privacy (2011a) are also taken into consideration, for example later in this thesis when examining how social media services like Facebook are attempting to avoid transparency on the underlying politics of their platforms. According to Christian Fuchs (2011a), many of the current approaches to privacy are derived from a liberal individualistic perspective and fail to also approach privacy as a way to



obscure economic and other interests that reproduce the capitalist class structure.

In 2003, Alan Westin conceptualised a framework of the privacy concept development in the US and Europe, divided into four periods of time (Westin, 2003); an expanded framework of this categorisation follows below:

i) *The privacy baseline, 1945–1960.* This period, according to Westin, had limited information technology developments, while there was high public trust in and comfort with information collection by government, business and non-profit sectors (Westin, 2003, p. 435). Privacy was a third-level social issue, despite substantial intrusion by governmental programs, e.g. during the McCarthy era in the US (Westin, 2003, p. 435).

ii) *The first era of contemporary privacy development, 1961–1979.* A period of social unrest in the Western world, together with the proliferation of information technology, led to the rise of informational privacy as an explicit social, political and legal issue of the high-technology age (Westin, 2003, p. 435, 1967). In the mid-1960s, the first central databank<sup>8</sup> projects appeared, and while most of the popular media applauded the positive improvements these technologies offered, many marked a potential dark side to them (Brenton, 1964; Packard, 1964). This led to the initiation of government commissions and private-sector studies that looked into the dynamics of new technology applications and investigated the new privacy balances (Bennett, 1992). Privacy elevated to a second-level social policy issue, with rigorous studies on the subject (Brenton, 1964; Miller, 1971; Neier, 1974; Packard, 1964; Westin, 1967; Westin and Baker, 1972) as well as formation of the first-generation information-age privacy laws (Westin, 2003, p. 439).

iii) *The second era of privacy development, 1980–1989.* This was a period of vast technological advancements which established the term ‘Information Society’. Personal computers brought computer power to individuals and smaller organisations, but online networking between home computers was still very limited; thus, the overall privacy situation was not significantly

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<sup>8</sup> *Databank* was a term commonly used in earlier times to describe large computer datasets; however, it soon became outdated as it implied the storage of data, rather than its transmission and retrieval (Bennett, 1992, p. 16).

affected with the exception perhaps of the outspread of video surveillance systems. Business and government computer information systems became cheaper and more efficient, although were usually kept separate as technical and ownership problems restricted the unification of information resources (Westin, 2003, p. 439). However, the transformative character of computer datasets in terms of storage, retrieval and transmission was already apparent. An executive in a New York state agency handling private data of citizens noted in the early 1980s:

*[b]efore high technology, you could actually control information better; at least it could not spread very far because it was impractical to transmit it. With the computer system, you can't control it anymore, largely because of the automatic interfacing of the system, which makes it difficult for even us to know who's getting our information (Burnham, 1984, p. 76)*

New legislations on informational privacy protection appeared to regulate fair-information and sector-based approaches. Law reviews and sociological analyses of privacy also flourished (e.g. Bok 1982; Ehlke 1985; Hodges 1983; Riley & Relyea 1983; Stevenson 1980). The matter of privacy however, remained, according to Westin, a second-tier policy issue, still not a compelling political cause (Westin, 2003, p. 439).

iv) *The third era of privacy development, 1990–2002.* Several major technological developments occurred during this period, elevating privacy to a first-level social and political issue. The rise of the Internet, which now can be considered one of the most important technological advancements in human history, was its most prominent, but not the only one. The arrival of wireless communication devices such as mobiles, the unlocking of the human genetic code, the development of sophisticated governmental data-mining programs together with the further enhancement of government public record systems, as well as the consumer businesses' redeployment from mass marketing towards personalised marketing, were some of the other most notable ones. The public interest on privacy grew significantly, coupled with high concerns with and mistrust of government and corporate uses of data which were deemed as a threat to privacy by large numbers of the population. Between the early 1990s and early 2000s, surveys recorded a dramatic rise

in privacy awareness and a shift in public attitudes, with consumers feeling a loss of control over how their personal information was treated by businesses (Westin, 2003, pp. 443–444). The press and popular culture reflected these concerns with a variety of critical works (Westin, 2003, pp. 443–444). Despite this heightened privacy awareness, at the same time, the first voyeuristic reality shows such as *Big Brother* made their appearance in mainstream media (Calvert, 2000). Calvert introduced the term *mediated voyeurism* to describe the ‘consumption of revealing images of and information about others’ (Calvert, 2000, p. 2), a phenomenon that was amplified by the growth of the internet ([see de Laat, 2008](#)) and was also later used to study self-revelation via social media ([see Su, 2012](#)).

As technology and computer systems spread into almost every part of everyday life, it can be argued that a new fourth era of privacy development has arisen based on Westin’s categorization (see Figure 3). A 2003 poll by Harris Interactive indicated that while most US citizens were concerned about their privacy, they were also more willing – compared to similar earlier polls – to allow access to their personal information if they were expecting to see tangible benefits or thought that the requests were reasonable (Taylor and Westin, 2003). The post 9/11 era witnessed a huge increase in intelligence gathering, surveillance and government espionage in the US as well as in Europe against their own citizens (Northouse, 2006). However, in contrast to findings before 9/11, when citizens in general disapproved of similar tactics (Westin, 2006, pp. 19–25, 2003, pp. 446–449), in 2005 less than 30% of US citizens thought that the Patriot Act – imposed after the attacks on New York’s twin towers – went too far (Carlson, 2005). In addition, in 2007, over 80% of US citizens believed that the government was probably monitoring the activities of ‘ordinary Americans’ (Best et al., 2012), indicating that citizens ‘get used to it and questions of the accountability, appropriateness and proportionality of the control mechanisms and the development of the surveillance society become gradually more strenuous’ (Ekholm and Karhula, 2013, sec. 3). Snowden’s revelations of the US and British intelligence gathering programmes in 2013 have intensified the discussion of privacy and have caused reactions not only from citizens and human rights groups but also

at a higher diplomatic level (Poitras, 2013).<sup>9</sup> Privacy has become one of the most discussed and prominent issues of modern societies, with Internet privacy in particular declared as important as human rights (Siddique, 2013). The importance of informational privacy has ultimately led lawmakers to the introduction of the GDPR in the European Union. However, the law might be unable to cope with the amount of personal information floating around in a vast number of obscure ‘cloud’ services. For example, the Internet of Things (IoT) connects any type of electronic devices from fridges to cars, and allows users to share data related to the use of such devices with others while acting as a valuable pool of data for companies and marketers to harvest. IoT devices surpassed the total number of human population in 2010 and billions of them have been introduced every year since then (Evans, 2011). Social media are playing an important part in this ‘share-more’ discourse not only because of the marketing or government snooping programs exposures; according to David Lyon, ‘we’re going through a cultural change [...] big surveillance is still there, but we need to be aware of our own responses and our participation in surveillance’ (Lyon, cited in Brean 2013).

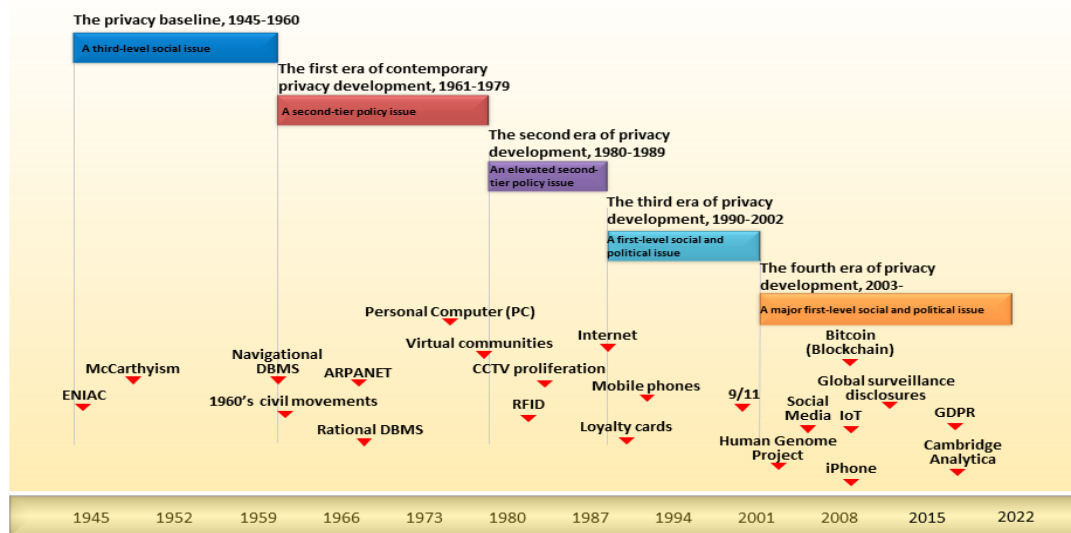


Figure 3: The evolution of the social and political dimensions of informational privacy with indicative milestones. [Author’s figure, based on Alan Westin’s categorisation] (Westin, 2003)

<sup>9</sup> However, it is also worth mentioning the chilling effects of such revelations that, according to Penney (2016), can have a measurable impact on online activity and access to information in matters related to government surveillance such as in the case of Wikipedia articles after the NSA/PRISM surveillance revelations.

### 3.4. Information technology, surveillance and social control

Michel Foucault noted that in the 19<sup>th</sup> century, the rise of archiving methods of personal information by institutions led to the constitution of the individual not only as a describable, analysable object, but also as part of an overall comparative system capable of describing and classifying entire populations (Foucault, 1979a, p. 190). He named this kind of surveillance mechanism a *Panopticon*. The Panopticon is the infamous prison architecture designed by British philosopher and reformer Jeremy Bentham in the 1790s. The structure of the Panopticon allowed guards who were positioned in a central tower to surveil inmates who were unaware when or whether they were actually being observed (Bentham, 2011). Foucault used Panopticon as a metaphor for a model of power that arose from within disciplinary institutions such as hospitals, factories, schools, and others (Foucault, 1979a, pp. 195–217).

The evolution and sophistication of such methods in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries introduced the ancestors of modern computing systems such as Hollerith's tabulating punch-card machines. The first such machines were used for the US Census in 1890 and their application was so successful (U.S. Census Bureau, 1991, pp. 4–6) that the industry and commerce sector quickly adopted their use (Kistermann, 2005, p. 64). In 1933, the Nazis received approximately 2000 punch-card machines from IBM to perform the 1933 census and identify Germany's entire Jewish community (Black, 2001, p. 8; Luebke and Milton, 1994); furthermore, the same machines were used to record, identify and track the captured and enslaved people in the concentration camps (Black, 2001, pp. 19–21). In 1962, a paper written by a CIA analyst on the evolution of computers noted:

*We have made a start, it is true, using IBM cards. It is possible to learn through machine runs how many married, German-speaking men between 33 and 35 years old with civil engineering degrees and naval service there are in the Central Intelligence Agency. But to record even this basic data taxes the capacities of the card systems in current use. Should we decide to do so, we could, over a span of a few years, index personnel knowledge and skills to a degree never before dreamed of, using more advanced forms of electronic data processing. In a television drama a few months back, a private organization was supposed to have compiled just such data on millions of U.S. citizens. [...] The real hero of*

*the story was the computer -they must have used one- that pinpointed the right man for the job. (Clotworthy, 1962, p. 12)*

The proliferation of computers into society established the importance of information into production and culture through electronic mediation (Lyotard, 1984, pp. 3–6), and radically modified human communication on an individual as well as societal level (Poster, 1994, p. 173). Gilles Deleuze described the emerged age of information as a transition from Foucault's societies of discipline to societies of control:

*In the societies of control [...] what is important is no longer either a signature or a number, but a code: the code is a password [...] We no longer find ourselves dealing with the mass/individual pair. Individuals have become "dividuals", and masses, samples, data, markets, or "banks". (Deleuze, 1992, p. 5)*

Many intellectuals saw the advancement of technology as an intensification of Foucault's Panopticon metaphor. Computer databases added the combined power of speed, digital encoding, storage and transmission (Poster, 1994, 1990), leading scholars to describe this realm as *superpanopticon* (Poster, 1990, p. 93) or *electronic panopticon* (Gordon, 1987). Others argued that the dispersion of technology and its social control connotations created a multicentre *surveillant assemblage* (Haggerty and Ericson, 2000); the raw repression of panopticism deriving from the disciplinary surveillance mechanism was partly replaced by a population constituted by consumers seduced into the market economy (Bauman, 1992, p. 51). In this context, Giddens acknowledged that 'surveillance in the capitalist enterprise is the key to management' (Giddens, 1987a, p. 175). Giddens noted that 'aspects of totalitarian rule are a threat' (1987b, p. 310) to societies because surveillance is 'maximised in the modern state' (1987b, p. 310). Surveillance, according to Giddens, has become a structural characteristic of modern societies, with 'no obvious and simple political programme to develop in coping with [it]' (1987b, p. 310). Baudrillard described this concept of modern societies' inclination towards a totalitarianism of information transparency in his essay 'The ecstasy of communication':

*It is no longer then the traditional obscenity of what is hidden, repressed, forbidden or obscure; on the contrary, it is the obscenity of the visible, of*

*the all-too-visible, of the more-visible-than-visible. It is the obscenity of what no longer has any secret, of what dissolves completely in information and communication. (Baudrillard, 1987, p. 151)*

Jacques Ellul expressed his views in *The Technological System*, originally published in French in 1977, that information technology may contribute to an increased social control:

*Thanks to the media of information and communication, the megamachine also exhibits certain features of a primary society. Each person is known in his totality (which is registered in the national computer). The computer gathers a cluster of previously scattered information about each individual, making the control of society unbearable, especially since this control will be exercised not just by 'authorities', but also by the public, the 'others', by public opinion. This is so because everything concerning each individual can be diffused and revealed to everyone else by telecommunications. [emphasis added] (Ellul, 1980, p. 17)*

In 1978, Murray Turoff and Starr Roxanne Hiltz published *The Network Society*, an influential book that strived to explore the impact of computer-mediated communication (CMC) on society as well as illustrate their thoughts on how CMC would develop in the future (Belson, 1994; Elmer-Dewitt, 1985; Kiesler, 2007). In the preface of their revised edition of the book in 1993, they noted that:

*The first edition had one major mistake: over-optimism about the speed at which computer-mediated communication would be adopted around the world, to create a 'network nation' that spans political and social boundaries. At the time we so readily perceived and experienced the benefits of the technology that we seriously underestimated the time it would take for it to spread. (Hiltz and Turoff, 1993, p. xxix)*

Indeed, in 1993 online communication was still mostly limited to Usenet and Bulletin Board System (BBS) environments as the Internet was still in its early beginnings with about five million users connected, half being business users (NIST Information Technology Laboratory, 1993). It was that time though, when wider enthusiasm for online communication began to develop as the Internet was attracting growing public interest (Cameron, 1993). With the introduction and initial popularisation of the Internet in the early to mid-1990s, David Lyon (1998) argued that three main types of surveillance, blurred between each other, emerged with the proliferation of the Internet; these were

related to employment, security-policing and marketing (Lyon, 1998, p. 95). However, although it was acknowledged that the Internet surveillance was not necessarily centralised (Bogard, 1996, p. 134; Lyon, 1998, p. 95), it was still perceived as a more-or-less vertical surveillance mechanism due to the fact that 'the same network used by large and powerful bodies, such as governments or corporations, can also be used by individuals or groups with far less power' (Lyon, 1998, p. 95).

As electronic information and big-data analysis were becoming increasingly important to modern-day economies, scholars such as Zuboff branded this age as *Surveillance Capitalism* (2019, 2015). Surveillance capitalism involves some peculiarities compared to previous forms of surveillance. Even before the emergence of social network sites, the seductive, convenient and gratifying character of a series of technological innovations such as credit and smart cards, online banking and others – which involve the collection and procession of digital information – led to the reconsideration of Foucault's notion of Panopticon that is now considered to be based on consumption and is participatory in nature (Whitaker, 1999).

*The contemporary Panopticon is strikingly different. It is a consumer Panopticon based on positive benefits where the worst sanction is exclusion. [...] it is decentred and it is predominantly consensual. [...] The strength of this new Panopticon is that people tend to participate voluntarily because they see positive benefits from participation [...] the benefits are straightforward, real, and tangible. Disadvantages are less tangible, more indirect and more complex. [...] The participatory Panopticon spreads its gaze seductively, yet insidiously. (Whitaker, 1999, pp. 218–221)*

Thirty years after Hiltz and Turrof's original visions on the networked society, the Internet counts more than 4 billion users (Internet World Stats, 2018) who are connected not only via computers but also via sophisticated portable devices such as smartphones, tablets and other 'smart' gadgets with online capabilities. In addition, a very large percentage of Internet users – approximately 2.5 billion people in 2018 – interact through social media (Statista, 2018a). The latter seem to have radically and irreversibly changed the way people communicate. Social network and social media sites emerged



in the mid-2000s and triggered a new discourse on Internet surveillance by linking user-generated content with self-disclosure.

Surveillance in social media age has an additional layer than that of Lyon's Internet of the late 1990s (Lyon, 1998), which has been called, among other names, *participatory* (Albrechtslund, 2008) and *interpersonal* surveillance (Trottier, 2012a). Trottier notes that social media entails all distinct types of surveillance on the same interface as their collapsed context allows 'individual, institutional, market and investigative scrutiny' (Trottier, 2012b, p. 156). More specifically, social media surveillance can be distinguished between four general types: a) *Prosumer*<sup>10</sup> surveillance: the treatment, process and exploitation of the personal data of users/producers for business and marketing purposes (Andrejevic, 2009; Fuchs, 2014, chap. 5, 2010a, 2010b; Trottier, 2013, 2012b, chap. 5; Vogelstein, 2009), b) Policing surveillance: the scrutiny of information on the Internet by government and policing agencies, e.g. see the Snowden revelations (Macaskill and Dance, 2013; Trottier, 2012b, chap. 6), c) Institutional surveillance: the surveillance of personal information by institutions as post-secondary sector, e.g. workplaces or universities, utilising social media to acquire information on their employees or students (Howard, 2013; Trottier, 2012b, chap. 4, 2011), and d) Participatory, lateral or interpersonal surveillance: the generalised culture of everyday life snooping of acquaintances and non-acquaintances, a horizontal and mutual practice (Albrechtslund, 2008; Andrejevic, 2005; Niedzviecki, 2009; Trottier, 2012a).<sup>11</sup>

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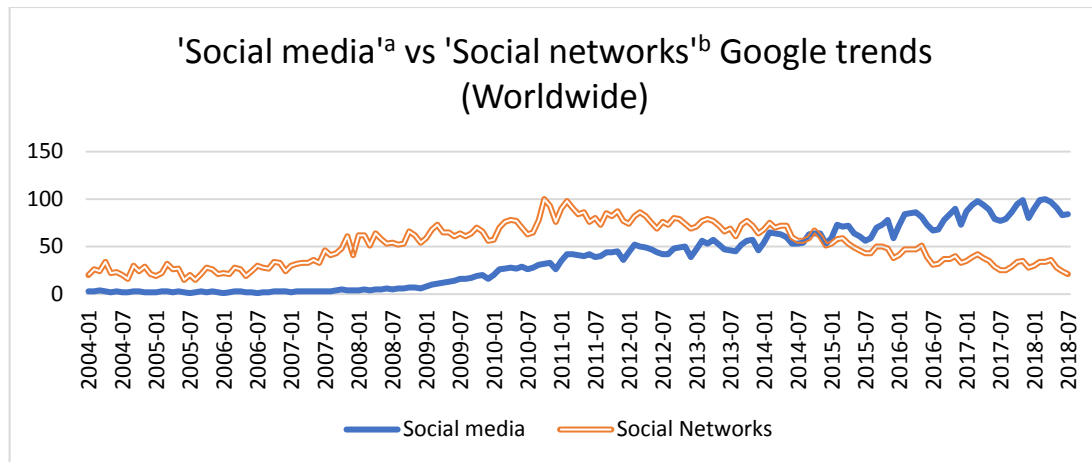
<sup>10</sup> Prosumer is a conjoin of the words *product* and *consumer*. Sometimes the term *producer* (deriving from product and user) is also used, depending on the context. Prosumer was coined in 1980 by Toffler (Toffler, 1980, chap. 20) and initially referred to people who produced some of their own goods and services that were consumed by them later. However, the meaning of the term has been updated since the emergence of user-generated content and especially social media. It is now more often used to describe a 'product and brand advocate [who] [r]ather than simply "consuming" products, people are becoming the voices of those products' (Gunelius, 2010).

<sup>11</sup> Lateral surveillance is explored in more detail in section 3.10.6 further down this chapter.

### 3.5. Web 2.0, user-generated content and social media

Web 2.0 is generally considered to be a term that describes the second generation of the World Wide Web which distinguishes it from the static pages that dominated the earlier days of the internet, i.e. Web 1.0. Web 2.0 is interactive and dynamic through an ‘architecture of participation’ in Tim O’Reilly’s words, the tech author and investor who popularised the term (O’Reilly, 2005). Within such a context of technological advancement which offers richer user experiences, the first social media platforms started to appear.

Until the mid-2000s, the term *social network* broadly referred to any online environment that emerged into computer-mediated communication and could potentially constitute an online community; sometimes these environments were also referred to as computer supported social networks (CSSNs) (Wellman et al., 1996). Another aspect that is sometimes confusing is the distinction between social network sites and social media. Social network sites are considered online environments that are mostly focused on interpersonal connections, while social media have a broader meaning, mainly implying to be the online outlets for information broadcasting, e.g. YouTube (Cohen, 2009; Social Media Today, 2010). This means that probably most social network sites can be classified as social media sites, but not every social media site is necessarily a social network site. Commonly, these two terms are used interchangeably depending on the desired emphasis, e.g. in the case of Twitter, which is a great example of a service that fits in both classifications. However, social media is nowadays increasingly used as a general term to describe the whole spectrum of user-generated information-sharing websites (ReferralCandy, 2013). Using Google Trend analytics, it is evident that the term *social network* is in heavy decline, with *social media* surpassing it in popularity since late 2014 (see Figure 4).



<sup>a</sup> <https://trends.google.com/trends/explore?date=all&q=social%20media>

<sup>b</sup> <https://trends.google.com/trends/explore?date=all&q=social%20networks>

Figure 4: Popularity of the terms 'social media' and 'social networks' in worldwide Google trends

The first attempts to establish an online social network service date long before sites such as Myspace or Facebook went online in the early and mid-2000s<sup>12</sup>; however, they were unsuccessful as the technology was not mature enough, and the Internet still lacked the potential critical base of users to provide a viable model for sites like that (boyd and Ellison, 2007, pp. 214–216).

Earlier efforts to explore social media often equated them with social network sites (Correa et al., 2010, pp. 247–248), while others envisioned in them a broader opportunity for people to organise outside mainstream media and institutions:

*We now have communications tools that are flexible enough to match our social capabilities, and we are witnessing the rise of new ways of coordinating action that take advantage of that change. These communications tools have been given many names, all variations on a theme: "social software," "social media," "social computing," and so on. Though there are some distinctions between these labels, the core idea is the same: we are living in the middle of a remarkable increase in our ability to share, to cooperate with one another, and to take collective action, all outside the framework of traditional institutions and organizations. (Shirky, 2008, pp. 20–21)*

<sup>12</sup> The first recognisable social network site is considered to be SixDegrees.com launched in 1997; several others followed, with Friendster launched in 2002 being the most significant in terms of impact, although failed as a viable business (boyd and Ellison, 2007, pp. 214–216). This is explored in more detail in Chapter 3.

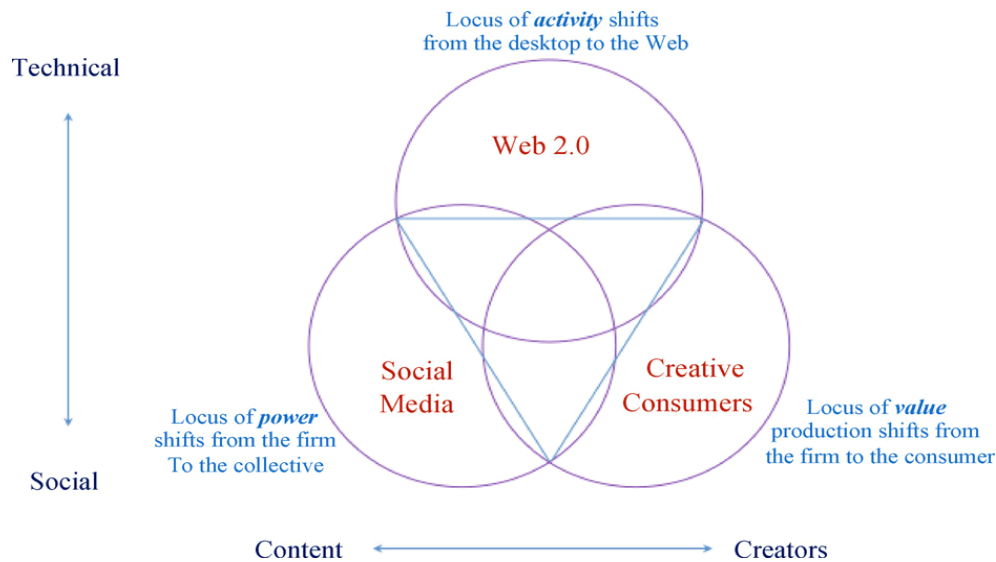


Figure 5: A schematisation of the activity, power and value shifts triggered by consumer-generated content according to Berthon et al (2012, p. 262)

In 2009, boyd described social media as:

*the latest buzzword in a long line of buzzwords. It is often used to describe the collection of software that enables individuals and communities to gather, communicate, share, and in some cases collaborate or play. [...] Social media is driven by another buzzword: "user-generated content" or content that is contributed by participants rather than editors (boyd, 2009).*

Similarly, Kaplan and Haenlein defined social media as '[...] a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content' (Kaplan and Haenlein, 2010, p. 61) (see Figure 5). This environment provided opportunities for investors, advertisers and businesses. For example, a large investment group in 2007 branded the 'new advertising ecosystem' emerging through Web 2.0 technology as the 'user revolution' (Rashtchy et al., 2007).

The impact of social media on everyday life is more than evident today. They have created a new online layer through which people organise their lives, influencing human interaction on an individual, communal and societal level, while online and offline boundaries become more and more interpenetrating (Subrahmanyam et al., 2008; van Dijck, 2013a, p. 4). There are many positive effects that have been attributed to social media use, such as contributing in the democratisation of societies (Breuer and Groshek, 2012,

pp. 21–23) and political activism (Gillan et al., 2008, chap. 7), strengthening interpersonal relations (Drussell, 2012, pp. 37–39), assisting people with disabilities (Thompson, 2013), providing new effective educational environments (Ito et al., 2008, pp. 1–3; Mazer et al., 2009, pp. 179–182), enhancing creativity (Bruns, 2008, chap. 9) and benefiting businesses by providing new marketing opportunities (Auker, 2011, pp. 6–8). They have also been attributed with a series of negative effects; a few of the most discussed are that they pose a threat to privacy and have created implications on an individual and societal level deriving from the proliferation of publication of personal data in contemporary online environments (Bauman and Lyon, 2013, chap. 5); they have contributed to the overload of published information mainly due to the collapse of the quality filters that were provided by traditional publishing mediums (Bontcheva et al., 2013, pp. 26–28; Grineva and Grinev, 2012, pp. 1–2); they have caused implications on work/life balance as the distinctions between work and other aspects of life are becoming blurred (Ash, 2011; Broughton et al., 2009, pp. 23–24); they may have negative effects on written languages and the quality of writing (Henry, 2013); they have cultivated a culture that promotes some negative behavioural patterns such as narcissism and exhibitionism (Mehdzadeh, 2010, pp. 361–363; Panek et al., 2013, pp. 2009–2011; Toma, 2013, pp. 211–213), and they have ironically proliferated loneliness or envy at the expense of sociability (Turkle, 2012, pp. 13–22; Verduyn et al., 2015).

### 3.6. Social media and self-disclosure

*The violence of identification, then, is by no means merely conceptual. The scientific method of identitarian thought is the exercise of power-over. Power is exercised over people through their effective identification.*

(Holloway, 2002, p. IX)

This section illustrates the dynamics of the transition to a persistent association of offline identities to the online world through social media that was a crucial step to the development of *shareability*, i.e. the process that 'constitutes an architectural feature of networked structures that encourages sharing over withholding information' (Papacharissi and Gibson, 2011, p. 76).

According to the classic definition by Jourard and Lasakow, self-disclosure 'refers to the process of making the self known to other persons' (1958, p. 91) and the concept has been subject of extensive research since the mid-20<sup>th</sup> century, most commonly in the psychology and psychoanalysis fields (e.g. Farber 2006). However, the quality of information that may be considered as self-disclosure is disputed (Greene et al., 2006, p. 411). Before the emergence of social network sites, self-disclosure in computer-mediated communication was often regarded as closely related to intimacy due to the anonymous environments that they were taking place in, free from social barriers (Lea and Spears, 1991; McKenna and Bargh, 1998; Postmes et al., 1998; Reicher et al., 1995; Walther, 1992). At the other end of the spectrum it was also perceived as facilitating anti-normative and disinhibited behaviour driven again by the anonymity of the online environments that removed the variables of social cues and accountability that usually exist in real-life communication exchanges (Kiesler et al., 1984; Smolensky et al., 1990; Sproull and Kiesler, 1986). This aspect is going to be examined more closely in the next chapter.

As late as the mid-2000s, the relevant literature generally failed to forecast the momentum of the social media revolution that was about to come. Even after the appearance of MySpace, LinkedIn or even Facebook at its infancy, the general discussion on online identities was usually centred on anonymity or pseudonymity as online communities were still 'often identified only by screen names and the social displeasure of the online group cannot easily penetrate into the "real world" context' (Strandburg, 2006, p. 40). However, a general and abstract sense of the changes that were about to come was indeed already being developed: 'These social norms against providing information are puzzling when one stops to think about it, especially in light of the high value usually placed by society on the free flow of

information' (Strandburg, 2006, p. 34). One of the first, most well-known research papers on the emerging phenomenon of sharing information online about one's self was 'Imagined Communities: Awareness, Information Sharing, and Privacy on the Facebook' by Acquisti and Gross (2005). They boldly note that '[c]hanging cultural trends, familiarity and confidence in digital technologies, lack of exposure or memory of egregious misuses of personal data by others may all play a role in this unprecedented phenomenon of information revelation' (Gross and Acquisti, 2005, p. 71).

Summarising the relevant literature, two major points can be distinguished where social media have transformed the practices of online self-disclosure:

a) *The self-revelation of true identities.* A profound transformation began in the mid-2000s on the Web. Until then, online self-disclosure was usually perceived as the act of disclosing personal information to others, mainly due to the anonymity offered by CMC environments in contrast to face-to-face interaction (Joinson, 2001, p. 179); 'under this [...] protective cloak of anonymity users can express the way they truly feel and think' (McKenna and Bargh, 2000, p. 62). The development of social network sites, most notably Facebook, brought about a new era in terms of online identities and self-disclosure, which radically affected the processes of 'impression management, self-presentation and friendship performance' (boyd and Ellison, 2007, p. 219). The interval of interpretation on how these are performed is wide; some consider the identity performance on social network sites as a narcissistic self-idealisation (Carpenter, 2012; Mehdizadeh, 2010; Ong et al., 2010; Panek et al., 2013), others as a largely accurate depiction of one's self (Bower, 2010; Waggoner et al., 2009). However, there is a general common conclusion that the attachment of online identities onto real ones has developed a new context of online self-presentation and self-promotion (van Dijck, 2013b; Wong, 2012, pp. 208–210), which led to a more-or-less amalgamation of online and offline identities (Foresight Future Identities, 2013, p. 1; Hongladarom, 2011; Zhao et al., 2008). This course is expected to continue to develop, with analysts predicting that the online dimension will eventually completely blend into every aspect of everyday life, making it

indistinguishable from the latter in a similar manner that electricity is for contemporary civilisation (Anderson and Rainie, 2014).

b) *The other-provided information.* Social media, the role model of modern Web's 'user-generated-content' principle (Bruns, 2009), usually allow users to contribute information to other people's profiles affecting the formative manners of interpersonal impressions online and sometimes even overriding their apparent self-descriptions (Lampinen et al., 2011; Rui and Stefanone, 2013, p. 3941; Walther et al., 2009, p. 249). Some scholars have argued that prior to social media, online users in some occasions tended to present an ideal self in online environments as they had greater control over the information they disclosed (Ellison et al., 2006, pp. 418–420; Sharon Wang and Stefanone, 2013, pp. 3–4; Walther, 1996, p. 19). This tendency was attributed mostly to the lack of connection between online personas and real-life identities which led individuals to feel freer to dissemble and gave them the impression that their observers were less able to detect the deception (Carlson et al., 2004, pp. 10–13; Frankel and Siang, 1999, p. 9; Walther, 2007, pp. 2539–2540).<sup>14</sup> However, as discussed in Section 4.6, the lack of connection between online personas and real-life identities might also increase self-disclosure as users do not have significant concerns about damaging their offline reputation. In addition, even with the increased scrutiny of related observers, social media users are often being attributed to project self-idealised versions of themselves. This is particularly evident in social media sites that are based on visual elements such as Instagram (Harris and Bardey, 2019) which have been found to increase social comparison traits among users (Vries et al., 2018).

Social media do not have a uniform policy on the desired or even permitted identity related basis of their users. In this context, they can be distinguished by two general types:

a) *Real-name policy or identity-driven social media.* This type of social media is mainly associated with social network sites. The most prominent social media in this category are LinkedIn and Facebook, with the latter

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<sup>14</sup> However, some researchers suggest that despite the tendency for self-idealisation, the impression of the observers in CMC environments and personal websites was not significantly affected and was accurate to a large degree (Vazire and Gosling, 2004).

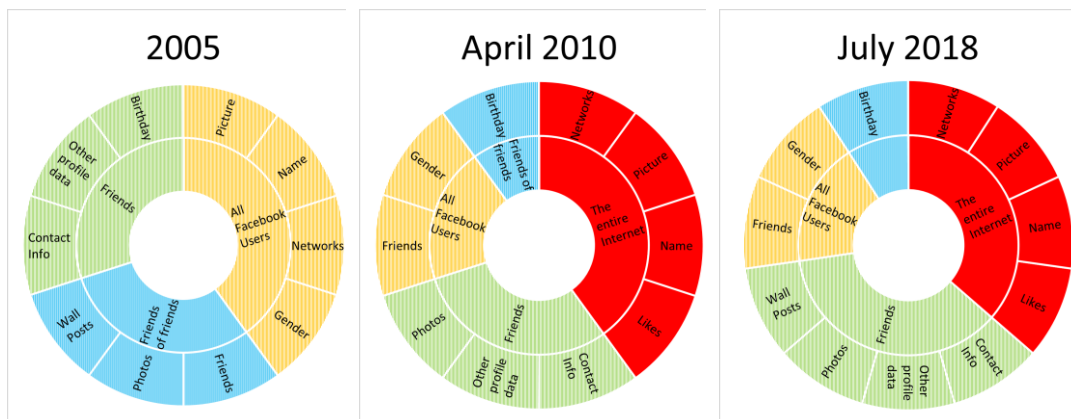


striving from its early beginning to have ‘the integrity of real-name culture’ (Schnitt in Guynn, 2008). Real-name policy is defined by the Terms of Service (ToS) and its violation may result in immediate account termination. For example, Facebook began to massively ban users for fake names as early as in 2007 – see the Jon Swift case (Popa, 2007; Swift, 2007). The requests for official governmental proof of identification probably began sometime in the last quarter of 2008 – e.g. the Elmo Keep case (Sydney Morning Herald, 2008). However, identity-driven social media may not always and necessarily have real-name policies; rather their use case and usability are justified and maximised through the revealing of true identities, like in the example of Instagram. Online identities attached to offline identities share a much higher degree of offline incorporation than pseudonymous ones do as they can be ‘anchored through institutions, residence, or mutual friends’ (Zhao et al., 2008, p. 1818). In this context, social media with a real-name policy have been described by danah boyd as an ‘abuse of power’ (2011); this is because people often think they have no choice but to join (e.g. see peer pressure), although technically they always have that choice (boyd, 2010). In addition to that, according to boyd (2010), these services often dupe and coerce people by changing their privacy settings *ex post*, making profiles more transparent, while applying ‘convolution’ methods (e.g. Deamicis 2013) on how they protect and treat their members’ data (e.g. see Figure 6). Indicatively, in 2013, Facebook removed the ability for users to keep their profiles invisible from Facebook search (Wagner, 2013). Social media services can be identity-driven even without a real-name policy, like in the case of Instagram. Richard Allan, Facebook’s director of policy in Europe at the time when Facebook acquired Instagram, praised the role of identifiable photos in confirming authentic identities:

*Pictures speak a thousand words [...] Immigration officials will ask to see a photo album to see if a relationship is genuine. It's a very instinctive and powerful way to confirm authentic identity. (Allan in Krotoski, 2012)*

b) *No name policy or information-driven social media.* Social media of this category do not have a real name policy as the identities of their users are less important than the distribution of the actual information. However,

distinctively different from other online environments such as online forums, users may decide to reveal their true identities nevertheless in order to better connect to their social circles, while pseudonymous users on social media are more likely to be associated with their real identities by their acquaintances, mainly due to their platformed sociality character (van Dijck, 2013a, chap. 1). The most famous social media service of this category is Twitter, with its former CEO Dick Costolo stating that Twitter is not ‘[...] wedded to pseudonyms, [it is] wedded to people being able to use the service as they see fit’ (Costolo, cited in Honan 2011). Google+ used to have a strict real-name policy with account suspension warnings and deletions from 2011 until 2014, when severe backlash from the community (Carmody, 2011; Hockenson, 2013; Kiss, 2011) led Google to reverse the policy with an unusual apologetic announcement (Google, 2014). Following Google’s unsuccessful attempt to compete with other social network sites such as Facebook, Google decided to retire Google+ for consumers in October 2018 due to the discovery of data breaches, while citing that ‘90 percent of Google+ user sessions are less than five seconds’ (Smith, 2018).



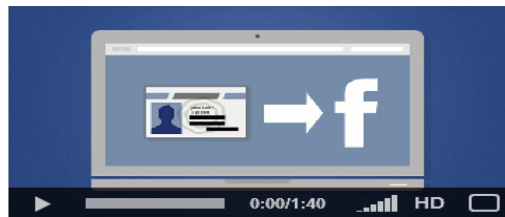
\*Data for 2005 and 2010 provided by McKeon (McKeon, 2010). 2018 data were extracted for the purposes of this study with author’s graphs

Figure 6: Facebook’s evolution of default privacy settings in 2005, 2010 and 2018 based on McKeon’s categorisation (McKeon, 2010)



### Verify your name

We've temporarily suspended your account because we detected that your Timeline doesn't show your real name. Please provide the following information so we can verify your real name and update your account.



**First name**  
Ex: John

**Middle name**  
Optional

**Last name**  
Ex: Smith

**Email**

Please upload a copy of your government-issued photo ID so we can confirm that this is your real name. To learn more about why we require a copy of your ID and what types of ID we'll accept, please [review our ID Policy](#).

Your ID

Missing required field  
This field cannot be empty.

Figure 7: Typical notifications when Facebook suspects a fake name profile

Social media policies on permissible usernames have generated controversy amongst proponents and opponents of real-name use, which has been named as *nymwars* (Lovink and Rasch, 2013, p. 208; TheOrientator3000, 2012). The neologism was coined following the conflict sparked by Google's decision to only allow real names in its newly released social network service Google+ in 2011 (Carmody, 2011; Kiss, 2011). Google ultimately had to relax its policy in early 2012 by permitting users to display an alias instead of their real name on the open web through a closely monitored process (Horowitz, 2012). The controversy re-emerged in 2013 when Google announced that a real-names policy would be applied to all the reviews and comments made in its Android Google Store and YouTube services (Hockenson, 2013). According to boyd (2011), the reason why Google's real-name policy sparked more controversy than Facebook's is because Google

tried to dictate real names in a pre-existing, largely ‘tech crowd’ user base; Facebook, instead, grew from college students who joined the site believing that it was a college-only online community (boyd, 2011; boyd and Ellison, 2007, p. 218). An example of indicative excerpts on the real name policies of Facebook, LinkedIn and – now defunct – Google+ social media sites are found in Table 2. Nymwars did not leave Facebook completely unaffected. While far from abandoning its strict real-name policy, Facebook proceeded to reword its permitted names policy, an indicative response to the general pressure to relax its stance. In Figure 8, a series of excerpts from Facebook’s page on its real-name policy (taken from screenshots from three different years: 2012, 2015 and 2019) demonstrates Facebook’s responses. Between 2012 and 2015 the weight has shifted from a very strictly worded text forcing the use of real names for the sake of it to focus more on the safety that comes with the use of authentic identities. In its current form, as of early 2019, the wording has become more friendly, allowing users to ‘use the name they go by in everyday life’ and putting increased emphasis on safety against ‘impersonation, scams, and phishing’ in the midst of bad publicity caused by the spread of fake news, data breaches and other revelations.

Table 2: Excerpts from Facebook, LinkedIn and Google+ on their real-name policies [as of February 2017]

Facebook <sup>a</sup>	LinkedIn <sup>b</sup>	Google+ <sup>c</sup>
<p>The name on your profile should be the name that your friends call you in everyday life. This name should also appear on an ID or document from our ID list. Nicknames can be used as a first or middle name if they're a variation of your authentic name (like Bob instead of Robert).</p>	<p>LinkedIn requires use of true names rather than pseudonyms, business names, associations, groups, email addresses, or other characters when registering on our site. We believe that any information other than first and last names in the name fields undermines the professional nature of our site and services.</p>	<p>When we launched Google+ over three years ago, we had a lot of restrictions on what name you could use on your profile. This helped create a community made up of real people, but it also excluded a number of people who wanted to be part of it without using their real names. Over the years, as Google+ grew and its community became established, we steadily opened up this policy, from allowing +Page owners to use any name of their choosing to letting YouTube users bring their usernames into Google+. Today, we are taking the last step: there are no more restrictions on what name you can use.</p>

<sup>a</sup><https://www.facebook.com/help/112146705538576>

<sup>b</sup><https://www.linkedin.com/help/linkedin/answer/28422/names-allowed-on-profiles?lang=en>

<sup>c</sup><https://plus.google.com/+googleplus/posts/V5XkYQYYJqy>

### What names are allowed on Facebook?

Facebook is a community where people use their real identities. We require everyone to provide their **real names**, so you always know who you're connecting with.

Screenshot depicting an excerpt of the page on real-name policy as of July 2012 taken from the Web Archive.  
<https://web.archive.org/web/20120830063506/https://www.facebook.com/help/112146705538576>

Facebook is a community where people use their authentic identities. We require people to provide the name they use in real life; that way, you always know who you're connecting with. This helps keep our community safe.

Screenshot depicting an excerpt of the page on real-name policy as of May 2015 taken from the Web Archive.  
<https://web.archive.org/web/20150502015124/https://www.facebook.com/help/112146705538576>

Facebook is a community where everyone uses the name they go by in everyday life. Always knowing who you're connecting with helps keep you and the rest of our community safe from impersonation, scams and phishing.

Screenshot depicting an excerpt of the page on real-name policy as of March 2019 taken from Facebook page  
<https://www.facebook.com/help/112146705538576>

Figure 8: A series of screenshots of Facebook's real-name policy excerpts showing how the wording has been evolved in the midst of debates on social media and real-name policies

Social media with real-name policies have a larger impact on Internet anonymity than their own spheres of influence; their accounts are commonly used as single sign-on platforms that allows users to register and log in to various other websites, passing personal information to them (Felt and Evans, n.d., p. 5; Kontaxis et al., 2012, pp. 1–2). However, according to the statistics released by Disqus (2014) – the largest online discussion and comment hosting service today – the majority of their users engage in online commenting using handles, as only 4% prefer to reveal their true identities via a social login platform such as Facebook Connect. Miyazoe and Anderson (2011), after examining students' participation levels in discussion forums using pseudonyms, suggested that the incognito online personas increased students' productivity by reducing stress (Miyazoe and Anderson, 2011, p. 184). The stress of accountability in online self-disclosure has also been attributed to the limited awareness of who sees the data: 'Further, while online we have increased opportunities for self-expression through profiles, photos, blogs, comments, avatars, and so forth, we have a limited awareness of, or control over who sees our self-projection' (Farnham and Churchill, 2011, p. 360). However, more and more sites are incorporating social media trackers and social logins that have been described as a trade-off of privacy for convenience (Egelman, 2013). According to the letters exchanged between

Facebook and the Chair of the Digital, Culture, Media and Sport Committee of the UK Parliament in mid-2018 following the Cambridge Analytica revelations, 8.4 million domains are estimated to have Facebook Like embedded while 16.4 million domains use Facebook Login (Stimson, 2018). Social media trackers are able to collect data from visitors that are not even using social media. Ironically, in these letters Facebook points out that even the UK Parliament website is using social media trackers:

*Parliament's website www.parliament.uk collects and shares browser and cookie information with six different companies Google, LinkedIn, Twitter, Hotjar, Pingdom and Facebook- so when a person visits Parliament's website, it sends browser information about their visit to each one of those third parties. (Stimson, 2018, p. 10)*

Because of the increasing traversability through social media services as well as the traversability through the personal and public information (for example media, news and others) that is being shared and induced by both human and algorithmic entities, the distinction between identity and information-driven social media is becoming less apparent and perhaps less significant. However, it is still analytically useful when examining specific social media services as seen in this thesis's survey analysis, rather than being applied to study social media in their current form from a wider point of view as a societal and cultural phenomenon.

Some scholars (Fuchs, 2014, 2011b, 2010a; Meikle, 2014; van Dijck, 2013a) have questioned the narrative that self-disclosure via social media has derived purely from people's need for 'more open communication' (in Mark Zuckerberg's wording) or whether it was more likely an 'industry-driven phenomenon' (Ellison and boyd, 2013, p. 12). For example, in 2009, less than two years before Google entered the real-name sharing industry with Google+, South Korea demanded that its citizens use real names when uploading information to sites like Google's YouTube; Google reacted, invoking the protection of freedom of speech:

*We have a bias in favour of people's right to free expression in everything we do. We are driven by a belief that more information generally means more choice, more freedom, and ultimately more power for the individual. We believe that it is important for free expression that people have the right to remain anonymous, if they choose. (Shankland, 2009)*

Web 2.0 and social media have been generally praised for enhancing creativity and shifting power from firms to consumers (Berthon et al., 2012) (e.g. see Figure 5); this is transforming the Internet ‘from a platform for information, to a platform for influence’ (Hanna et al., 2011, p. 272) by enabling crowdsourcing features as a ‘manifestation of a larger trend toward greater democratisation of commerce’ (Howe, 2008, p. 14). However, according to Fuchs (2014, chap. 5), these claims largely miss a theoretically grounded understanding of participatory democracy that has a broader understanding in areas of household, economy, culture and beyond, which critically questions its compatibility with capitalism (Fuchs, 2014, p. 98). In this context, the uncritical embracing and over-optimism for Web 2.0, and social media may act as a form of dominant ideology that obscures the corporate interests and the inequalities that lie underneath (see Bauman, 2012, pp. 174–185; Fuchs, 2014, chap. 5, 2011, chap. 7; van Dijck and Nieborg, 2009).

### 3.7. Ideology, share culture and the politics of mediation

#### 3.7.1. Ideology and shareability

In sociology and philosophy, there is no consensus on what constitutes ideology as there are different schools of thought on this notion, and others that reject it completely. The most influential school of thought on ideology is the Marxist one and all its subsequent variations from the Frankfurt School scholars, like Adorno and Horkheimer to Althusser. At the other end of the spectrum, Foucault’s methodological approach of exploring bottom-up micro-practices dismisses the notion of ideology as ‘it is always in opposition to something else which is reality’ (Foucault, 1979b, p. 136). A critique on Foucault’s rejection of ideology comes from Žižek, who accuses him of being unable to arrive at ‘Power’ by using over-complicating rhetoric (2012, p. 13). Nevertheless, the notion of ideology can be a useful analytical tool to explore behaviours that have been crystallised into practices and critically explore their emergence.

Karl Marx sums up his understanding of ideology with his famous phrase ‘sie wissen das nicht, aber sie thun es’ (Marx, 1872) which in English has been translated as ‘we are not aware of this, nevertheless we do it’

(Marx, 2012, p. 79), meaning that people do what they do without realising or even knowing what is happening behind the scenes – a false consciousness. In his famous work *Ideology and Ideological State Apparatuses*, first published in 1970, Louis Althusser further develops the notion of ideology and, although heavily influenced, drifts away from Marx's more narrow view.<sup>15</sup> According to Althusser, ideology 'represents the imaginary relationship of individuals to their real conditions of existence' (2014, p. 256), but at the same time ideology 'has a material existence' (2014, p. 258) as it manifests itself through actions that become practices. Althusser introduced the concept of *ideological interpellation*, i.e. the process where individuals recognise themselves as subjects by acknowledging and responding to ideologies (Althusser, 2014). They can identify with their gender, their political party, their profession, or simply as 'voters' or 'citizens'; the categories can be endless. This view implies that people are aware of their position as subjects within ideology. Žižek (1989) develops this further as his understanding of ideology in contemporary societies places the illusion not on the side of knowledge, like Marx, but on the reality itself: 'they know that, in their activity, they are following an illusion, but still, they are doing it' (1989, p. 30). This point of view has a profound effect on studying information societies and social media in particular. Wendy Chun, in her inspiring 2004 essay *On Software, or the Persistence of Visual Knowledge*, described a direct functional analogue of software to ideology as the software produces 'users' who 'know very well that their folders and desktops are not really folders and desktops, but they treat them as if they were—by referring to them as folders and as desktops' (2005, p. 43), which is in accordance with Althusser's and Žižek's understanding of ideology.

Lyotard (1984), long before the emergence of social media, foresaw that the power to control information passes from the nation states to multinational corporations, and that this would raise legal issues. Thirty-five years after his work *The Postmodern Condition* was written, social media can be used as one of the prime examples of his concerns on *computerisation*:

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<sup>15</sup> Marx's understanding of ideology mainly has negative connotations; however, there are differences and conflicts within his own thought throughout his work; for example, his approach on ideology between *The Capital* and *The German Ideology* (e.g. see Eyerman, 1981; Giddens, 1983).



*Already in the last few decades, economic powers have reached the point of imperilling the stability of the State through new forms of the circulation of capital that go by the generic name of multinational corporations. These new forms of circulation imply that investment decisions have, at least in part, passed beyond the control of the nation-states. The question threatens to become even more thorny with the development of computer technology and telematics. Suppose, for example, that a firm such as IBM is authorized to occupy a belt in the earth's orbital field and launch communications satellites or satellites housing data banks. Who will have access to them? Who will determine which channels or data are forbidden? The State? Or will the State simply be one user among others? New legal issues will be raised, and with them the question: "who will know?" (Lyotard, 1984, pp. 5–6)*

Along with this shift of power over the control of information, Lyotard also described how information technology transcends all forms of production of knowledge and establishes what he calls the *technological criterion* that leads to *performativity*, i.e. 'the subordination of cognitive statements to the best possible performance' (Lyotard, 1984, p. 77). The optimisation of the relationship between input and output increases the importance of knowledge in the production level that eventually becomes a saleable commodity through the mercantilisation of the knowledge process (Lyotard, 1984, p. 51), from which not even the universities can escape (Lyotard, 1984, p. 49).

Acknowledging the power of knowledge in Lyotard's terms, and software's analogy to ideology as Chun illustrates, one can assume that people actively involved in the technology industry – from software developers to senior CEOs – obtain a privileged position in contemporary societies. Althusser's concept of Ideological State Apparatuses (ISA) in his original work includes schools, the church, media, sports and other parts of social life that are not physically repressive, but are based on the free will of individuals to go to school, to watch a movie, to buy a newspaper or go to a football match (Althusser, 2014, p. 78). In ISAs like education, for example, the teachers – according to Althusser – carry the burden of teaching the children entrusted to them literature, scientific humanism and values. However, very few of the teachers suspect or have consciousness that:

*"they are helping, by their very devotion, to sustain and cultivate this ideological representation of the school, which makes the school today as "natural" and useful-indispensable or even beneficial for our*

*contemporaries as the Church was “natural”, indispensable and generous for our ancestors of a few centuries ago’ (Althusser, 2014, p. 147)*

In contemporary societies, those who possess the technical knowledge and are related to the technological domain are the carriers of the ideology of what Lyotard described as performativity. Nevertheless, the Althusserian term of ISAs in this context sounds outdated as this type of ideology is no longer related so much to the state, but to markets that are nowadays dominated by the circulation of information. To emphasise this shift of power, scholars like Giroux have rephrased ISAs related to the tech industry to ‘corporate cultural apparatuses’ (Giroux, 2015).

The emergence of social media offers a prime opportunity to capture the birth of a new type of ideology: that of ‘shareability’, as it has been developing during the recent, but rather condensed, historical time. Geert Lovink (2016b), in his essay on ‘social media and ideology’ based on his ‘Social Media Abyss’ book (2016a), describes how social media attract their users and hail them into becoming subjects through the interpellation process as defined by Althusser:

*Before we enter the social media sphere, everyone first fills out a profile and chooses a username and password in order to create an account. Minutes later, you’re part of the game and you start sharing, creating, playing, as if it has always been like that. The profile is the a priori part and the profiling and targeted advertising cannot operate without it. The platforms present themselves as self-evident. They just are—facilitating our feature-rich lives. Everyone that counts is there. It is through the gate of the profile that we become its subject. (Lovink, 2016b)*

Once an individual becomes a member of social media and identifies as such with the other users, there is a distinctive line that separates them from the non-users. They have now become ‘social media users’ or even ‘social media influencers’ if they reach out to many people. The individuals enter the realm of having to share to exist with their new identity as social media users. From that point on, using Charles Leadbeater’s wording, ‘you are what you share’ (2010). And if the software of social media applications carries Chun’s notion of analogy to ideology with them, then their interfaces have both structural regulation and power (Marwick, 2005), a process Feldman called

*templatization* (Feldman, 2012, p. 308), as well as an integration of a narrative to share and connect and be tailored to provide personalised ads to the end-users (van Dijck, 2013a). As this thesis demonstrates, people are more or less aware that their data are being used for profiling and targeted ads, or even being exploited; a significant number of the users had suspected an abuse of their personal data might have been happening before any of the major revelations took place (see survey findings). There are a few prominent examples of such exposures: the surveillance of social media by governments in Edward Snowden's revelations case, the unethical sharing of users' data with obscure third-party entities such as Facebook's Cambridge Analytica scandal, or even the news feed manipulations by Facebook's algorithm sometimes in malevolent ways, like in the case of the secret psychological experiment to control users' emotions (Kramer et al., 2014). The increasing inability to think outside of social media or believe that a world can exist without sharing personal information through them is a self-evident clue of their powerful ideological character. Lovink notes that this is the competence of Žižek's understanding of ideology in contemporary societies.

*When it comes to social media we have an "enlightened false consciousness" in which we know very well what we are doing when we are fully sucked in, but we do it anyway. (Lovink, 2016b)*

The ideology of shareability would have never been possible to establish without associating the real-life identities to the online ones, in other words, without being social and facilitating the amalgamation of what were once considered to be completely separate online and offline lives. Along with how social media interfaces expose the uploaded personal information, this has profound implications on how people perceive themselves and others and has risen a culture of self-promotion often accompanied with a compulsion to continuously engage (Scolere et al., 2018).

From the social media industry perspective, Graham Meikle (2016, 2014) described the ideological projection of Facebook and its self-presented reflection to the world by drawing special attention to three distinctive approaches that Facebook is identifying itself: a) Facebook as a common good by highlighting the idea of online networking as a liberating value per se,

b) Facebook as reacting to society's need for more sharing, and c) Facebook as a dynamic formative vehicle shaping society's future.

Table 3: The projected ideology of Facebook. [Author's table, inspired by Meikle's lecture and 2016 book] (Meikle, 2016, 2014)

<i>Common good</i>	<p>Facebook was not originally created to be a company. <i>It was built to accomplish a social mission—to make the world more open and connected.</i></p> <p>[emphasis added] Mark Zuckerberg in (King, 2012)</p>
<i>Responsive to society's need</i>	<p>Sharing is not just about status updates doubling every year. It's made up of all these different trends. In the beginning, people shared by filling out basic information in their profiles. Then we made it so that people could update their status. Then came photos. Now people are sharing through apps like Spotify.</p> <p><i>We talk about the Moore's law of sharing, but we never meant that all this will happen on Facebook—it will happen in the world.</i></p> <p>[emphasis added] Mark Zuckerberg in (Zuckerberg, 2013)</p>
<i>Shaping society's future</i>	<p>Our guiding compass is our mission: to give people the power to share and make the world more open and connected. This is why we are here. We try to help you stay connected with everyone you care about, give you a voice to share what's important to you, and hopefully make the world a little smaller as a result. [...] We can help connect the next five billion people. Over the next five to ten years, most people with feature phones will get smart phones. Some of them will get smart phones just so they can use Facebook to stay connected with family and friends. <i>We feel it is a great opportunity—as well as our responsibility—to help everyone in the world get connected and join the modern knowledge economy.</i></p> <p>[emphasis added] Mark Zuckerberg in (Facebook, 2012)</p>
<i>Liberating force of good</i>	<p>As networks of people replace traditional hierarchies and reshape many institutions in our society—from government to business to media to communities and more—there is a tendency of some people to lament this change, to overly emphasize the negative, and in some cases to go so far as saying the shift to empowering people in the ways the internet and these networks do is mostly harmful to society and democracy. To the contrary, while any rapid social change creates uncertainty, I believe what we're seeing is people having more power, and a long term trend reshaping society to be more open and accountable over time.</p> <p>Mark Zuckerberg in (Zuckerberg, 2019)</p>

### 3.7.2. The 'mediating' politics of technology

Technology is inherently political, but that does not mean that it cannot have its own kind of autonomy from its creators, especially in the algorithm-driven age – as illustrated hilariously by Microsoft's notoriously failed attempt with Tay, an artificial intelligence Twitter bot that became racist and misogynistic only a few hours after being introduced to the public (Vincent, 2016). Bruno Latour's notion of technical mediation (Latour, 1994), part of his actor-network theory (ANT) (Latour, 2007), illustrates that non-human technical objects are able to change the relationship between humans and objects, just like the other way around, thus forming a kind of a socio-technical assemblage.<sup>16</sup> His approach attempts to reject both materialistic technical determinism over human and the anthropocentric human determinism over the technical. In his 'metaphysical' concept, which he named 'translation', this mediation occurs in both ways, modifying both agents, being the product of an association (Latour, 1993a, 1994). This mediation actively transforms human and nonhuman actants and their conceptual and affective states (Grusin, 2015).

ANT is partially influenced by Michel Foucault's philosophy. In his later work, Foucault specifically described a fourth type of technology, that of the self, added to the other three technologies of production, sign systems and power, already identified earlier by Jurgen Habermas (Foucault, 1997, p. 177). According to Foucault, technologies of the self are

*techniques that permit individuals to effect, by their own means, a certain number of operations on their own bodies, their own souls, their own thoughts, their own conduct, and this in a manner so as to transform themselves, modify themselves, and to attain a certain state of perfection, happiness, purity, supernatural power' (Foucault, 1997, p. 177)*

All these technologies interact with each other and they rarely ever function separately (Foucault, 1997, 1988). Foucault's idea of how technologies act as

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<sup>16</sup> Latour illustrated this concept with the commonly used analogy of a gun. The gun changes the human actor by providing them an authority, a power; at the same time the human holding the gun mediates the gun by giving it attributes that the gun does not have when it is stored in a drawer. It must be noted, however, that no matter how the gun is going to be used, it was made to be able to shoot and wound or kill.

mediators instead of neutral intermediaries is demonstrated by his analysis on the stethoscope which 'solidified distance' (Foucault, 2012, p. 164); according to Foucault, its invention was a product of the necessity of moral screening in the context of the formalising doctor-patient relationship inside the emerging forms of clinics (Foucault, 2012). As an artefact of technique, it 'was designed to operate within the parameters of a set of social relationships' (Sterne, 2001, p. 116). For example, in the case of social media, the kind of ideology the software embeds as discussed in Section 3.7.1 constitutes an interactive process that affects how people act within and perceive these environments and subsequently the norms associated with their use, and beyond. This is not to imply that social media have been created in a vacuum, and transformed later in the process. Similar to the analogy of the stethoscope whose purpose is to listen to the internal sounds of the human body involving all the moralities<sup>17</sup> and politics around its invention, modern-day social media were created after the emergence of Web 2.0 technologies to facilitate 'connectivity' and 'sharing', two major attributes of Web 2.0 (also see Section 4.5.2). In return, social media caused Web 2.0 to be also branded as the 'participatory web' (Blank and Reisdorf, 2012), but also facilitated the normalisation of information oversharing and the revamping of the promotional culture (Meikle, 2016).

In *Discipline and Punish* (Foucault, 1979a), Foucault used the example of Jeremy Bentham's Panopticon to illustrate his theory on how technologies of power are embodied and dispersed through society. Panopticism is more than prison; it is a generalisable principle, 'a way of defining power relations in terms of the everyday life' (Foucault, 1979a, p. 205) and its 'architecture would operate to transform individuals: to act on those it shelters, to provide a hold on their conduct, to carry the effects of power right to them, to make it possible to know them, to alter them' (Foucault, 1979a, p. 172).

As Matthewman (2013) notes, Latour aligns with Foucault's thought that technology is not referencing only hard technology like 'nuts and bolts'

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<sup>17</sup> The initial motive of the inventor of the stethoscope was to put an end to the uncomfortable act of placing his head to a woman's chest (Roguin, 2006) which according to Foucault's analysis relates to the sexual politics of the early 19<sup>th</sup> era (2012).

(Latour, 1993b, p. 199), but also techniques, i.e. non-material technologies. Foucault commented on his own work *Discipline and Punish* that ‘the case of the penal system convinced me that the question of power needed to be formulated not so much in terms of justice as in those of technology, of tactics and strategy’ (Foucault, 1980, p. 184). Power is not considered a property and cause, but a strategy and effect, as a multiple network of heterogeneous elements (Law, 1986; Matthewman, 2013). ANT analysis, just like Foucault, opposes technological neutrality and considers technologies as political actors with moral dimensions and enmeshed means and ends (Matthewman, 2013).

Alexander Galloway noted that ‘machines really have no need for humans at all [as] the machine is an ethic because it is premised on the notion that objects are subject to definition and manipulation according to a set of principle for action. The matter [...] [is] how specific, abstract definitions are executed to form a world’ (Galloway, 2012, pp. 22–23). Based on Galloway’s perspective, social media like Facebook can be seen as mediators, an ethic that adds a moral argument (Cohen, 2012; Verbeek, 2011) on how people interact through such environments (Cirucci, 2015). However, distinctively different from Bruno Latour’s theory, Galloway emphasizes the political aspect of technology and considers ANT as apolitical, which turns out to be covertly political in terms of unwittingly embracing the dominant ideology by promoting a market-driven ontology (Berry and Galloway, 2016). The actor-network theoretical framework indeed avoids the assumption of pre-existing interests because these are treated as relational effects; it therefore dismisses notions such as ‘false consciousness’ (Doolin and Lowe, 2016, p. 92).

More recently, there have been further attempts to theorise this complex interaction between humans and technology with constructs such as the *imagined affordances*, i.e. properties of a technology that can just be ‘imagined’ by users, which highlights the importance of mediation, materiality and effect in understanding the platforms (Nagy and Neff, 2015). Human-technology interaction will remain a field of debate among scholars and new communication technologies; the advancement of others, such as artificial intelligence, will dispute older approaches, continue to reshape existing theories and form new ones.

### 3.8. Commodification and commercialisation of information

In the late 1990s, at the peak of the enthusiasm on the liberating effects of the Internet, Richard Barbrook perceived the commodification of information as the main strategy of the capitalist enterprise against the socialist gift economy that was being developed at the time.

*Within the developed world, most politicians and corporate leaders believe that the future of capitalism lies in the commodification of information. [...] Yet, at the 'cutting edge' of the emerging information society, money-commodity relations play a secondary role to those created by a really existing form of anarcho-communism. (Barbrook, 1998)*

The commercialisation of the Internet took place at different levels. In the 1990s and early 2000s, the copyright laws were severely challenged (for example see Berners-Lee, 1996) because of the immaterial character of the goods that were being distributed in platforms like IRC, Napster, eDonkey, and other peer-to-peer protocols like BitTorrent. These platforms which allowed users to easily exchange software, music, videos, books, movies and other copyrighted material started to gradually concede and lose popularity and legitimacy as commercial platforms like Spotify, Netflix, and others emerged and successfully persuaded users to pay for something that was until then mostly free of charge (Drevets, 2017; Riekkinen, 2018; Sun, 2016). This turned music and video which was at the time freely available on the internet into multi-billion businesses, and the users' tastes and preferences into valuable data sets and commodities.

As Barbrook noted in the quote above, marketing and capitalist enterprises view the internet as a potentially rich environment for future investment and commercial exploitation even since its early days (Hoffman et al., 1995). As the internet population expanded and the technology matured, the trust of users towards online shopping was increased resulting in an exponential growth of online sales (see Table 5 and also Section 3.10). This affected the firms' advertisement strategies that took advantage of the plethora of the available personal information from various sources to provide



targeted advertisement based not only on aggregated analytics but also on an individual behavioural basis (Castelluccia et al., 2012).

With the emergence of Web 2.0 technologies (see also Section 3.5), it soon became apparent that an increasingly larger part of user-generated content began to be concentrated in specific platforms (see Chapter 4) turning this information to a product. The libertarian element of user-generated content was being incorporated into the commodification process as corporations exploited the trust and the voluntary activity of immaterial labour of internet users (Terranova, 2004). With the emergence of social media, the sites no longer provide content but rely on their users to assemble an entertaining product. According to Fuchs, this activity 'does not signify a democratisation of the media toward a participatory or democratic system, but the total commodification of human creativity' (Fuchs, 2010a, p. 192).

The data-linkage process, i.e. the collection of data from various sources goes beyond the narrow aspect of targeted advertisement. It has implications for issues like privacy, surveillance, social sorting, transparency, and democracy. For example, in 2018, it was revealed that Grindr, a popular dating mobile application for bisexual, homosexual, and transsexual people, was sharing the HIV status of its users to third-party companies (Potenza, 2018). More recently, Grindr among other dating applications such as Tinder and OkCupid is under investigation for sharing information between each other and with other social media services such as Twitter, as well as with advertising companies (Allyn, 2020; Porter, 2020). The use of mobile phones has made the data-linkage process much easier for application developers, businesses and organisations as the devices provide unique ids that are easily traceable and trackable ([see The Citizen Lab, 2015](#)).

This appropriation of the social and cultural value generated by social media users through business models that obscure the labour activities at their bottom results to an 'increased commodification of social realms that have previously been outside of the economic markets' (Bolin, 2018).

As the information shared by online users both intentionally by uploading content or unintentionally by generating hidden traits of their

behaviour – for example, movie preferences, buying habits, music interests, and others – is commodified, it is to the interest of social media platforms and online firms to make their users share more content and use their services as much as possible. The following Section 3.9 aims to provide the most fundamental identity and psychosocial approaches of what persuades people to trust and share information on social media platforms.

### 3.9. The Psychosocial approach: Identity and technology adoption models

This section reviews the literature on some of the most prominent identity formation and technology adoption models to investigate some of the psychosocial factors that have contributed to social media adoption. The review results to a metatable that compiles the findings of what makes people self-disclosure and share content on social media platforms.

#### 3.9.1. Identity theories

Identity is a notion that transcends disciplines such as philosophy, sociology, anthropology, psychology, cultural and media studies, and its exploration dates back to Descartes and Hegel, Plato, and the Confucian tradition; it has, undoubtedly, a long and complex history (see Taylor, 1992).

One of the earliest and most pioneering modern studies on *Identity Theory* (IT) is that of Erik Erikson's, who proposed the psychosocial development theory (Erikson, 1994, 1993). According to Erikson, an individual's identity is formed in linear course through a set of 'crises' related to agents of socialization like family, school, work. The sense of identity emerges by one's ability to maintain sameness and continuity. The success or failure of this is crucial in Erikson's model as it develops a dichotomy between 'positive' and 'negative' identity. Erikson's theory has received substantial criticism, mainly for his idea that individuals' passing through these crises before adolescence shapes their identity throughout adulthood (Cole et al., 2004; Hoare, 2001, chap. 10). He has also been criticized for his

methodology, which is unevenly focused on biographical case studies and his male-centric view, similar to that of Sigmund Freud's (T. Sorell and Montgomery, 2001). The application of Erikson's theory is less popular on online identity studies than theories such as Mead, Blumer and Goffman's *Symbolic Interactionism*. It is usually used to examine identity formation and role conflicts during adolescence (Long and Chen, 2007). For example, Allen (2015) examines the phenomenon of self-portraiture on social media during the identity development process. Parker (2016), guided by Erikson's theory, focuses on the implications for the wellbeing of adolescents who are communicating online in their peer relationships.

George Herbert Mead, who conceived Symbolic Interaction theory, proposes that the self, initiates and develops through the social process of assessing the perspective of the others in everyday interactions (Mead, 1956). The 'generalised other' is a central concept in Mead's analysis and defined as 'the organized community or social groups that gives the individual [their] unity of self' (Mead, 1967, p. 154). Meyrowitz (1997, 1989) notes that as societies embrace electronic communication, the process also involves a shift in social boundaries and in the relationship between self and others; a 'generalised elsewhere' as Meyrowitz describes, in which individuals increasingly share information with and about distant others. Perhaps the most influential theorist on online identities among all the Symbolic Interactionism scholars is Erving Goffman. Goffman's theory emphasizes the identity or the role individuals play when they are around others, and developed a dramaturgical model to explain social relations (Goffman, 1971). Goffman's dramaturgical analysis derives from the study of impression management between individuals in social interaction (Goffman, 1971, pp. 203–230). Each individual is metaphorically considered to be an 'actor' that plays a role on stage in front of various audiences. Because of this, the interactions are considered to be a type of performance which scholars like Brown (2009) have referred to as 'self-presentation'. Although this theory has suffered much criticism such as being highly subjective or only limited to small group interactions (e.g. Tiryakian, 1968; Dawe, 1973: pp. 250–252; Gouldner, 1971: pp. 378–390), it is still one of the most fundamental sociological theories that resurfaced with the

emergence of online communities and identities (Bullingham and Vasconcelos, 2013; Joinson, 2001; Marx, 1999; Miller, 1995).

These impression management elements in Goffman's theory provide a suitable framework to allow the study of online identities (Bullingham and Vasconcelos, 2013; Robinson, 2007). The use of Goffman's dramaturgical analysis has been used to study online communication environments extensively; in the earlier days of the Internet it was used to study self-presentation in Bulletin Board Systems and Personal Homepages (Miller, 1995) and more recently to examine identity presentation on social media (Ganda, 2014; Hogan, 2010). Symbolic Interaction has deeply influenced the study of the self and identity, whether online or offline. For example, in Swann's (Swann, 1987; Swann and Ely, 1984) Identity Negotiation theory there are two components: *self-verification* and *behavioural confirmation*. The former refers to the individuals wishing to be seen by others in a way that upholds their own self-view and self-esteem, while the latter to behaviour in a manner that is consistent with the expectations of others. Another self-motive theory involves *self-enhancement*, the desire of people to increase the positivity of their self-concept and self-esteem (Leary, 2007). These approaches are commonly used in studies on the strategic management of self-representation in online identities (Bareket-Bojmel et al., 2016).

An important parameter when examining an online identity is its social character. Psychosocial approaches centred on personal identity are not always adequate in explaining phenomena related to peer pressure and peer influence such as, for example, how Facebook's critical mass was formed by college students (boyd and Ellison, 2007) in the mid-2000s. *Social Identity Theory* (SIT) was conceived to surpass the limitations of IT by examining identity on a macro-social scale and, more specifically, focusing on intergroup behaviour and the sense of belonging to social groups along with their norms and values (Hogg and Abrams, 1988; Tajfel, 1974; Turner and Oakes, 1986). It is worth noting that scholars like Stets and Burke (2000) believe that SIT is not antagonistic but actually complements individual identity theories to form the *unified identity theory* (UIT) that incorporates features from both perspectives. The conceptual focus of SIT is 'placed on intergroup competition

over status and prestige, and the motivational role of self-enhancement through positive social identity' (Hogg and Reid, 2006, p. 9). Another theory related to SIT within the wider social identity approach is the *self-categorisation theory* (SCT). The focal point of SCT is the cognitive processes in which individuals identify with groups and the inner-group norms and prototypes that reflect on their own self-conception (Brown, 2000; Hogg and Reid, 2006; Maines, 1989). The SIT approach has been used to study online identities and social media (Chan, 2014; Cheng and Guo, 2015, Ciszek, 2017; Wang, 2017), mostly centred on the relationship between social identity and common interest groups within these environments.

The psychosocial analysis of both the social and self-motivated perspective on online identities is important but only partially able to interpret the ways privacy and self-disclosure ethics have evolved. It can offer valuable insights about behavioural patterns of ways people disseminate personal information via social media, but, considering the aims of this research, they are inadequate to interpret the larger societal scale behind the technological, economic and political aspects of such communicative environments. Technology adoption models – heavily influenced by psychosocial analysis – and relations of power must be examined too.

### 3.9.2. Communication and technology adoption theories

Identity theories on their own are inadequate for explaining the processes that have contributed to the change of privacy ethics around online self-disclosure. In this section some of the most prominent social influence, information sharing and technology adoption theories are discussed and put within this study's framework.

*Social Influence* (SI) is a theory developed by Kelman (1958) aiming to explain how individuals are influenced by norms. Kelman distinguished between three normative social influence processes: *compliance*, *identification* and *internalisation* (Snijders and Helms, 2014). Compliance occurs when individuals accept influence because they hope to achieve a favourable reaction from other persons or groups; this is more apparent when

the influencing agent is based on means-control. Identification occurs when individuals accept influence because they want to establish or maintain a satisfying self-defining relationship to other persons or groups; this form is more likely to occur when the influencing agent is based on attractiveness. Internalisation occurs when individuals accept influence because the content of the induced behaviour is intrinsically rewarding with the influencing agent usually based on credibility. According to social influence theory, conformity is achieved by the probability of accepting influence as a combined function of the relative importance of the anticipated effect, the relative power of the influencing agent and the prepotency of the induced response. When applying this theory on real-name social media proliferation, the above mentioned processes can be justified as follows: i) compliance: by not adopting social media, individuals could be perceived by others as being 'old fashioned' (Lee et al., 2011, p. 186). ii) identification: because of factors like *fear of missing out* (FOMO) (Przybylski et al., 2013). iii) internalisation: Social media reward their users with seemingly positive exposure such as likes, followers and better job opportunities. (Sherman et al., 2016).

*Social cognitive theory* (SCT) proposes that changes in human behaviour make up an interactive process influenced by internal and external factors, i.e. 'persons are neither autonomous agents nor simply mechanical conveyers of animating environmental influences' (Bandura, 2001, p. 22). According to Bandura (2002, 2001, 1994, 1985), human behaviour is affected by a reciprocal causation among personal, behavioural and environmental determinants. These factors are related to the human capabilities, which, according to Bandura, are distinguished between *symbolising*, *forethought*, *vicarious*, *self-regulatory*, and *self-reflective*. With symbolising capability, individuals are able to process and transform transient experiences using symbols into cognitive models that serve as guides for judgment behaviour, providing them with motivation and guidance for courses of action. Vicarious capability allows individuals to intentionally or unintentionally observe the actions of others in one's environment or adopt behavioural patterns from the extensive modeling in the symbolic environment of the media. Self-regulatory capability offers a capacity of self-direction based on a combination of internal

and societal standards relying on discrepancy production as well as discrepancy reduction. Self-reflection is the ability to reflect upon their selves, assess their behaviour and adjust it according to the consequences of their actions in accordance with personal and societal standards. One of the fundamentals of SCT is *self-efficacy*, i.e. the judgement about one's own capability to perform a behaviour or accomplish a goal influenced by factors such as observing the behaviour of others. SCT has been used on mass communication (Bandura, 1994; Pajares et al., 2009) to examine the influence of mediated information on audiences' attitudes and behaviour similar to cultivation theory (Morgan and Shanahan, 2010). SCT has also been used to examine behaviour in online environments and social media (Khang et al., 2014; Wang et al., 2015; Yoon and Tourassi, 2014). For example, Khang et al. (2014) applied SCT determinants on social media usage and found that one of the strongest factors contributing to social media popularity is habitual behaviour and strength in which conscious attentive capacity is limited. Wang et al.'s (2015) analysis using *computer self-efficacy theory* (CSET) as well as SCT found that ease of use, perceived usefulness and pleasure are all factors that statistically contribute to continuance use of social media like Facebook.

*Uses and gratifications theory* (UGT) is an approach aiming to understand the reasons and observed patterns individuals strategically prefer specific media to satisfy their needs (Katz and Foulkes, 1962; Rosengren, 1974). In the context of this theory, satisfaction is a conceptualised *ex-post* (gratifications obtained) or *ex-ante* (gratifications sought) evaluation of experience or anticipation (see Palmgreen et al., 1980) and the feelings can be negative, neutral or positive. There are five main categories of needs fulfilled by media: i) *cognitive needs* related to strengthening information, knowledge and understanding, ii) *affective needs* related to strengthening aesthetic, pleasurable and emotional experience, iii) *personal integrative needs* related to strengthening credibility, confidence, stability and status, iv) *social integrative needs* related to strengthening contact with family, friends and the world, and v) *tension-free needs* related to escaping the tensions caused by the weakening of contact with self and one's social roles (Blumler and Katz, 1975; Katz et al., 1973). UGT, being a native communication theory,

has been used to study media use and recurring media use or even how the dissemination of political messages has been perceived by audiences (e.g. McQuail et al., 1972). More recently, UGT has been extensively applied to study online environments (Cho et al., 2003; Grant, 2005; Shao, 2009; Stafford Thomas F. et al., 2004) and social media use (Al-Menayes, 2015, 2015; Joinson, 2008; López et al., 2017; Mir, 2017; Muntinga et al., 2011; Quan-Haase and Young, 2010; Raacke and Bonds-Raacke, 2008; Tanta et al., 2014; Whiting and Williams, 2013; Xu et al., 2012). Most research on social media using UGT emphasizes the gratification of social needs. For example, Quan-Haase and Young (2010) compared gratifications sought between the use of instant messaging applications and Facebook; the authors concluded that in the earlier days of social media, Facebook satisfied social needs with university students looking to join their community by reaching out to their peer network. UGT studies on social media highlighted the roles of peer pressure, hedonic and utilitarian gratifications, social interaction and surveillance/knowledge about others (see Table 4). Exhibitionism as well as voyeurism have also been found to be gratification motives for social media use (Chaouali, 2016; Mantymaki and Islam, 2014).

*Diffusion of innovations* (DOI) is a theory aiming to understand and describe the process of technological and social change. The process of diffusion can be described as the 'acceptance over time of some specific item – an idea or practice, by individuals, groups or other adopting units, linked to specific channels of communication, to a social structure, and to a given system of values, or culture' (Katz et al., 1963, p. 240). The success or failure of adoption and diffusion is only partially dependent on the innovation itself as the efficiency or inefficiency of its implementation is equally important (Robertson et al., 2008). There are four main elements involved in the process of diffusion (Rogers, 2003): i) the innovation itself, i.e. the initial introduction of the element, ii) the communication channels that allow the information exchange and establish the diffusion, iii) the time necessary for the adoption and diffusion of the innovations in order for them to be accepted or rejected, and iv) the social system, a set of interrelated units varying from individuals to organisations, countries and other entities that constitutes a boundary within



which an innovation diffuses. According to Rogers (2003), the innovation-decision process describes the process through which a potential innovation adopter passes using the following sequential steps: i) knowledge, i.e. the first knowledge about the innovation, ii) persuasion, the formation of an attitude towards it, iii) decision to adopt or reject it, iv) implementation, or simply to put the innovation into use, and v) confirmation, i.e. the adopters seeking reinforcement of an innovation decision already been made in an earlier stage. Rogers (2003) conceptualised a model of adopter categorization divided into five ideal types (see Figure 9): i) the innovators that constitute roughly the 2.5% of individuals to adopt an innovation, ii) the early adopters, who are usually about 13.5%, iii) the early majority, approximately 34%, iv) the late majority, the same percentage as the early majority, and v) the laggards, who are about 16%. According to Rogers (2003, p. 281), the innovativeness dimension is continuous and 'its variable is partitioned into five adopter categories by laying off standard deviations (sd) from the average time of adoption ( $\bar{x}$ )'. These categories act as ideal types designed to make comparisons possible and are based on abstractions from empirical observations.

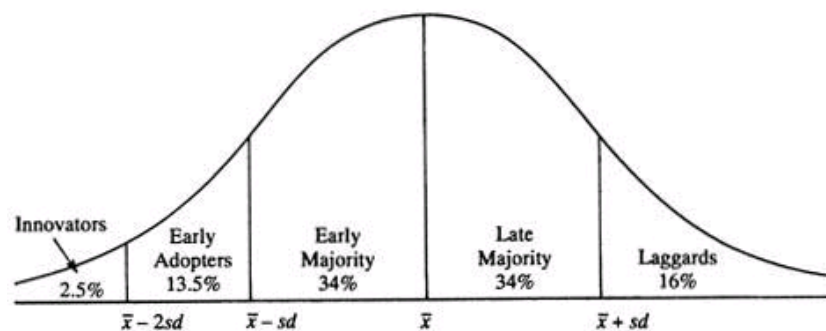


Figure 9: The DOI innovativeness dimension as measured by the time at which individuals adopt innovations (Rogers, 2003, p. 281)

DOI theory (Rogers, 2003) suggests that there are some attributes that explain diffusion: i) the innovativeness of the potential user, ii) the relative advantage of an innovation itself against currently used technology, iii) the complexity or, in other words, the perceived difficulty in using an innovation, iv) the compatibility of an innovation with the values, experiences and needs of the potential user, v) the trialability, which refers to the experimentation of the user

with the technology before deciding to fully commit with it, and vi) the observability, which is the reflection of others using the technology to the potential user. Diffusion of innovation theory is commonly used for marketing research to evaluate the commercial success of a product (Ermecke et al., 2009). DOI studies on the use of Facebook by youths has revealed the role of peer pressure (Mustaffa et al., 2011) and strength of persuasion (Kocak et al., 2013) and highlighted the compatibility of the technology with their lifestyle (Folorunso et al., 2010). These findings suggest the importance of college students in the earlier days of social media, who formed the critical mass allowing the dissemination of the technology to other groups whose compatibility and observability attributes were lower. As Brandtzaeg and Heim (2011) found, the factors that influence people using social media are in a degree related to the stage they join in. DOI has also been used together with UGT to investigate social media adoption (Zolkepli and Kamarulzaman, 2011).

*Theory of Reasoned Action (TRA)* is a popular framework developed by Ajzen and Fishbein (1980) that distinguishes between two main constructs to explain or predict whether a behaviour will be adopted: attitude towards a behaviour, and subjective norms. According to TRA, attitude reflects the individuals' positive or negative feelings towards a behaviour and is influenced by a combination of people's beliefs about the outcome of the behaviour and the evaluation of the potential outcome. The subjective norms refer to the perceived social pressure and how a particular behaviour is perceived by other people close to the subjects such as friends, family and colleagues. TRA has been extensively used to investigate consumer behaviour (Belleau et al., 2007, 2007; Shimp and Kavas, 1984; Summers et al., 2006) and more recently online behaviour (Alajmi, 2012; Chuchinprakarn, 2011; Huang and Lin, 2013; Karnowski et al., 2018; Song and Kim, 2006). TRA research on social media has shown social influence, peer pressure and tangible or intangible expectation of benefits such as social capital to positively affect social media use (Chang and Chen, 2014; Peslak et al., 2012; Stern and Salb, 2015). On the contrary, privacy concerns and lack of trust tend to negatively relate to online social networking (Shin, 2010; Stern and Salb, 2015).

The *Theory of Planned Behaviour* (TPB) is an extension of the TRA that includes the perceived behavioural control as an additional construct in order to be able to properly distinguish between voluntary and deliberate behaviour (Ajzen and Fishbein, 1980). Therefore, this widely used model asserts that people's behavioural intentions are directly determined by three main factors: *attitude*, *subjective norm*, and *perceived behavioural control* (Ajzen, 1991; Ajzen and Madden, 1986). Perceived behavioural control refers to an individual's beliefs as to how easy or difficult performance of the behaviour is likely to be, i.e. their own perceptions of their ability to perform a given behaviour (Ajzen and Madden, 1986). The TPB has been applied to investigate and predict intention in a wide range of behaviours including those that involve technology usage, such as e-commerce (Pavlou and Fygenson, 2006), mobile learning (Cheon et al., 2012), file-sharing over peer-to-peer networks (Blake and Kyper, 2013) or the introduction of new technology in the workplace (Morris et al., 2005). TPB has also been extensively used to examine usage of social media. Some of the findings include the identification of the importance of norms and peer pressure as factors in using the social media, especially for younger people (Pelling and White, 2009), the non-significant differences across cultures in the level of privacy concerns on mobile social network apps (Qin et al., 2018) and the negative role of apathy on social media accounts' privacy settings (Foltz et al., 2016).

*Technology acceptance model* (TAM) is one of the most widely used extensions of the TRA model. According to TAM theory (Davis, 1989, 1985), TRA's reliance on attitude factor is further broken down into two constructs capable of explaining user behaviour that are directly related with information and computing technologies: i) *Perceived usefulness* (PU) is the degree to which individuals believe that using a particular system would enhance their job performance (Davis, 1989, p. 320) and ii) *Perceived ease of use* (PEOU) is the degree to which individuals believe that using a particular system would be free of effort (Davis, 1989, p. 320). Since the early 1990s many studies have used TAM in order to investigate the relationship amongst constructs related to technology adoption (Anandarajan et al., 2000; Igarria, 1993; Legris et al., 2003; Taylor and Todd, 1995). More recently, TAM has been used to

examine adoption of technologies like social media with most studies confirming the constructs leading to their use and highlighting the role of subjective norms (social influence and pressure), trust, critical mass and ease of use (Alryalat et al., 2016; Beldad and Hegner, 2017; Choi and Chung, 2013; Dutot, 2014; Kwon and Wen, 2010; Qin et al., 2011; Rauniar et al., 2014), as well as their hedonic character that has contributed to their sustained usage (Ernst, 2015; Pillai and Mukherjee, 2011). TAM has been expanded or modified into various other related models such as TAM2 (Venkatesh and Davis, 2000), TAM3 (Venkatesh and Bala, 2008), Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003) and others.

A non-exhaustive unordered list of additional theories that could or have already been used to investigate social media adoption and continuing embracement are: *Media dependency theory* (MDT) (Ball-Rokeach and DeFleur, 1976), *communication infrastructure theory* (CIT) (Ball-Rokeach and Jung, 2003), *social presence theory* (SPT) (Short et al., 1976), *belief-desire-intention theory* (BDI) (Bratman, 1999), *balanced thinking-feelings model* (Kim et al., 2007), *model of goal-directed behaviour* (MGB) (Perugini and Bagozzi, 2001), *social exchange theory* (SET) (Surma, 2016), *connectivism* (Siemens, 2004), *transtheoretical model* (TTM) (Prochaska and DiClemente, 2005), *prototype willingness model* (PWM) (Gibbons et al., 1998), *task-technology fit theory* (TTF) (Goodhue and Thompson, 1995), *communication privacy management theory* (CPM) (Petronio, 2002), *expectation–confirmation model* (ECM) (Kang et al., 2009), *motivation theory* (Lin and Lu, 2011), *protection motivation theory* (PMT) (Rogers, 1983), *social identification model of deindividuation effects* (SIDE) (Lea and Spears, 1991), *social information processing theory* (SIP) (Walther, 1992), *adaptive structuration theory* (AST) (DeSanctis and Poole, 1994), *theory of consumption values* (TCV) (Sheth et al., 1991), *parasocial interaction* (Horton and Wohl, 1956), and others.

Apart from the analytical value of concentrating studies based on different models reflecting different perspectives to similar subjects, the thesis engaged with the findings of some of these studies as part of its critical and multifaceted approach.

Table 4: Review of selected literature and their main findings on major technology adoption theories. The list is indicative and neither exclusive nor exhaustive

<b>Model</b>	<b>Reference</b>	<b>Key Findings (Influence and uses variables)</b>
<i>Social Cognitive Theory</i>	(Khang et al., 2014) Exploring influential social cognitive determinants of social media use	Habit behaviour
	(Wang et al., 2015) Understanding the continuance use of SNS	Ease of use, perceived usefulness, pleasure
<i>Uses and gratifications theory</i>	(Whiting and Williams, 2013) Why people use social media	Social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others
	(Tanta et al., 2014) Why adolescents use Facebook	Integration, social interaction, information and understanding of their social environment
	(Al-Menayes, 2015) Motivations for using social media	Entertainment, information seeking, personal utility, convenience
	(Wang et al., 2012) A dynamic longitudinal examination of social media use, needs, and gratifications among college students	Solitude and perceived interpersonal support increase social media use.
	(Quan-Haase and Young, 2010) U&G of social media. A comparison of Facebook and IM	Social events, friends' activities, and social information about peers, peer pressure, social connectivity, and curiosity
	(Joinson, 2008) Motives and use of Facebook	Social search, social browsing
	(Xu et al., 2012) Social Networking Sites usage	User utilitarian (rational and goal-oriented) gratifications of immediate access and coordination, hedonic (pleasure-oriented) gratifications of affection and leisure, and website social presence are positive predictors of SNS usage

	(Chaouali, 2016) Enablers and inhibitors of continuance intention of mobile social network sites	Satisfaction has a positive impact on continuance intention and is determined by escapism, exhibitionism, voyeurism, voluntarism, and mobility gratifications. Emotional exhaustion has a negative effect and is affected by information overload and social overload
	(Mantymaki and Islam, 2014) Voyeurism and exhibitionism as gratifications in Facebook	Exhibitionism and voyeurism are both motivators for Facebook use. The exhibitionistic value of an SNS is dependent on the audience and the voyeuristic value is dependent on the presence of exhibitionists. The success and business value of an SNS in turn is dependent on the balance between voyeurists and exhibitionists.
<i>Diffusion of Innovations</i>	(Mustaffa et al., 2011) Adoption of Facebook among youth in Malaysia	Peer pressure
	(Folorunso et al., 2010) DOI in SNS among university students	Trialability, compatibility with lifestyle
	(Brandtzæg and Heim, 2009)	New relations, friends, socializing, information, debating, free SMS, time-killing, sharing/consuming content, unspecified fun, profile surfing, family
	(Brandtzaeg and Heim, 2011) A typology of SNS users	Attention-seeking, debating, influencing, lurking and time-killing
	(Peslak et al., 2010) SNS behaviour using DOI theory	Growth is fueled by social circle incentive (peer pressure). DOI factors confirmed: compatibility, simplicity, trialability, perceived benefits
	(Zolkepli and Kamarulzaman, 2011) Understanding Social Media Adoption: The Role of Perceived Media Needs and Technology Characteristics	Personal integrative needs, social integrative needs and tension-release needs have a significant influence on adoption behaviour. This behaviour is accelerated due to the relative advantage, compatibility, complexity, trialability and observability characteristics of the social media technology.
<i>Theory of Reasoned Action</i>	(Peslak et al., 2012) SNS behaviour using TRA theory	Attitude positively associated with intention, peer pressure
	(Chang and Chen, 2014) College students' disclosure of location-related information on Facebook	Positive effect of injunctive norms on personal information disclosure intentions, word of mouth

<i>Theory of Planned Behaviour</i>	(Stern and Salb, 2015) SNS use and its effect on the use of privacy settings and profile disclosure	Privacy risk is negatively related to Online Social Networks attitude, benefit (e.g. monetary rewards, social capital etc.) is positively related to SNS attitude, attitudes positively affect use, social influence positively affects SNS use, SNS site use is positively related to profile disclosure, SNS site use is positively related to privacy settings use
	(Shin, 2010) Investigation of the correlation between trust, security and privacy in social networking	Perceived security, privacy and trust jointly influence attitudes and influence intention.
	(Pelling and White, 2009) Psychosocial variables that predict young adults' use of online social networks	Young adults have a more favourable attitude toward high-level online social networking use and felt more pressure to use them at high levels. Self-identification as social network users positively correlated with high-level online social networking engagement. Users who identify strongly as such have more addictive tendencies due to self-identity and belongingness feelings. Disapproval of engagement with social networking sites from friends, coworkers, family etc. discourage people from embracing strongly the identity of an online social network user.
	(Qin et al., 2018) Intention of using mobile social networking apps across cultures	Perceived enjoyment and subjective norm have significant positive impact upon users' intention to use mobile social networking apps. The level of privacy concerns may vary across different cultures but does not have significant effect on intentions to use mobile social networking apps.
	(Foltz et al., 2016) Factors that influence behaviour toward changing social networking security settings	Users' privacy settings on social media are influenced by friends, colleagues, authorities etc. and behavioural intention on privacy settings positively affects actual behaviour. Apathy negatively affects users' attitudes on securing their accounts.

<i>Technology Acceptance Model</i>	(Baker and White, 2010) Adolescent use of social network sites	Attitude, group norms and perceived behavioural control influence use of social network sites.
	(Rauniar et al., 2014) TAM constructs validation on Facebook use	Critical mass, ease of use of the interface, site capabilities, playfulness and hedonic user experience, trustworthiness of the site
	(Choi and Chung, 2013) TAM constructs on social media use	Subjective norm (social pressure), perceived social capital
	(Dutot, 2014) TAM and generational effect on the adoption of social media	Age influences innovativeness, optimism and perceived usefulness towards social media adoption.
	(Qin et al., 2011) The effects of social influence on user acceptance of online social networks	Subjective norm (social influence) and critical mass affect perceived usefulness and usage intention
	(Beldad and Hegner, 2017) Factors influencing the intention to continue sharing personal photos on social networks	Descriptive social norms have strong effect on online self-disclosure
	(Alryalat et al., 2016) Validation of TAM on adoption of Facebook	Perceived usefulness relates to interaction with friends, community and society. Ease of use and minimisation of effort influences users' attitude towards using the service. Subjective norm has significant impact on attitude towards social media as it is socially influenced by friends and significant others. Perceived trust towards social media services impacts behavioural intention.
<i>Media Dependency Theory</i>	(Ernst, 2015) Hedonic and Utilitarian Motivations of Social Network Site Usage	SNS are a blend of hedonic and utilitarian technologies determined by both perceived usefulness and enjoyment
	(Pillai and Mukherjee, 2011) User acceptance of hedonic versus utilitarian social networking web sites	An SNS user expects simplicity in the website as well as adequate level of playfulness in hedonic SNSs, and usefulness in utilitarian SNSs.
	(Ha et al., 2013) Consumption and Dependency of Social Network Sites as a News Medium: A Comparison between College Students and General Population	SNS is younger generation's (college students) main news portal with an observed significant difference in news media use compared to the general population.



### 3.10. Conflicts, paradoxes, and gratifications

*Everything on the Web is ultimately about trust [...] We trust brands, rightly or wrongly. We trust friends... And we trust our own experience, which may be the most faulty of the lot. I have these same three choices in cyberspace.*

(Nicholas Negroponte in Newsweek Staff, 1997)

Table 4 in the previous section summarises some of the most common findings deriving from prominent communication, technology adoption and psychosocial theories on why people trust and use social media services. This section extends and expands these findings by critically incorporating key elements from them under a sociopolitical perspective. This type of synthesis allows for a more critical examination of why users trust their personal information on platforms that are constantly being accused of exploiting their own users' data, and attempts to weigh the rationality behind the seemingly irrational character of this process. The concepts included in this section are brought together because – based on the existing literature – this thesis considers them to be contributing strands to social media proliferation and key elements on how tensions around privacy are constantly evolved and resolved through time. Parts of these subsections have influenced the design of the survey, while others were further highlighted by the free-text responses (for example, convenience and self-promotion).

In this context, the trust and privacy paradox section discusses how social media managed to gain the trust of their users' despite the latter's general concerns on privacy. The critical review begins before the emergence of social media to demonstrate that the privacy paradox as consumer behaviour is a concept that predates social media, but its meaning has been intensified since their proliferation.

The gratifications sought and perceived from social media by their users have been partially attributed in this thesis to the seductive character of modern technology, influenced by Zygmunt Bauman's analysis. Seduction is used as an umbrella term from a critical perspective to highlight it as an

element that can outweigh any privacy concerns in favour of the addictive character that the engagement with social media platforms offers.

The seductive character of social media is further enhanced by sociality, an inherent attribute of social media, which these platforms offer with great convenience to effortlessly create and maintain connections with friends, acquaintances, and other types of social actors. This process, in turn, develops a perceived usefulness and produces a form of peer-pressure that strengthens the need for people to seek social integration by joining and engaging with social media.

The gamification process is increasingly gaining popularity amongst social media platforms as images and videos are augmented with filters that make it especially attractive to younger people. The gamification of social interactions is likely to continue to increase its impact on the way in which social media platforms evolve in the future. In today's setting, the abundance of sensors like GPS in mobile devices increases the gamification character of sharing geolocation information like in the case of Strava. The gamification process traverses even the long-established social media platforms such as LinkedIn where, for example, the social selling index provides metrics on how well one sells their self in the employment arena.

Self-promotion and self-branding via social media is another area that has been both a derivative and a contributor to social media proliferation as people feel increasingly the pressure to participate and promote themselves for career-related purposes while the careful curation of their profiles has enhanced the attention economy in an effort for people to become competitive in the job market.

Finally, voyeurism and lateral surveillance allow users to experience surveillance technology by watching and judging networked others where commonly there are significant others and social actors close to the users' social circles. In a similar reciprocal way, social media users expect their content to be judged by others, and these imagined audiences have an impact on the users' self-disclosure and self-censorship behaviour.

### 3.10.1. Trust and the privacy paradox

The concept of the privacy paradox began to appear in the literature in the late 1990s to early 2000s on studies and surveys regarding loyalty cards and the emerging Internet shopping market. In 2001, a report compiled for Hewlett Packard acknowledged a privacy paradox as follows:

*This perhaps presents something of a paradox, in that while our participants seemed to be willing to volunteer general worries about privacy, in turn they were also willing to lose that privacy for very little gain. (Brown, 2001, p. 18)*

The report was about loyalty cards and the consumers willing to give away their personal details to retailers, having their shopping tracked for very little benefit. When it came to online shopping, however, the author attributed people's reluctance to disclose their personal information online partly to the fact that they still ranked the risk of sharing personal and banking details over the Internet as high, with little control over their details.

*Contrary to the conventional wisdom, the enabling conditions for giving up information are not product discounts, access to the site, or value-added services. Indeed, 67%-75% of all Web users are decidedly uninterested in selling their personal data to Web sites for financial incentives or access privileges. In other words, consumers do not view their personal data in the context of an economic exchange of information, as many commercial Web providers believe. (Hoffman et al., 1999, p. 82)*

In the late 1990s and early 2000s, the tech industry experienced problems in their attempts at making Internet users disclose their personal information to commercial websites or use e-commerce; relevant studies concluded that 'ultimately, the most effective way for commercial Web providers to develop profitable exchange relationships with online customers is to earn their trust' (Hoffman et al., 1999, p. 85). Privacy concerns were found to be a key factor for users who avoided disclosing personal information to commercial websites (Hoffman et al., 1999; Jarvenpaa et al., 2000; Metzger, 2004; Ratnasingham, 1998; Swaminathan et al., 1999), as the lack of trust prohibited 'the potential use of the technology to increase information sharing' (Ratnasingham, 1998, p. 313). At that time, the conceptualisation of a privacy paradox was not yet evident in the online domain as the people's concerns and lack of trust were

materialized in a form of online distrust and personal information disclosure resistance; the perceived risk of online purchases was still considered high. Early efforts of online vendors for advanced profiling – such as Amazon’s attempt in 1999 to introduce shopping communities that allowed people to see who was buying what – faced strong resistance and was unsuccessful (Litman, 2000; McCullagh, 1999). However, in a similar manner to the loyalty cards examples stated earlier, it started to become evident that people were beginning to be willing to provide personal information in exchange for something of value or simple convenience (Stubblebine and Syverson, 2000). In the early 2000s, identifiable self-disclosure via the emerging social network sites began to explode. By the mid-to-late 2000s, the phenomenal growth of social network sites brought together electronic commerce and social networking.

*One of the social networks greatest strengths to advertisers is the availability of a wealth of information about its users. The websites structure encourages people to register with their real names and put up relevant personal information such as hometown, favourite books, activities and other demographic information that advertisers thrive on to target consumers. (Todi, 2008, p. 11)*

Internet users began to trust sharing their personal information on social network sites as well as for purchasing goods and services. As seen in Table 5, between 2006 and 2017, the Internet population in the UK increased from 41.7 to 60 million (a 44% increase), while the average weekly value for Internet retail sales was increased from 155.7 million pounds in November 2006 (214 adjusted with 2017 inflation) to 1,608.5 million pounds in November 2017 (a 652% increase with the prices adjusted to 2017 inflation index), with the non-Internet average weekly sales dropping in 2017 prices about 12%. At the same time, Facebook’s active monthly users were increased from 1.4 million to 32.6 million (a 2229% increase).

Table 5: Indicative growth of environments that require personal information disclosure such as e-commerce and Facebook users compared to total Internet population and country population in the UK between 2006 and 2007

	2006	2017	~ % diff
Total UK population in millions of people	61.3 <sup>a</sup>	66.0 <sup>a</sup>	+8%
Total UK Internet population in millions of people	41.7 <sup>b</sup>	60.0 <sup>b</sup>	+44%
Total UK Facebook monthly active users in millions of people	1.4 <sup>c</sup>	32.6 <sup>d</sup>	+2229%
GBP average weekly value (Nov 2006 & Nov 2017) for Internet sales in Great Britain (adjusted for inflation in 2017 rates) in millions of British Pounds	214.0 <sup>e,f</sup>	1608.5 <sup>e</sup>	+652%
GBP average weekly value (Nov 2006 & Nov 2017) for non-Internet retail sales in Great Britain (adjusted for inflation in 2017 rates) in millions of British Pounds	7451.5 <sup>e,f</sup>	6487.8 <sup>e</sup>	-13%

<sup>a</sup>(Office for National Statistics, 2018b). <sup>b</sup>(Internet Live Stats, 2018). <sup>c</sup>(Kiss, 2007). <sup>d</sup>(Sweney, 2018). <sup>e</sup>(Office for National Statistics, 2019). <sup>f</sup>(Official Data Foundation, 2019)

Table 5 demonstrates the parabolic rise of e-commerce sales and the Facebook user base as an indicative indicator that coincides with Internet users' increased trust to disclose their personal information to websites for different purposes and perceived benefits.

However, while consumer websites asking for personal information were actually improved by using safer encryption protocols, better embedment with online banking services and other improvements that helped the building of trust, social network sites such as Facebook partly based their building of trust on deception (see also section 3.6) and relied extensively on the seductive and addictive character of their platforms. For example, as soon as theFacebook went online, initially open only to Harvard students, thousands of them rushed to sign up and submit their personal information, leading Mark Zuckerberg – in some private instant messaging exchanges that took place in winter 2004 and which were leaked in 2010 – to question the rationale of people giving away their information to his theFacebook website (Carlson, 2010; Vargas, 2010):

*Zuckerberg: yea so if you ever need info about anyone at harvard*

*Zuckerberg: just ask*

*Zuckerberg: i have over 4000 emails, pictures, addresses, sns*

*Friend: what!? how'd you manage that one?*

*Zuckerberg: people just submitted it*

*Zuckerberg: i don't know why*

*Zuckerberg: they "trust me"*

*Zuckerberg: dumb fucks*

What made people so trusting as to submit their personal information so eagerly to a – back then – unknown online site created by an unpopular Harvard student? In the marketing and business world, *relationship quality* refers to the development of long-term relationships between companies and customers aiming to establishing customer loyalty and increased profitability (Athanasopoulou, 2009, p. 583). Relevant studies have identified three central elements in relationship quality: commitment, trust and satisfaction (Lee and Kim, 2017). The weight and importance of each one of these elements is disputed, as different studies have put stronger emphasis on a specific one or a different combination of the elements or have attempted to differentiate by developing other related constructs; nevertheless, a single construct may be unable to adequately describe the relationship quality (Palmatier et al., 2006). In relationship marketing, the public's trust towards a business has been consistently found to be an important mediator in building a successful long-term relationship (Doney and Cannon, 1997; Morgan and Hunt, 1994; Palmatier et al., 2006; Sirdeshmukh et al., 2002). However, customers' dependency on a business might prove to be so strong that it can overcome the trust mediator, especially when few alternatives are available (Hibbard et al., 2001).

Several technology adoption theories on social media have identified peer pressure as a central factor to social media expansion (Mustaffa et al., 2011; Pelling and White, 2009; Peslak et al., 2012, 2010; Quan-Haase and Young, 2010). The first mass adoption of social media like Friendster, MySpace and Facebook comprised mostly adolescents and young adults who believed that by joining these services they would benefit in areas such as socialising with friends. In general, adolescents have been found to be particularly susceptible to intense peer pressure and peer conformity (Brown, 2013; Santor et al., 2000; Steinberg and Monahan, 2007). Psychosocial studies on the use of Facebook by young adults have also identified social comparison processes that have fueled peer pressure for participation and self-evaluation (Cramer et al., 2016; Jang et al., 2016; Ozimek and Bierhoff, 2016). In the case of Facebook, early adopters were initially deceived to believe that their online circles remained within their university or school

space. It is indicative that one of the earliest critical studies regarding the effects of Facebook on privacy praised the latter for its safeguards and limitations imposed on accessibility and searchability:

*The fact that each university Facebook is effectively its own site virtually firewalled off from the rest of the network is a much more private-by-default system than Friendster or MySpace, which explicitly notes that there is no way to restrict profile information. (Jones and Soltren, 2005, pp. 34–35)*

In the early days of online social networking, the perceived peer pressure to join a social network site may also be attributed to the *dyadic effect*, which states that self-disclosure tends to beget self-disclosure in a reciprocal way of ‘you tell me and I tell you’ (Jourard, 1971). In other words, people using social media services are attracted to the idea of revealing themselves if others do it too by having the tendency to match each other in exchanging discourses (Taddicken, 2014, p. 252).

The creation of sufficient critical mass across the prevailing social network sites led to the evolution of subjective norms on online self-disclosure in the general population. Most of the early studies on social network sites stressed the appeal these had on adolescents and early adults (boyd, 2004, 2007a; Gross and Acquisti, 2005; Livingstone, 2008; Rosen, 2007; Subrahmanyam et al., 2008; Westlake, 2008). When Internet users are absorbed in social interaction within social media environments, they have been found to be likely to continuously use these services to retain this sense of sociality and belonging (Huang et al., 2014; Lee and Kim, 2017; Liu and Guo, 2015; Xu et al., 2012). Social media users often become fully immersed and engaged in their interactions in social media as, according to approaches such as the *online flow theory*, these platforms provide them with entertainment and satisfaction, which keeps users captivated or even increases self-disclosure (Ampong et al., 2018; Gao and Bai, 2014; Hoffman and Novak, 2009; Hu and Kettinger, 2008; Huang et al., 2014; Katz and Lazarsfeld, 1966; Lee and Kim, 2017; Wang, 2011). According to Lee and Kim (2017), satisfaction drives continuous social media usage that in turn strengthens trust, a finding that is supported by previous studies on the reciprocal character of social capital and trust that fosters deeper involvement

(Grabner-Kräuter and Bitter, 2015; Sherchan et al., 2013) but also addiction and compulsion (Kuss and Griffiths, 2011; Scolere et al., 2018; van Koningsbruggen et al., 2017).

As is explored in more detail in the next chapter, older generations initially struggled to understand what was making social network sites so attractive to younger people, while scholars and experts were already expressing their concerns on privacy; '[t]eens today grow up in a state of constant surveillance where there is no privacy' (boyd in Berton, 2006). Others thought that the realisation of the flawed qualities of social media services would improve online privacy protection as '[t]his generation is comfortable being watched, but they will be sadder and wiser when they realise the watcher is imperfect' (Saffo in Berton, 2006). The early appeal of social network sites to adolescents is also compatible with Berardo's privacy boundary life span changes typology (Berardo, 1974), in which adolescents in general appear to have less privacy concerns than adults due to the still-developing process of forming their unique identity (Petronio, 2002, pp. 6–9).

<sup>18</sup> However, in the years that followed, and despite the fact of multiple damaging revelations around the handling and manipulation of personal data from social media services like Facebook (Adams, 2018; Hampton et al., 2014; Hern, 2018; Kramer et al., 2014), identity-driven social media have overall continued to increase in popularity. In the case of Facebook, the late laggards – people usually above the age of 35 and especially above 55 – have been the ones driving the growth in the later years (for example, see Figure 27), despite recent studies that have found that 65+ years old adults' privacy concerns are still a significant barrier to them both adopting and fully engaging with social media (Elueze and Quan-Haase, 2018). Recent surveys in the United States have indicated that social media users are indeed becoming 'sadder and wiser' through the constant revelations of the abuse of their personal data as well as the formal extent and granularity of the profiling taking

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<sup>18</sup> According to Petronio (2002), children are less concerned about keeping their personal information private than adults. However, they are being taught how to practically manage and maintain their privacy by their parents. This approach can be used to explain the havoc social network sites caused to parents, especially before self-disclosure via these platforms became the norm. This is discussed in more depth in the next chapter.



place by social media services like Facebook (Hitlin and Rainie, 2019; Perrin, 2018; Rainie, 2018) that violate the integrity-based trust<sup>19</sup> of their users. While these recent studies indicate that new privacy trends may be under development, the discrepancy between attitudes on privacy and actual behaviour (Hoffmann et al., 2016) is still significant. As discussed in this thesis's survey analysis chapter, most of the participants responded that they were not surprised by Edward Snowden's revelations, indicating that even without concrete proof, people are conscious of the analytical value their personal data has for social media services and other entities. Even before the proliferation of social media, the study of Alessandro Acquisti on the privacy debate surrounding the emerging e-commerce in the mid-2000s concluded that there is ultimately no rational privacy behaviour when it comes to the online economy as the psychological distortions prohibit even the most sophisticated and privacy-minded individuals to safeguard their privacy adequately (2004). Other studies have found that this discrepancy is stronger when related to institutional privacy threats compared to the ones immediate to a person's social environment (Hoffmann et al., 2016; Raynes-Goldie, 2010; Sujon and Johnston, 2017; Young and Quan-Haase, 2013). As Lovink (2016b) notes, social media users share an *enlightened false consciousness*, what Sloterdijk (1984) has described as the cynicism of unhappy consciousness:

*[C]ynicism is enlightened false consciousness. It is the modernised, unhappy consciousness, at which Enlightenment has simultaneously laboured successfully and in vain. It has learnt its lesson in Enlightenment, but it has not implemented it and probably was not even able to do so. Well-placed and miserable at the same time, this consciousness is no longer vulnerable to any critique of ideology; its falseness is already reflexively buffered. (Sloterdijk et al., 1984, pp. 192–193)*

Social media users have been found to care about their privacy at the first level; however, they find it difficult to protect their privacy in social media settings (Hargittai and Marwick, 2016). This realisation results in the development of a form of privacy cynicism and apathy in which little action to

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<sup>19</sup> Integrity-based trust refers to the public's trust based on organisational honesty, openness and concerns as distinguished from the competence-based trust that is based on organisational experience and expertise (see Terwel et al., 2009).

protect privacy is taken, with complete opting-out of social media participation usually considered to be unrealistic and not an option due to the potential resulting social consequences (Hargittai and Marwick, 2016).

The users' ability to restrict access to their information according to their audiences is one of social media users' most valuable safeguards to informational privacy. While social media services often have their privacy settings purposely convoluted or difficult to reach for non-technical users, at the same time they also use them as a form of bargaining chip to gain users' trust.

*We believe more than 900 million consumers have voluntarily decided to share and connect on Facebook because we provide them options and tools that place them in control of their information and experience. [...] As part of our effort to empower and educate consumers, we always welcome constructive conversations about online privacy and safety. (Noyes in Guynn, 2012)*

At the society level, privacy in social media has been suggested not to be an individual process, but intertwined with social norms and technological mechanisms in regarding both its protection and violation (Hargittai and Marwick, 2016; Marwick and boyd, 2014). It has become networked, a fluid approach to privacy 'in response to the technical architectures and social dynamics that underpin networked publics' (Marwick and boyd, 2014, p. 1052).

### 3.10.2. Seduction

From a psychosocial perspective, as already discussed, a combination of utilitarian and hedonic motivations have been consistently identified as mediators for the adoption of and continuous engagement with social media (Ernst, 2015; Pillai and Mukherjee, 2011; Thambusamy et al., 2010; Wang, 2011).

Due to the usually active role of social media users in these platforms, they have been described as prosumers (see section earlier) rather than mere consumers. However, consumerism is still at the heart of keeping social media alive and thriving, not just as a business model, but also as an economy –

from targeted ads to product advertisements via social media influencers. When human communication and socialisation needs meet with consumption, they create a powerful association. According to Zygmunt Bauman, consumption is guided by seduction and has no limits in transforming desires into needs:

*Life organized around consumption, on the other hand, must do without norms: it is guided by seduction, ever rising desires and volatile wishes - no longer by normative regulation. [...] As there is no norm to transform some desires into needs and to delegitimize other desires as "false needs", there is no benchmark against which one could measure the standard of "conformity" (Bauman, 2000, pp. 76–77)*

In the mid-1990s, at a time when the persuasive character of computer technologies started to become increasingly apparent, BJ Fogg coined the term *captology* from the acronym *Computers As Persuasive Technologies* (CAPT) to study the intersection of persuasion and computers (Stanford Persuasive Tech Lab, 2017) that he later expanded and published as a book (Fogg, 2002). Already before the new millennium, Khaslavsky and Shedroff introduced the notion of seduction as part of the field of captology to describe the seductive qualities of technological products or experiences. According to them, in order for these qualities to be successful, they must involve a promise and a connection with the audience's or user's goals and emotions that can be achieved by enticement, build-up of a continuous relationship, fulfilment of the promises, and reward for the attention given as a reason for people to invest more emotion into the experience (1999, p. 46). In a similar manner but from a different point of view, Agostini, De Michelis and Susani (2000) used the term *seductive design* as an approach to designing computer-based systems that engage in a continuous asymmetric and reciprocal seduction process with their users – similar to that of a romantic relationship. However, if the seduction is successful, it can reveal the unequal power relations between the seducer and the seduced (Belk et al., 2003; Newman, 2001). Recent studies on the modern processes of seduction in relation to digital technologies and privacy have been applied in studying the use of smartphone devices as a means of facilitating seductive surveillance (Troullinou, 2017).

Because social media as a nexus of technological systems evolve around sociality, their seductive aspect through the psychological rewarding character they offer can be so addictive that it has attracted the interest of neuroscientists studying the dopamine stimulation effects in the brain caused by social media usage (Fareri et al., 2012; Fareri and Delgado, 2014; Meshi et al., 2015; Soat, 2014).

### 3.10.3. Convenience

According to Yale and Venkatesh (1986) the first time the idea of convenience was introduced into marketing was by Copeland in 1923. Copeland (1923) described the idea of convenience good, but this narrow definition of convenience was expanded in the 1970s and the 1980s to include temporal, spatial, psychological, sociological, philosophical, and situational variables (Yale and Venkatesh, 1986). The term started to gain popularity in the 1980s when an increasing number of businesses began focusing on satisfying consumers' demands for convenience, leading Bloomberg Business Week to announce the 'convenience industry' as their cover story in April 1987 (Brown, 1990). Early studies identified various variables to construct the notion of convenience in relation to marketing such as time utilization, handiness, appropriateness, portability, accessibility and avoidance of unpleasantness (Yale and Venkatesh, 1986). Brown defined the ultimate convenient product or service as one that would be 'available continuously (time) and everywhere (place) and would require almost no effort to acquire (possession) or use (form)' (Brown, 1990, p. 55). Social media services are accessible at any time of the day from every place of the world with an Internet connection, a factor that users acknowledge (Whiting and Williams, 2013). In addition, social media are free to acquire and increasingly easy to use, especially after their embedment in mobile phones.

In particular, self-revelation on social media has been found to be related to social convenience. Daniel Trottier's study (2012b) found that users who disclosed personal information online reported that this permitted them to use social media as a resource for sociality. This type of visibility is part of a

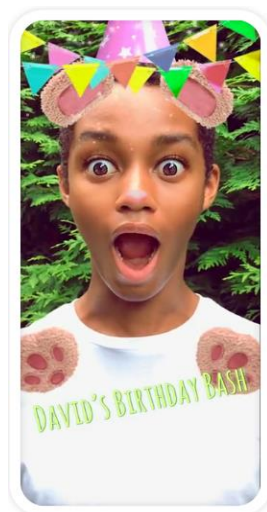
broader identity management through platforms that have been developed to allow people to conveniently upload, share and manage personal information online, like statuses or photos, for no apparent reason. As sociality is an inherent attribute of social media (Papacharissi and Gibson, 2011), convenience and usability can be conceived as interchangeable affordances. The turn away from traditional and towards social media was observable from the late 2000s in the midst of the social media acceptance period as suggested in Section 4.5.3 . Marketing and consumer behaviour studies of the late 2000s indicated that people were moving away from traditional media and towards social media as the convenience aspect, including factors such as efficiency on information seeking, on-demand and immediate access (Bhagat et al., 2009; Rashtchy et al., 2007; Vollmer and Precourt, 2008), has induced consumers to adopt social media effortlessly (Mangold and Faulds, 2009).

Convenience has been a determinant of social media adoption by offering effortless connection to friends, acquaintances and other people. Convenience continues to be – in an even more intensified way – a driving force for the new age of social media as a nexus of technologies, connectivity and the Internet of Things. This type of convenience, based on the collection of personal data for profiling purposes, predictive analytics and enhanced communication with the human element, is in contrast to privacy and secrecy (Weinberg et al., 2015).

#### 3.10.4. Gamification

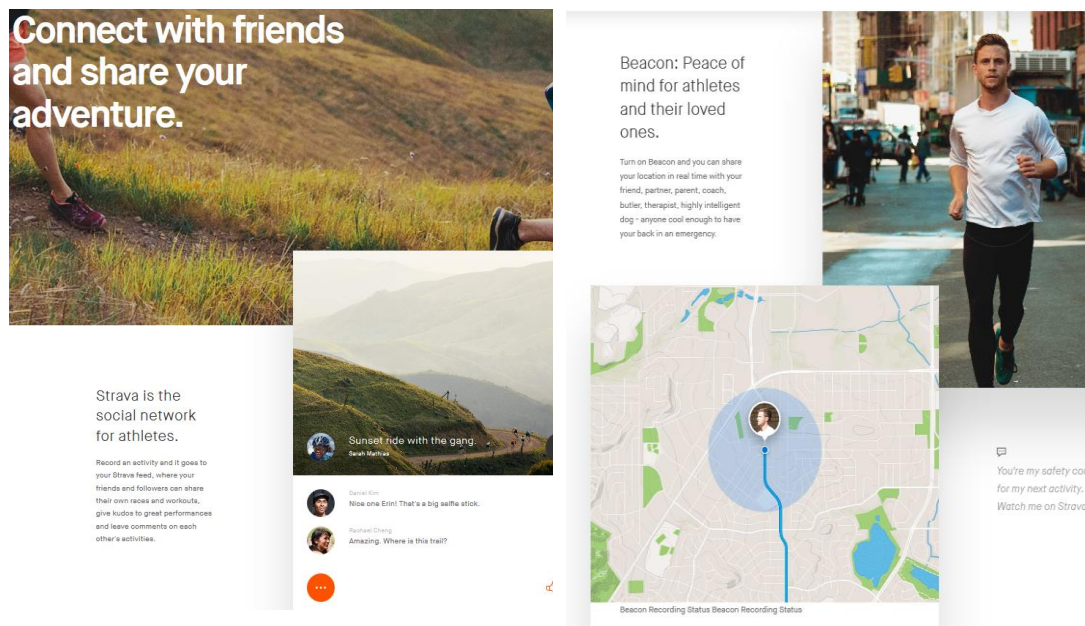
In a social media setting, there is always a way for personal data to be disseminated into unknown directions, even in a playful manner. For example, Facebook opened its application platform to third-party entities in 2007 and, until the Cambridge Analytica Scandal in 2018, had an unreasonably relaxed approach to safeguarding its users' personal data. This information, together with the data of their friends, was being shared to application developers via applications such as games and quizzes that Facebook users are playing (Bogost, 2018; Kellor, 2015). In 2019, it was also revealed that Facebook knowingly facilitated game application developers in duping children into

spending money without their parents' permission (Halverson, 2019). In addition to the actual gaming aspect in social media, there is also another less obvious and often less-conscious engagement with them using gaming components. Gamification can be described as the application of gaming design and other gaming characteristics and elements in non-game contexts (Deterding et al., 2011, p. 13), and has become an integral part of many social media. Gamification can be integrated to everyday online activities and promotes the sharing of personal information through social media. As discussed earlier, modern social media engagement takes place within a setting that involves a nexus of technologies. The gamification process can take the form of simply sharing photos or videos (see Figure 10) for pure entertainment purposes, but it can also have a utilitarian character, such as playfully sharing one's information and geolocation data for cycling and other fitness activities, as in the case of Strava (see Figure 11). It can also be used as in the case of LinkedIn's Social Selling Dashboard (see Figure 12), an algorithmic formula that measures LinkedIn's users' adoption of recommended social selling behaviour on the platform (Mullenholz, 2015). Facebook users have also been found to be entertained by browsing through friends' profiles, photos and feed updates (Special and Li-Barber, 2012), suggesting a type of gamification of lateral surveillance.



\*The still is taken from a Snapchat's promotional page. Retrieved from <https://create.snapchat.com/org/guest/purchase/choose-product>

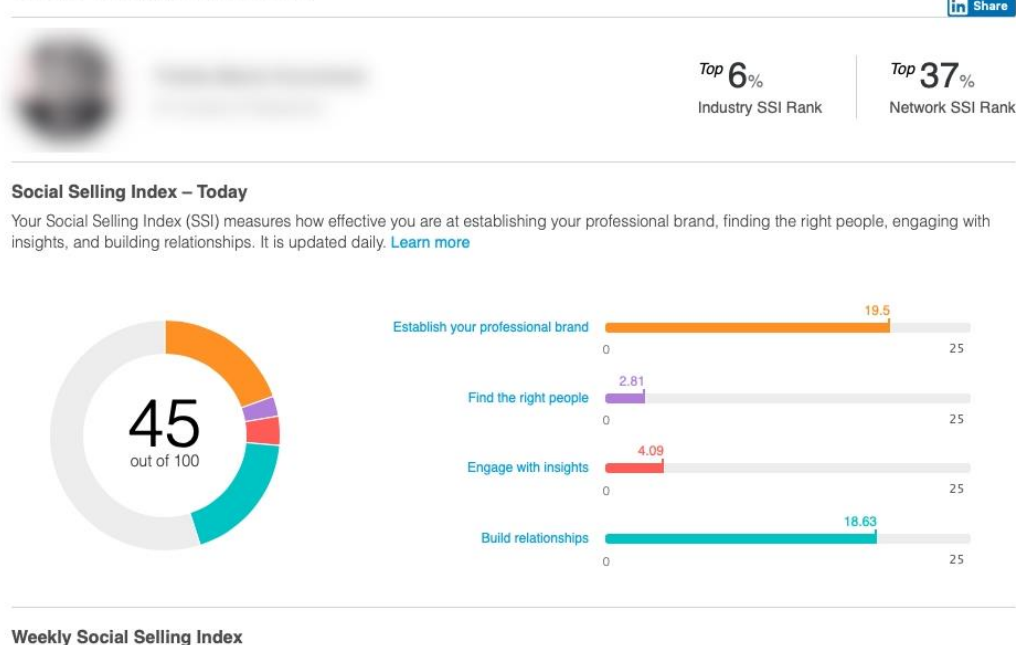
Figure 10: An example of augmented reality filters that are added to photos and videos in real time. The still is taken from a Snapchat's promotional page



\*The stills are taken from Strava's site. Retrieved from <https://www.strava.com/features>

Figure 11: Promotional features of fitness-tracking social network site Strava that rely on fitness-tracker or mobile phone sensors to facilitate the sharing of routes and other fitness-related data (Strava, 2018)

## Social Selling Dashboard



\*The still is taken from LinkedIn. Retrieved from <https://www.linkedin.com/sales/ssi>

Figure 12: LinkedIn's Social Selling Dashboard promotes continuous usage and engagement with the platform in order to improve one's 'social selling' prospects



### 3.10.5. Self-promotion and self-branding

With or without gamification, social media have intensified what has been called the *promotional culture* – a notion developed almost three decades ago to describe the effects of mass advertisement on people. Wernick’s sociohistorical study demonstrated how the changing dynamics of production, labour and distribution of products in capitalism led to mass production and consumerism, which gave rise to advertisement and marketing being used to promote goods, eventually influencing the intensification of status competition between people as self-promoting culture (Wernick, 1991).

*Most immediately commercial in character is the competition that market-based society has set up between all “free” individuals as owners and traders of their own labour power. Of special significance, bracketing all the material dimensions of this contest, is the increasing extent to which the contest for jobs and more genteelly, for positions, has taken on increasingly other-directed forms. The job interview, the resume, deportment at work, the choice of consumption style, the projected family front, all become not just indices of success but permanent zones of competition in the struggle to get ahead. As a social psychological correlate, self-promotional careerism - Hobbes plus Narcissus - has been installed as the normalised form of adaptive behaviour and identity. (Wernick, 1991, p. 274)*

Despite discussions around self-promotional careerism such as the one in the quote above already taking place in the early 1990s, it was not until the age of social media that it became more prevalent than ever. From Facebook to Twitter to LinkedIn to Academia, these platforms provide interfaces that encourage people to continuously engage with them in order to self-promote and increase their networks and number of mentions. The online self-presentation of social media users increasingly resembles that of a ‘brand’ by borrowing characteristics that used to be found promoting businesses rather than people (Gandini, 2016; Gershon, 2017; Scolere et al., 2018). The societal and economic environment that this type of activity takes place in has been described using concepts such as *digital reputation economy* (Hearn, 2010) or *attention economy* (Bueno, 2017). The self-promotion takes different types according to the intended audiences and the peculiarities of each social media service. For example, people have different expectations of what others appear to be on Facebook and on LinkedIn (Gershon, 2017, p. 45). The self-



promotion and self-branding of social media users is going beyond that of directly relating to labour and the economy. This behaviour is disseminated into everyday life in many forms, one of the most prominent being the sharing of carefully selected or edited photographs of the self (Diefenbach and Christoforakos, 2017; Fried and Paskhover, 2018; Krämer et al., 2017) to enhance one's image to others, that, according to studies, implies 'narcissistic' undertones or cultivates and promotes narcissistic-type reactions (Boswell, 2012; Buffardi and Campbell, 2008; Carpenter, 2012; Gnambs and Appel, 2018; Mehdizadeh, 2010; Ong et al., 2010; Tweng, 2010).

### 3.10.6. Voyeurism and lateral surveillance

As seen in the psychosocial theories section, some studies have identified *voyeurism* as a contributing factor for continuance social media use (Chaouali, 2016; Mantymaki and Islam, 2014). In this context, voyeurism in social media refers to the hedonic and entertainment emotions and gratifications that individuals may experience while browsing other people's personal information, both textual and visual. The voyeuristic character of modern-day societies is not something new. It has been identified since before the emergence of social network sites, and a lot of discussion took place in the late 1990s and early 2000s at the height of television shows like *Big Brother*. For example, Clay Calvert, in his *Voyeur Nation* book, discussed how a confluence of social, political and technological elements have revamped the notion of voyeurism and allowed it to disperse in an image-based world (2000).

However, voyeurism and *lateral surveillance* are two different things. The first may feed the second, but lateral surveillance as a concept has a different perspective and connotations. Lateral surveillance focuses more on the societal implications rather than on the human element per se. The term *lateral surveillance* was coined by Mark Andrejevic – before the widespread use of social network sites – to describe the use of surveillance tools such as cameras, spy gadgets and other technological devices by individuals to keep track of one another (Andrejevic, 2005, p. 488). Andrejevic soon updated his

approach to cover social network sites (Andrejevic, 2006). Albrechtslund (2008) noted that social network sites facilitate this type of surveillance as a mutual and horizontal practice. He named it *participatory surveillance* because people engage in the process of sharing and browsing each other's personal information voluntarily but also in an empowering way. Albrechtslund wanted to differentiate from 'lateral surveillance', which he believes has connotations to panoptic metaphors (Trottier and Lyon, 2012, p. 91). Marwick named this common practice of using social media to look 'at one's own content through other people's eyes' as *social surveillance* (Marwick, 2012). According to David Lyon (2018), surveillance is not static and in recent times has evolved into a culture where '[s]urveillance technology is not simply applied; it is also experienced by agents, subjects, and audiences who define, judge and have feelings about being watched or a watcher' (Marx, 2016, p. 173). Christensen and Jansson (2015) focus on the mediated self-enclosure and self-disclosure of social media platforms and distinguish between three routinised modes of monitoring and expressivity: i) watching and judging networked others, ii) watching others watching oneself, and iii) watching one's own data double.

*Imagined audiences* is a concept with both surveillance and self-censorship connotations. According to Marwick and boyd (2010), social media collapse multiple audiences into single contexts as individuals try to hint to whom they are addressing, often with discrepancies between the intended, imagined and actual audiences. Litt and Hargittai (2016) noticed that social media users often fluctuate between abstract imagined audiences and target imagined audiences in order to manage their privacy. The users' self-consciousness of the imaginative character of their audiences has emerged as what Duffy and Chan named *imagined surveillance*, to which individuals respond with various self-monitoring practices (Duffy and Chan, 2019).

### 3.11. Self-censorship and the ‘soft-despotism’ of ‘amusing ourselves to death’ with the ‘big brother’

Social media have not been the first online environments that brought peoples’ real-life identities to the Internet. Individuals selectively trusted to publish personal information online long before social network sites emerged. However, this was not considered to be the norm in a time when public online self-disclosure of personal information was often perceived as an act of exhibitionism. Social network sites succeeded in gaining trust and bringing online identifiable self-disclosure into the mainstream. Although on the Internet there has always been an informal self-censorship practice for privacy reasons, the contradicting strong social pressure to participate with true identity is a more recent phenomenon associated with social media use. This pressure is not directly coercive, and it can take many forms – imitation by peers, socialising, promoting one’s self, for example, for better prospects to find work, and others. The evolution of online privacy norms is studied more closely in the next chapter as part of the overall approach to the influence that various online communication environments had upon their users’ privacy protection and self-disclosure strategies. It illustrates that in the 1980s, 1990s and until the early-to-mid-2000s, public online communication was generally considered to be mostly anonymous/pseudonymous while information on real identities of people was non-existent, scattered and mostly static. On the other hand, social media proliferation evolved the perceptions on online privacy and allowed people to cope in such environments. This has provided a route to the development of a contradicting informal self-censorship under the ‘(un)wanted’<sup>20</sup> gaze of the others (see Figure 13). For example, using Facebook as their case study, Stutzman et al. (2013) demonstrated that increased exposure led university college students to gradually become less public in the personal information shared about their profile (birthdate,

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<sup>20</sup> The (un)wanted or wanted/unwanted gaze refers to the acknowledgement by individuals that the personal information being put online only has meaning if meant to be seen. Studies have already identified voyeurism and exhibitionism to be motivators for continuous social media use (Chaouali, 2016; Mantymaki and Islam, 2014). However, together comes the realization that this gaze may sometimes become unwelcome or even harmful. The notion is inspired by the title of Jeffrey Rosen’s book *The unwanted gaze: The destruction of privacy in America*, where he develops his ideas on how the law in the United States of America permits or even facilitates the intrusion of citizens’ privacy by technology (Rosen, 2001, pp. 3–25).

interests, favourites and others) as the site opened to everyone and was gaining popularity. Bagozzi's concept of *self-regulation*, which illustrates how intentions and behaviours are affected by cognitive and emotional mechanisms (Bagozzi, 1992), has also been found to be applicable to social media as a coping mechanism to continuous use of social media services (Liu and Guo, 2015). These emotional mechanisms are further reflected by the amplified moral outrage observed in social media settings (Crockett, 2017).

The processes behind the evolution of privacy ethics are complex but can be partly reflected upon by carefully analysing the appropriate material from archives, older journals and articles. The proposed transition to a new perception of online self-disclosure did not happen with force by an Orwellian authoritative state, but rather by choice, empowered by the strength of peer influence and imitation.

*I see Twitter and other social media platforms like the high school prom. You have no choice – everyone in your class is going, you might as well too. And once you've bought the ticket and the dress, you might as well dance. (Mel C, 2011)*

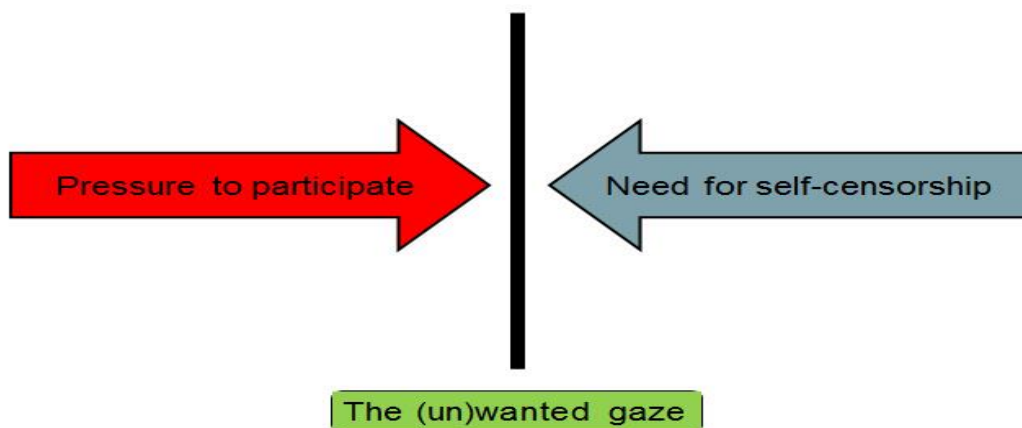


Figure 13: A simplified schematisation of the contradicting forces between participation and self-censorship in social media

Neil Postman, in his work *Amusing ourselves to death* (1985, pp. xix–xx), noticed that in George Orwell's 1984 Big Brother society people were being surveilled and then controlled by infliction of pain; in Aldus Huxley's *Brave New World* people were controlled by inflicting desire. Indeed, in research published in 2012, the use of online social media was found to be one of the most desirable things in modern everyday life (Hofmann et al., 2012,

p. 587). Mark Zuckerberg, while unfolding his perception on the openness of information, commented that:

*The world becomes more open and people are sharing more. The openness happens in a bottom-up way where people are choosing to share stuff themselves rather than some scary dystopian future where there are cameras in every street corner. (Zuckerberg, 2011)*

Therefore, he proposed that privacy was no longer a social norm, as ‘people have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people’ (Zuckerberg, 2010).

Social media changed the privacy ethics and norms to the point that the concerns have been reversed. In many cases, it may sound strange not to be a member of at least one social media service using an identifiable account. Compared with early Internet homepages, which required a degree of technical skill to run, social media provided easy-to-use interfaces that allowed effortless sharing of information. Because social media services are usually driven by metrics, targeted advertisements, and data mining, these platforms have developed technical and psychological mechanisms that make the engagement process more interactive, less intuitive and as entertaining as possible. Foremost, social media services need their users to constantly share information; they must facilitate and drive this information-sharing process or they will cease to exist. Before social media, the majority of people surfing on the web were considered to be lurkers (Coate, 1998; Katz, 1998; Nonnecke and Preece, 2001; Soroka and Rafaeli, 2006, p. 169), people who usually maintained a passive attention rather than active participation. Social media provided an easy way for their members to actively participate and contribute, thus challenging the 90-9-1<sup>21</sup> rule (Goodier, 2012); the quality and the scope of such content, though, is often questioned (Bontcheva et al., 2013, pp. 26–28; Grineva and Grinev, 2012, pp. 1–2). Most social media are designed in a way that discourages lurking; for example, Kushner proposes that subtle interaction features such as Facebook’s like button are ways to make users contribute in the platforms and enhance the data collection process by

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<sup>21</sup> 90-9-1 or 1% rule refers to the generalisation hypothesis that the majority of people in an online community will lurk instead of participating; 90% are considered lurkers, 9% contributors and 1% creators.

attempting to capitalise on lurking behaviour which otherwise is a threat to social media existence (Kushner, 2016). In addition, because social media are supposedly all about participation, it has been suggested that lurking and passive usage of social media can negatively impact users' own experiences and expectations of it (Tobin et al., 2015; Tromholt, 2016). People in social media often expect to gratify social-emotional needs rather than informational needs, which differentiates the factors of public posting and magnifies the influence of interpersonal intimacy compared to older forms of traditional online communities (Rau et al., 2008, pp. 2767–2768).

In his early 19<sup>th</sup> century work *Democracy in America*, Alexis Tocqueville introduced the term *soft-despotism* to describe a society of self-interested people who are controlled not by tyrant forces but by a mild power that 'facilitates their pleasures, manages their principal concerns, directs their industry [...]' (1998, p. 358). Tocqueville was referencing the emerging modern democracies of the 19<sup>th</sup> century, but his concept can be metaphorically reconstructed to be applied to the exploitation of people's personal data voluntarily given as big data. The example of the *Cambridge Analytica* scandal, where personal data of Facebook users were used to affect the 2017 US Elections and the UK Brexit vote (Adams, 2018), is indicative of this. In modern consumerist societies, individuals' '[...] conduct is made manageable, predictable and hence non-threatening, by a multiplication of needs rather than by a tightening of norms' (Bauman, 1987, p. 168).

The concept of online privacy has evolved closely together with the Internet's growth and advances in technology; this has led to the amalgamation of the offline and a part of the online identity that in the past used to be considered as separate.<sup>22</sup> It does not, however, imply that online identities have become holistic. Online identities remain fractured as users can easily choose to show their true identities in an online activity but remain anonymous or conceal themselves under an alias in another – a good

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<sup>22</sup>It is worth mentioning that some tech enthusiasts like Rheingold praised the social aspects of the communication in online environments since the early 1990s. However, Rheingold acknowledged that in 1993 still 'nobody mistakes virtual life for real life, even though it has an emotional reality to many of us' (Rheingold, 2000, p. 22).

example of an anonymous social media platform is Reddit.<sup>23</sup> Findings illustrated in the next chapter indicate that there is significant resistance by users to adopt real-name policies in ‘traditional’ online environments like Internet forums. On the other hand, as discussed earlier, there is a growing number of communities, sites and services where their member’s identities are being unified under social logins such as *Facebook Login*, which often leads to the exposure of their true identity. In addition, social media sites like Facebook use mechanisms to track even non-users (Ingram, 2018). Nonetheless, maintaining multiple personas across different online environments and platforms may be a ‘powerful strategy for users to “perform” their identity’ (van Dijck, 2013b, p. 211). The fact that online identities are still fragmented does not negate the significance of the establishment and normalisation of persistent identifiable online environments, a process that has taken place since the emergence of prominent social media services such as Facebook as part of the sharing industry that remains an oligopoly.

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<sup>23</sup> That in turn, however, has centralised under a social media setting a significant part of the pseudonymous online communication from scattered online communities across the net.

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## Chapter 4: The development of self-disclosure and the evolution of perceptions of privacy in online environments: from Bulletin Board Systems to social media

*Cyberspace. A consensual hallucination experienced daily by billions of legitimate operators, in every nation, by children being taught mathematical concepts... A graphic representation of data abstracted from banks of every computer in the human system. Unthinkable complexity. Lines of light ranged in the non-space of the mind, clusters and constellations of data. Like city lights, receding...*

(Gibson, 1984, p. 69)

### 4.1. Introduction

The chapter's objective is to provide a better understanding of the evolution of online environments as well as the overall identity construction patterns of their users. Foremost, it provides the basis to conceptualise the background procedures that preceded the emergence of social media. This chapter is only a part of the overall study's approach. It studies different online communicational environments throughout the time and the overall behavioural patterns of users self-disclosure. It is assisted by other methods as well, described in Section 1.1.

The study of online communication has been an area of research that initially began as a fascinating 'post-modern' investigation into the unknown, an attempt to reign discourse over a – what was almost considered – sci-fi area. The demystification occurred during the 1990s, when networked communication proliferated and many scholars and researchers intrigued by the 'global village'<sup>24</sup> phenomenon, started to explore its multi-level connotations.

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<sup>24</sup> Global village is a concept initially developed in Marshal McLuhan's *The Gutenberg Galaxy* work in 1962 (McLuhan, 1964, p. 25) and then in *Understanding Media: The extensions of*

This chapter endeavours to delineate some of the most prevalent online environments where human communication and interaction take place. More particularly, it studies the ways people construct their online identities and the role of anonymity<sup>25</sup> and identifiable self-disclosure in this process. Furthermore, it examines how perceptions on privacy have evolved through the advancements of technology and the development of new online environments. It also addresses the emergence of social networks and the changes these platforms brought on the discourse around online identities, informational privacy, and self-disclosure.

## 4.2. Privacy and self-disclosure in online environments

The talk around privacy on public communication media is not an Internet's monopoly. In the early 1990s, for example, caller identification services began to be implemented in telephone networks, which sparked a debate on privacy issues (Dutton, 1992, pp. 379–381). Although, a direct analogy to the Internet cannot be made, there are a few similar questions arising. For instance, Caller ID offered better privacy to recipients who could now be aware of who was calling them, but breached the privacy of callers who no longer had the ability to keep their phone numbers private and were forced to pass on this kind of personal information. This resembles the discussion about promoting real identities in online discussion services in order to prevent trolling and sock puppetry behaviour<sup>26</sup> (Isaac, 2012; Tanner,

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*man* in 1964 (McLuhan, 1964, p. 93). It was conceived to describe the effects of electromagnetic transmissions of information (McLuhan, 1962, p. 36) such as radio and TV programs. McLuhan's work resurfaced with the development of Computer-Mediated Communication (CMC) and many believe to have forecasted the invention of the Internet and its impact on the globalisation of information long before its existence (Chrystall, 2009, pp. 1–4). Nevertheless, global village in the last two decades has been better known as a term that describes the effects of World Wide Web (e.g. Rosenberg, 1995).

<sup>25</sup> For the purposes of this chapter, anonymity refers to the property of being incognito to other users only and not to the service providers (so technically it is pseudo-anonymity), unless stated otherwise.

<sup>26</sup> According to Oxford Dictionaries Online (ODO), a troll is someone who makes 'a deliberately offensive or provocative online posting with the aim of upsetting someone or eliciting an angry response from them' (Oxford Dictionaries Online, 2013a), while a sock puppet is a 'a false online identity, typically created by a person or group in order to promote their own opinions or views' (Oxford Dictionaries Online, 2013b). ODO is used here as the

2012). Therefore, online technologies that reveal real identities have an impact on the ability and inability of users to remain anonymous in a research perspective, which is similar in a way to the caller-ID debate (see Anonymous 1998 p. 382).

The acknowledgement that there is no universal consensus on the definition of privacy needs to be repeated. This study's interest on privacy centres on the moral construction of courses of action related to how much personal information an individual discloses online and is generally considered as appropriate. For example, as shown later in this chapter, in the mid-1990s, the appearance of simple personal homepages and online diaries was usually considered as the extreme exhibitionist part of the Internet. Today, self-disclosure on social media is not only considered as mainstream, but usually imposed by social or peer influence.

The online environments investigated in this part of the study have been classified into three generic categories: i) traditional online communities: Bulletin Board Systems (BBSs), Usenet, Internet forums ii) self-disclosure and personal informational websites: homepages, online diaries, blogs, iii) Social Network Sites (SNSs). However, these elements are mostly indicative and apply to the ideal type of their respective environments. This is more prevalent today with the merging and blurring of multiple services and frameworks (e.g. social network sites with blogging capabilities, blogs that form kinds of communities and others). This chapter investigates online asynchronous communication environments capable of maintaining communities.<sup>27</sup>

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content 'focuses on current English and includes modern meanings and uses of words' which make it more appropriate for this study (see <http://public.oed.com/about/the-oed-and-oxford-dictionaries>).

<sup>27</sup> Synchronous (or same-time) refers to this type of communication where information exchange takes place in real time (e.g. chat, instant messaging, etc.); asynchronous (or different-time) communication occurs when time lapses separate conversational turns (e.g. bulletin boards, Internet forums, etc.) (Burgoon et al., 2010, p. 347). Asynchronous communication has been suggested as a feature of electronic communication that enables societies to harbour asynchronous life rhythms, such as e.g. flexibility (Rogers and Rafaeli, 1985, p. 107). The study of asynchronous online communities is closer to the objectives of this study, as the available information in these environments can be retrieved at will.

Multi-User Dungeons (MUDs)<sup>28</sup>, chat rooms and other synchronous online environments were given less emphasis in this thesis. Asynchronous communication were deemed more appropriate for the purposes of this study as they intensify the persistence, scalability, replicability, searchability and shareability characteristics of self-disclosed information in online environments (boyd, 2008; Papacharissi and Gibson, 2011).<sup>29</sup> As discussed already in the previous chapter at section 3.7.1, interfaces and software can act in a similar manner to ideology by providing a framework which users can engage with. Interfaces affect users' behaviour along with the technology limitations and social context of each time that sets the environment within which developers are able to produce the interfaces and applications at first hand. The relationship between users of technology, and technology developers and pioneers is reciprocal and interchangeable.

The criteria for choosing the case-studies were based on: i) the impact they had on the general online communicative process and on the privacy strategies of online identity construction; ii) their distinction from other environments, either due to the technology used or due to their unique communicative characteristics. In the case of social network sites, a few prominent examples are examined in order to illustrate their early evolution history and to put emphasis on the diversity among them, especially in terms of privacy and the subsequent identity construction patterns of their members. A significant part of the literature and references used in this chapter are deliberately old in order to better depict the evolution of the perception of users, analysts and scholars on online communities and identities over time.

This part of the study is interested in how end-users engaged and interacted with some of the most prominent online environments and provide some insights on how these environments were constituted as well as the

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<sup>28</sup> Multi-User Dungeons or Dimensions (MUDs) are online adventure role-play imaginary worlds where people use words and commands to interact with each other and with their virtual surroundings (Lawrie, 2002; LivingInternet, n.d.; Rheingold, 2000, chap. 5; Utz, 2000). MUDs became very popular in the 1980s and early 1990s and their importance in the evolution of online communication was so strong that at the time were named as the 'living laboratories for studying the first-level impacts of virtual communities' (Rheingold, 2000, p. 150).

<sup>29</sup> However, the combination of synchronous real-time communication with social media features in some of the modern messengers like WhatsApp might challenge this distinction in a contemporary setting.

prominent patterns in which people self-disclosure in such platforms. In this context, this chapter is not interested in the pre-1980s era when online communication was very limited in terms of popularity, mostly among the military and government, and academia. Besides, the relevant literature before the early 1980s is sparse as microcomputers and modems had not yet reached ordinary households.

In most of the pre-social media literature, online communities are usually seen as communities mainly based on any shared aspect such as common interests (Figallo, 1998, p. 9; Hagel and Armstrong, 1997, pp. 18–23; Kim, 2000, pp. 17–18; Porter, 2004, pp. 9–10; Rheingold, 2000, chap. 1; Wellman and Gulia, 1997, pp. 14–18). Therefore, online communities, according to the typology developed by Willmott (1986, pp. 85–89), embody the main characteristics that describe the ‘communities of interests’ (see Table 6), as they grow primarily on the basis of sharing of common concerns, curiosities, passions, leisure activities, hobbies, beliefs.

Table 6: Simplified categorisation of online communication environments studied in this chapter

Type	Type	Prominent factor
<b>Online Communities</b>	→	Common interests
<b>Personal Information Sites</b>	→	Individual self
<b>Social Network Sites</b>	→	(Pre-established) interpersonal relations

The spontaneous participation of people who share certain interests (Hagel and Armstrong, 1997, pp. 18–23) makes online communities differ from other earlier kinds of communities organised, for example, by shared place or shared ancestry (Wellman and Gulia, 1997, p. 5). Moreover, as Anderson (2006) suggests, even these ‘real-life’ communities gain their existential meaning from the moment its members share a common imaginative structure, therefore in a deep-level, most communities – no matter whether they are online or not – are imagined.

The early scholars who tackled the challenging task of analysing the then new ambiguous phenomenon of ‘virtual communities in cyberspace’ – as

they were then commonly referred to – focused mainly around the disembodiment effect of the persons who participate in these online environments (e.g. Stone, 1991). Donna Haraway (1991) described such effects of techno-science as ‘cyborging’, while others mostly emphasized the fluidity and the construction of multiple identities based on ephemeral factors and circumstances (Adams, 1997, pp. 164–168; Lemos, 1996, pp. 42–47; Mitchell, 1995, pp. 12–15; Poster, 1995; Stone, 1991; Turkle, 1995). Computer-mediated communication offered the opportunity for people to play with multiple identities, sometimes experimental (Turkle, 1995, p. 180) or even controversial (Van Gelder, 1996, pp. 544–546); this was a fascinating new area of research that triggered broader discussions on Cyberpunk<sup>30</sup> and on the whole subject of postmodernity. Peter Steiner’s famous cartoon (Figure 14) is perhaps one of the most accurate depictions of how online communication was perceived in the early days of the Internet.



Figure 14: The famous cartoon by Peter Steiner (1993) portraying the general perception on multiple online identities, privacy and anonymity at its time

The earlier online communities lacked any graphical interface and were solely text-based. Their members had only words and letters to express

<sup>30</sup> William Gibson’s *Neuromancer*, first published in 1984, influenced a lot of work around Cyberpunk and Cyberculture, and is indicative of the ‘exotic’ character new technologies were perceived back then.

themselves and to communicate with others (Rheingold, 2000) making 'individual selves, voices, and bodies [...] swallowed in a profusion of signs' (Manning, 1991 cited in Wiley, 1995: p. 147). Subsequently, the – often misleading – perception each person had about others was dependent on the impression made by some lines of text (Jacobson, 1999; Lea and Spears, 1992, pp. 335–339; Lemos, 1996, p. 42; Sherman, 2001; Utz, 2000, pp. 54–55). In these usually anonymous environments, people began building their own virtual personas often devoting much time and effort to the online communities they were participating in. These virtual identities shared some very basic common characteristics with the real non-virtual ones, such as reputation gaining and build-up of personal history, and could be sustained for long periods of time (Bechar-Israeli, 1995; Donath, 1996, p. 20; May, 1994, sec. 8.6.5); thus, they have also been examined under the dramaturgical perspective of Erving Goffman's theory (see Section 3.9.1).

The examination of the impact CMC had on individuals and on society, led to the creation of several psychosocial and communicative theoretical models. A few of the most popular ones are: i) The *reduced cues theory* considers non-verbal cues in face-to-face communication as important in order to moderate individuals' behaviour within a social context. If these cues are absent then people become less tied to social norms and they become disinhibited (Kiesler et al., 1984; Sproull and Kiesler, 1986); ii) The *Hyperpersonal model* suggests that communication in online environments provide individuals increased flexibility in their self-presentation that allows both positive and negative disinhibition effects (Walther, 1996); iii) The *Social Information Processing* (SIP) theory asserts that the reduced verbal cues in online communication environments lead to enriched non-verbal information exchange that mitigates the problems of non-physical interactions and makes online communication functionally at the same level as the face-to-face one (Walther, 1992); iv) *De-individuation theory* suggests that individuals within a anonymous computer-mediated setting tend to forget the details of the behaviour of the others which results in de-individuation process that reduces restraints and social norm and increases disinhibited behaviour; v) the *Social*

*Identity model of De-individuation Effects (SIDE)*<sup>31</sup> on computer-mediated communication, a very influential theory that explores how anonymity affects interaction amongst individuals from a group behavioural perspective (Postmes et al., 1998, pp. 708–710). From this point of view, the de-individuation effects of online communication strengthen individuals' collective identities and thus online communities are sustainable and developed in time partly due to the collective formation of group norms that users conform to (Lea et al., 2001; Postmes et al., 2000, pp. 364–366; Reicher et al., 1995).

In various online settings, behavioural norms have taken more formal forms as – never equally applied – sets of rules rooted into online culture that were intended to facilitate smooth communication in online environments (e.g. Shapiro and Anderson, 1985: p. v). Several communities had their rules written down to enhance proper communication like e.g. the 'list guides' in the case of email discussion lists. There was an effort to formalise a pack of general accepted rules in 1995 when they were published as a set called 'Netiquette' (Responsible Use of the Network, 1995). However, not every group or community seamlessly adopted the same rules; explicit confrontations between members were not uncommon resulting in what is called in Internet slang, 'flame wars' (Lea et al., 1992, pp. 89–92; Nitin et al., 2011, pp. 21–22; O'Sullivan and Flanagan, 2003, pp. 67–70).

At the earlier stages of online communication, numerous studies reported that anonymity might actually encourage self-disclosure (Joinson, 2001, pp. 188–189; McKenna and Bargh, 2000, pp. 61–62; Rheingold, 2000, p. 12; Wallace, 1999, pp. 150–152). However, the quality of self-disclosure was different compared to social media as it was often associated with forming strictly online relationships (Parks and Floyd, 1996, pp. 92–94) or seeking of health or psychosocial support (Barak and Gluck-Ofri, 2007, pp. 411–413; Joinson, 2001, p. 178). According to Rheingold, in 1993 Cyberspace was '[...] a place where people often end[ed] up revealing themselves far more

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<sup>31</sup> SIDE is in contrast to most other classical de-individuation theories that suggest individuals within a group or anonymous setting tend to forget the details of the behaviour of the others or demote their human substance which results in the de-individuation process that reduces restraints and social norms and increases disinhibited behaviour (e.g. see Milgram, 1963; Zimbardo, 1969).



intimately than they would be inclined to do without the intermediation of screens and pseudonyms' (Rheingold, 2000, p. 12). However, the persistent and public association of public online personas to real-life identities was not the norm. In the pre-social media Internet era, someone would usually need to possess close to detective skills to be able to gather usable information about someone else online. This information would have most likely been uploaded by third-party entities such as real property and civil records, education records and others. An indicative work of how complicated, tedious and often unsuccessful process could be to locate and gather online data about people before they started voluntarily sharing their personal information on social media can be found in Carole Lane's *Naked in Cyberspace* book (1997).

With the introduction of the Internet, Web, Web 2.0, multimedia, broadband, and mobile devices, people have been offered, progressively but incredibly fast, a vast variety of enriched online communicative elements that presently include text, images, audio, video and their technologically advanced combinations altogether. These 'upgraded' online environments have altered some of the basic principles when conducting research in relevant fields that were previously taken for granted, such as text-only based communication. The use of avatars, for example, added a new feature to be considered in the perception process between members of a community (Cress, 2005, pp. 288–289; Lee and Nass, 2002, pp. 355–356); thus, the strings of texts ceased to be the only factor when evaluating a persona.

Unlike online communities like those that were formed in Internet forums or Usenet newsgroups, personal homepages and online diaries began as individual sites for self-presentation purposes, providing self-disclosure information on a medium with global access (Chandler, 1997; Dominick, 1999, pp. 646–647; Erickson, 1996; Shapiro and Shapiro, 1997). Although pages in this context have been online since the birth of the Internet, their popularity peaked in mid-to-late 1990s when free webhosting, friendly HTML editors and online website-creating tools became popular. Online personal diaries and journals provided a more friendly and sophisticated framework that accepted entries and required much less technical knowledge compared to having to

create custom HTML pages. Blogs were an even more advanced evolution of online journals characterised by the reversed chronological order of their posts. Through their lifetime, blogs have remarkably evolved, expanding far beyond personal presentation to almost infinite subject diversity.

Nowadays, online communication can take place through multiple environments such as Internet forums, chats, instant messaging, blogs, social network sites. Each of these environments has its own peculiarities and characteristics that have great influence on the construction of the online identities of users as well as their connection to their real ones. Personal homepages, journals and blogs are usually mediums for self-disclosure, while in chat rooms and forums, people generally tend to present themselves through pseudonymous personas and the use of avatars. Since the mid-2000s, the emergence of social network sites like Facebook led to a revamped research framework regarding online identities and users' privacy strategies.

*We don't view site as an online community – we bill it as a directory that is reinforcing a physical community. What exists on the site is a mirror image of what exists in real life (Zuckerberg, 2005, p. 1)*

Jonathan Abrams, the founder of Friendster, a social network site before Facebook and MySpace, had already attempted to establish a connection between the virtual and real-life using similar wording with Zuckerberg:

*It hit me that the way people interacted on the internet was very random and anonymous [...] We interacted as if we were strangers. I wanted to bring the real-life social context that people have offline to the online world. (Abrams in Bowley, 2006)*

Contrary to traditional online communities, social network sites are primarily held together by pre-established interpersonal relationships between individuals (boyd and Ellison, 2007: p. 221). Even if members decide not to use their real personal details, they may be identified through a collective process by friends or by other people they connect with. The evolution of the characteristics of social media has been described in the previous chapter and is also explored later in this one.

### 4.3. Traditional online communities

*With false names, on the right nets, they could be anybody. Old men, middle-aged women, anybody, as long as they were careful about the way they wrote. All that anyone would see were the words, their ideas. Every citizen started equal, on the nets.*

(Card, 1985)

#### 4.3.1. Bulletin Board Systems

Before the Internet's existence and the formulation of its main technical components as they are known today (e.g. World Wide Web, HTML), there were already some relatively small online communities that shared common characteristics such as hobbies or geographic locations. These 'primitive' online communities – traced back into the late 1970s – were formed thanks to a basic infrastructure which shares some similar principles with today's Internet network, called Bulletin Board System (BBS).

Users had to call a phone number via their dial-up modem that corresponded to a particular BBS. They could then read messages posted by other people, upload their own messages and in some cases download or upload files. In 1983, Cambron described a BBS as:

*A software package that sets up and operates a computer (usually a micro-computer / personal computer) as an unattended host system accepting telephone data calls through an auto-answer modem. There is usually no charge for accessing a bulletin board system other than the cost of the telephone call to it. [...] In most cases, only one person or user, can access a bulletin board system at a time. (Cambron, 1983, cited in Chesebro, 1985: p. 204)*

The administrators were usually called 'System Operators' or simply sysops (Schlachter, 1993, p. 191) and were responsible for maintaining the functionality of the community. The extent of their powers was a debatable issue. Some advocated that BBSs decentralised environment eliminated the need for 'gatekeepers' (Katz, 1993 cited in Schlachter, 1993: p. 191) and others discussed the effect of taking measures for heavier editorial control

(Schlachter, 1993, pp. 192–193) or even imposing civil liabilities to the sysops (Gilbert, 1985, pp. 445–447).<sup>32</sup>

Access to a BBS was usually free – especially in the earlier years (e.g. see the above definition of BBSs in 1983) –, but commercial systems that required a paid subscription or systems that utilised special premium phone numbers were not also uncommon (Levitan, 1986).<sup>33</sup> The interface of the first generation of BBSs was strictly text-based, as they originated before the introduction of the Graphical User Interface (GUI).

The first BBS went online mainly due to the innovative ideas of two computer hobbyists, Ward Christensen and Randy Suess, who wanted to exchange information between their computers remotely in order to build a newsletter (Barry, 1993; Christensen and Suess, 1978, p. 150). Computerised Bulletin Board System (CBBS) went online for the first time in February 1978. According to its creators, ‘the Computerized Hobbyist Bulletin Board System is a personal computer based system for message communication among experimenters’ (Christensen and Suess, 1978, p. 150).

Most first-generation BBSs were standalone and isolated as they were not connected to any wider network such as the Internet or its predecessor ArpaNet. Thus, the information contained within one BBS usually never left its boundaries. However, in the late 1980s and early 1990s, some new computer networks emerged that linked various BBSs together. The most prominent

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<sup>32</sup> The debate around users and sysops civil liabilities on the uploaded content was intense. In 1990, the Electronic Frontier Foundation (EFF) – a non-profit group formed to protect online civil liberties– filled a lawsuit against the US federal government in an effort to prevent authorities breaching the privacy of BBSs and emails. In the previous years, the US government had launched operations against computer crime and hackers (Alexander, 1991). The case, which became known as ‘Steve Jackson Games vs Secret Service Case’ was a victory against policing services. The court decided for the first time that emails and electronic communication should be protected under laws similar to the ones of telephone calls (Electronic Frontier Foundation, n.d.; Steve Jackson Games, n.d.). This event has been a landmark in the history of online privacy protecting laws.

<sup>33</sup> In the US, some private sysops used to insidiously change their phone types from residential to business so they could charge calling-fees. A BBS member posted a message in 1990 proposing to stand-up against this practice: ‘Well, here’s my idea. I think what we need to do is petition the FCC for a rule-making which would, in effect, bar local phone companies from arbitrarily reclassifying a residential phone line to a business phone line simply because it is attached to a computer running a BBS. We have to be reasonable about this, and remember that we are trying to save the BBS hobbyist, and not the BBS with 15-lines who charges a monthly or yearly subscription fee.’ (“Call to arms to stop the overcharging phone companies and save BBSs,” 1990).

example was FidoNet<sup>34</sup>. With the widespread use of Personal Computers and the improvement and fall in prices of dialup modems, BBSs reached their prime in early to mid-1990s. From that point forward, a vast decline in their popularity began, because of the fast spreading use of the developing Internet (Sysops' Corner, n.d.).

In the 1980s computers were far less popular than they are today. They were considerably more expensive and they lacked a user-friendly environment. Some of the early findings on the demographics of BBS communities showed that the majority of users were young English speaking males, usually undergraduate or graduate students (Rafaeli, 1984, pp. 129–130). As a result, the BBS population was not representative of the wider population (Rice and Rogers, 1984, cited in Garramore et al., 1986: p. 336). This trend of inequality of access to online services endured during the 1990s despite the emergence of the Internet (Bikson and Panis, 1997, p. 28; Rifkin, 2001, chap. 11).

Many of the users of BBSs were people with real interest in software programming, hardware modification or even hacking. Others were just videogames enthusiasts. The subject range of the BBS communities was not limited to computers though (Rafaeli, 1984, pp. 134–136). In a study published in 1982, Janet Asteroff reported that CUCCA BBoard<sup>35</sup> messages reflected the academic community's wide-ranging interests such as 'jobs, jokes, student elections, baseball information, television, abortion; the use and abuse of the BBoard; the use of terminal rooms; poems; concert announcements, and technical queries and answers' (Asteroff, 1982, sec. 2.3).

The online identity of BBSs members is an ambiguous subject. Sysops commonly required real identities of their users before letting them join in. This

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<sup>34</sup> FidoNet (<http://www.fidonet.org/>), initially released in 1984, was an extremely popular collaborative attempt to gather sysops and users from all over the world and create an architecture that connected various BBSs under the same network (Ayson, 1994; BBS Corner, 2010; Bush, 1993; Schuyler, 1992). FidoNet reached its prime in 1994-1995 when managed to serve more than two million users (Ayson, 1994); gradually, FidoNet lost its popularity as users began abandoning it in favour of the Internet. Remarkably, FidoNet is still active today, although considerably smaller.

<sup>35</sup> CUCCA BBoard stands for Columbia University Center for Computing Activities Bulletin Board. It was a computer conferencing service established in 1978 and offered by Columbia University to staff and students.

was usually for security against hackers and software pirates, and could usually be achieved with a call back from the sysops to verify the validity of the phone number registered (Dewey, 1987, pp. 6-7,92). For example, on the 'How to be a good BBS citizen' article, published in March 1991, BBSs users are advised as follows:

*The first time you call most systems, even those that allow nicknames (or 'handles'), you'll be asked for your name and phone number. Don't give false information; the sysop will find out and deny you access to the BBS. (Campbell, 1991)*

Reading a saved message entitled 'Whatever Happened to REAL Bulletin-Board Systems?' from an old BBS posted back in 1982, a member's outcry on this 'loss' of online anonymity can be found:

*The loss of 'anonymity' among BBS users. The BBS used to be the place to escape. Where no one had to be 'themselves'. Users such as 'James Bond' and 'Captain Scarlet' were given free reign to vent their fantasies. Today, most systems do not allow false names so they can keep track of users. ("What ever happened to real bulletin-board systems?," 1982)*

In the early to mid-1980s it seems that there was a tendency to move away from true anonymity.<sup>36</sup>

*We are slowly seeing an end of the open board. The current trend is toward verification of all callers before they are able to leave a message which causes extra work for everyone. [...] This strategy makes it impossible to leave an anonymous message. Should someone misbehave, we simply deactivate the log-on ID. (Dewey, 1987, pp. 92-93)*

However, it was perhaps not only security reasons that made many BBSs require the authentication of their users' identity. It was also a social perception about the qualities of the (online) community. A good example is the WELL<sup>37</sup>. The WELL is one of the most famous and long spanned online

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<sup>36</sup> It should be noted that when referring to the loss of anonymity in the early days of computer networking usually meant that BBSs users had to verify their true personal details to the Sysop. Still, in most cases users were permitted to use a pseudonym as their screen name.

<sup>37</sup> The WELL was initially established as a BBS in California in 1985, but evolved through time, became one of the first Internet Service Providers (ISPs), and finally migrated into the Internet as an online forum (Pernick, 1995). Its members were always required to pay for subscription and agree to use their real names (which remain in public display) along with their desired aliases. The WELL never had a large user base, but its impact, influence and recognition in online communities and communication was so significant (Hafner, 1997; Rheingold, 2000,

communities. From its very beginnings its sysops demonstrated their preference towards non-anonymous networking creating the slogan 'You own your own words' or YOYOW, which 'strived to achieve the one goal of attracting interesting people into online conversation with each other, while giving them responsibility for their own words and ideas' (Pernick, 1995).

**ONLINE IN THE U.S.A.**

Be anything you want on American PEOPLE/LINK, where people from across the country get together every night.

They are people with interests in sports, movies, music, games, and just meeting other people . . . people like you. Whatever your interests or fantasies, you'll find someone to share them with on PEOPLE/LINK.

See for yourself why so many men and women are getting together and partying online with us. Not screen after screen of boring data . . . just lots of fun and friendly people.

And our low, low rates won't turn your online dreams into nightmarish monthly charges. To

discover our affordable videotex entertainment, call or write us today.

PEOPLE/LINK . . . the network that says "Thank You."

**AMERICAN PEOPLE LINK**

American PEOPLE/LINK  
Arlington Ridge Office Center  
3215 N. Frontage Road - Suite 1505  
Arlington Heights, IL 60004

1-800-524-0100 (Toll Free) 1-312-870-5200 (Illinois)

Figure 15: The brochure reads: 'Be anything you want on American PEOPLE/LINK, where people from across the country get together every night. They are people with interests in sports, movies, music, games, and just meeting other people like you. Whatever your interests or fantasies, you'll find someone to share them with on PEOPLE/LINK' (American People-Link, 1985)

chap. 1) that Time magazine named it as a '[...] huge hit, a precursor of every online business from Amazon.com to eBay' (Taylor, 2013). The WELL is still online and has been recently bought by some of its own members (The Well, 2012, p. 1).

Nonetheless, anonymity and identity play was often promoted as a feature of such online networks. In the early 1980s the first commercial dial-up networks such as CompuServe emerged. One of them, called PEOPLE/LINK (see Figure 15), even created 'a brochure showing a man dressed up as Indiana Jones, Michael Jackson, and an Olympic athlete' (Van Gelder, 1996, p. 535).

The first non-governmental or institutional models of online communication among individuals were mostly localised efforts to share information on common interests, problems, beliefs or hobbies (Hagel and Armstrong, 1997, pp. 18–23; Rheingold, 2000, p. 9; Wellman and Gulia, 1997, pp. 14–15). The lack of information about personal characteristics in early online communities had strengthened the attraction between people solely on the basis of their membership (Lea and Spears, 1992, pp. 335–339). An attempt made by Myers (1987, p. 262) to collect demographic information from members of a local BBS community in New Orleans, called LUBBS, was almost a failure as people were giving false data even for the least intrusive personal information asked for. A pseudonymous member of that BBS simply stated that 'it destroys the magic' (Myers, 1987, p. 262).

Because of the small number of overall users and the usually local, closed and isolated character of these online communities, people participating in them tended to familiarize with the rest of the group in various ways such as e.g. in the Van Gelder's vivid experience in 'The strange case of the electronic lover' (1996). In May 1983, CompuServe circulated the following update message for its services:

*[the bulletin board is] a tool for social revolution. People all across the country are meeting and talking without ever seeing each other. And sometimes really lasting relationships develop, leading to personal phone calls, letters, the trading of pictures and occasionally (good grief!) even marriage [...] [with public access electronic bulletin boards] prejudices we may have aren't exercised (CompuServe Update, 1983 cited in Rafaeli, 1984: p. 126)*

The preservation of relative anonymity in similar environments has been suggested that it does not inhibit communication either in quantity or quality (Taylor and MacDonald, 2002, p. 270). Moreover, there is an indication that pre-existing individual differences, like social status, are less visible and



therefore less significant (Kiesler et al., 1984, pp. 1125–1126; Sproull and Kiesler, 1992, pp. 57–77). Interestingly enough, in some contexts such as in education, it has been proposed that the communication process might even be enhanced by anonymity (Code and Zap, 2009, p. 100). On the other hand, the depersonalisation effect has been found in some cases to strengthen the intergroup differentiations and reinforce the social boundaries between groups (Postmes et al., 2002, p. 14).

On the demographics, some polls and studies in the US indicated that the largest category of users were in their 30s while the space was dominated by men with women estimated to be about 5%-13% of the total active users in 1992 (Ogan, 1993, pp. 179–180)

#### 4.3.2. Usenet

Usenet has its roots around the same period as the BBSs in the late 1970s. It started as a project for distant communication between some graduate students at Duke University in the USA and in its beginnings Usenet 'was largely modelled as a distributed newsletter without a single point of failure' (Truscott, 2007). Usenet like most BBSs utilised threaded discussions, but the technical approach between these two systems was very different. Usenet was a complete computer network instead of scattered local servers; all the messages posted in a Usenet newsgroup were being forwarded to every possible server that was connected to the Usenet network (Pfaffenberger, 1995, p. 4).

Usenet was the first open worldwide computer network comprised by the 'voluntary association of people who posted because they wanted to communicate' (Hauben and Hauben, 1997, p. 60). Usenet lacked any centralised control mechanisms or ownership, and therefore there were no universal rules, leading to it being termed as a form of 'cooperative anarchy' (Pfaffenberger, 1995, p. 6). However, there had been various attempts to apply some cooperative standards of online social behaviour. One of the most well-known was the 'Backbone Cabal', a group that consisted of highly skilled and influential sysops that flourished from early 1980s to early 1990s. Issues

that Cabal members commonly addressed included approving new newsgroups, managing article propagation, and otherwise attending to the administrative needs of the rapidly growing Usenet network (Giganews, 2013).

From the late 1980s, Usenet's structuring has been generally organised in nine distinguished main hierarchies. These included the 'Big 8' newsgroup hierarchies and the 'alt' (alternative) hierarchy which was a separate one lacking any notion of centralised control. The 'Big 8' were managed by the Big 8 Management Board (<http://big-8.org/>) whose mission was to 'create well-named, well-used newsgroups in the Big-8 Usenet hierarchies; make necessary adjustments to existing groups; remove groups that are not well-used; and assist and encourage the support of a canonical Big-8 newsgroup list by Usenet sites' (Big-8, 2013a). Seven out of the eight main hierarchies were established between 1986 and 1987 during Usenet's 'Great Renaming' transformation. Humanities came into light several years later in 1996 at the peak of Usenet's popularity.

Table 7: Short description of the main 9 Usenet hierarchies. Source of data: (Big-8, 2013b)

Classification	Hierarchy name	Description
<b>BIG-8</b>	<i>comp.*</i>	Computer topics, both hardware and software
	<i>news.*</i>	Administration of the Big 8, as well as about Usenet and Netnews in general, and related topics
	<i>sci.*</i>	Science and technology
	<i>humanities.*</i>	The humanities
	<i>rec.*</i>	Recreational topics, including music, sports, games, outdoor recreation, hobbies, crafts etc.
	<i>soc.*</i>	Socializing, society, and social issues
	<i>talk.*</i>	Endless discussion, largely about politics
	<i>misc.*</i>	A mixture of newsgroups that don't fit the other 7 hierarchies. Many are about the practical aspects of everyday life
<b>ALT</b>	<i>alt.*</i>	Alternative topics without restrictions and central control.

'Alt' hierarchy was created just after the finalisation of the Big-7 in 1987 and was designed as 'an escape hatch from the restraints imposed on the other newsgroups' (Gilmore, 2007), as described by one of its inspirers and creators. The above mentioned nine hierarchies were not exhaustive. There were perhaps hundreds of other top-level hierarchies such as fido7, japan or uk (LivingInternet, 2013).

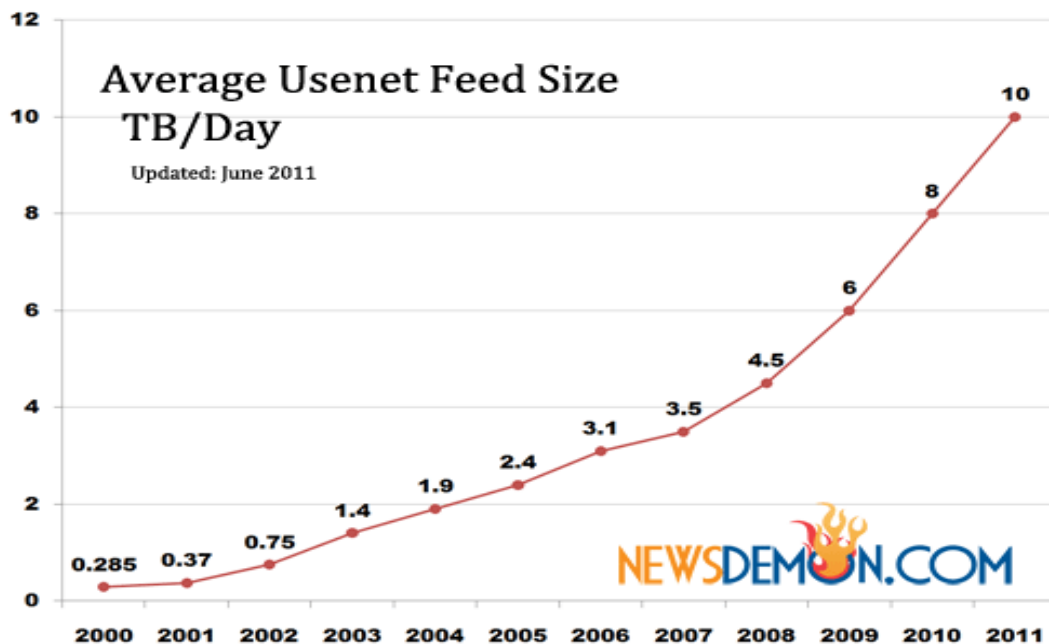


Figure 16: Average Usenet feed size (TB per day) for years between 2000 and 2011 of a well-known newsgroup service. Source: (NewsDemon, 2013). Most of the increase on traffic, however, corresponds to binary data such as pirated software or videos and do not reflect on actual human communication

Initially, the servers and the accounts were institutional (mostly universities), but later ISPs (Internet Service Providers), small businesses and commercial services that sold access to their archives of Usenet data, were added (Donath, 1996). This news feeding process was far from perfect and much information was getting lost during the constant and multiple data transfers. Besides, the amount of data circulating in Usenet every day was enormous (see Figure 16), thus the administrators of many servers applied restrictions on the information that was being stored (for example by excluding alt.bin board where most of pirated software is being distributed, or by retaining messages only for a predefined period of time).

Because of this decentralised system, user authentication could be problematic or even impossible. When a user uploaded a message on a

newsgroup, it was initially stored on the specific server that the user was connected to. It was then spread to other Usenet servers one-by-one. The system's architecture allowed experienced users to alter their identity details by spoofing the header of their post and altering all of the tracking data such as IP number and client software (Electronic Frontier Foundation, 1994). These fake data were then circulated between the various Usenet servers, making any effort to trace back to the starting point impossible.

Although Usenet is much less popular today<sup>38</sup>, it is still used by people all over the world. Its basic principles, functions and technology haven't changed, but nowadays there is considerable intervention into the network by third party services such as Google Groups. This service has its roots in the acquisition of Deja Archive by Google in 2001. Google Groups act as an adjusted web-based newsgroup reader and writer, having archived a huge amount of conversations – but not actual file data – as early as 1981 (Google, 2011). As a web service within Google's framework, the information flow is passed through Google's servers that require users to have logged on before being allowed to make a post. This means that the authentication technology of a user participating in Google Groups is totally different from the traditional way of taking part in original Usenet's newsgroup discussions.

Typically, when users posted messages on Usenet, their email addresses and names were also uploaded along with the message. As many users had Usenet access through work, they were subscribing to commercial services to hide their true identities: 'I'd rather pay an ISP to maintain a home account than risk getting some nut-case harassing my employers' (Donath, 1996, p. 20). It was also not very difficult to spoof one's true identity by faking values in their newsreader's configuration. To enhance their privacy even more, users could utilise an anonymous remailer which would completely strip any traces of real names and email addresses (Electronic Frontier Foundation, 1994). In mid-1990s, the most common way for users to self-present themselves was under a pseudonym as it was an 'expedient practice to

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<sup>38</sup> It is indicative that Duke University where Usenet system was first conceived and established, decided to shut down its Usenet server in 2010 (Cara, 2010)

"forget" about the users behind the personae' (MacKinnon, 1994, p. 122) and often create online friendships (Parks and Floyd, 1996). At that time,

*[...] the work on online identity demonstrate[d] a scholarly fascination with how anonymity can be used to invent alternative versions of one's self and to engage in untried forms of interaction, theoretically problematizing the notion of 'real self'. (Baym, 1998, p. 54)*

Depending on the nature of the discussion topic and especially the type and scope of each newsgroup, some users still posted with their real names or email addresses. However, the norm was not to be seen as this could cause harm: 'As far as letting you know my name or giving you my fingerprints or whatever else you demand, no I don't think so. No, I will not give out my name just to satisfy your curiosity. Deal with it' (Donath, 1996, p. 20). Groups that recommended to their members to use their real names were thought to have different tones of interaction within the newsgroup due to the impact of accountability of real-world identities (Burnett and Bonnici, 2003, pp. 345–346).

During mid-1990s with the apparent dominance of the Internet, privacy concerns were intensified. Web services like Deja started archiving Usenet posts permanently keeping them accessible even after their expiration. A 'prophetic' post on a board about privacy and data-linkage issues in 1996 concentrated many of them:

*[W]hat about Usenet or personal homepages? It's now possible for anybody to publish anything about anybody else. By doing so, possibly deliberately or undeliberately invading somebody else's privacy [...] the inherent morale of the digital technique is that it'll register everything and it won't forget. What will happen with your 5 year old usenet postings is beyond your reach. With a search engine like DejaNews it's possible to trace back all old postings from somebody. While you're in one posting more or less anonymously giving away real private information, in another 3 year old posting selling a computer you might have given your phonenumber or more. Besides postings to usenet people also leave info by signing guestbooks on webpages etc. The digital technology makes everybody sort of transparent because you can combine all different data on somebody. While the whole idea of privacy rests on respect for the autonomy of a humanbeing, that people decide for themselves what kind of info they pass on and what not [...] 'Our lives will inevitably become visible to others, so the real issue is mutual visibility, achieving a balance of power by enabling us to watch the people who are watching us.' [...] all ready became true. I don't have a problem really with the fact that all*

*about me becomes visible to others. It's just that I'd rather not see \*all\* available to \*everybody\*. Did we create with the Internet a sort of Frankenstein that will come back to haunt us? (Rustema, 1996)*

#### 4.3.3. Email discussion lists

Email as a technology that remotely delivers messages has been in existence since early 1970s (Partridge, 2008, pp. 3–4). Early research on email, showed the anticipated impact of this electronic medium in the future:

*[...] several writes have suggested that computer mail is only an early precursor of the computer's ultimate role in organisational communication [...] In the end, exotic applications of computers may prove unwanted and even a little silly. But because of the central importance of communication is human collaboration – futuristic thinking about computers and human communication may be crucial to future productivity growth. [...] At the very least, we need to spend more time considering the future. (Panko, 1977, p. 253)*

Indeed, in organisational environments for example, email has shown to increase participation in decision making processes as a result of limited transmission of status indicators (Biggiero, 2008, pp. 13–14; Hinds and Kiesler, 1995, pp. 388–390; Sproull and Kiesler, 1986, pp. 1509–1511). Privacy and ethical concerns were also raised by the use of email such as permanent storage, the ability for administrators to read messages in local servers, spoofing addresses and other (e.g. White, 1994).

Email at first glance seems to be a digital medium of communication that is private and does not provide the ground where communities can be built upon. As this assumption is true to a great extent, the ingenious ways of people manipulating technology was once again the reason that expanded email's initial purposes and applications. Email lists were created to allow the distribution of information to multiple receivers and to permit an interactive scheme for online discussion. Therefore, email lists can be distinguished between announcement and discussion lists. Announcement lists are a one-way mean of sending information to a large number of recipients. The context of such lists can be virtually unlimited, but nowadays they are mostly used for marketing and promotional purposes, better known as newsletters (e.g. Steffens, 2012).

Discussion lists were a sophisticated exploitation of email technology that enabled users to participate in specific topic related discussions. An email list manager had to be set up first, which would then accept simple commands sent by email such as 'subscribe', 'unsubscribe', 'help'. From 1980s to mid-1990s email list managers were commonly referred as ListServers, but the use of this name was largely dropped to avoid confusion with specific list manager trademarked software called ListServ. An email list address looked similar to an ordinary one, e.g.: 'what\_we\_do\_for\_london@listserve.cityoflondon.gov.uk'.

Email lists could be either public or private. Public lists required nothing but a subscription email sent by the person who wished to join the discussion. Private lists required the operator's approval before letting someone join in. Moreover, some private lists were closed-type, meaning that they did not accept new members; instead these were usually automatically appointed by the operator (e.g. a discussion list for a particular module in a university department).

Discussion lists were ambiguous when examined from a privacy perspective viewpoint. In the official LISTSERV guide of a version in 1996, LISTSERV

*[...] insists on having a 'real world' name for everyone on the list, because addresses such as 00038385@XXXMAIL.COM are not very informative to the other users of the list. Normally, LISTSERV will extract both your e-mail address and your real name from the mail headers generated by your computer. But some computer programs do not supply any real name, and LISTSERV may ask you to resend the command with your name. (L-Soft international Inc, 1996)*

Email lists were, in general, a considerably less anonymous form of online communication in comparison to some of the other available online communication platforms. In the very early years of the Internet, email addresses were a relatively reliable source of true identification, without always revealing the true name. They used to be either corporate – for example set up by universities or companies – or appointed by the user's Internet Service Provider (ISP). It was therefore difficult to have multiple email addresses at will. The introduction of Webmails around 1996 changed the

position, allowing people surfing the Internet to create and administer multiple email accounts with the addresses and credentials of their choice. The first free webmail service that gained much popularity was Hotmail launched in 1996 and bought the following year by Microsoft (Hugo and Garnsey, 2000, pp. 7–9). Before that, experienced users could use anonymous remailers or email pseudonym servers that provided custom aliases to mask existing addresses and subsequently identities (Mazieres and Kaashoek, 1998, pp. 1–2; White, 1994).

A study (Markman and Scott, 2005) examining identity issues in email addresses revealed that the majority of users had a highly identifiable primary email address; at the same time though, a high percentage of the sample also had a secondary one, which was significantly more anonymous (Markman and Scott, 2005, pp. 21–25). Critical factors identified to affect the choice of an email username were concerns for professionalism and convenience factors (Markman and Scott, 2005, p. 36).

Although communication in email lists was often identifiable, the data was not centrally stored nor as a result was it easily accessible as happens with the services available on the web. The discussions, especially at the beginning, rarely reached the web, making data mining usually impossible. The effects of real-name online communication, usually remained, within the boundaries of each discussion list. It should be noted however that with the introduction of the World Wide Web, many operators chose to upload their discussion list archives online, making them accessible to the general public.<sup>39</sup>

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<sup>39</sup> A prominent example in the field of Humanities is the Humanist Discussion Group which is an active discussion list that runs from May 1987. The entire conversations of Humanist discussion list are being uploaded online (<http://dhhumanist.org/>). Professor Willard McCarty, the editor of Humanist, kindly reported that there were no problems raised by any member with making the conversations available online (McCarty, 2013). Of course, the Humanist members are coming mostly from within academic circles and the discussion topics are academic, therefore they cannot be compared with older general discussion lists to investigate self-disclosure. On the other hand, it might be an indication that people participating in academic discussion lists, which were very popular in the 1980s and early 1990s (students and staff in universities were among the first to gain online access), were keen to disclose their real identities, perhaps as part of their professional status (e.g. see Markman and Scott, 2005: p. 36).



#### 4.3.4. Internet Forums

Internet forums may be regarded as the descendants of bulletin boards in the Web era. They share some common basic principles like threaded discussions. Internet forums benefited from the advantages of web technology such as HTML/CSS, interfaces like Common Gateway Interface (CGI)<sup>40</sup>, server-side programming languages like PHP and ASP and utilising advanced complex database languages like SQL (also see Ternisien, 2011). As forums are part of the Internet, no separate dialup connection was needed as in BBSs and, therefore, did not have the restrictions of the strict local character of the latter. In addition, faster connection speeds as well as the introduction of broadband had an impact on the interfaces of the discussion threads that allowed heavier use of images and graphics compared to the BBSs which were mostly text-based (ZDNet, 2009).

Internet forums are considered the successors of BBSs and Usenet, therefore the range of discussion subjects is as diverse (Morzy, 2013, p. 616, 2009, pp. 74–75); politics, technology, religion, computer games, sports are some of the most popular themes (Morzy, 2013, pp. 615–617). Users usually reach a forum of their liking by using keywords in a search engine, or spontaneously through links from websites or other forums, often by complete luck. One of the key elements of Internet forums is the ease of creating one. In contrast with BBSs where a Sysop needed to have advanced computer knowledge in order to create and maintain one, Internet forums can sometimes be created with a few clicks of the mouse. This can be achieved using the numerous free or non-free web services that offer Internet forums hosting like ProBoards<sup>41</sup>, Forumotion<sup>42</sup> or Tapatalk<sup>43</sup>. Similar services are popular from the 1990s, although the first web forums that emerged during Internet's infancy days lacked many of today's automations and sometimes required more advanced programming skills and resources.

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<sup>40</sup> CGI is a standardised method for a web server to pass users requests to an application program (e.g. C/C++ or Perl).

<sup>41</sup> <https://www.proboards.com/>

<sup>42</sup> <https://www.forumotion.com/>

<sup>43</sup> <https://www.tapatalk.com/>

The degree of accessibility of Internet forums varies. It can range from communities completely open to public – even allowing posting without prior registration – to totally secretive communities that restrict reading and posting messages to invite-only members. Empirically, the most common way to participate in an Internet forum is usually using an alias; therefore in its vast majority the communication in such environments is pseudonymous (Morzy, 2013, pp. 616–617). Even in the forums that registration is not required to post a message, an alias is usually requested; otherwise the users are referred to as ‘guests’ or simply ‘anonymous’.

The level of self-disclosure in online forums is of course dependant on its type. For example, Barak and Gluck-Ofri (2007, pp. 411–413) examined posted messages on various boards and concluded that the degree of self-disclosure in general discussion forums is extremely low; on the other hand, psychological or health supporting forums indicated a relative higher degree of self-disclosure. However, there is no information whether this kind of self-disclosure is actually attached to a person through an identifiable profile or username.

The most common way for a user to be a member of an Internet forum community is to register using a valid email address. This way of user validation has been for years the most accepted registration process, as is providing a minimum of ID credentials and contact details, while at the same time offers a limited guarantee that the user is really a human and not for example a possibly malicious bot (Morzy, 2013, pp. 616–617). Many forums also ask for personal identification details such as a name or address, but it is at the users’ discretion to provide their true details.

In 2010, Activision Blizzard, the company behind ‘World of Warcraft’, announced that its Real ID system would be implemented on its community forums requiring users to post using their real names; the change was excused as the ‘removing the veil of anonymity typical to online dialog’ will encourage ‘a more positive forum environment, promote constructive conversations, and connect the Blizzard community in ways they haven’t been connected before’ (Blizzard, 2010). The announcement sparked an

unprecedented reaction from the community mainly over privacy concerns (Sinclair, 2010) which produced an almost 2,500 pages long thread containing about 50,000 messages created in less than three days.<sup>44</sup> The gaming giant had to retreat only a couple of days later with an announcement made by its CEO acknowledging the negative feedback and withdrawing any plans to proceed with the real names policy (Arthur, 2010). A study on the reactions following this ‘critical event’ of forcing members to use their real names on a large pre-existing online forum community suggested that between members there was ‘a general understanding that meaningful, trusting interaction between members of the community is dependent on anonymity’ (Albrechtslund, 2011). Although every big change in any online platform commonly comes with a strong negative response from a part of its user base, in this case the reaction was overwhelming. Furthermore, many people commented with great discomfort on the attempt to blend these two online social spheres in such a way – Internet forums and social network sites; Facebook groups were – perhaps a bit ironically – created with titles like ‘Say no to WoWBook’ (Albrechtslund, 2011). In the last decade, hybrid versions of Internet forums with social networking capabilities have appeared. The most popular site of this type is Reddit which combines the characteristics of pseudonymity with a centralised platform design.

## 4.4. Self-disclosure and personal informational sites

### 4.4.1. Personal Homepages

The expansion and popularity of World Wide Web in the mid-1990s brought a new medium of self-representation, the homepage. Homepages initially were simple HTML pages consisted mostly by text; soon though, it became quite common to include fancy graphics and low-quality images as well. In the early years of the Internet most homepages were hosted by

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<sup>44</sup> Unfortunately, Blizzard has since updated its forums and the thread is now lost. It can only be found through the Internet Archive WayBack Machine: <http://web.archive.org/web/20101008160704/http://forums.worldofwarcraft.com/thread.html?sid=1&topicId=25712374700> [accessed 6 September 2013].

universities which allowed staff and students to publish their own personal webpages, and by ISPs that commonly provided small web-spaces to their customers. According to Dominick before personal web pages, 'only the privileged celebrities, politicians, media magnates, advertisers had access to the mass audience' (1999, p. 647). In the mid-1990s, the appearance of free web-hosting services like GeoCities, Angelfire, Tripod, Xoom and others, helped increase the popularity of personal homepages. These commercial hosts usually had some – supposedly simple, but often convoluted – webpage construction tools to help people build their personal sites without the need of any HTML knowledge; most of the times they were supported by forced advertisements on their guests' pages. While personal homepages cannot be individually considered as online communities – due to lack of interactivity –, they are the first true examples of self-publication of personal information online.<sup>45</sup> This slow transformation from an abstract, chaotic information web into a social hypertext did not pass unnoticed:

*Something curious is happening on the World Wide Web. [...] The cause of my change of heart was the widespread appearance of personal pages. Personal pages are something like informal resumes, except that in addition to professional material they often contain personal information. (Erickson, 1996)*

Similarly, Miller (1995) examined various Internet homepages using Goffman's role theory perspective (see introduction in Section 4.2) to investigate how one's self is presented online; He concluded that such kind of electronic communication was at his time still not sufficient, interactive and rich enough to define a distinctive 'electronic self'.

*My feeling, as an old-fashioned psychologist, is that sociality and interaction are necessary for us to know who we are and what we can say about ourselves to others, and much more depth and richness in EC is needed before 'electronic selves' can emerge. (Miller, 1995)*

Wynn and Katz (1997) challenged the postmodernist theory of virtuality and disembodiment of the selves on cyberspace by bringing to the surface the complex matter of online self-presentation using the examples of Internet

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<sup>45</sup> Progressively, many major personal homepages providers like GeoCities, AOL, MSN Homepages and others, allowed grouping and began to classify homepages into larger clusters based on location, type of information and other criteria (Papacharissi, 2002).

homepages. The latter attempt to 'construct a unified presentation or at least to pull together diverse aspects of the self' (Wynn and Katz, 1997, p. 323) and therefore come in contradiction with the multiplicity argument. Most personal homepages contained identifiable information of their creators; besides that is why they are called 'personal'. Early studies and critics attributed this 'strange' behaviour to a form of egocentricity called public self-consciousness (Kawaura et al., 1998, pp. 243–244) or just plain narcissism and exhibitionism (Rothstein, 1996).

*There are resumes, photos of significant others clothed and unclothed, and endless lists, not just of concerts and songs and tapes and CD's but of other Web sites where the word 'cool' proliferates. Sartre had it only partly right. Hell is not just other people, it's other people's home pages. (Rothstein, 1996)*

The level of homepages growth before the emergence of blogs and social network sites is disputed because of the fragmentation and diversity of such pages that made a safe estimation very difficult. Most of the studies on the subject though revealed that the vast majority of people publishing their personal webpages were students (Buten, 1996; Dominick, 1999, p. 650; Döring, 2002). It was also prominent that there were significant deviations amongst countries (Döring, 2002), attributed mostly to cultural differences (Kawaura et al., 1998, p. 244). Nonetheless, in all the relevant studies there was a consensus on the fact that the demographics of personal webpages owners were dominated by men (Buten, 1996; Dominick, 1999, p. 650; Döring, 2002; Kawaura et al., 1998, p. 238).

#### 4.4.2. Online Diaries

The trend of scattered and fragmented plain HTML homepages soon evolved to more concrete websites in the late 1990s when a new type of hosts emerged. These hosts provided a simple-to-use framework that a person could use to create public online diaries or journals as they were more commonly known as. Some of the very first diaries hosts were Open Diary, Diary-X and LiveJournal; most of them went online in mid-to-late 1990s and one of their most distinct features was the reversed chronological order of the

entries. To maintain an online diary was often seen as a breakthrough, a remarkable achievement:

*When I began writing my online journal, I thought I was a genius. I thought I was a pioneer with this truly unique and creative use for a web page: 'Of course! What can I build a site around that no one else has done first? What am I an expert in? Myself! Brilliant!'. I thought I was Christopher Columbus [...] and I was, in the sense that untold thousands had gotten there first. (Ski, 1997)*

In 1997 online diaries began to gain popularity, although they were still occupying only a tiny amount of the Internet. Roeder (1997) reported that the largest collection of online diaries had about 300 sites only. Most diarists were between the ages 20-29 which is somewhat consistent with the personal homepages demographic findings (Buten, 1996; Dominick, 1999, p. 650; Döring, 2002; Kawaura et al., 1998, p. 238), but a huge divergence is noticed related to gender; 49% of Roeder's sample of online diarists were women compared to the mere 8-15% reported on the findings from the personal homepages researches mentioned above. Regarding anonymity, almost 9 out of 10 diarists preferred to use their real names, although perhaps this rate dropped as online diaries popularity was growing with transformative effects (see below regarding blogs). Still, online self-disclosure was most often perceived as problematic:

*It's hard to maintain a reasoned discourse about any aspect of personal publishing on the Web, much less about what many consider the exhibitionist extreme of online journals. (Roeder, 1997)*

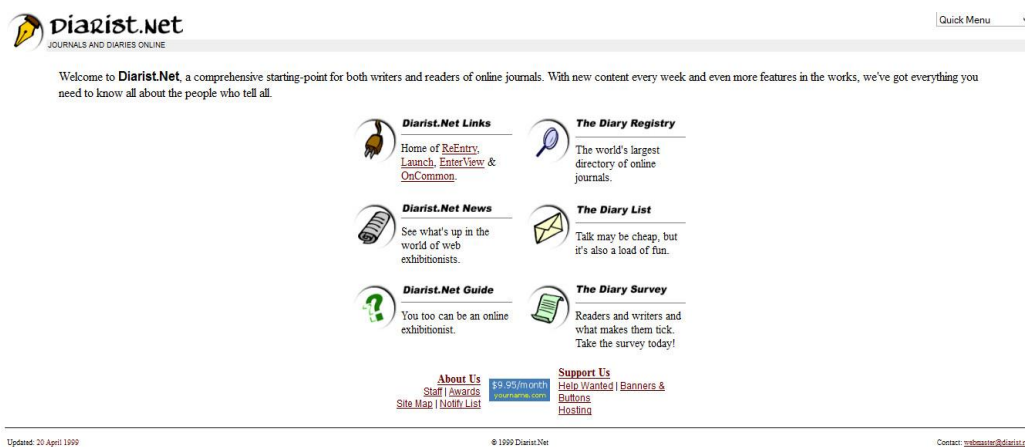


Figure 17: Diarist.net front-page (Diarist.Net, 1998). Retrieved from the Internet Archive

In the same context, in a popular email discussion that took place in 1999, the new term 'escribitionist' was coined using the words 'exhibitionist' and 'scribe' in an attempt to label the journal authors that focused on personal experiences and self-reflection (Ross, 1999).

As online diaries were rapidly evolving, many diarists began to explore each other's sites forming a sense of community which was either collaborative (e.g. through discussion lists) or corporal through webring sites that gathered diaries under the same roof.<sup>46</sup> The most prominent online diaries webring was –the now defunct– Diarist.net site. Diarist was launched in 1998 and contained categorised links to diaries as well as relevant information and how-to guides. The original slogan was: 'Welcome to Diarist.Net, a comprehensive starting-point for both writers and readers of online journals. With new content every week and even more features in the works, we've got everything you need to know all about the people who tell all' (see Figure 17). In the Diarist.net guide, the subheading read 'You too can be an online exhibitionist' giving strong emphasis on the very personal factor of an – ironically public – diary. Later studies on privacy and online diaries attributed the willingness of some people to expose intimate details of their lives to a form of empowering exhibitionism that aligns with the Calvert's theory of mediated voyeurism (de Laat, 2008). As online diaries started to become part of the wider concept of blogs, sites such as the Online Diary History Project appeared to preserve this type of internet history (The Online Diary History Project, 2000).

#### 4.4.3. Blogs

Towards the end of the 1990s and the beginning of the 2000s the phenomenon of 'weblogs' began. Jorn Barger who inspired the idea of weblogs gave an early definition in 1999: 'A weblog (sometimes called a blog or a newspaper or a filter) is a webpage where a weblogger (sometimes called

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<sup>46</sup> A webring is a collection of links to websites organised around similar topics; a navigation bar was usually put on the top of each site allowing a user to move to the previous or to the next one easily. The navigation plan was made in a circular way, meaning that a user would reach the initial site if selected to move forwards or backwards enough times to exhaust the links.

a blogger, or a pre-surfer) 'logs' all the other webpages she finds interesting' (Barger, 1999). Two years later, Ryan Ozawa (2001), founder of Diarist.Net, published an article, a short description of the evolution of blogs, attempting to clarify the differences between the latter and online journals/diaries. According to Ozawa, blogs have evolved mostly due to services such as Blogger.com that minimised the need of HTML tweaking and providing a user-friendly interface that helped even novice users to set up their blog; 'five minutes and a few forms later, and anyone could be a blogger' (Ozawa, 2001). That, gave most people the opportunity and the potential to move into the world of online journalism and publishing. Still, according to Ozawa, there were some fundamental differences between blogs and journals, even if he already acknowledged the blurry line between them: 'A traditional weblog is focused outside the author and his or her site. A web journal, conversely, looks inward — the author's thoughts, experiences, and opinions. Some sites, of course, do both' (Ozawa, 2001).

Soon it became obvious that the purposes of these two services were often colliding. In this context, the Diarist.Net in late 2002 (based on the Archive.org screenshots) changed the last phrase of its original motto to: 'Whether you call us diarists, journalers, or bloggers, we've got everything you need to know all about the people who tell all', clearly depicting the confusion and fluidity between the terms. Online journals or diaries became another form of blogs dedicated to personal reflections (Reed, 2005).

As blogs were becoming more popular and their subject fields more open and diverse, they prevailed as a general term to describe a frequently updated collection of webpages in which dated entries are listed in reverse chronological order (Herring et al., 2004a). Their domination according to Jeff Jarner, a well-known news blogger, made them 'the easiest, cheapest, fastest publishing tool ever invented' (as cited in Wortham, 2007) and they were often praised as one of the most prominent attempts to materialise the Habermasian Public Sphere theory into practice (Baoill, n.d.; Dahlberg, 2001; el-Nawawy and Khamis, 2011, pp. 235–238; Froomkin, 2004, pp. 3–9; Gerhards and Schafer, 2010, pp. 144–147).



Gradually online journals became part of the ‘Blogosphere’ which already had different privacy strategies compared to the online diaries. Nevertheless, a significant percentage of bloggers were publishing online using their real name or providing enough personal information that could identify them. Herring et al’s (2004a) findings showed that almost one-third of her sample’s bloggers provided their full name in their blogs. Although this is considerably less than the percentage in the case of online diaries (see above, respective percentage around 90%), it is still a very significant proportion.

*In either case, it would seem that names, age, and other forms of personal information play an important role in creating and maintaining blogs since these kinds of descriptors reflect the self, and hence how blog authors want to present themselves to others. (Huffaker and Calvert, 2005)*

Table 8: Self-disclosure attitude percentages from a sample of bloggers (Herring et al., 2004, pp. 5–6)

Full name	31.4%	Explicit Personal Information (e.g. age, occupation, geographic location)	54%
First name only	36.2%	Link to such information elsewhere	16.2%
Alias	28.7%	Image of author	17.5%
Anonymous	7.8%	Link to author’s images elsewhere	10.9%

Despite bloggers engaging in a variety of fields and subjects (e.g. political, educational, business blogs), personal journals accounted for the majority of blogs at their peak in the mid-2000s (Herring et al., 2006, p. 5). At that time, an interesting differentiation on demographics, compared to the earlier online environments, was that females were slightly more likely to create blogs and teens between 13 and 19 years old dominated the blogosphere (Henning, 2003).

In 2005, at the very early stages of online social networking, many were still puzzled by the amount of identifiable personal information some people were sharing through their blogs. The following excerpt is taken from a

documented experience by a member of an academic faculty that wanted to hire new staff:

*Our initial thoughts about blogs were, if anything, positive. [...] We wanted to hire somebody in our stack of finalists [...] A candidate's blog is more accessible to the search committee than most forms of scholarly output. [...] The pertinent question for bloggers is simply, Why? What is the purpose of broadcasting one's unfiltered thoughts to the whole wired world?(Tribble, 2005)*

Identity has a crucial role in personal blogs as bloggers must choose or maintain a balance between anonymity at one end and transparency in the other; blogger's identity presentation seems to affect the amount of self-disclosure's as well as the narration and quality of the blog itself (Qian and Scott, 2007, pp. 1438–1439).

#### 4.5. Social media

It might be worth noting that in the relevant literature up to the mid-2000s, the term 'social network' broadly referred to any online environment that emerged into computer-mediated communication and could potentially constitute an online community. Sometimes these environments were also referred as Computer Supported Social Networks (CSSNs). Another aspect that is sometimes confusing is the distinction between social network sites and social media that is discussed in more depth in Chapter 3. For the purposes of this thesis, social network sites are considered to be online environments that are mostly focused on interpersonal connections, while social media function mainly as the online outlets for information broadcasting. Sometimes these two terms are used interchangeably depending on the desired emphasis, e.g. in the case of Twitter which is a great example of a service that fits in both of the previous classifications. This is discussed more extensively in Section 3.5.

Social network sites have been one of the most successful marketing and business models in Internet culture and as a consequence hundreds of them have popped up with mixed success. Every site usually tries to

differentiate itself from others by creating its own particularities and targeting different groups. Since the late 2000s there have been countless efforts of emerged social network sites that attempt to approach almost every possible aspect of human diversity; very few of them however eventually manage to survive. For example, Disney's Club Penguin for young children, Disabilinet for people with disabilities, or Stockr for traders have initially created a hype but sooner or later vanished. There are also area or language specific sites such as WeChat and Weibo in China, Mixi in Japan, or VK and Odnoklassniki for Russian speaking people. Diaspora Project, an 'alternative' distributed, open-source and non-profit attempt to build a privacy-sensitive social network site was established in 2011 and remains one of the most popular decentralised social networks, albeit with limited success with the general public.

#### 4.5.1. Early major-impact social network sites

The first efforts in establishing an online social network site pre-date sites such as MySpace or Facebook which went online in the early and mid-2000s. The following section lists some of the earliest, most influential and significant in the earlier history of online social networking.

##### 4.5.1.1. SixDegrees

One of the first and most well-known attempts to build a social network site was SixDegrees, launched in 1997. The name was inspired by the 'six degrees of separation' idea in which anyone is on average six steps away from connecting to any other person in this world, by way of introduction, using their network of personal acquaintances. SixDegrees featured some of the principal features that can be found in modern social network sites. Users could create profiles, set up friends lists and groups, instant message their contacts, view the profiles of 'friends of friends'.

*SixDegrees is another effort that attempts to facilitate person to person communication. This project reconstructs the global social network by explicitly polling individuals for their occupation, location, hobby, skills, and social relations. Interests are specified from pre-set categories and relations are identified by name and email address. Users are solicited to participate via email. An elaborate constitution of rules are enforced to*

*ensure user privacy and accuracy of reported relationships. Although this approach recovers an accurate network, privacy concerns limit participation and devolvement of relations. Further, the predefined areas of interests and skills only permit searches for people on broad, generic, and often recreational topics. [emphasis added] (Shah, 1997, p. 11)*

At its peak time in the late 1999 to early 2000, SixDegrees grew to over 3 million users (SixDegrees, 2000). This is a relatively high number considering that at that time, the total Internet world population was estimated to be between 250 to 300 million users (Internet World Stats, 2013). This translates to approximately 1 out of 100 Internet users being registered at SixDegrees at that time. SixDegrees, like many other modern social network sites, was free to use and its revenues came solely from selling advertising space and demographic information, as well as requesting users to sample at least one of several offered affiliated services (Bedell, 1998). SixDegrees was promoting the idea of focusing on real-life connections as the basis of differentiation against anonymous communities of interests that were prevalent at the time.

*Unlike any other community on the Web, sixdegrees is your home for building real-life relationships with the people you're interested in, starting with the people you know. Based on the theory of six degrees of separation, you form your personal community by adding the people you know to your list of sixdegrees contacts. Each person you list then adds the people they know, building connected communities. You can then use special sixdegrees tools to stay involved with existing friends and contacts and build exciting new relationships with members you'd like to get to know. (sixdegrees.com, 1999)*

The site eventually collapsed and ceased operation in 2001, shortly after the 2000 Dot-Com crisis. The latter probably contributed to its demise, as it possibly restricted the investment and support of this business model by the advertising industry on a much smaller Internet market. However, it would have been very hard for SixDegrees to succeed at a time before broadband connections, mobile phones and digital cameras become common, and with different privacy norms.

#### 4.5.1.2. Friendster

### Friendster Beta

The new way to meet people

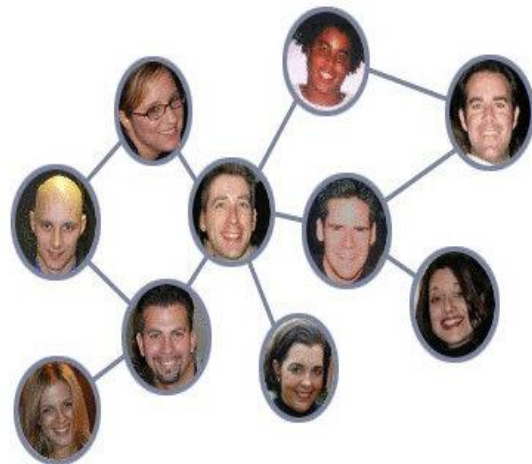
**Friendster is an online community that connects people through networks of friends for dating or making new friends.**

You can use Friendster to:

- Meet new people to date, through your friends and their friends
- Make new friends
- Help your friends meet new people

Create your own personal and private community, where you can interact with people who are connected to you through networks of mutual friends. It's easy and fun!

[Take a Tour](#) | [Testimonials](#) | [More Info](#)



[Sign Up](#)

[Log In](#)

Figure 18: Friendster front-page (Friendster, 2004). Retrieved from the Internet Archive

The real breakthrough however in the history of social network sites was Friendster launched in 2003. Friendster was an instant success, gathering more than 3 million users in the first three months. Friendster's prevalence didn't last long though, as the company proved unable to handle the high demands and the publicity the service gained (Rivlin, 2006). Furthermore, despite its efforts, Friendster never managed to fully overcome being considered and used as an alternative site for dating (boyd, 2006). A blogger commented in 2005 that Friendster is 'the dating site without the negative connotation of being a "dating site"' (Hennes, 2005). Nevertheless, Friendster's design and overall approach is considered to be the first large-scaled social network site of real-world friends (boyd, 2006).

Friendster's creator Jonathan Abrams' vision was to build the kind of software that would integrate online and offline identities: 'The way people interacted online was either anonymous or through aliases or handles [...] I wanted to bring that real-life context that you had offline online – so instead of Cyberdude307, I would be Jonathan' (Abrams in Chafkin, 2007).

This perception of online communication marked the beginning of a new Internet trend where it is 'more about connecting people to people than people to websites' as was aptly foretold in an article by Fortunes magazine

(Kirkpatrick, 2003). Looking back, Friendster seems to have failed to some extent to effectively persuade the majority of its user base to upload their real-world personal details as intended. Many fake characters appeared on the network, known as 'Fakesters' or 'Fraudsters'. Some of these characters gained a lot of popularity as they often pretended to be well-known people like for example Angelina Jolie, or even a fictional figure like Homer Simpson (boyd, 2007: p. 148) and 'while Friendster was irritated by fake Profiles, MySpace embraced this practice' (boyd, 2006).

#### 4.5.1.3. MySpace

Friendster's demise came within a few months of the launch of MySpace which went online in January 2004 and at the beginning was a Friendster clone. Their initial slogan was 'MySpace is an online community that lets you meet your friends' friends' (MySpace, 2004), sending a clear message that the service was oriented towards social networking.



Figure 19: Myspace.com original logo (MySpace, 2006). Captured from the Internet Archive

The site was so successful, that within a month it reached 1 million users and by the end of July of the same year a total of more than 5 million registered users. Myspace reached its prime growth in 2006-2007 when it hosted more than 80 million profiles before its expansion began to slow down. In 2008, MySpace had a total of 115 million users visiting the site per month, but it was in this year that it was overtaken as the most popular social network site by Facebook. It has seen a steady decrease in traffic since then which led to the abandoning of its social networking ambitions in 2010 and the focus on the music entertainment industry.

MySpace maintained a relaxed policy from its very beginnings regarding the association of a profile to a real-name identity. Although their initial motto implied that members had to be truthful about themselves to be

able to use the service as it was intended, the use of a real full name was not mandatory. In fact, the default privacy settings of MySpace used to show only the first name or an alias entered by a member, making the display of full-name optional. In 2008, after suffering rigorous competition by the rapidly expanding rival network of Facebook, MySpace attempted to adopt a similar approach, i.e. a more aggressive policy against the use of false personal data (Arrington, 2008). After experiments on whether MySpace should or should not automatically display the full-name of its members led to some confusion and distress (e.g. see comments by actual MySpace users below), it was decided to be included as an optional feature by adding a respective option to the account settings.

Table 9: Quotes of distressed Myspace users because of a glitch that caused the publication of personal information such as full-name without permission. Source: (wowitslahaina, 2008)

<p>Okay, on my MySpace profile there is my display name, and right under, is my full name. Why is that? I can't find a way to take it off.</p>	<p>I have to say I'm pretty upset about this. Just to make sure it wasn't me, I went to dozens of profiles and it looks like, unless the user was smart enough NOT to have listed their real name in account info – everyone's FULL name displayed. Not good.</p>
<p>I know! It's like that on everyone's! Even mine.</p> <p>I don't know why, though. i think it's so stupid! [...]</p> <p>If it's really bothering you, go to edit profile, then click name and then change your name to something funny or something.</p>	<p>Mines the same, too!</p> <p>Not happy at all.</p> <p>Hopefully it's just a glitch! :[</p>

Nevertheless, a study about self-disclosure on MySpace, showed that 50 percent of the sample's population remained anonymous (Retelas, 2008, p. 24).

As seen in the following figure there was also a substantial amount of negative comments regarding technical issues of the website that may have,

in addition, contributed to people switching to Facebook and MySpace's demise. Most of the comments praised the sociability character of MySpace, however there were many concerns on safety and privacy with a significant portion of them made by people who classified themselves as more mature in age or parents of teens.

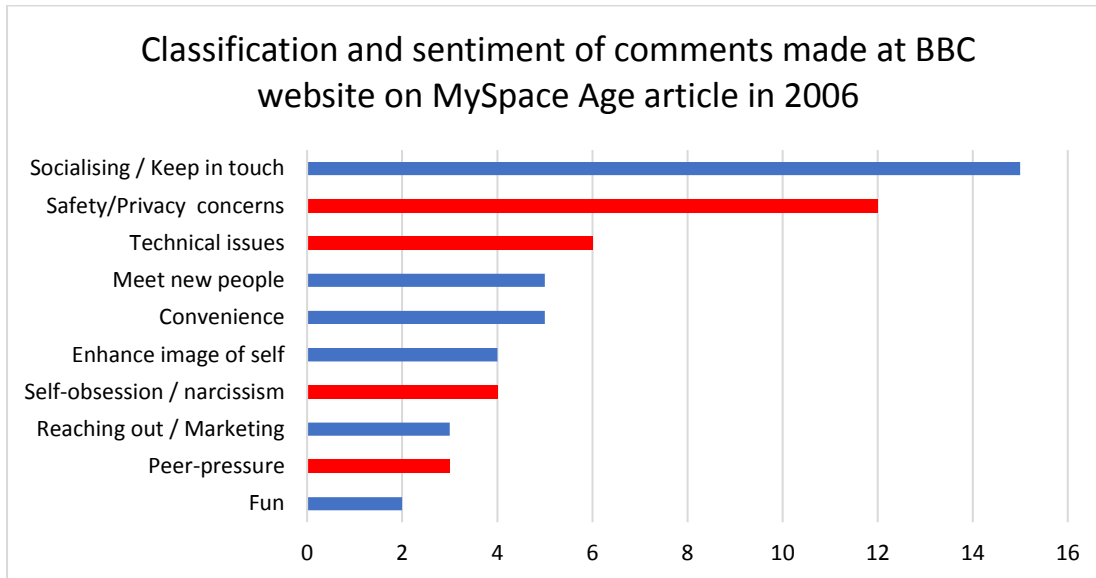


Figure 20: Classification and sentiment of public comments made at BBC website on an article on MySpace published in early 2006 (Duffy, 2006). Red is negative sentiment, while blue is positive. [author's classification and figure based on the analysis of the textual comments]

#### 4.5.1.4. Facebook

Facebook was launched in February 2004, originally labelled as 'thefacebook.com'. Access was initially restricted to students of Harvard University, but soon it expanded to other universities, high-schools and several selected companies as well. The following excerpt is from a web forum posted by a student in 2005 eagerly waiting for Facebook to open for their university and demonstrates the voyeuristic emotions triggered by the platform:

*Have they opened this thing for any of your universities? NU just got it, and boy, it's creepy, addictive, evil, just plain wrong, and wonderful all in one package. It's basically an online facebook with profiles and friends lists. You can search for people based on a number of criteria or look through your friends' friends list for second degree connections. It's very useful, I must say. There's this one cute girl whom some thought had taken an interest in me. However, I wasn't sure whether she had a boyfriend or not. Looking at her profile, I was able to glean that she did*



*NOT, which leaves me open to make my move. So I'm going to ask her out today. Knowledge is power, my friends. Knowledge is power. (themadchemist, 2004)*

In late September 2006, Facebook dropped all of its closed registration prerequisites and became open to any person of at least 13 years of age. Facebook's decision to open for everyone was controversial and some social network site analysts at that time considered it to be a risky move compromising Facebook's advantage over other sites such as MySpace over its privacy safeguards, '[t]he point of Facebook is the exclusivity [...] If they don't have that, what do they have that MySpace doesn't have?' (Cohen in Hansell, 2006). The site highlighted its restricted access functionality to reassure its existing user base about the protection of their privacy (Facebook, 2006).

*We give people tight control over their information. [...] You can say, 'I want people in my company to see the pictures in my photo album but I don't want my mom to see them.'* (Zuckerberg in Hansell, 2006)

Facebook's growth has been an unprecedented phenomenon reaching 100 million active members in August 2008 and 1 billion in October 2012. In 2017, with almost 4 billion Internet users worldwide, more than 50% had a Facebook profile (see Figure 23 in Section 4.5.2). Nevertheless, the first signs of saturation in big markets such as the USA and UK had already started to appear in 2013 when for the first time there was a small reduction of total active members (Williams, 2013). Since then, the number of active users has resumed increasing, but mostly because of the late laggards; people over 35 are now the main source of potential new users as there has been a tendency of younger people leaving Facebook for other alternative platforms. This is further discussed in Section 4.5.2 and 4.5.3.

Facebook had always strived for its members to use real and legitimate personal information on their profiles and has to a great degree succeeded. This achievement seems to have its roots in Facebook's own origins when it was still a closed network representing real communities, e.g. Harvard's students (Gross and Acquisti, 2005, pp. 71–72). In 2006, Facebook introduced the News Feed feature that quickly generated negative feedback from their

members being described as 'too creepy, too stalker-esque' (Romano, 2006). Despite the negative comments and wide online petitions against it, Facebook refused to remove the service, but made adjustments to allow users to have basic privacy control on the content shared in their News Feed (Cohen, 2008; Romano, 2006). In 2007, Facebook released its dedicated Software Application Programming Interface (API)<sup>47</sup> called Facebook Platform that allowed third-party developers create their own applications that could utilise members' data provided by the network itself. One year later Facebook took an even bigger step further announcing Facebook Connect, an API that allowed third party websites, applications and devices to allow members to authenticate using their Facebook ID. Facebook continued in that direction to blend more and more with the Internet in 2010 by introducing Facebook Pages, a dedicated web-space for organisations, businesses, celebrities that enabled them to create their own official sites under Facebook layout and within Facebook's infrastructure. In 2014, Facebook revealed that two years earlier it conducted experiments on manipulating members' emotions without their consent (Kramer et al., 2014). Two years later, in 2016, it was the year of 'fake news' with Facebook being accused of influencing the US presidential election, censoring art and historical photos, and concentrating too much power (Solon, 2016). In early 2018, the *Cambridge Analytica* scandal revealed that an immense amount of personal information of Facebook users was allowed to be harvested by third-party entities (Adams, 2018).

Documents that were leaked by the UK House of Commons in December 2018 reveal the discussions about various proposals on how to maximise profit using the personal information shared voluntarily by the users on the Facebook platform.

*The answer I came to is that we're trying to enable people to share everything they want, and to do it on Facebook. Sometimes the best way to enable people to share something is to have a developer build a special purpose app or network for that type of content and to make that app social by having Facebook plug into it. However, that may be good*

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<sup>47</sup> API is a kind of gateway provided by a software in order to allow other developers make requests to it, by including calls in the code of their applications (Orenstein, 2000). According to Josh Walker, a special analyst, 'the API for all computing purposes is how you open the blinds and the doors and exchange information' (Orenstein, 2000).

*for the world but it's not good for us unless people also share back to Facebook and that content increases the value of our network. So ultimately, I think the purpose of platform – even the read side – is to increase sharing back into Facebook. (Mark Zuckerberg, 2012 in Collins, 2018, p. 10)*

It is indicative of the decisive role that commercialisation of information had on the shaping of the ideology of shareability (see section 3.7 in the previous chapter) and an excellent example of the way in which a dominant ideology is being formed while taking into consideration the interests and manipulations behind an attempt to artificially develop and encourage the establishment of the need to ever-overshare online.

#### 4.5.1.5. Twitter



Figure 21: The original Twitter homepage in the summer of 2006 (Twitter, 2006, retrieved from Digital Notebook, 2010)

Twitter is one of the oldest and most popular micro-blogging service on the Internet with about 330 million monthly active users in early 2019 (Statista, 2019). Although, in 2012 with the deceleration of Facebook's growth pace, Twitter became the fastest growing social platform in the world (GlobalWebIndex, 2013), it has remained stagnant in terms of active users since 2015 ranging between 300 and 335 million active users (Statista, 2019). Twitter went online in the summer of 2006 and its basic principle was extremely simplistic: to assign mobiles' SMS concept into the public world of

the Internet; thus, the restriction of the 140 characters per message or better known as a tweet. Initially, Twitter members were supposed to answer the 'what are you doing?' question (Dorsey and Payne, 2007), but not even its creators could have imagined how it would set off in the years to come.

*Twitter actually changed from what we thought it was in the beginning, which we described as status updates and a social utility. It is that, in part, but the insight we eventually came to was Twitter was really more of an information network than it is a social network (Williams in Lapowsky, 2013)*

Early versions of Twitter were clearly oriented towards building a social network site. A description in Twitter's front page in 2006 read that Twitter 'is for staying in touch and keeping up with friends no matter where you are or what you're doing. [...]. Invite your friends to Twitter and decide how connected you want to be' (Twitter, 2006). First receptions were generally positive but some came with mixed feelings with observers marking that on first glance Twitter seemed to be a baffling and seemingly pointless service, 'a website about nothing' (Johnson, 2007).

Twitter has always maintained a relaxed policy towards anonymity and the true identity of its members. Twitter's former CEO Dick Costolo stated in 2011 in an interview that people can use the service as they see fit as Twitter is not wedded to pseudonyms (Costolo, cited in Honan, 2011). Furthermore he showed support for the use of pseudonyms for political reasons by citing examples from the Arab Spring (Costolo, 2011) and likening Twitter as 'the free speech wing of the free speech party' (Costolo, 2011). At that time, this fundamental deviation from e.g. Google+ and Facebook real-name policy derived from Twitter's different strategic and business plans, putting at a basic level the first two in the identity delivery business and the latter in the information delivery business (Honan, 2011).

Twitter has become a platform that has great influence on the social and political scene, due to its ability to allow lightning-fast diffusion of information. Re-tweet, a simple yet powerful feature that allows the duplication of another user's message has been praised by both researchers (e.g. Xiong et al., 2012: p. 2107; Kwak et al., 2010: pp. 598–599) and marketers as a key

factor in the almost instant dispersion of information. The power that individual users have to dictate which information is important and should be spread, thus collectively determining the importance of the original tweet, has even been described as the emergence of collective intelligence (Kwak et al., 2010, p. 598). This is very apparent in emergency or crisis situations such as e.g. the 2011 Japan earthquake and tsunami disaster or in 2013 the Boston Marathon bombings and the subsequent police chase. Of course, a collective intelligence of this kind has its drawbacks and is, sometimes dangerous. In the 2013 Boston Marathon bombers manhunt for example, social media users, mainly Twitter members, began a crowd-sourced investigation in an effort to identify and track the suspects which led to the targeting of many innocent people whose freedom or even life were threatened (Lee, 2013). On April 22 2013, the Twitter account of the Associated Press was hacked; the hackers used this account to tweet that two bombs had been detonated in the White House injuring president Obama. The message instantly went viral, resulting in an instant large drop in the Dow Jones index before it was confirmed that the announcement was actually not true (Goldstein, 2013). The platform of Twitter has constituted a favourable ground for the development and dissemination of false information with a research in 2018 finding that false stories are 70% more likely to be retweeted than true news stories (Vosoughi et al., 2018).

Although Twitter has no real-name policy, there are users who choose to identify themselves by using their real full name, their picture, a link to another identifiable social media application<sup>48</sup>. Tweets have been proven to be taken very seriously by their audience as well as the authorities; there are numerous cases across the world with people being fired from their jobs or even imprisoned because of a single tweet. A couple of early notable cases like these within the UK include a man being arrested under Terrorism Act after joking about bombing an airport (Brooke, 2010) and a police officer

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<sup>48</sup> Based on this study's survey findings, about half of the UCL students who completed the online survey and were Twitter users at the time reported to identifying themselves on Twitter using their real name.

forced to resign due to a comment he made on Margaret Thatcher's death (Dodd, 2013). The examples are practically countless.

Twitter's societal and political impact also derives from the credibility of the accounts belonging to politicians, celebrities and other popular social figures. According to Costolo (2011), CEO of Twitter until 2015, such accounts are usually managed by the actual persons themselves instead of people that are being hired to post on their behalf as often happens in other social media platforms. This characteristic gives tweets enough credit to be considered as equal importance as a public speech. In the UK, for example, politicians have been described as 'tweet-obsessed' (Dugan, 2011) as early as 2011.

#### 4.5.2. Social media as a nexus of technologies

Modern social media are part of a nexus of technologies inter-related to each other – social media applications, mobile phones, cameras, sensors – that provide the technological framework enabling modern-day online human interaction. Therefore, many of the technology adoption theories are able to only partly interpret the intertwined processes and affections between social media platforms and society. It is not as straightforward as choosing whether to buy a product simply based on its usability. For example, Instagram might have never seen the growth it achieved without mobile phones with extreme photographic capabilities. The photo-sharing capabilities of social media and the photographic capabilities of mobile phones are all interrelated in a transformative process that involves all major actants, human and non-human: companies that want to sell their products, electronic devices connected on the Internet, social media platforms, and their users who compete to upload artistic – or less artistic – photos (see Figure 22). Newer studies on selfies on social media even suggest that a portion of these photographs originate from income inequality and attribute them on attempts for social climbing (Blake et al., 2018), indicating the perpetual ways social media have been convoluted with pre-existing societal issues like low income or patriarchy.



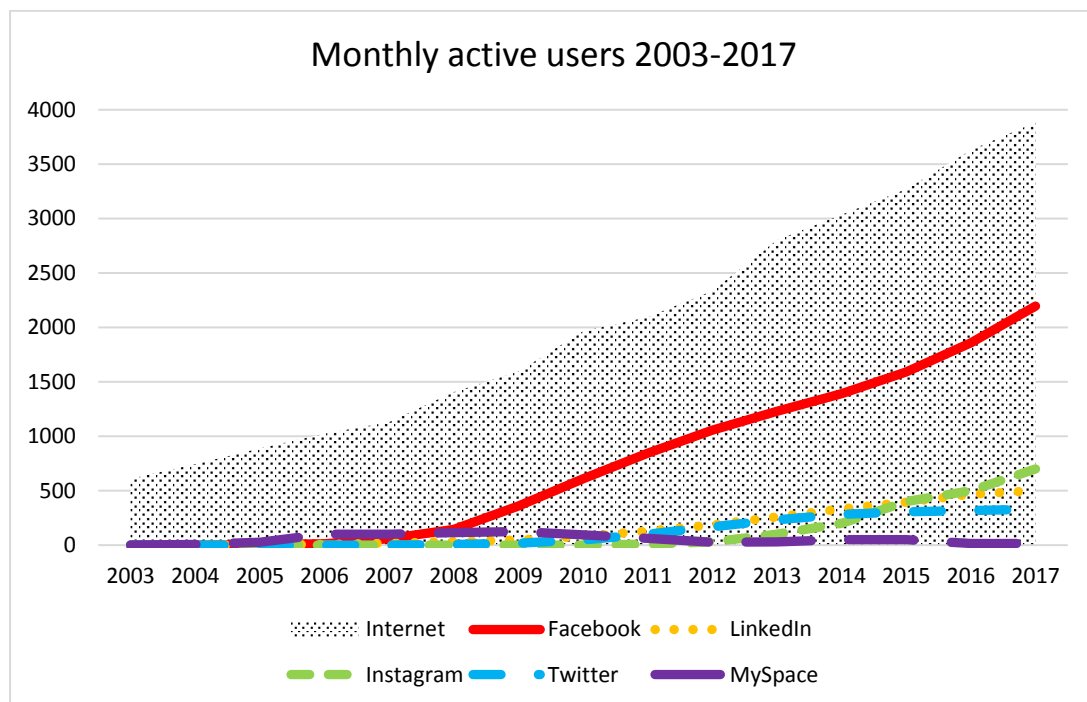
\*Top left is Apple's 'Shot on iPhone' campaign on their official Instagram page. Retrieved from <https://www.instagram.com/p/BfG3n8vj1KX/?taken-by=apple>. Top right is Hilary Clinton's photo taken after she asked her audience for a selfie (Laurent, 2016). Bottom centre is the famous selfie taken at Academy Awards Oscars in 2014, a Samsung's publicity stunt (Vranica, 2014). Picture retrieved from <https://twitter.com/TheEllenShow/status/44032224407314432/photo/1>

Figure 22: Selfie was named as the word of the 2013 by Oxford Dictionaries (Oxford Dictionaries, 2013) and selfie-stick one of the 25 best inventions of 2014 by Time magazine (Time, 2014)

Early attempts like Friendster, hi5 and MySpace had an initial exponential growth, but failed to sustain it. Young people have always been early adopters of online communication technologies (see for example Diffusion of Innovations theory in Section 3.9.2). Indeed, the demographics of the aforementioned social networks' user base was mostly teenagers and very young adults (boyd, 2007a; Hargittai, 2007; Ito et al., 2008; Lenhart and Madden, 2007). However, in order for a technology to become mainstream and blend into everyday life, a more diverse user base with older users needs to be attracted too. Early studies on the adoption of social network sites suggest that it was not just privacy concerns that may had prohibited early adopters from joining such platforms, but more importantly the lack of desire and the absence of a need to do so (Raacke and Bonds-Raacke, 2008). These



early attempts failed to create that need, however, ‘they habituated society to be comfortable with social networks’ (Hwang, Tim in Lufkin, 2018). Facebook successfully built its critical mass<sup>53</sup> through aggressive campaigns and trust built upon deception. In contrast, LinkedIn, a platform aiming at more mature users, witnessed a slow growth in its first three years from 2003 to 2006 (LinkedIn, 2019) as people showed reluctance to use it even when, in the beginning, the profiles were private only. Public profiles were introduced in February 2006, a few months before September of the same year when Facebook’s abolished access restrictions and opened registrations to the entire world. Figure 23 and Table 10 illustrate how some major social media have evolved in terms of their active user base.



\*The figure is based on data collated from 18 different and scattered sources (Allton, 2018; CBS News, 2012; Chaves, 2018; Internet World Stats, 2019b; Jackson and Madrigal, 2011; Kerr, 2011; LinkedIn, 2019; Lufkin, 2018; Rose, 2018; Sedghi, 2014; Sherwin, 2013; Shields, 2015; Smith, 2019; Statista, 2018b, 2018c; Stelter and Arango, 2009; The Linked In Man, 2014; Wolfe, 2018)

Figure 23: Total Internet users and active monthly users in millions for some major social media sites from 2003-2017. Data compiled from multiple sources

<sup>53</sup> Early social media users contributed to what has been named as Metcalfe’s Law (Gilder, 1993), i.e. the suggestion that the marketing value of the social network rises in proportion to the square of its connections. The relationships built in these environments have emerged a consumer marketplace upon the social networks of the users where marketers would otherwise never be allowed access to (Hanna et al., 2011, p. 267).

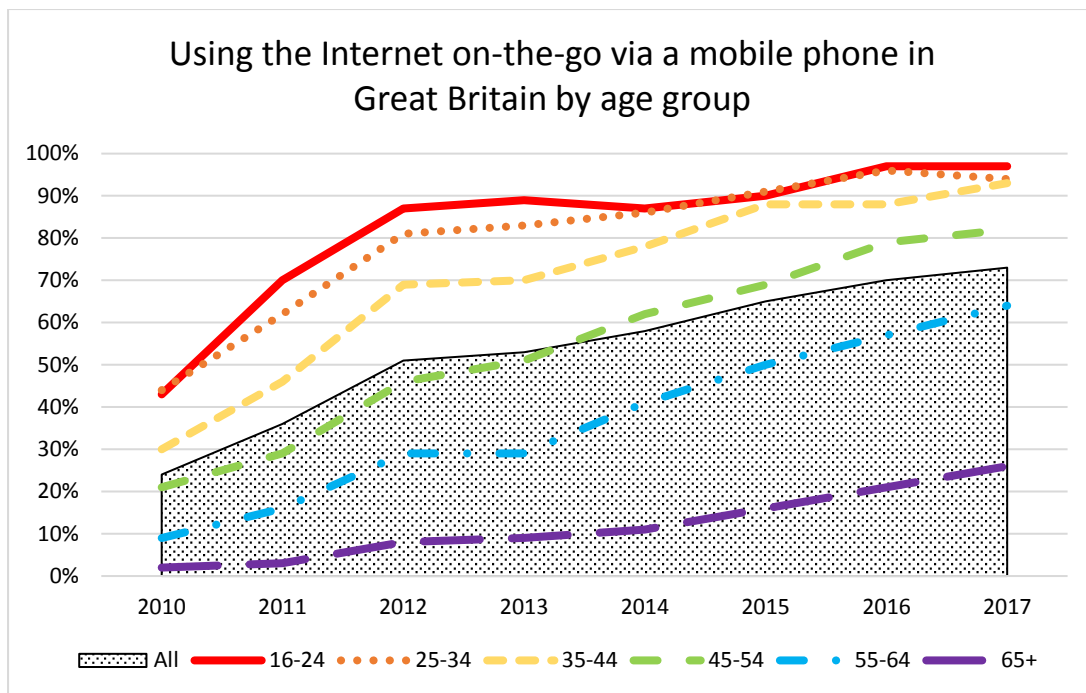


Table 10: Percentages of some major social media services against total Internet population per year (2003-2017). Maximum percentage for each service is marked in bold

	Facebook	LinkedIn	Instagram	Twitter	MySpace
2003	0.00	0.09	0.00	0.00	0.16
2004	0.13	0.16	0.00	0.00	0.67
2005	0.68	0.50	0.00	0.00	3.04
2006	1.17	0.49	0.00	0.00	<b>9.78</b>
2007	5.14	1.51	0.00	0.06	8.86
2008	10.31	2.35	0.00	0.43	8.17
2009	22.56	3.01	0.00	1.13	7.83
2010	30.93	4.12	0.05	2.49	4.83
2011	40.33	6.25	0.48	4.82	3.01
2012	45.21	8.01	1.28	7.15	1.20
2013	43.90	9.24	3.57	8.28	1.11
2014	45.90	10.94	6.59	9.36	1.65
2015	48.65	12.11	12.23	<b>9.39</b>	1.53
2016	51.23	12.86	13.77	8.73	0.41
2017	<b>56.53</b>	<b>12.87</b>	<b>18.02</b>	8.49	0.39

\*Sources are identical to Figure 23. The percentages were calculated against the respective total Internet population for each year

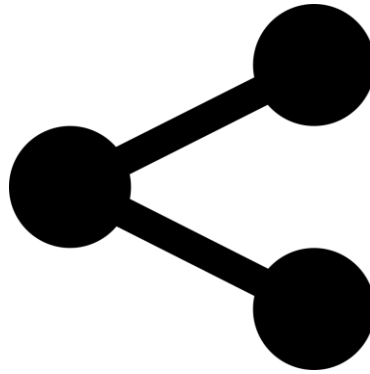
The technological evolution of mobile phones and the emergence of smartphones and other digital devices contributed to, but were also boosted from, the growth of social media and their influence on everyday life, in an entangled way. Kevin Systrom, co-founder and former CEO of Instagram, describing the origins of the idea for Instagram commented that ‘we saw mobile photos as an awesome opportunity to try out some new ideas’ (Systrom, 2011). Back in time, while unveiling the first iPhone in 2007, Steve Jobs noted that ‘iPhone is like having your life in your pocket. It’s the ultimate digital device.’ (Jobs, 2007 in Wright, 2015). Since then, GPRS and 3G mobile networks evolved and much more advanced technologies such as HSDPA, and then 4G were introduced to facilitate Internet access to the rapidly growing number of smartphone users with 5G about to be available soon. In Great Britain, the percentage of people who use Internet on-the-go via a mobile phone grew from 24% in 2010 to 73% in 2017, with those aged between 16 and 44 nearing 100% (see Figure 24). Steve Jobs’ vision became true, not just for iPhone, but for all smartphones.



Data collated from various outputs of datasets from different years of the 'Internet Access – Households and Individuals' survey that takes place in Great Britain every year and is published by the Office for National Statistics (ONS). Link to the ONS portal on the dataset: <https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/datasets/internetaccesshouseholdsandindividualsreferencetables>

Figure 24: Evolution of percentages of using the Internet on-the-go via a mobile phone in Great Britain by age group

Smartphones, apart from the attached cameras, include sensors that are useful or even vital to take advantage of the functionality of some social media. For example, GPS functionality is increasingly integrated into social media for enhanced interactions based on geolocation (Wilken, 2015). In addition, modern smartphones, tablets and other mobile devices come with some of the most popular social media applications such as Facebook, Instagram and Twitter pre-installed. Furthermore, an increasingly larger number of mobile network carriers worldwide offer free bandwidth for use on Facebook, Twitter, Instagram and other social media services. The two most popular operating systems for smartphones, Apple's iOS and Google's Android, have embedded support for sharing of data between applications with social media being the most prominent of them.



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Figure 25: The 'share' icon is an indicative depiction of modern data sharing societies and culture

The voluntary data sharing does not occur only among social media, but also through popular applications via social media; some notable ones are Spotify for music, Fitbit and Strava for fitness tracking, Airbnb for accommodation, Uber for transportation, and many others using social media connectors such as Facebook connect. The embedding of data sharing culture is not linear and there are cases where there is stiff resistance. In 2014, soon after Netflix added further integration support for Facebook, the company's director of product innovation noted that Netflix is '[...] trying to emulate the way people talk in their real lives' and added that 'the U.S. is an interesting case because we built up a large membership base before we added Facebook options' (Johnson in Fixmer, 2014). This move was eventually not welcomed by a large proportion of their user base who did not want to share their watching habits with the rest of the world or their networks. Two years later, Netflix abandoned the integration with Facebook. Netflix's CPO commented on this decision that Netflix has '[...] played with social components for a long time. [...] We have had three major attempts at it and none of them have worked well, so we've retired them all. [...] And what seems to be superficial stuff, but what seems to get people exercised, is the idea of some kind of automatic linkage. It's toxic. We have experimented and explored, and it doesn't work.' (Hunt in McAlone, 2016). Between 2011-2013 the UK government started consultation via the Government Digital Service (GDS) for the development of a common digital identity scheme, then called Identity Assurance programme (IDA), that would allow convenient log in to online government services in the UK (Burrell, 2012; Government Digital Service, 2012). Among the solutions that were considered was that of social

logins such as Facebook. A report compiled by Jisc in 2013 documented some of the initial approaches and results. The following excerpt refers to the user testing feedback from residents in Warwickshire who were allowed to use their social media identities to access a wide range of services such as reporting potholes or applying for a disabled parking bay.

*Although looked at, WCC decided to rule out upgrading social media identities to LOA2 ids. From the user testing, they were surprised to find that users did not like using social media ids. They don't want to mix social life and government and thought Facebook would be able to see their government data and that the government would see their Facebook data. (Chapman, 2013)*

The proliferation and normalization of using social media in everyday life lead to the surprise of Warwickshire County Council (WCC) officials when people complained using their social media accounts to access government and local authority data. After several years of consultations and testing, the UK government eventually decided not to use social media logins and outsource the digital identity verification processes, which was rebranded to *Gov.UK Verify*, to external partners such as Barclays Bank, Experian, Post Office and others (UK Government, 2018).

Based on empirical evidence and the literature reviewed in this chapter it appears that, in general, people tend not to like privacy-threatening practices forced on pre-existing communities or services (see also Google+ case on reverting real-names policy, or Blizzard's attempt to enforce real IDs discussed in this thesis). They prefer to feel they are engaging in privacy-risking behaviour on their own will and terms (also see discussion on self-despotism in Section 3.11).

The evolution of social media always had both, the social and the self, aspects at the epicenter, however there is a discrete fluctuation of power balance between those two in the history of social media, which is evident on the branding of some of the major players. For example, two of the most well-known social network sites at the very early stages, SixDegrees and Friendster, both emphasized the notion of *networking* in their brands; SixDegrees got its name from Six Degrees of Separation theory, while Friendster from the conjoin of Friend and Napster, a popular tool to share

media files in the late 90s, i.e. seeking friends. MySpace and Facebook brandings on the contrary shifted focus more on the *self* and personal identity and brand maintenance, hence the conjoins 'my-space' and 'face-book'. In the later stages of social media evolution, a new element emerged and the focus on *time* became more prevalent. The founders of Instagram wanted to capture the 'right here, right now aspect' (Systrom, 2010) and they branded Instagram conjoining the words 'instant camera' and 'telegram' to achieve that. Similarly, SnapChat, a social media service whose popularity grew rapidly among teenagers and young adults in the last years, includes the word 'snap' in its brand in order to emphasise the time element of something that happens sudden and quick.

#### 4.5.3. The evolution of social media and online privacy ethics

Summarising the empirical data, the relevant documents and literature reviewed in this study, the following indicative social media evolution timeline typology is proposed. Of course, this timeline is not definite and corresponds to the self-disclosure and privacy perspective of this thesis. In this context, it is open for debate and discussion as there is room for overlapping between these proposed periods; however, effort has been made to provide an opening and closing event for most of them.

i) *Inception period (1997-2003)*: The first social network site with characteristics that are still prevalent today was Six Degrees (see dedicated section) that was live between 1997 and 2001. SixDegrees was one of the first business models to attempt to monetise personal information and social network connections, almost as it happens nowadays –free access and personalized ads. At that time, online diaries like Diarist, and blogging platforms such as LiveJournal emerged. The period ended when the first major social network sites like MySpace went online. Online self-disclosure was still far from being acceptable according to the privacy ethics and norms of that time.

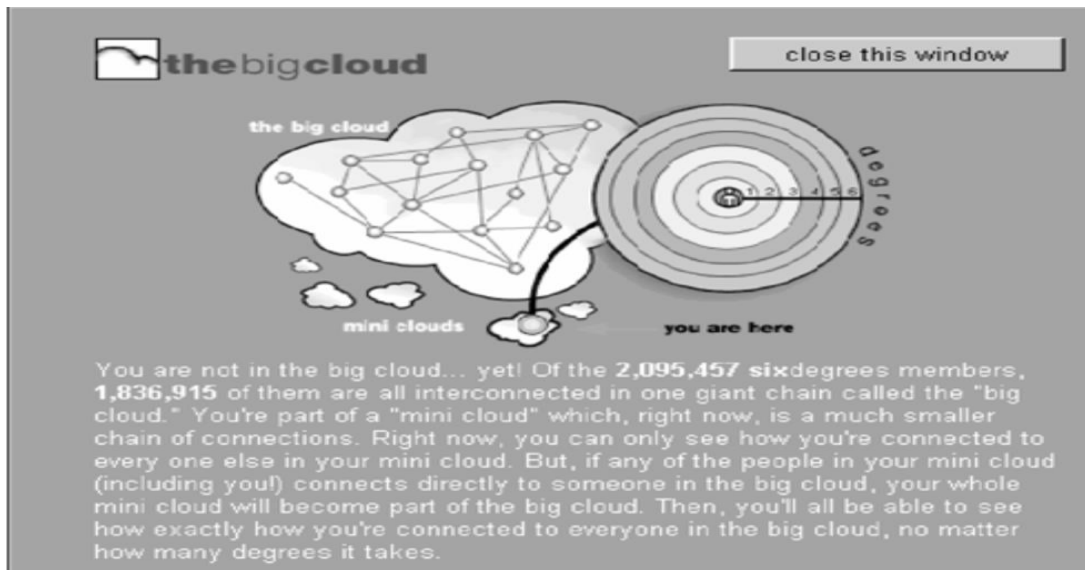
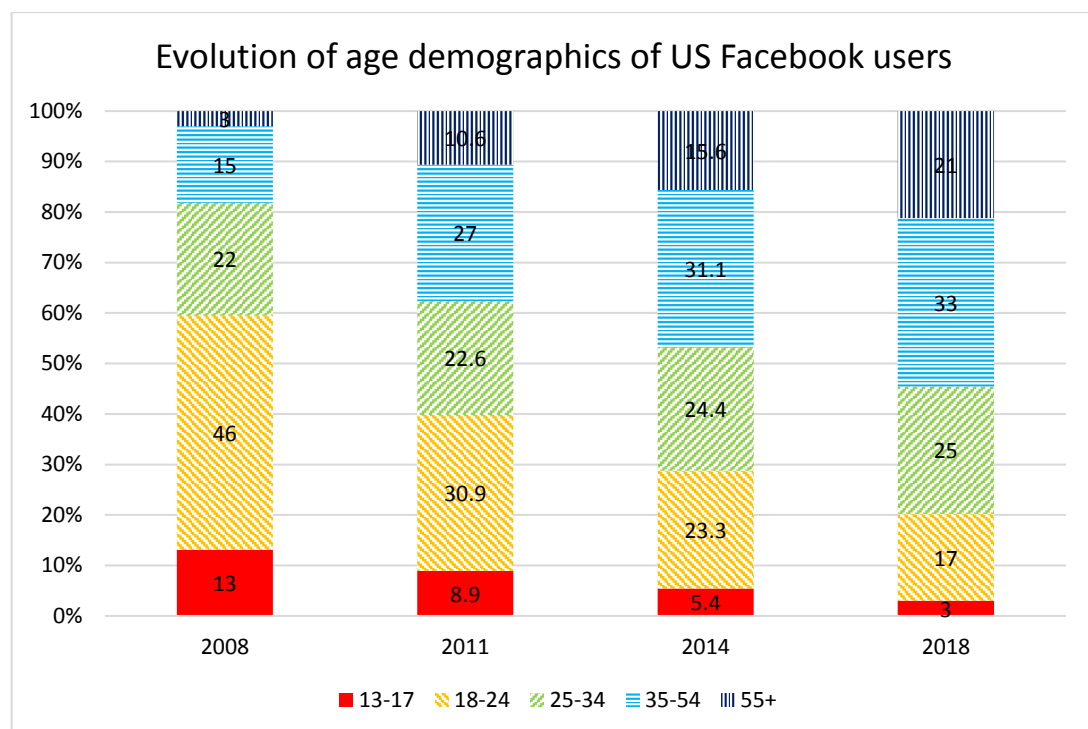


Figure 26: Sixdegrees.com 'big cloud' social networking concept can be considered as the birth of modern-day social media (Tiwana, 2000)

ii) *Purging and habituation period (2003-2006)*. This period could also be branded as 'the battle for survival of the fittest' of online social network sites and could be regarded as the most crucial period of the evolution of social media that led to their establishment. During this period, SixDegrees ceased to exist and MySpace was established as the most popular social network site. In addition, Facebook emerged among colleges and schools in the United States and grew very fast in popularity, while hi5 also become common among teenagers. The period ended around the time Facebook opened registrations for everyone. During this period, online self-disclosure was habituated, mostly among adolescents and early adults, in a previously hostile environment for personal information revelation in online platforms.

iii) *Acceptance period (2006-2012)*. The results from the fermentations of the previous period are evident at the beginning of this one as Facebook becomes the leading social network site by 2008. Social network sites like Myspace and hi5 that thrived in the previous period, fail and gradually, but quickly, fall into obscurity. Others, like the Yahoo! 360 were abandoned without ever receiving any kind of success. Many of the social network sites such as Facebook, LinkedIn and Twitter that dominated this period are still among the most popular nowadays. Online self-disclosure becomes acceptable as the average and median age of the users of social media that focus on real identities such as Facebook tend to increase (e.g. see Figure

27). This is the period when the most aggressive privacy-evading strategies took place by social media services such as Facebook, capitalising on the fresh and appealing character of social media technologies at that time, and the lack of concrete legislation to protect users (see sections 3.3.2, 3.6 and 3.7). Towards the end of this period and as the societal impact of the Internet and social media in particular started to become more apparent, some notable critical and polemic works like Morozov's *The Net Delusion* (2011) were published.



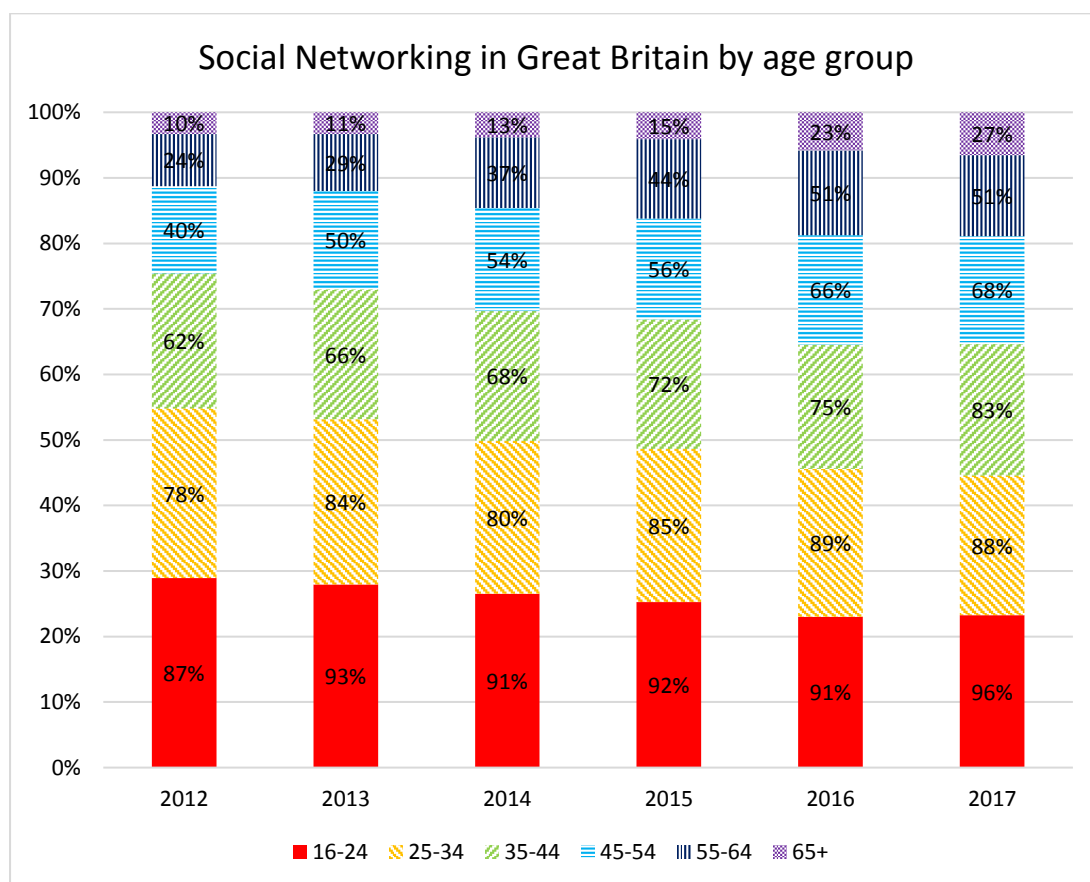
\*Data collated from the following sources: (Lorica, 2008), (ISL, 2014), (Statista, 2018d)

Figure 27: Distribution of percentages of Facebook users in the United States in 2008, 2011, 2014 and 2018 by age group

Social network sites started to attract a lot of attention, academia included, and privacy-related discussions became common. In addition, private but more importantly government bodies and national statistical agencies started to recognise the impact of social media on societies and began to gather data on their use – for example, the addition of social networking use in the ‘Households and individuals’ survey in Great Britain.

iv) *Mainstream period (2012-2016)*. The period starts around the time Facebook acquires Instagram to be able to remain competitive in the evolving

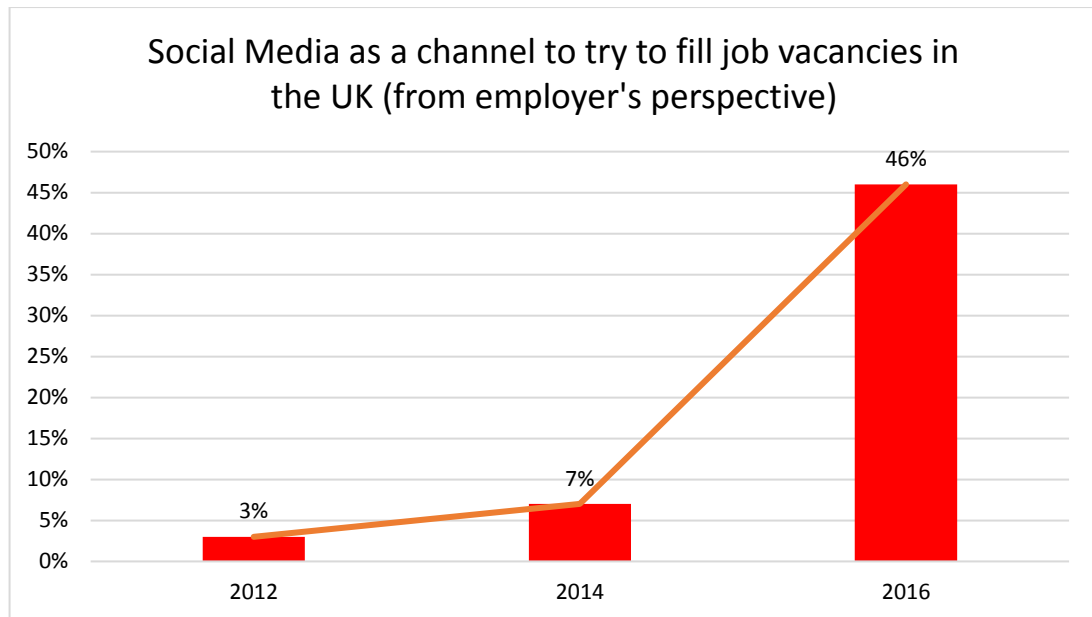
social media industry. With the further maturation of the users of social media (see Figure 28), privacy becomes a major issue. Self-regulation and self-censorship become stronger. Global surveillance revelations take place in 2013 that have an impact on the social media industry. The association of social media profiles to real-life identities is accepted and having a real-name social media presence often becomes the norm. Social media receive wide acceptance to be used for work and career purposes (see Figure 29). Legislation systems attempt to intervene on privacy related matters involving the frantic technological advancements (see Section 3.3.2).



\* Data collated from various outputs of the 2018 dataset of the 'Internet Access – Households and Individuals' survey (ONS, 2018) that takes place in Great Britain every year. The question on social network usage appeared for the first time in 2011 and it was standardised to a fixed comparative form from 2012

Figure 28: Distribution of percentages of Facebook users in Great Britain who use online social network sites between 2012 and 2017 by age group



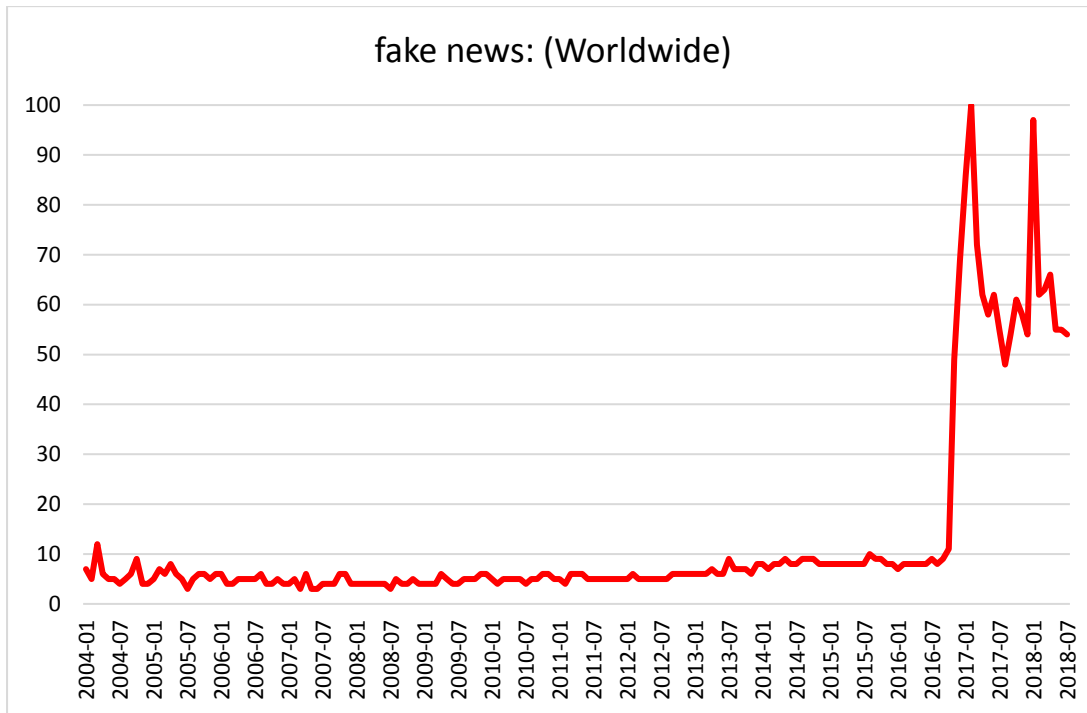


\*Data collected from the 2012 (UKCES, 2013), 2014 (UKCES, 2015) and 2016 (UKCES, 2018) 'Employer Perspectives Survey' research report that is conducted every two year by the Department for Education, UK Government

Figure 29: Evolution of percentages of use of social media a channel to try to fill job vacancies in the UK from employer's perspective in 2012, 2014, and 2016

v) *Augmentation period (2016-ongoing)*. The period starts with the introduction of Instagram Stories, Facebook Messenger, Snapchat gaining popularity, and the social realisation of the societal impact of social media through 'fake news'. This coincides with the decline of young people on Facebook as 'parents killed it' (Sweney and Liz, 2018), the growth of Instagram with Instagram stories, and Twitch gets social media functions. There is a trend towards literally augmented reality. Augmentation here has dual meaning –further expansion of social media in general and augmented reality. Gamification settings gain popularity in the self-disclosure process via social media (also see Section 3.10.4). Facebook has particular battles with data leak revelations and social media in general, including Twitter, with fake news. Photo and video-oriented social media such as TikTok gain popularity among teenagers and young adults. Young people tend to share more and more visual information, but often within their inner circles (friends, school, college – Snapchat started as a privacy-respecting way to share temporarily-lived photos and videos). Social media have become embedded in everyday life and the level of this impact raises issues such as 'fake news' that become prominent during this period. Orchestrated trolling, sock puppetry, astroturfing,

identity theft, fake news and other types of deception via social media have led to the industry's response by requiring official documents in order to verify accounts, a practice that is becoming increasingly common involving mostly – at least in the beginning of this trend – accounts of 'public interest' with greater social influence (Burns, 2018).



\* <https://trends.google.com/trends/explore?date=all&q=fake%20news>

Figure 30: Popularity of the term 'fake news' in worldwide Google trends

While identifiable self-disclosure via social media is still at its height, social media services are being pressurised by unethical or unlawful data-sharing revelations such as the Cambridge Analytica scandal that came on top of Snowden's revelations in 2013 as well as more modernised legislation – for example the GDPR in the European Union – that seemingly cools off the extent of their strategies to make their users share more private information online<sup>54</sup>. In the UK, companies like Facebook were named 'digital gangsters' for the abuse of their power in a report ordered by the House of Commons (House of Commons, 2019, p. 42).

<sup>54</sup> Facebook's demise might not come by the data breach and privacy risks revelations, but on the contrary because it contributed massively to societies' habituation to the oversharing of personal information which at one point in the future might lead to it being surpassed by competitive platforms that utilize newer trends in technology. Its aggressive strategy to buy competitive services such as Instagram or WhatsApp in the past may be indicative of this.

## 4.6. The changing discourse of self-disclosure online

*As people feel more secure in general on the Net, they will become accustomed to seeing their words recorded and replayed. They will no longer feel uncomfortable being on display, since everyone around them is on display too.*

(Dyson, 1997, p. 216)

This chapter demonstrates and discusses how general perceptions and technologies on online self-disclosure have evolved in a time frame beginning with online communication platforms before the Web and ending with the emergence of the first social network sites.

In the following discussion, the thesis examines a diverse pool of material from studies, articles and guides in order to document the gradual but observable transition of discourse regarding the perceptions of self-disclosure as well as the accompanying perceived risks of publishing information online. Online safety guides and especially those targeting parents and children are an incredibly informative source of getting to know general perceptions, attitudes, expectations and fears on a specific topic at their time.

From the early days of computer mediated communication in the 1980s until early 2000s, the conversation around self-disclosure was centred on the level of intimacy of personal relationships formed online and how genuine or deceptive they are based on the common principle of limited accountability of anonymous or pseudonymous communication. Often, this type of communication was being accused of being manipulative and deceptive (Kiesler et al., 1984; Van Gelder, 1996) while on the other hand it was praised as an opportunity for 'identity workshop' (Bruckman, 1992). In general, online identities were thought to allow people to self-disclosure more intimate information about themselves.

Before the privacy paradox with online social network sites, in general terms, the more persistent, scalable, replicable, searchable and shareable an online communication platform was, the lower the possibility for identifiable

self-disclosure. Earlier studies on computer-mediated communication found that anonymous environments contributed to higher private and lower public self-awareness of their users which resulted in increased self-disclosure (Dubrovsky et al., 1991; Joinson, 1999, 2001; Matheson and Zanna, 1988; McKenna and Bargh, 1998; Spears and Lea, 1994; Turkle, 1995). These findings are consistent with earlier studies on self-disclosure that observed that people often engage in increased self-disclosure with strangers, because a stranger lacks access to a person's social circle (Derlega and Chaikin, 1977; Rubin, 1975). Anonymity in online environments was commonly perceived as a liberating power that allowed individuals to communicate with each other in more equal terms and freely express themselves without the fear of accountability or concerns about their self-presentation.

*The restricted social cues associated with CMC can be seen as comprising two related but conceptually distinct aspects that can impinge on perceptions and behaviour with consequences for status and power relations. Put simply, in CMC information about the sender is prevented from reaching receivers while information about receivers is also prevented from reaching the sender. The first of these conditions, the anonymity of the self to the other, may have a number of liberating and equalizing effects. It may reduce inhibition, feelings of accountability, and deference to others. Anonymity may also reduce evaluation anxiety [...]. It therefore presumably allows one to express one's true mind, or authentic self, unfettered by concerns of self-presentation, or even physical sanction. Individuals concealed by the veil of anonymity or protected by the barriers of time and distance may thus feel less inclined to give in to group pressure, to display slavish conformity, and to defer to powerful others. (Spears and Lea, 1994, p. 430)*

In the same context, Nicholas Negroponte praised the degree of anonymity that online communication was offering in the late 1990s:

*The power of digital anonymity first struck me watching an electronic community for people worried that their spouse might have Alzheimer's. Because of the anonymity afforded by the chat room, people were willing to ask questions they would never have addressed under other conditions - and to become part of the community. (Negroponte, 1998)*

On the other hand, these same characteristics of anonymity online – limited accountability, reduced concerns about self-presentation and reputation – were also regarded as a deceiving factor that can lead to antinormative behaviour and group polarisation (Kiesler et al., 1984; Smolensky et al., 1990;

Van Gelder, 1996). However, these negative attributes were considered as part of a de facto anonymous online world and were mostly aimed to highlight the alienating effects of computer-mediated versus the face-to-face communication.

*If you are speaking constantly anonymously, are you really speaking? [...] It's like taking something and putting it into a bottle and throwing it in the South China Sea. [...] Real conversation, it seems to me, is when two people who are different, and face each other, stumble with some kind of candour (Halberstam in Marriott, 1998).*

Before the emergence of social media, most parental guides for children and the use of the Internet were unequivocal, always suggesting that they should not disclose any personal information online, often in a fearful way.

*Generally, pages on the Web can be accessed by anyone. This means if you put up a Web page, anyone -including creeps, criminals, and con artists- can view your page. For this reason, if you choose to publish a site, you should avoid putting up personal information that can be used to help identify you. When publishing a Web Page -especially the first time- it can be easy to get carried away, go against common sense, and put everything about yourself on the Web page. Don't let this happen! (Rothman, 2001, pp. 106–107)*

At that time, posting personal identifiable information on an openly accessible medium such as the Web was likely to be deemed as a questionable act often associated with exhibitionism or narcissism. However, when the subjects were children, the level of sensitivity and the perceived concerns and dangers were maximised. At that time, the Internet was perceived to be mostly associated with anonymous environments, and the privacy behaviour strategies were adjusted to these perceptions. There were no trusted environments on the Web that would allow 'safe' disclosure of personal information.

In the late 1990s and early 2000s, more solution-oriented studies began to propose ideas to tackle any negative effects of anonymity by improving accountability in anonymous environments (Farkas et al., 2002; Keesom, 2004) or detecting deception (Carlson et al., 2004). However, propositions for revealing true identities on the Web were still largely inconceivable; on the contrary, many of the well-cited studies at that time were focusing on

protecting the identities of online users as it was being acknowledged that the revamped Internet characteristics emerging at that time – later branded as Web 2.0 – were increasing the level of exposure of Internet content and as a consequence the concerns regarding privacy and surveillance (Gabber et al., 1999; Johnson and Miller, 1998; Nissenbaum, 1999; Stubblebine and Syverson, 2000; Waldman et al., 2000).

*And Peter Steiner's famous New Yorker cartoon captioned "On the Internet, nobody knows you're a dog" has been used to hype the Internet as a haven of anonymity. But increasingly people have come to learn that unless they take extraordinary precautions, their online writings can be censored and the true identity behind their online pseudonyms can be revealed. (Waldman et al., 2000, p. 1)*

At that time, people were seemingly uninterested in providing their personal information to commercial websites because of a combination of several factors such as privacy concerns and lack of trust and without tangible benefits to overcoming them (Albarran, 2000; Hoffman et al., 1999; Metzger, 2004). In contrast to research conducted on loyalty cards that found that consumers were willing to lose their privacy for even little gain (Brown, 2001) – also see Section 3.10.1 – commercial websites of early 2000s were not offering much in return to the exchange of privacy.

However, as described in more detail in Section 4.4.1, the identifiable self-disclosure via personal homepages started to become noticeable; still, the information was scattered and often difficult to find. Nonetheless, it became apparent that digital technology offered individuals enriched ways to share textual and visual information about themselves online and led scholars to start realising that personal information may be the material that the increasingly commercialised character of the Internet will take advantage of.

*I suspect the basic premise of the portal-sites created by individuals become the raw material for large profit-making sites, based on their suitability for the sponsor's purposes- will become a more general model for the access of noncorporate sites. That is, people will continue to make personal pages that will circulate the way snapshots or home videos do now-through networks of family and friends who will be e-mailed the URLs. This private realm will occasionally be tapped as a resource by higher-traffic, profit-oriented sites. (Tezlaff, 2000)*

By mid-2000s people were more easily persuaded to submit their personal information, as the introduction of seemingly safer and more trusted e-commerce platforms coupled with increased convenience and better prices started to level off privacy concerns (Acquisti, 2004; Strandburg, 2006). Scholars started to question the idea of the Internet as the realm of anonymous public communication (Kennedy, 2006). Identifiable self-disclosure in public online environments began to have a noticeable societal impact. Marwick (2005) noted that self-exposure in social network sites caused lack of agency with real-world implications.

*The social and cultural power inherently embedded in networks is made invisible, replaced with both structural regulation and power (by the application) and political and cultural assumptions in how identity is presented. Additionally, the structure of both application and profiles encourages framing oneself as a consumer and commodifying complicated relationships as social capital. (Marwick, 2005, p. 1)*

The earliest online social network site with the most impact on children, teenagers and young adults was Myspace. The norms were beginning to change and that was reflected on studies on the early online social network sites. For example, Rosen's study in 2007 asked both parents and their children separately about the online behaviour of the children and found out that 45% of the surveyed teens were disclosing their real full-name on Myspace while only 29% of their parent knew about it (Rosen, 2007, pp. 82–84). This is an indication of the habituation of identifiable self-disclosure that took place through online social network sites in the mid-2000s. It was the point in time when putting online identifiable information through environments that were created for this reason was still perceived with scepticism – as resistances from the previous era were still there – but the dynamics were changing fast. The realisation that online social network sites were rooting for the future was apparent:

*No matter what you read, MySpace is not just another fad. Certainly Web sites may come and go, but according to all my interviews, adolescent MySpacers are not going anywhere but MySpace. The number of members continues to rise. Older users, particularly college students, are finding that MySpace is not for them anymore and they are moving to other virtual communities like Facebook, LiveJournal, or Friendster, but for tweens and teens, MySpace is home. (Rosen, 2007, p. 79)*

Early studies on social network sites confirmed the empirically observed evidence on the young demographics that these sites attracted (Acquisti and Gross, 2006; boyd, 2007a; boyd and Ellison, 2007; boyd and Heer, 2006; Gross and Acquisti, 2005). The contradicting dynamics between the older paradigm regarding the perceptions of anonymity in the Web, and the emerging phenomenon of identifiable self-revelation of teens and young adults through these sites was evident during this period.

*Perhaps the biggest threat to MySpace is the PR fallout over safety. The web's anonymity, combined with the age profile of most MySpace users, is fraught with dangers, from predatory men to cyber-bullying. (Gibson, 2006)*

During that time, identifiable self-disclosure signalled a generational gap on perceptions on technology as more mature people had difficulty comprehending the new phenomenon. Younger people now perceived tangible benefits in overcoming privacy concerns and revealing themselves through identifiable self-disclosure online (Livingstone, 2008); a motivational aspect was present to join such sites as the social capital gain was reported to be significant (Ellison et al., 2007; Stein et al., 2008). In the following excerpt, a parent of a teenager on a discussion panel about social network sites in 2007 holds teenagers accountable for their own loss of privacy as a form of punishment; ironically, a few years later the parents – the late majority or laggards in Rogers' (2003) diffusion of innovations theory – became the primary demographic target and pool of Facebook.

*I think that it's each person's personal responsibility to present the face they want to present to the world. And you have to know that people are going to search for you on Facebook or Google your name. [...] It's not private. And while teenagers may say it's an invasion of their privacy, the fact is, they're the ones making this information public to the world. And they have to accept responsibility for that. (Markkula Center for Applied Ethics, 2007)*

Mainstream media was divided with both critical and praising coverage on social media while some more enthusiastic articles and studies attributed the level of raised concerns to moral panic as common reaction to new forms of communication (Valenzuela et al., 2009; Winston, 1986). In contrary to studies in early 2000s when the majority of them was looking to find balanced



solutions between anonymity and accountability, studies emerged on finding ways to strengthen the authenticity factor in social network sites by finding more reliable ways of verifying the identity of users. (Chang and Schroeter, 2010; Yardi et al., 2008). A significant proportion of such studies were follow-ups to attempts to enforce a strict age verification control for social network sites after the parental concerns raised for Myspace use by children. Most proposals for the development of authentication systems would require members to submit official documentation to prove their age (Wired Staff, 2006), but none of them were ever fully implemented.

More than a decade has passed since MySpace was the most popular social network site and Myspace has almost disappeared giving its place to other identity-driven social network sites. Towards the end of the social media acceptance period in early 2010s the perceptions on privacy and online self-disclosure have further evolved. The shift of identifiable self-disclosure has now moved on managing the personal information that is disseminated, the strategy of self-censorship.

*It's no secret that Yelp, Facebook, Google, and map apps know your current location, and you're probably cool with that because you want to use the services they provide in exchange. In fact, you're probably cool with sharing lots of information with these apps because they do useful things with it. However, even if it weren't for Creepy Steve and your frenemies, social media can be used to hurt you if you're not careful about what you share. Anything you post on Twitter, Facebook, Google+, and other social media sites may be used to disqualify your job application or discipline you as an employee, and it can even be used as evidence in court. (Blue, 2015, p. 81)*

Summarising the above, the generalised transition of online privacy norms and self-disclosure behaviour took place in three stages. The first stage of this transition was that of anonymity prevalence when publishing information that could identify a person was considered exhibitionist or risky behaviour and almost a sin if that person was a child. The second and intermediate stage reflected the changing norms, the generational gap conflicts and eventually the gradual habituation of publishing identifiable information online via specific environments developed for this purpose which were called social network sites. At the third stage, people generally accept

regular surveillance and informational loss of privacy as given, perhaps as a necessary or unavoidable evil, and take for granted the use of social media. The focus now is centred on maintaining damage control while trying to maximise the perceived benefits of social media use.

## **Chapter 5: Design and analysis of an exploratory mixed-methods online survey**

### **5.1. Introduction**

This chapter contains the analysis of the online survey that was distributed to UCL students. It collected both descriptive and normative information about their informational privacy and self-disclosure attitudes and behaviours, and sought to identify trends and patterns on how the sample's individuals were engaging with online environments and social media at the time of the survey. A general overview of the instrumentation and the research methodology regarding the online survey into examining online users' attitudes on self-disclosure and privacy norms can be found in Chapter 2.

This chapter is organised into the following three sections: i) a pilot study on self-disclosure in different online platforms with its own analytical value that influenced some parts of the design of the survey in Section 5.2, ii) a discussion on the survey data collection and study's sample in Section 5.3, and iii) a detailed presentation of the survey structure, the survey methodology as well as the statistical tests used in the analysis in Section 5.4.

The second part, Section 5.5, is the main analysis of the survey. It is divided into six interrelated areas that investigate the normalisation of identifiable self-disclosure via social media, the characteristics of individual social media services, the role of peer-pressure on respondents' privacy and self-disclosure behaviour, the notion of self-censorship, and lateral surveillance as well as general privacy awareness (see 2.8).

### **5.2. Pilot study: Social media and web analysis on identifiable information sharing**

The following small-scale data analysis is part of the investigation to provide evidence on the differentiation of self-disclosure patterns between different online environments; there is insufficient empirical research on this area. The data processing took place in 2012. Four different sources were

chosen for this purpose: a) IGN message boards<sup>55</sup>, a popular forum that focuses mostly on video games, b) Nexopia<sup>56</sup>, a social networking forum that combines most of the standard message board features with an advanced social networking inclination, c) Facebook, at the time the largest social networking site, and d) Twitter, the most fast-growing and influential social media platform at the time of data collection. The criteria for selecting the case studies were based on i) popularity: Facebook and Twitter at that time the most popular social media. IGN and Nexopia forums were both in the top 10 most active online communities, ii) typicality: Both IGN and Nexopia shared most of the typical technical characteristics of an Internet forum, iii) needs of research: IGN was considered a good example of boards that are mostly centered on computer games and technology topics. On the other hand, Nexopia had a strong social networking approach targeting mostly teens and young adults. This characteristic made it particularly interesting to the research of the various strategies of identity depictions among its users.

The data captured from Facebook and Twitter were retrieved by making use of their APIs<sup>57</sup> which at that time were open to the Web, providing basic data about their users.<sup>58</sup> In IGN and Nexopia, the datasets were created initially by collecting usernames that were shown as online or recently online at the time of parsing (early June 2012). The process was conducted in over a week in order to collect as much representative data as possible. Any duplicates were removed later from the list. The decision to follow this approach was made because, at the time of the parsing, member profiles could not be retrieved by an ID. The captured usernames were then used in order to isolate and retrieve the desired content from each profile from within

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<sup>55</sup> <http://www.ign.com/boards/>

<sup>56</sup> <http://www.nexopia.com/forums.php>

<sup>57</sup> For example, see <https://dev.twitter.com/docs/platform-objects/users> and <http://developers.facebook.com/docs/reference/api/>. API is a kind of gateway provided by a software in order to allow other developers make requests to it, by including calls in the code of their applications (Orenstein, 2000). According to Josh Walker, a special analyst, 'the API for all computing purposes is how you open the blinds and the doors and exchange information' (Orenstein, 2000).

<sup>58</sup> Facebook and Twitter have since updated their APIs several times to make them more restrictive.

the HTML body of each the profile page using Document Object Model (DOM) manipulation. The parsers were custom-made and developed in PHP.

Facebook and Twitter cases were handled differently. All profiles in these services have a unique numerical ID attached to them. In Twitter’s case, IDs were incremental; Facebook used a similar method until its implementation of 64bit randomly generated IDs. In both cases, the profiles were captured by using randomly generated number IDs.

The profiles were retrieved in two phases. The first was in early June and the second one in late October to early November 2012. The usernames were stored along with some other details that were accessible (for example gender, location and other). The second phase used the profile lists of the first one and recaptured more recent data, thus offering clues to determine the number of deleted and inactive accounts which were excluded from the data process, while at the same time retaining their statistical significance. In addition, this method allowed the exploration of some of the changes that had occurred during this period and identified possible valuable information. The detailed information captured from each site as well as the total number of profiles processed can be found in Table 11 and Table 12.

Table 11: Types of data captured for each site

Facebook	Twitter	Nexopia	IGN
<ul style="list-style-type: none"> <li>• ID number</li> <li>• Gender</li> <li>• Location (Country)</li> <li>• Screen Name</li> <li>• Profile thumbnail image</li> </ul>	<ul style="list-style-type: none"> <li>• ID number</li> <li>• Registered name</li> <li>• Screen name</li> <li>• Protected profile (Yes/No)</li> <li>• Profile creation date</li> <li>• Followers number</li> <li>• Location</li> <li>• Language</li> <li>• Status info</li> <li>• Profile thumbnail image</li> </ul>	<ul style="list-style-type: none"> <li>• Screen Name</li> <li>• Gender</li> <li>• Location</li> <li>• Main profile image (contains various types of information such as time of last activity, join date, and other)</li> </ul>	<ul style="list-style-type: none"> <li>• Screen Name</li> <li>• Gender</li> <li>• Location</li> <li>• Website</li> <li>• Date joined</li> <li>• Last access date</li> <li>• Description text</li> <li>• Main profile thumbnail image</li> </ul>

Table 12: Number of captured profiles for each site

Service name	Number of captured profiles
IGN	776
Nexopia	384
Twitter	400
Facebook	1112
<i>Total</i>	2672

The number of the collected profiles for each service were affected by the resources available at the time that the research was conducted and the satisfactory rate of statistical deviation<sup>59</sup>. Some instances of the process of the data collection, such as screen names and images evaluation, could not be automated and required a considerable amount of time to classify them<sup>60</sup>. Initially, the number of captured profiles was decided to be around 200 for each service but it was deemed to be too small, especially for the case of Facebook which has more than one billion users. Therefore, new profiles were added until the statistical deviation became minimal. All processed data and graphs were quantified, aggregated and completely anonymised.

As seen in Figure 31, the results show that data-linkage was a factor of exposing real-life identities of otherwise pseudonymous accounts. This was more prominent in the case of Nexopia in which almost 9% of the collected profiles could be identified just from prominent links that the users placed and associated their pseudonymous profiles to their accounts on identity-driven social media sites such as Facebook. In the case of IGN boards, only 1.2% of the sample may have directly exposed their real-life identities, while this percent slightly increased to 1.7% when taking into consideration links in their profiles to social media accounts with real-life identity information. Twitter had the highest number of inactive accounts with more than half of the collected sample classified as inactive. As depicted in Figure 32, this is evident in the case of using identifiable personal pictures as their profile images where there is a significant discrepancy between active and inactive users. Active users were found to be much more likely to use identifiable pictures in their profiles.

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<sup>59</sup> The number of collected profiles for each site was made sure to at least satisfy the 95% confidence level threshold. For populations exceeding 20,000 people, the optimal sample size will not significantly change; a sample of 384 has been calculated to satisfy the 95% confidence level for all sizes of population (Cochran, 1977). In this pilot study, the number of collected profiles for each site exceeds this number, especially in the case of Facebook where there were about one billion users in 2012.

<sup>60</sup> Under these circumstances, plausible full names were manually identified by the author and therefore the classification is highly subjective. The names should appear to be genuine full names, but it is impossible to determine whether the names are actually true and belong to the corresponding account. Today, there are some machine learning algorithms (e.g. `probablepeople` Python library at <https://github.com/datamade/probablepeople>) that with the help of natural language processing techniques can assist breaking the names into components for classification purposes. However, these algorithms are still unreliable on determining real full-names with accuracy.

A similar but a slightly smaller discrepancy was observed in the case of Nexopia which as a dating-oriented website had a significant percentage of their users share personal pictures. Significant differences between the four sites were found regarding the names their users preferred to identify with (see Figure 33). Facebook’s sample had 99% of names as plausible real-life full names compared to 51.7% on Twitter. Only 5.7% of Nexopia users identified with plausible full-names and a mere 1.2% of IGN users. Detailed tables for each site can be found in Appendix 2S1 for IGN, 2S2 for Nexopia, 2S3 for Twitter, and 2S4 for Facebook.

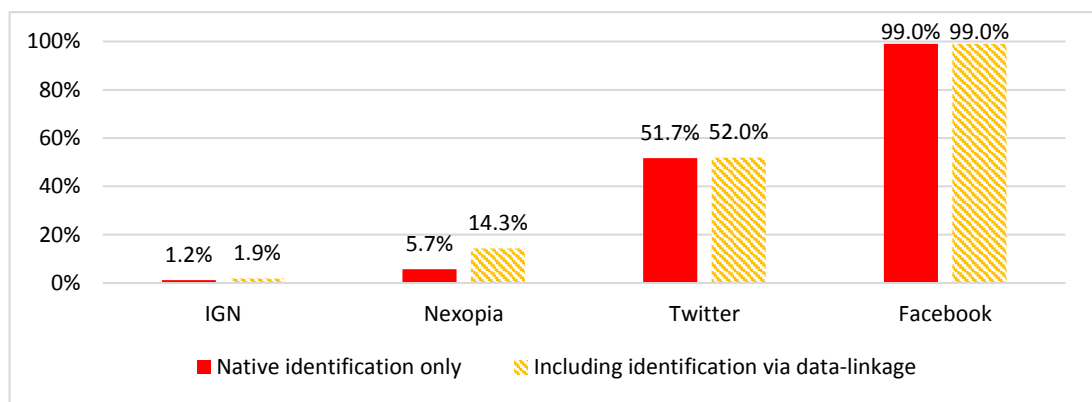


Figure 31: Distribution of percentages for profiles that could be natively identified from using a plausible real-life name, and profiles that also included links to other sites that could identify the real-life identity of their users via data-linkage

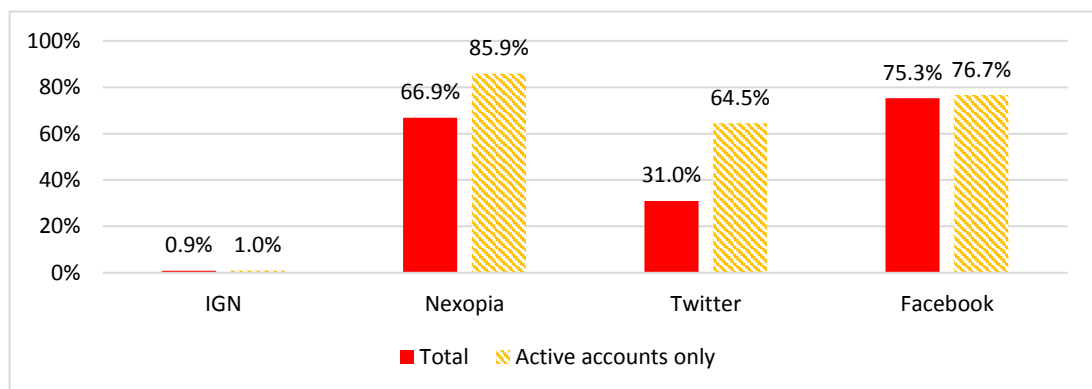


Figure 32: Distribution of percentages for profiles that included plausible identifiable personal pictures in the main profile page

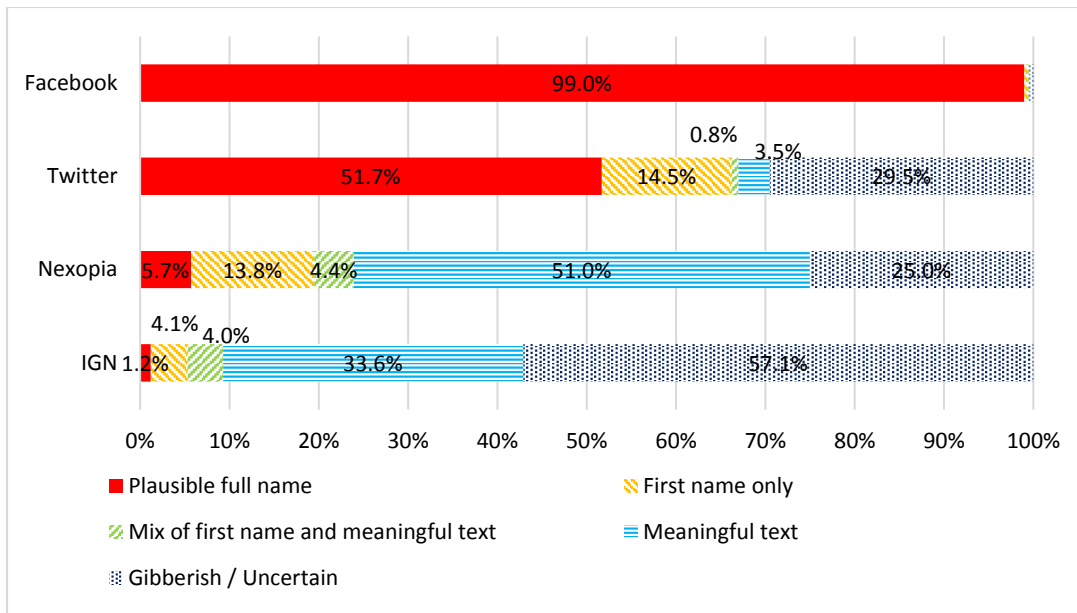


Figure 33: Distribution of percentages for the classified screen-names captured from each site

The findings indicate the dissimilar self-disclosure patterns of internet users using different online communication platforms with different objectives and desired gratifications. Social media sites like Facebook encourage the exposure of real-life identities via the use of real-life names. In traditional online communities of interest such as the gaming community of IGN there is no intention that users should reveal their real-life identities and therefore the percentage of users that do so is close to zero. In hybrid social networking and dating sites such as Nexopia, users tended to avoid disclosing their real-life identities and in general refrain from using their real-life full-names. However, a non-negligible percentage of Nexopia users was found to do so via data-linkage, links in their profiles to other sites such as Facebook that reveal their real-life identities. On the other hand, many Nexopia users were sharing identifiable photos in their public profiles, a finding that can be attributed to the dating orientation of this site. Finally, almost half of the Twitter users in the sample were found to reveal a plausible real-life full-name in their profiles. The finding is relatively close to the findings of the survey analysis in Chapter 4 in which the thesis applies an in-depth investigation on users' self-disclosure and privacy protection behaviour and attitudes. It must be noted that due to the limitation of the author's subjective character of the real-life name and real-life photo classification as well as the impossibility to determine whether a name



actually belongs to the person of each profile, the results should be taken as indicative rather than precise.

Apart from its own analytical value described above, this pilot study influenced some parts of the survey, especially Section 5.5.4, by highlighting how the nature and purpose as well as the designing of the platforms (see templatization and Section 3.7.1) can impact self-disclosure behaviour of the users in terms of personal information dissemination. It also provided the ground to include older forms of online communication, such as internet forums, in an attempt to highlight the different patterns of self-disclosure among various platforms.

### 5.3. Data collection

Respondents' data were collected on a UCL server using a modified survey software based on the open-source suite LimeSurvey<sup>61</sup>. In addition, a fully custom-made responsive UCL specific template theme was developed and LimeSurvey's core modules were modified to suit the study's aims; for example, some questions were made dynamic depending on previous answers or conditions on different answer scenarios. The responsive design permitted participants to effortlessly complete the survey using their mobile phones. In addition, a prize-winning function that could fit into LimeSurvey's system was developed from scratch in PHP/JavaScript/MySQL. The survey was hosted on one of UCL's Centre for Languages and International Education (CLIE) server. To maintain the anonymity of the participants while offering them the opportunity to win the prizes, a token-driven prize award was implemented<sup>62</sup>.

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<sup>61</sup> <https://www.limesurvey.org>

<sup>62</sup> After each successful survey submission, the participant was given a unique token and was invited to visit a specific webpage after 1<sup>st</sup> June 2014 when the survey would have been closed. The tokens were stored in a separate database table and were completely separated with the tables containing the survey's answers. They were given random numbers between 1 and 572; the draw took place by Mr Simon Mahony who selected two random numbers which were to be the winning ones. Participants returning to the claim page were asked to enter their token. If the token was one of the two winning ones, the participant was asked to

The survey was distributed via the *UCL Announce*<sup>63</sup> email list to all undergraduate and postgraduate students at UCL who had an active student status at the time. The survey ran from 24<sup>th</sup> March 2014 to 1<sup>st</sup> June 2014. Participation was voluntary and anonymous. Because of the long length of the survey, a prize of two £50 Amazon vouchers was offered to compensate for participants' time. The draw took place after the survey's closing date. The prize draw helped to increase participation and randomise participants of the sample. There were 765 responses of which 571 were complete, with an average completion time of 24 minutes and 22 seconds. According to UCL's official student statistics, the total number of students in the academic year of 2013-14 were 28,859 (UCL, 2015) and thus almost 2% of the total UCL student population participated in the study. Data from incomplete<sup>64</sup> responses were not included in the analysis. None of the questions had a default value and the user had to answer all the required questions in order to proceed. Because of the length of the survey, some questions were set to be optional with no default answer in order to avoid the problem of respondent fatigue and to collect meaningful data as close as possible to the actual behaviours and opinions of the respondents.

It is perhaps indicative of the societal and scholarly relevance of the topic of online self-disclosure that the overwhelming response of UCL students to the invitation to complete the survey led to a server crash as more than 1,000 students attempted to visit the site almost the same time after the email was sent out. The server was reconfigured and brought back online in less than three minutes, though, it is safe to assume that this costed some additional responses that would have otherwise been submitted. The appealing of his research's topic was most likely enhanced as the survey data

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enter their details in order to receive the Amazon voucher. The prize claim page was left online until August 2014 and only one of the two winning participants claimed their prize

<sup>63</sup> The link to the survey was distributed using UCL's newsletter called 'UCL announce' which at the time of the conduct of the survey used to be delivered to all students of the university; the account was handled by the university's postmaster and required approval before the message was disseminated.

<sup>64</sup> Incomplete responses are defined as the ones where respondents did not reach the final page to formally submit the survey.

collection took place in a post-Snowden context characterised by a broader ambivalence towards platforms like Facebook.

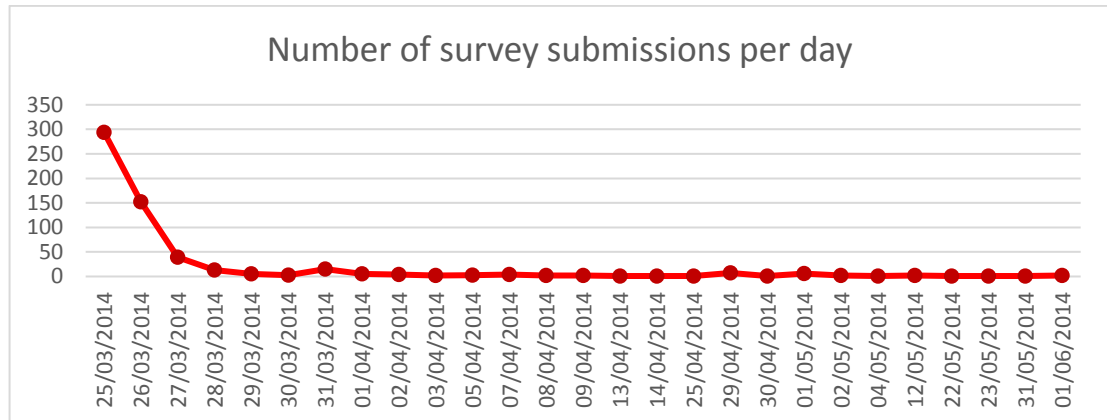


Figure 34: Graph showing the number of complete survey submissions per day. Almost 80% of the total sum was gathered in two days after the email was sent out to UCL students

## 5.4. Data analysis

### 5.4.1.1. Statistical

A network diagram demonstrating the correlations can be found in Figure 35.

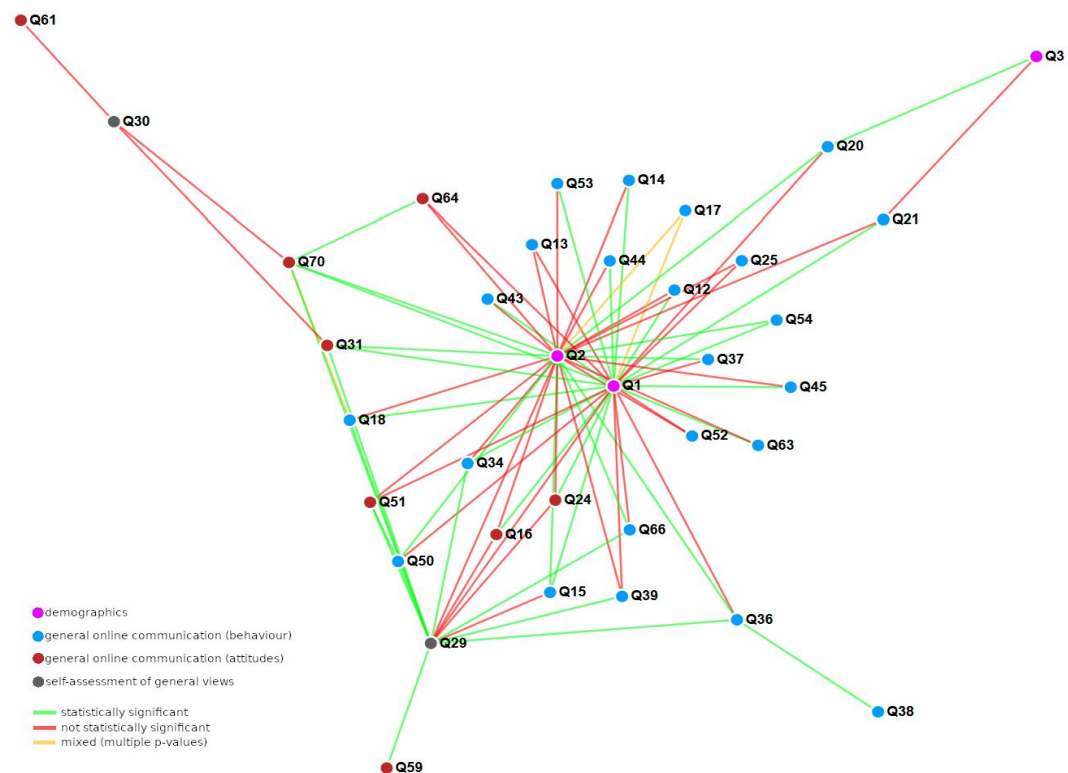


Figure 35: A network diagram depicting the findings of the statistical correlations sought in the exploratory survey analysis (created using D3.js)

An overview of how each area question is formulated is present in the introductory sections of the survey data analysis chapter. The full table with the association of area questions to their respective set of individual survey questions can be found in the Appendix as described above.

Data analysis was performed primarily using SPSS<sup>65</sup>. Other software was also used in support or to enhance the quality of the data analysis and visualisation. These were Microsoft Excel<sup>66</sup>, R<sup>67</sup> statistical language, NVivo<sup>68</sup> qualitative data analysis software, QGIS<sup>69</sup> mapping software, as well as custom-made code using Python<sup>70</sup> programming language, and JavaScript with libraries such as the D3.js<sup>71</sup>. Cross-tabulations and Chi-Square tests were largely adopted in order to study variable relations and determine the level of probability of examined correlations. Descriptive and inferential analysis were also used to examine these in addition to the purely statistical methods.

A bipolar semantic differential approach is used for the Likert scales (e.g. see Osgood, 1975; Snider and Osgood, 1972). Labels have been added only to the extremes allowing the measuring of the connotative meaning of respondents' attitudes. This removes prejudgement about the topic in question and allows the variable associated with it to be better treated as ordinal. In order to avoid the questions being too repetitive and to force the respondents to read the labels more carefully, the wording in similar Likert scale labels often varies. In addition, the semantically charged edges are not always on the same side; a negative sentiment can be on the left-hand side in some Likert questions and on the right-hand side in others.

There are four tests used in the analysis to examine the correlation between questions that comprise the hypotheses: Chi-Square, Kruskal-Wallis H Test, Mann-Whitney U Test, and Spearman's Rank-Order Correlation. In all cases, the significance or confidence level threshold is set to be at least the

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<sup>65</sup> <https://www.ibm.com/products/spss-statistics>

<sup>66</sup> <https://products.office.com/en-gb/excel>

<sup>67</sup> <https://www.r-project.org/>

<sup>68</sup> <https://www.qsrinternational.com/nvivo/nvivo-products>

<sup>69</sup> <https://qgis.org/en/site/>

<sup>70</sup> <https://www.python.org/>

<sup>71</sup> <https://d3js.org/>

standard 0.05 or 95% that means that there are 95 chances in 100 that the sample results represent the true condition of the population within a specified precision range against 5 chances in 100 that it does not (Kothari, 2004, p. 155). If the significance of correlation coefficient is less than 0.05 then statistical correlation is accepted, otherwise the null hypothesis is assumed.

Chi-Square test for independence is the most frequently used in this research being a non-parametric test<sup>72</sup> 'used to determine if nominal or sometimes ordinal data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used' (Ullman, 1978, p. 234). This type of test is usually deployed in this research to examine correlations between categorical variables such as gender and other categorical or ordinal variables. As Chi-Square tests do not indicate trends, these are usually illustrated by providing supportive tables or figures, or by using appropriate statistical tests for trends and linear-to-linear association such as the Mantel-Haenszel test of trend (see Howell, 2013, sec. 6.10). In Chi-Square tests, the  $x^2$  significant value is calculated by the following formula (Kothari, 2004, p. 234):

$$x^2 = \frac{\sigma_s^2}{\sigma_p^2} (n - 1)$$

where  $\sigma_s^2$  = is the variance of the sample;  $\sigma_p^2$  is the variance of the population and  $(n - 1)$  the degrees of freedom with  $n$  being the number of items in the sample. In addition to the traditional Chi-Square significance value, the research utilises Cramér's and Phi V values of strength of association that carry out an adjustment to this value based on the sample size and table size (see Cramér, 1999). Using these additional methods with Chi-Square strengthens the findings and provides more accurate results on testing the null hypothesis. The tables of these formulas can be found through the Appendix Section 2.

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<sup>72</sup> Non-parametric statistics are distribution-free tests. They are less powerful than parametric ones, but can be used in variables that are not normally distributed. They are the most appropriate for an exploratory social sciences survey analysis that includes a large number of nominal variables such as in this thesis.

Kruskal-Wallis H is also a non-parametric test used to examine whether there are statistically significant differences between an ordinal dependent variable and at least two groups of an independent variable (see Sheskin, 2004, chap. 22). In this thesis, in order to meet this test assumptions, it is used when the dependent variable is clearly of ordinal type, such as for example a seven-point Likert scale ordinal variable. The independent variable is a variable consisting of at least three groups such as, in this thesis, age groups. The independent variable must meet the independence of observations assumption, i.e. that every respondent in each age group is not found in another. A random example of a correlation of this type that meets the test's requirements is [Q1] an [Q21]. The age variable [Q1] consists of three groups (18-24, 25-34, 35+) and acts as the independent variable. [Q21] is a question on the self-evaluation of perceived passive peer-pressure measured in an ordinal bipolar semantic differential seven-point Likert scale (ranging from 'no pressure at all' to 'too much pressure') that is the dependent variable.

Mann-Whitney U test is a very similar to the Kruskal-Wallis H test and it is used when the independent variable consists of two groups (see Sheskin, 2004, chap. 12). In this thesis, Mann-Whitney U test is mostly applied to gender<sup>73</sup>, or the British/Non-British nationality variables. Using a similar to Kruskal-Wallis H test example, gender variable [Q2] which consists of two groups (females, males) acts as the independent variable. [Q21] is an ordinal Likert scale question and is the dependent variable in this scenario.

Finally, Spearman's correlation coefficient is used to measure monotonicity relationships, i.e. the strength and direction of association between two ordinal variables such as Likert scales (see Daniel, 1989, chap. 9). An example taken from this thesis survey analysis is the investigation of a correlation between [Q30] and [Q61]. [Q30] is an ordinal seven-point Likert scale that respondents evaluate their own general and social beliefs (ranging from 'conservative' to 'liberal'). [Q61] is also an ordinal seven-point Likert scale

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<sup>73</sup> At the time of the survey conduct, the gender variable had actually three options: 'female', 'male', and 'prefer not to say'. Regrettably, the available answers were not as inclusive as they could be by including other options or a free-form input. The 3 respondents who selected 'prefer not to say' were excluded from the analysis as the counts were deemed too low for a proper exploration of correlations. Therefore, in this thesis, the gender remains binary.

in which respondents were asked to give their opinion on the governmental surveillance schemes exposed by Edward Snowden (ranging from 'I am totally OK with that' to 'I'm completely against it'). Kendall's Tau is also another non-parametric test to measure monotonicity. Both were applied and compared and returned similar results. Spearman was eventually preferred because of its simplicity and popularity on Likert scales.

Every possible effort has been made to make the presentation of the statistical analysis as clear and simplified as possible for readers of all technical backgrounds in quantitative data.

#### 5.4.1.2. Qualitative free-form data

Survey respondents were able to enter text in open-ended questions that consist of two categories, both of which were optional. The first category includes individual open-ended questions such as [Q19], [Q23] and [Q71] which naturally gathered the most responses. The rest of the collected responses in questions [Q15], [Q16], [Q29], [Q42], [Q45], [Q51], [Q65], [Q66], [Q69] were part of structured questions such as multiple choice, Likert scale and others, and were either in the form of 'other' option or as a comment that respondents were being welcomed to complete. Table 13 contains information on the number and length of the responses.

Each quote taken from the responses to the open-ended questions has a unique composite key based on the question number and the respondent id number. For example, [Q23R709] refers to the answer given to question [Q23] by the respondent with the unique number identifier 709. The complete list of responses to the open-ended questions can be found in Appendix 3A where additional information such as age and gender is also included.

The free-form responses are supplementary to the quantitative data and the analysis showed that they are, in general, in accordance with the findings of the statistical analysis. However, they provide invaluable information on a deeper level such as, for example, investigation on causality, and allow more accurate interpretations of the entire set of data. The inductive thematic analysis of the free-form responses follows the structure of the quantitative part of the survey. However, the unstructured character of the

responses often overlaps the multiple thematics of the survey analysis and is thus explored in an argumentative way. Despite the obvious and significant shortcomings of this type of qualitative data analysis compared to other research methods such as for example in-depth interviews – blank or rushed responses, possible uneven apportionment between the responses given by those who were interested in the research subject and those who were not, overlapping topics, difficulties in classification, to name a few – it still provided the thesis with remarkable material considering that the open-ended questions were optional and allowed participants to express themselves freely without the intimate nature of interviews affecting or restricting their responses.

The use of advanced machine learning techniques such as Natural Language Processing (NLP) and especially the Latent Dirichlet allocation (LDA) model were considered, but deemed to be unnecessary and out of scope of this research and were dropped in favour of the qualitative thematic analysis approach.

Table 13: Open-ended and free-form type question responses of complete submissions

Survey question	Number of responses	Word count
Other means of contact [Q15]	3	10
Perceptions on social media abstain of others [Q16]	3	30
Use of aliases on social media [Q19]	217	4200
Reasons to join social media [Q23]	446	8200
Anonymity / Authenticity debate [Q29]	194	6300
Suffered relationships due to social media [Q42]	20	250
Other actions to protect online reputation [Q45]	7	80
Opinion on social logins [Q51]	8	270
Other concerns on third-party information sharing [Q65]	5	40
Use of anonymising software [Q66]	17	200
Biometrics and social media [Q69]	25	1550
General privacy concerns [Q71]	285	15000
<i>Total</i>	<i>1230</i>	<i>36130</i>



## 5.5. Survey results

### 5.5.1. Introduction

The questions on the survey have been designed to assess attitudes, behaviour and perceptions on online privacy. The broad and complex nature of the topic forces to adopt an analytical method that needs more than a simple discovery of correlations between variables; this is why the study follows a meta-inference approach based on the analysis of both quantitative and qualitative data in an exploratory way (see also Section 2.4). Following the survey analysis structure as described in Section 2.8, the survey responses have been categorised into six interrelated areas neither of which of can be completely understood discretely:

- A. Social media as mainstream medium channel for online self-disclosure
- B. Social and peer pressure's role in the proliferation of social media
- C. Social media, privacy and self-censorship
- D. Social media and lateral surveillance
- E. Surveillance and privacy awareness
- F. Authenticity and anonymity, politics and privacy awareness

The above areas headings (A, B, C, D, E, and F) correspond to the headings of each area section and also to their respective dedicated sections in the appendix. The analysis of the survey answers examines them for gender and age correlations in a cross-hypotheses way as part of the investigation to isolate possible different patterns of behaviour between younger and older, female and male participants. Gender and age variables are both deemed important indicators that can reveal hints on the societal aspects of the proliferation of social media and the evolution of privacy ethics. The nationality variable was examined, but it provided limited insights (see Section 5.5.3). Although there was a question about the type of employment, it was decided by design not to include variables about class, race, and others. Not only these would possibly require additional ethical considerations and approvals, but they would significantly complicate and lengthen the survey analysis and, more importantly, they would make more difficult to distinguish the contributing factors in cross-correlations. Therefore, most cross-correlations of responses are with the gender and age variables and are examined across most areas to identify any possible differences and dynamics that contribute to the

shaping of the attitudes that are investigated in the context of this study. The choice to incorporate age and gender correlations into each area of interest section instead of placing them into their own separate sections is based on the attempt to simplify the findings analysis and minimise repetition as much as possible. A condensed summary of the findings on age and gender can be found in Chapter 6.

The numbers in the statistical tables are absolute counts and the float numbers next to them that are within brackets are the percentages calculated from the column variable; the independent variable is placed as a column and the dependent as rows. In more complicated tables such as summary pivot tables, the table captions always mention which variable the percentages are measured against.

### 5.5.2. Demographics

The majority of the respondents were young with 54.8% being between 18-24 and 34.7% between 25-34 years old. Most of them were female (61.1%), while 18.7% were undergraduate students, 29.8% had a bachelor's degree, 33.5% a master's degree, and 3.3% held a PhD<sup>78</sup>; in total, 94.9% declared that they were still students in a higher education institute. A little more than half (53.6%) were British nationals, while the majority of the respondents (94.9%) were living in the UK. 36.1% of the sample said that were undertaking paid work, the vast majority of whom – 92.1% of those declared to be working – were employees followed by 4.7% who declared themselves as self-employed. Table 14 contains detailed information about the background of the survey respondents.

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<sup>78</sup> It is assumed that a few survey respondents chose the level they were currently studying instead of the one they had already finished. The fact that some people were studying – for example at a Master's level – although they already held a PhD also cannot be dismissed. The majority of the 5.1% that declared not to be students must have considered to have finished their degree at the time of the survey (e.g. submitted their coursework or thesis), but technically the UCL system still had them enrolled as students and their status active as such.

Table 14: Background of the survey respondents

		%	N
Age groups	13-17	0.18%	1
	18-24	54.82%	313
	25-34	34.68%	198
	35-44	7.01%	40
	45-59	1.58%	9
	60+	1.75%	10
Gender	Female	61.12%	349
	Male	38.35%	219
	Prefer not to say	0.53%	3
British nationality	British	53.59%	306
	Not British	46.41%	265
Education	Some secondary school, no diploma	0.35%	2
	Secondary school	11.38%	65
	Some college credit, no degree yet	18.74%	107
	Bachelor's degree	29.77%	170
	Master's degree	33.45%	191
	Professional degree	2.98%	17
	Doctorate degree	3.33%	19
Employment status	Employed	36.08%	206
	Employee	(28.20%)	161
	Employer	(0.35%)	2
	Self-employed	(4.73%)	27
	Other	(2.28%)	13
	Prefer not to say	(0.53%)	3
	Not employed	63.92%	365

Due to the relatively small number of respondents in the older age groups, the analysis sections that follow have the 'age groups' variable redefined. The values for those aged 35-44, 45-59, and 60+ have been aggregated into a single value of 35+. The lone individual of the 13-17 age group has been omitted from the age groups statistical analysis. No correlations were examined using the employment status variable. The survey analysis revealed the natural close relationship between age and employment. The two older age groups significantly over-present those in work compared to the younger age group and, therefore, it would make it difficult to distinguish the contributing factor. A decision was made not to apply any weighting on age or gender variables as the numbers of responses seemed to represent a more-or-less accurate sample of UCL students. Female respondents are only slightly over-represented in the sample

compared to the total student numbers published by UCL – 61% in this study compared to 54% at UCL<sup>79</sup>. Some studies also suggest that females are more receptive to online surveys than males (McCabe et al., 2006; Saleh and Bista, 2017; Smith, 2008). Nonetheless, no correlation was found in this survey's data between age and gender, suggesting that the collected data is independent enough to be appropriate for the examination of correlations on these variables: Pearson Chi-Square independence test  $\chi^2$  (2, N = 567) = 4.650,  $p = .098 > .05$ .

### 5.5.3. Nationality

The analysis of the survey's data using Chi-Square and other correlation tests revealed some significant correlations between nationality and privacy-related variables. However, as the survey's sample is limited, no general assumptions can be made. The correlations are all limited to a British/Non-British binary use of the nationality variable. As the sample is comprised of UCL students of whom the vast majority were living in the UK at the time the survey was conducted, any cultural factors cannot be properly assessed. In a recent comparative study on cultural differences in social media use, privacy, and self-disclosure (Trepte and Masur, 2016) between British, Northern American, German, Dutch and Chinese participants, it was observed that there were some cultural-related differences in privacy protection behaviour, however the study concluded that 'when viewing all of the current findings from a broader perspective, ... [it] also shows that there are more commonalities than differences' (Trepte and Masur, 2016). This seems to be true for this research. An indicative distribution of respondents' nationality can be seen in Figure 36.

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<sup>79</sup> <https://www.ucl.ac.uk/srs/student-statistics>

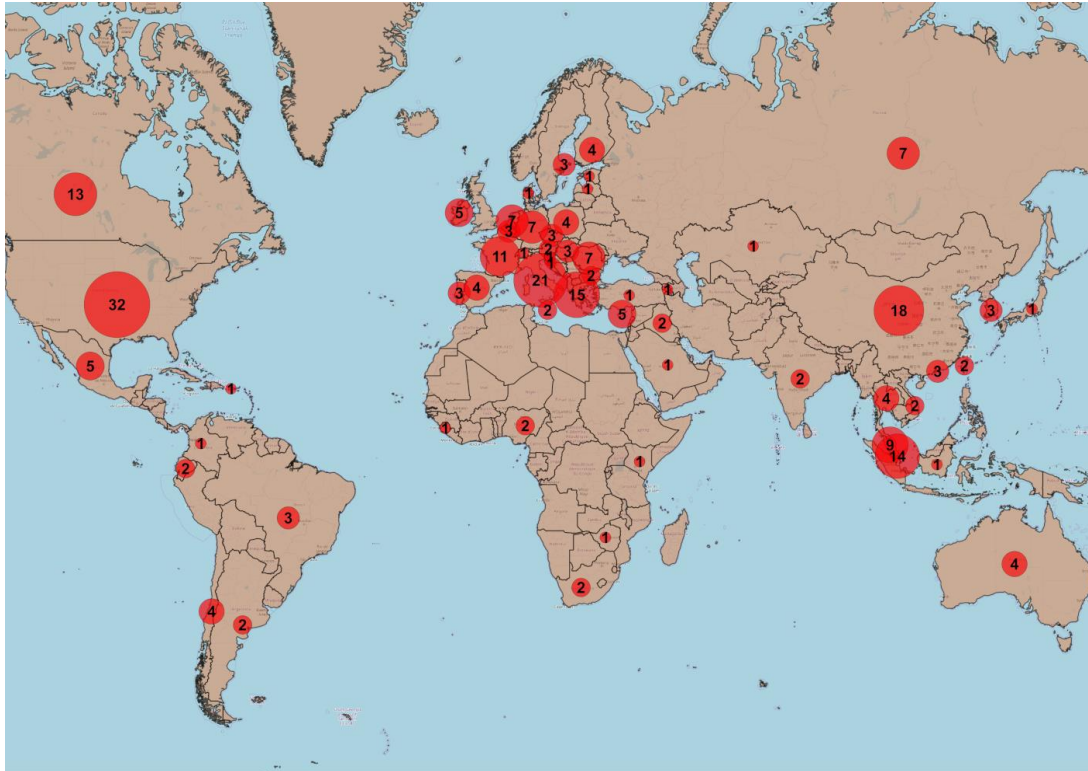


Figure 36: A world map containing the distribution and frequency numbers of non-British respondents' nationality (created using QGIS)

#### 5.5.4. A. Social media as mainstream medium channel for online self-disclosure

##### 5.5.4.1. Introduction and design

This section examines the level of blending and normalisation of social media in everyday life and investigates how identity-driven social media services such as Facebook have become the dominant online mediums for disseminating personal information online. Some of the questions are cross-examined with age and gender variables in order to enhance and enrich the understanding of the underlying processes that constitute contemporary online behaviour and shape modern privacy norms. The results from the relevant survey questions are demonstrated first, followed by a discussion of the findings. For this section, two areas questions are investigated:

*AQ1: Have social media become a socially accepted and mainstream highway of disseminating personal information online?*

AQ2: Are users reluctant to disclose too much personal information that can be associated with their real-life identities in non-social media settings?

### 5.5.4.2. Findings

#### Online for the first time

The participants were asked to say when they first went online [Q10]. As seen in Figure 37, half of them (50.1%) answered that they first went online between 1996 and 2000, while 27.7% between 2001 and 2004.

*This suggests that* most of the respondents were getting online for the first time before or during the very early stage of social media proliferation, a significant proportion of whom as children [Q1] & [Q10] (see Figure 38).

The complete statistical tables can be found in the Appendix 2AQ10 and 2AQ1Q10.

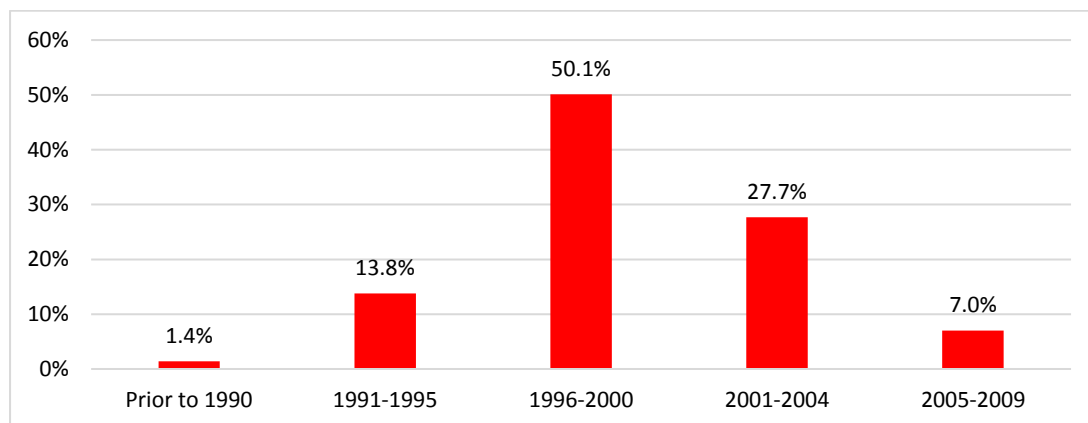


Figure 37: Distribution of percentages for periods of time in which respondents went first online [Q10]

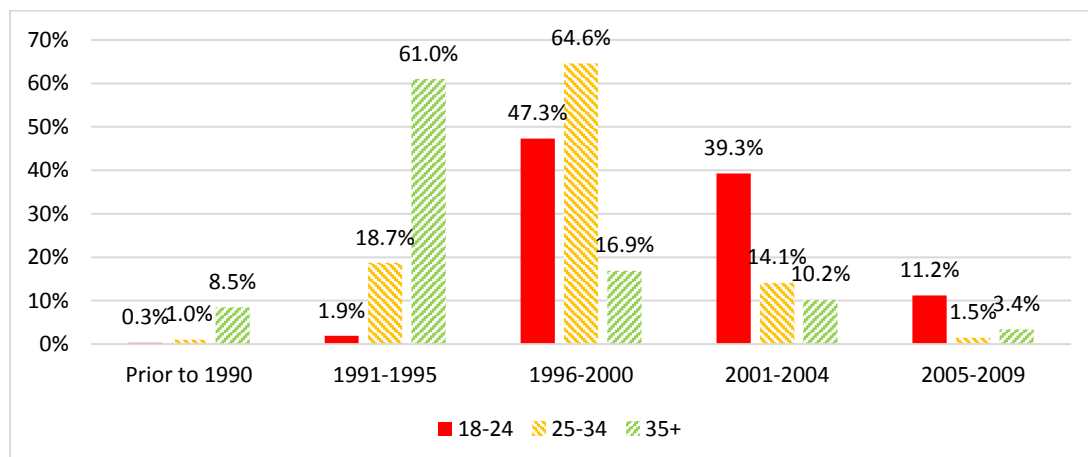


Figure 38: Distribution of percentages for age groups and periods of time in which respondents went first online [Q1] & [Q10]

### **Time spent on different online communication platforms**

Survey participants were asked to report how much time they spend on different online communication platforms [Q11] (see Figure 39). Social media and social network sites were the most popular with 94% of the respondents using them, followed by email lists (59.2%), Internet forums (47.5%) and IRC (8.8%). Only 3.2% said that they had stopped using social media, while on the other hand 31.3% said they had dropped Internet forums, 22.4% had quit IRC and 15.9% had stopped using BBSs and email lists. A merely 2.3% answered they had never used any social network or social media sites. On the other hand, about one in five answered they had never used Internet forums, IRC, MUDs or BBSs. However, the true percentages of respondents who had never used these platforms is much greater as 42%, 66.2% and 50.3% reported that they were not aware of what IRC, MUD and BBS are respectively.

*The results again show an almost absolute use of social media and indicate how online communication has evolved with people moving away from its older forms like Internet forums and email-lists while displaying unfamiliarity with some of them especially with MUDs, BBSs and IRC.*

The full list of tables can be found in Appendix 2AQ11.

### **Quality of time spent on different online platforms**

Respondents were also asked to self-evaluate how much time they spent contributing or just reading the information exchanged via different methods of communication [Q12] (see Figure 40). 35.2% of the respondents identified email as a platform which they use all the time and 58.8% at least daily. This is followed by social networks sites of which 28.9% answered they were reading them almost all the time and 50.8% daily. However, social network sites were the most popular platform regarding user contribution with 12.4% saying that they were contributing almost all the time, and 25.9% daily. Micro-blogging platforms such as Twitter and Tumblr were also quite popular in contrast to blogs in which two-thirds said they had never contributed any content.

The findings illustrate that social media occupied significantly most of the time that respondents spent online compared with the rest of the communication platforms.

The complete statistical tables can be found in Appendix 2AQ12.

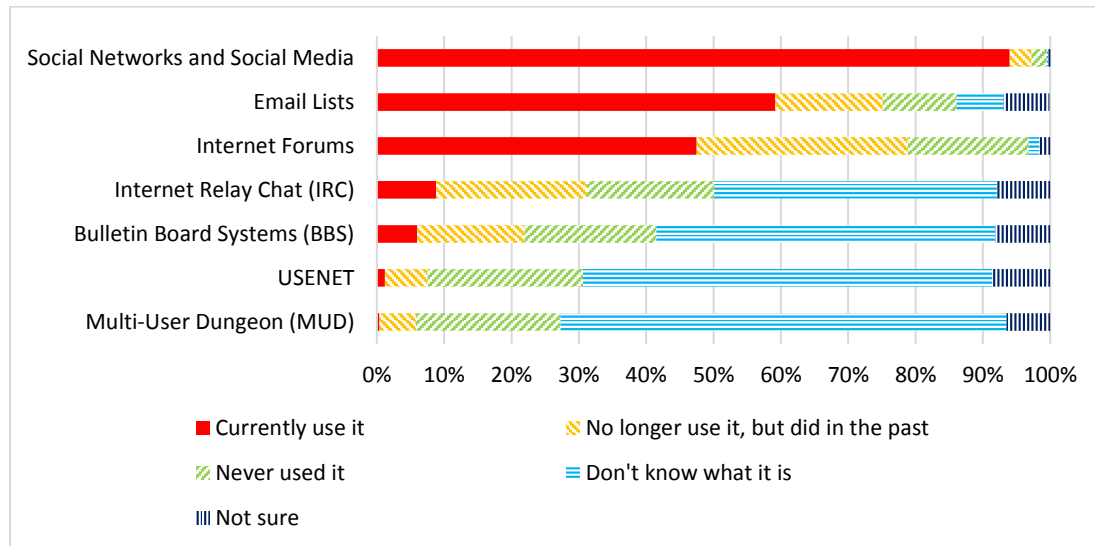


Figure 39: Distribution of percentages for the use of different online platforms [Q11]

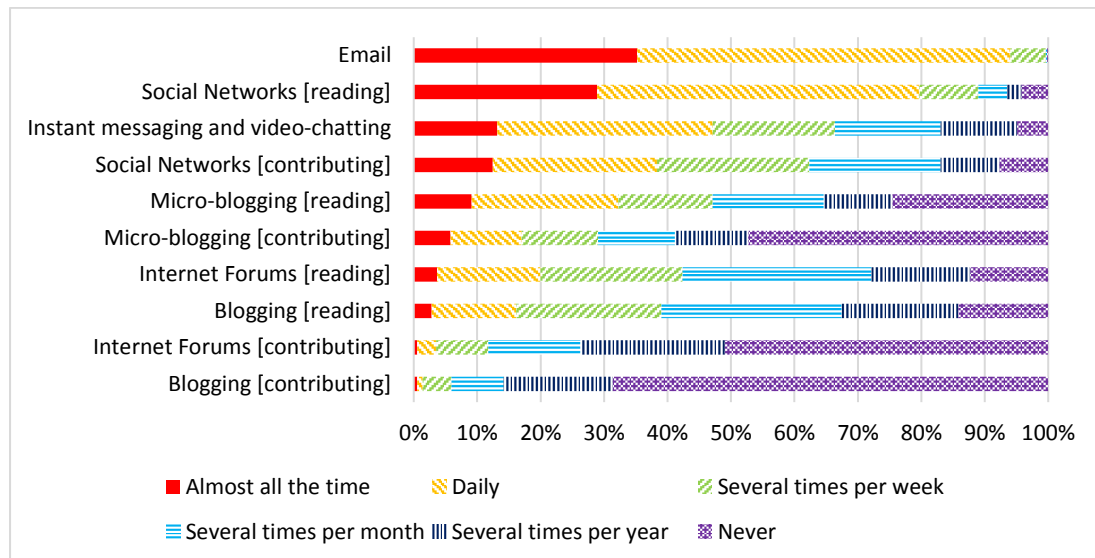


Figure 40: Distribution of percentages for types of use of online communication platforms [Q12]

### Age and use of different online communication platforms

A possible correlation between age of respondent and type of use of different online communication platforms [Q1] & [Q12] was sought using the Kruskal-Wallis H test. This type of test is appropriate because of the ordinal type of [Q12] variable. As presented in Table 15, the Kruskal-Wallis H test indicates that there is a strong statistically significant difference between age



groups and the frequency of use in instant messaging and video-chatting, email, contributing to Internet forums, blogging, and reading in social networks. The strongest significant difference was found in instant messaging and video-chatting:  $\chi^2(2) = 20.637$ ,  $p = .000 < .05$ , with a mean level of usage frequency 265.52 for the 18-24 age group, 292.75 for the 25-34 age group, and 367.16 for the 35+ age group. A strong statistical difference was also observed in reading social networks:  $\chi^2(2) = 15.561$ ,  $p = .000 < .05$ , with a mean level of usage frequency 267.61 for the 18-24 age group, 294.81 for the 25-34 age group, and 349.16 for the 35+ age group. The higher the mean, the less frequent respondents reported to be using each of the platforms.

*Summarising the test results, the older the age groups the more reported frequency use of email, contribution to Internet forums and to blogging. On the other hand, the younger the age groups the more reported frequency use of instant messaging and video-chat applications, and browsing information through social networks.*

It is worth noting that although there is no statistical significance using Kruskal-Wallis H test in the reported frequency of reading micro-blogging sites (e.g. Twitter) and age groups, the distribution suggests that while a greater percentage of the older group reported to have never engaged with this method, the ones who did, tended to be heavier users compared to the younger age groups.

The complete list of statistical tables can be found in Appendix 2AQ1Q12.

### **Gender and use of different online communication platforms**

As seen in Table 16, slightly different results are observed when examining the correlation of gender [Q2] and the frequency of usage for different online communication platforms [Q12]. Apart from social networks, female respondents (mean rank = 273.05) reported to be heavier contributors to micro-blogging platforms such as Twitter and Tumblr than the male respondents (mean rank = 302.75):  $U = 34218$ ,  $z = -2.229$ ,  $p = .026 < .05$ . On the other hand, male respondents (mean rank = 226.05) reported to read through Internet forums much more often than female respondents (mean rank = 321.17):  $U = 25416$ ,  $z = -6.889$ ,  $p = .000 < .05$ . Similarly, male

participants (mean rank = 243.32) also reported to contribute to Internet forums significantly more often than female participants (mean rank = 310.34):  $U = 29198$ ,  $z = -5.137$ ,  $p = .000 < .05$ . The higher the mean, the less frequent respondents reported to be using each of the platforms.

*Summarising the findings of the correlations between age [Q2] and [Q12], female respondents reported to be heavier users of social networks as both readers and contributors as well as contributing more often to micro-blogging platforms. Male respondents reported to be reading and contributing to Internet forums more often than females.*

The complete list of statistical tables can be found in Appendix 2AQ2Q12.

### Time spent interacting with other people by means of contact

In terms of how respondents evaluated how much time they were devoting interacting with others by means of contact [Q13], the vast majority preferred face-to-face communication with 75.5% of the participants answering that they were socialising in person with others more than one hour per day. Social media came second with 27.1%.

*Social media were found to be the primary means of non face-to-face interaction and more popular than text messaging and phone calling, second only to face-to-face interaction (see Figure 41).*

The full table can be found in Appendix 2AQ13.

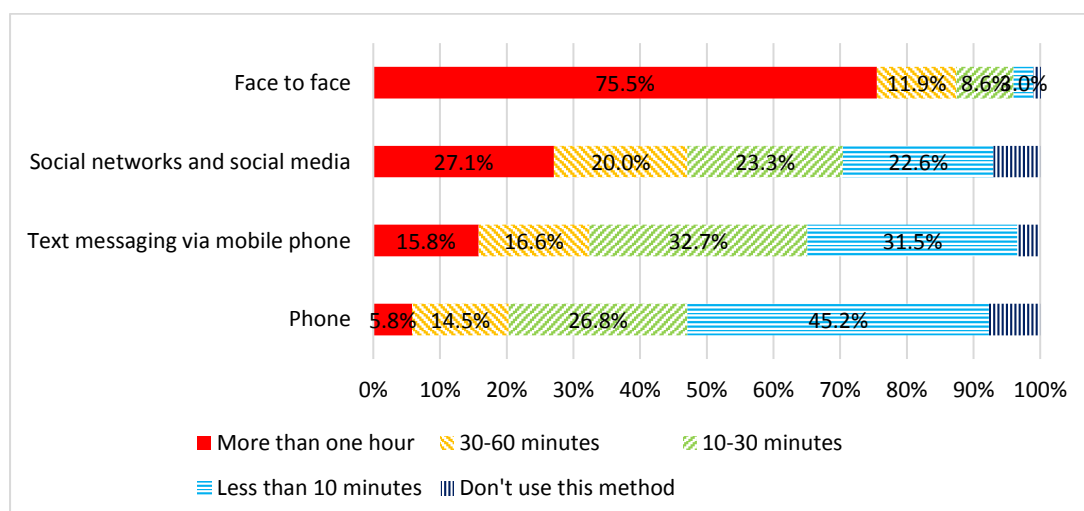


Figure 41: Distribution of percentages for time spent interacting with other people by means of contact [Q13]

Table 15: Cross-tabulation table with distribution of frequencies and percentages (within age groups) between age and type of use of online communication platforms [Q1] & [Q12]

Online activity	Frequency of use	Age groups		
		18-24	25-34	35+
Instant messaging	Almost all the time	52 (16.6)	22 (11.1)	0 (0.0)
	Daily	108 (34.5)	70 (35.4)	16 (27.1)
	Several times per week	62 (19.8)	32 (16.2)	16 (27.1)
	Several times per month	51 (16.3)	39 (19.7)	5 (8.5)
	Several times per year	29 (9.3)	27 (13.6)	13 (22.0)
	Never	11 (3.5)	8 (4.0)	9 (15.3)
Email	Almost all the time	99 (31.6)	79 (39.9)	23 (39.0)
	Daily	188 (60.1)	112 (56.6)	35 (59.3)
	Several times per week	25 (8.0)	6 (3.0)	1 (1.7)
	Several times per month	0 (0.0)	1 (0.5)	0 (0.0)
	Several times per year	0 (0.0)	0 (0.0)	0 (0.0)
	Never	1 (0.3)	0 (0.0)	0 (0.0)
Internet Forums (contributing)	Almost all the time	2 (0.6)	0 (0.0)	1 (1.7)
	Daily	11 (3.5)	5 (2.5)	1 (1.7)
	Several times per week	21 (6.7)	18 (9.1)	7 (11.9)
	Several times per month	39 (12.5)	30 (15.2)	14 (23.7)
	Several times per year	69 (22.0)	47 (23.7)	14 (23.7)
	Never	171 (54.6)	98 (49.5)	22 (37.3)
Internet Forums (reading)	Almost all the time	14 (4.5)	5 (2.5)	2 (3.4)
	Daily	53 (16.9)	29 (14.6)	11 (18.6)
	Several times per week	69 (22.0)	46 (23.2)	12 (20.3)
	Several times per month	95 (30.4)	59 (29.8)	16 (27.1)
	Several times per year	41 (13.1)	39 (19.7)	9 (15.3)
	Never	41 (13.1)	20 (10.1)	9 (15.3)
Blogging (contributing)	Almost all the time	3 (1.0)	0 (0.0)	0 (0.0)
	Daily	3 (1.0)	0 (0.0)	2 (3.4)
	Several times per week	14 (4.5)	10 (5.1)	2 (3.4)
	Several times per month	21 (6.7)	20 (10.1)	5 (8.5)
	Several times per year	42 (13.4)	39 (19.7)	17 (28.8)
	Never	230 (73.5)	129 (65.2)	33 (55.9)
Blogging (reading)	Almost all the time	10 (3.2)	6 (3.0)	16 (2.8)
	Daily	31 (9.9)	35 (17.7)	76 (13.3)
	Several times per week	70 (22.4)	42 (21.2)	131 (23.0)
	Several times per month	95 (30.4)	56 (28.3)	161 (28.2)
	Several times per year	59 (18.8)	35 (17.7)	105 (18.4)
	Never	48 (15.3)	24 (12.1)	81 (14.2)
Micro-blogging (contributing)	Almost all the time	21 (6.7)	6 (3.0)	5 (8.5)
	Daily	35 (11.2)	20 (10.1)	9 (15.3)
	Several times per week	39 (12.5)	25 (12.6)	5 (8.5)
	Several times per month	37 (11.8)	26 (13.1)	6 (10.2)
	Several times per year	27 (8.6)	33 (16.7)	6 (10.2)
	Never	154 (49.2)	88 (44.4)	28 (47.5)
Micro-blogging (reading)	Almost all the time	29 (9.3)	14 (7.1)	8 (13.6)
	Daily	72 (23.0)	45 (22.7)	15 (25.4)
	Several times per week	50 (16.0)	33 (16.7)	2 (3.4)
	Several times per month	60 (19.2)	35 (17.7)	5 (8.5)
	Several times per year	28 (8.9)	27 (13.6)	7 (11.9)
	Never	74 (23.6)	44 (22.2)	22 (37.3)
Social networks (contributing)	Almost all the time	42 (13.4)	24 (12.1)	5 (8.5)
	Daily	81 (25.9)	50 (25.3)	16 (27.1)
	Several times per week	80 (25.6)	47 (23.7)	10 (16.9)
	Several times per month	59 (18.8)	47 (23.7)	12 (20.3)
	Several times per year	32 (10.2)	14 (7.1)	7 (11.9)
	Never	19 (6.1)	16 (8.1)	9 (15.3)
Social networks (reading)	Almost all the time	107 (34.2)	50 (25.3)	8 (13.6)
	Daily	150 (47.9)	107 (54.0)	32 (54.2)
	Several times per week	30 (9.6)	18 (9.1)	5 (8.5)
	Several times per month	14 (4.5)	8 (4.0)	4 (6.8)
	Several times per year	2 (0.6)	8 (4.0)	3 (5.1)
	Never	10 (3.2)	7 (3.5)	7 (11.9)

Table 16: Cross-tabulation table with distribution of frequencies and percentages (within gender) between gender and type of use of online communication platforms [Q2] & [Q12]

Online activity	Frequency of use	Gender	
		Females	Males
Instant messaging	Almost all the time	40 (11.5)	34 (15.5)
	Daily	127 (36.4)	66 (30.1)
	Several times per week	64 (18.3)	46 (21.0)
	Several times per month	61 (17.5)	33 (15.1)
	Several times per year	40 (11.5)	29 (13.2)
Email	Never	17 (4.9)	11 (5.0)
	Almost all the time	120 (34.4)	80 (36.5)
	Daily	210 (60.2)	124 (56.6)
	Several times per week	18 (5.2)	14 (6.4)
	Several times per month	1 (0.3)	0 (0.0)
Internet Forums (contributing)	Several times per year	0 (0.0)	0 (0.0)
	Never	0 (0.0)	1 (0.5)
	Almost all the time	1 (0.3)	2 (0.9)
	Daily	6 (1.7)	11 (5.0)
	Several times per week	18 (5.2)	29 (13.2)
Internet Forums (reading)	Several times per month	42 (12.0)	39 (17.8)
	Several times per year	78 (22.3)	51 (23.3)
	Never	204 (58.5)	87 (39.7)
	Almost all the time	10 (2.9)	11 (5.0)
	Daily	37 (10.6)	55 (25.1)
Blogging (contributing)	Several times per week	63 (18.1)	64 (29.2)
	Several times per month	114 (32.7)	55 (25.1)
	Several times per year	68 (19.5)	21 (9.6)
	Never	57 (16.3)	13 (5.9)
	Almost all the time	1 (0.3)	2 (0.9)
Blogging (reading)	Daily	4 (1.1)	1 (0.5)
	Several times per week	14 (4.0)	12 (5.5)
	Several times per month	31 (8.9)	16 (7.3)
	Several times per year	60 (17.2)	37 (16.9)
	Never	239 (68.5)	151 (68.9)
Micro-blogging (contributing)	Almost all the time	11 (3.2)	5 (2.3)
	Daily	38 (10.9)	36 (16.4)
	Several times per week	78 (22.3)	52 (23.7)
	Several times per month	107 (30.7)	55 (25.1)
	Several times per year	66 (18.9)	39 (17.8)
Micro-blogging (reading)	Never	49 (14.0)	32 (14.6)
	Almost all the time	24 (6.9)	8 (3.7)
	Daily	40 (11.5)	23 (10.5)
	Several times per week	42 (12.0)	27 (12.3)
	Several times per month	52 (14.9)	17 (7.8)
Social networks (contributing)	Several times per year	38 (10.9)	28 (12.8)
	Never	153 (43.8)	116 (53.0)
	Almost all the time	34 (9.7)	17 (7.8)
	Daily	81 (23.2)	50 (22.8)
	Several times per week	54 (15.5)	31 (14.2)
Social networks (reading)	Several times per month	51 (14.6)	49 (22.4)
	Several times per year	36 (10.3)	25 (11.4)
	Never	93 (26.6)	47 (21.5)
	Almost all the time	46 (13.2)	25 (11.4)
	Daily	97 (27.8)	50 (22.8)
Social networks (contributing)	Several times per week	83 (23.8)	53 (24.2)
	Several times per month	79 (22.6)	39 (17.8)
	Several times per year	21 (6.0)	32 (14.6)
	Never	23 (6.6)	20 (9.1)
	Almost all the time	107 (30.7)	58 (26.5)
Social networks (reading)	Daily	183 (52.4)	106 (48.4)
	Several times per week	29 (8.3)	23 (10.5)
	Several times per month	11 (3.2)	15 (6.8)
	Several times per year	7 (2.0)	5 (2.3)
	Never	12 (3.4)	12 (5.5)

## Age groups and time spent on different methods of communication

Age was not found to be a significant factor on how much time respondents spent interacting with others face-to-face, and by phone. However, statistically significant differences were observed on text messaging using a mobile phone and time spent on social media [Q1] & [Q13].

*In general, the younger the respondents, the more likely they were to spend more time on text messaging using their mobile phones.*

Pearson Chi-Square independence test  $\chi^2 (8, N = 570) = 23.679, p = .003 < .05$ . The same pattern is also observed for social media: Pearson Chi-Square independence test  $\chi^2 (8, N = 570) = 22.318, p = .004 < .05$ . The complete list of statistical tables can be found in Appendix 2AQ1Q13.

Table 17: Summary table with of frequencies and percentages (within age groups) along with results of inferential analysis using chi-square test for correlation between age groups and time spent on different methods of communication [Q1] & [Q13]

Method	Frequency	Age groups			$\chi^2$
		18-24	25-34	35+	
Face to face	More than one hour	237 (75.7)	148 (74.7)	46 (78.0)	.842
	30-60 minutes	40 (12.8)	24 (12.1)	4 (6.8)	
	10-30 minutes	25 (8.0)	17 (8.6)	6 (10.2)	
	Less than 10 minutes	7 (2.2)	8 (4.0)	2 (3.4)	
	I don't use this method	4 (1.3)	1 (0.5)	1 (1.7)	
Phone	More than one hour	21 (6.7)	9 (4.5)	3 (5.1)	.39
	30-60 minutes	44 (14.1)	34 (17.2)	5 (8.5)	
	10-30 minutes	82 (26.2)	55 (27.8)	16 (27.1)	
	Less than 10 minutes	137 (43.8)	88 (44.4)	33 (55.9)	
	I don't use this method	29 (9.3)	12 (6.1)	2 (3.4)	
Text messaging	More than one hour	57 (18.2)	29 (14.6)	4 (6.8)	.003
	30-60 minutes	64 (20.4)	26 (13.1)	4 (6.8)	
	10-30 minutes	101 (32.3)	65 (32.8)	21 (35.6)	
	Less than 10 minutes	83 (26.5)	72 (36.4)	25 (42.4)	
	I don't use this method	8 (2.6)	6 (3.0)	5 (8.5)	
Social media	More than one hour	101 (32.3)	44 (22.2)	154 (27.0)	.004
	30-60 minutes	71 (22.7)	35 (17.7)	8 (13.6)	
	10-30 minutes	65 (20.8)	52 (26.3)	16 (27.1)	
	Less than 10 minutes	59 (18.8)	52 (26.3)	18 (30.5)	
	I don't use this method	17 (5.4)	15 (7.6)	8 (13.6)	

## Gender and time spent on different methods of communication

Examining the correlation between gender and the daily time spent communicating with others using the above methods [Q2] & [Q13],

*the analysis indicated that female respondents were texting via mobile devices [Q13iii] more often than males (see Figure 42).*

Pearson Chi-Square independence test  $\chi^2 (4, N = 568) = 17.925, p = .001 < .05$ . No statistically significance difference was found for the other methods. The full inferential analysis results can be found in Appendix 2AQ2Q13.

## Engagement with individual social media services

The survey also explored respondents' engagement with individual social media services [Q14].

*As seen in Figure 43, the vast majority of the respondents answered they were active Facebook users, followed by Twitter users with 56.4%, LinkedIn users with 50.7%, Google+ users with 44.7% and Instagram users with 35.8%.*

It is worth noting that, at the time of the survey, only a small percentage of Facebook users reported to have dropped using it. As expected, the percentage of MySpace retired users was enormous. The full table can be found in Appendix 2AQ14.

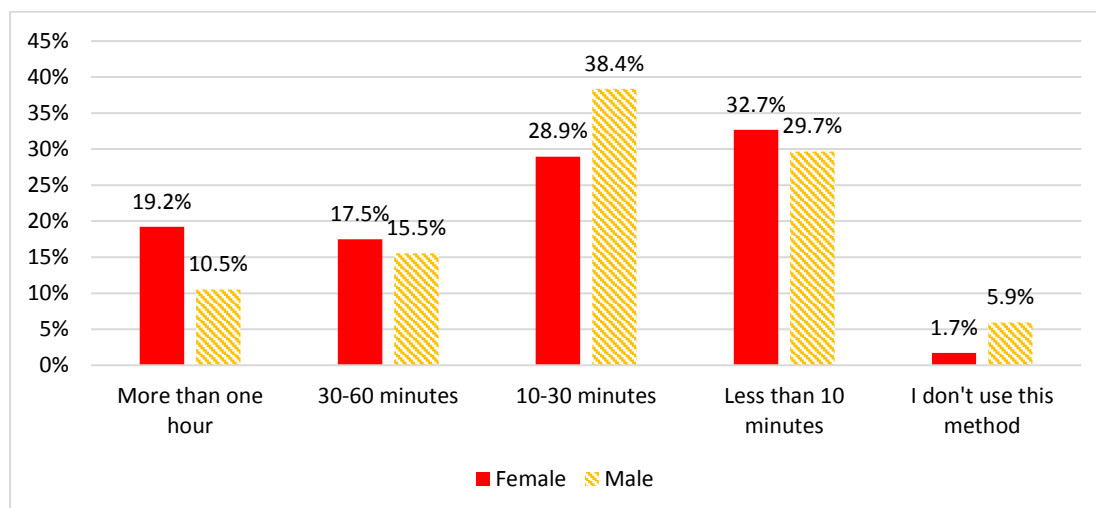


Figure 42: Distribution of percentages for gender and daily time spent texting via mobile devices [Q2] & [Q13iii]

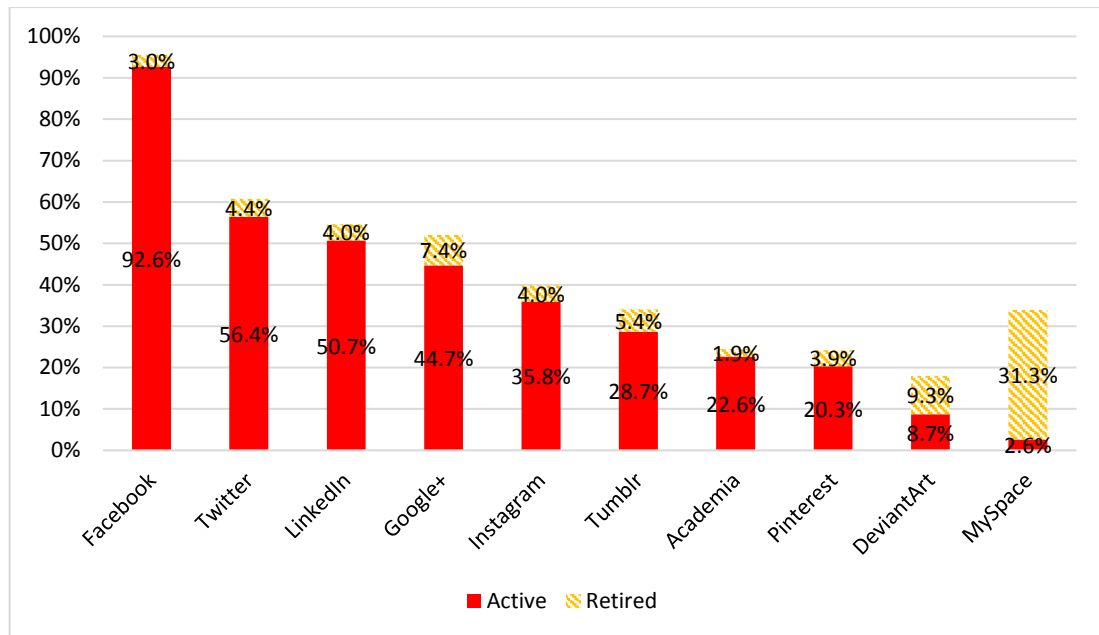


Figure 43: Distribution of percentages for respondents' social media services popularity and the percentages of those who reported to have retired their accounts [Q14]

### Age and engagement with individual social media services

A number of statistically significant differences was observed examining the correlation between age and frequency of usage of individual social media [Q1] & [Q14]. In order to make differences in usage level more discrete, the seven categories of Q14 were grouped into three larger ones<sup>80</sup>. As seen in Table 18, respondents in the older age group of 35+ reported significantly less frequent use of Facebook compared to their younger counterparts of the 18-24 and 25-34: Pearson Chi-Square independence test  $\chi^2(4, N = 570) = 21.389, p = .000 < .05$ . Twitter appears to appeal more to the 25-34 years old who reported to be Twitter users more often than the other two groups: Pearson Chi-Square independence test  $\chi^2(4, N = 570) = 10.807, p = .029 < .05$ . However, older 35+ years old respondents, reported to be using Twitter more often than the younger age groups, despite that only half of them identified as Twitter users. This indicates that older Twitter users are fairly active when they decide to engage with this social media site. A significant correlation was also found on the use of Google+. The age 24-35 age group reported to be heavier users compared to their younger and older

<sup>80</sup> i) 'Daily' and 'Very often' categories were recoded into 'Often', ii) 'Occasionally' and 'Rarely' into 'Occasionally', and iii) 'No longer use it, but did in the past', 'Never used it', and 'Do not know what it is' into 'Not using'.

counterparts: Pearson Chi-Square independence test  $\chi^2 (4, N = 570) = 18.564, p = .001 < .05$ . In the case of LinkedIn, the 18-24 age group are found to be the lightest users. The respondents found to be using LinkedIn more frequently are those aged above 35, although those in the 25-34 age group are the ones more commonly found to be engaging with the social media service: Pearson Chi-Square independence test  $\chi^2 (4, N = 570) = 28.300, p = .000 < .05$ . A marginal correlation is found for Tumblr in which the younger the respondent the more likely to be a Tumblr user: Pearson Chi-Square independence test  $\chi^2 (4, N = 570) = 9.648, p = .047 < .05$ . In the case of Instagram, the two younger age groups are found to be significantly more likely to be using it compared to the older age group: Pearson Chi-Square independence test  $\chi^2 (4, N = 570) = 15.458, p = .004 < .05$ . It appears that at the time of the survey Instagram was not popular among the older respondents with only 15.3% of the 35+ group reporting to be users compared to 37.4% for both 18-24 and 25-34 age groups. Between the two younger age groups, 18 to 24 years old reported to be using Instagram more frequently than the 25 to 34. Finally, in the case of Academia, the two older age groups reported almost equal frequencies of usage compared to their younger counterparts who used Academia much less often: Pearson Chi-Square independence test  $\chi^2 (4, N = 570) = 18.170, p = .001 < .05$ . No correlation was found between age groups and MySpace, DeviantArt, and Pinterest use.

*Summarising the findings, differences are observed in the frequency of use of different social media services amongst the three age groups. Younger respondents tended to be more active Facebook, Tumblr, and Instagram users, while older respondents were found to be more active on Academia and LinkedIn. The 25-34 age group was found to be the most active on Twitter.*

The complete list of statistical tables can be found in Appendix 2AQ1Q14.



Table 18: Summary table with distribution of frequencies and percentages (within age), along with results of inferential analysis using chi-square test for correlation between age and usage frequency on individual social media services [Q1] & [Q14]

Service	Frequency	Age groups			$\chi^2$
		18-24	25-34	35+	
Facebook	Often	270 (86.3)	164 (82.8)	37 (62.7)	0
	Occasionally	28 (8.9)	18 (9.1)	11 (18.6)	
	Not using	15 (4.8)	16 (8.1)	11 (18.6)	
Twitter	Often	93 (29.7)	62 (31.3)	20 (33.9)	.029
	Occasionally	73 (23.3)	64 (32.3)	9 (15.3)	
	Not using	147 (47.0)	72 (36.4)	30 (50.8)	
Google+	Often	23 (7.3)	19 (9.6)	11 (18.6)	.001
	Occasionally	99 (31.6)	84 (42.4)	12 (20.3)	
	Not using	191 (61.0)	95 (48.0)	36 (61.0)	
LinkedIn	Often	23 (7.3)	28 (14.1)	13 (22.0)	0
	Occasionally	107 (34.2)	94 (47.5)	18 (30.5)	
	Not using	183 (58.5)	76 (38.4)	28 (47.5)	
Tumblr	Often	32 (10.2)	10 (5.1)	2 (3.4)	.47
	Occasionally	63 (20.1)	43 (21.7)	7 (11.9)	
	Not using	218 (69.6)	145 (73.2)	50 (84.7)	
Instagram	Often	61 (19.5)	28 (14.1)	5 (8.5)	.004
	Occasionally	56 (17.9)	46 (23.2)	4 (6.8)	
	Not using	196 (62.6)	124 (62.6)	50 (84.7)	
Academia	Often	11 (3.5)	10 (5.1)	3 (5.1)	.001
	Occasionally	39 (12.5)	51 (25.8)	15 (25.4)	
	Not using	263 (84.0)	137 (69.2)	41 (69.5)	
MySpace	Often	1 (0.3)	1 (0.5)	0 (0.0)	.328
	Occasionally	4 (1.3)	8 (4.0)	1 (1.7)	
	Not using	308 (98.4)	189 (95.5)	58 (98.3)	
DeviantArt	Often	4 (1.3)	2 (1.0)	0 (0.0)	.369
	Occasionally	27 (8.6)	16 (8.1)	1 (1.7)	
	Not using	282 (90.1)	180 (90.9)	58 (98.3)	
Pinterest	Often	13 (4.2)	9 (4.5)	1 (1.7)	.33
	Occasionally	43 (13.7)	37 (18.7)	13 (22.0)	
	Not using	257 (82.1)	152 (76.8)	45 (76.3)	

### Gender and engagement with individual social media services

Different results were also found by examining the correlation between gender and frequency of usage of individual social media [Q2] & [Q14]. As with age groups, the seven categories of Q14 were grouped into three larger ones. As it can be seen in Table 19, there is a statistically significant correlation between gender and frequency of usage Chi-Square for Instagram: Pearson Chi-Square independence test  $\chi^2$  (2, N = 568) = 10.190,  $p = .006 < .05$ , and Pinterest:  $\chi^2$  (2, N = 568) = 30.397,  $p = .000 < .05$ .

*In both cases of Instagram and Pinterest, female respondents reported to use the aforementioned social media services more often than the male respondents of the survey did.*

No statistically significant correlation between these variables was found for the rest of the social media services. The complete list of statistical tables can be found in Appendix 2AQ2Q14.

Table 19: Summary table with distribution of frequencies and percentages (within gender), along with results of inferential analysis using chi-square test for correlation between gender and usage frequency on individual social media services [Q2] & [Q14].

Service	Frequency	Gender		$\chi^2$
		Females	Males	
Facebook	Often	299 (85.7)	172 (78.5)	.083
	Occasionally	28 (8.0)	28 (12.8)	
	Not using	22 (6.3)	19 (8.7)	
Twitter	Often	108 (30.9)	67 (30.6)	.748
	Occasionally	86 (24.6)	60 (27.4)	
	Not using	155 (44.4)	92 (42.0)	
Google+	Often	34 (9.7)	19 (8.7)	.885
	Occasionally	120 (34.4)	74 (33.8)	
	Not using	195 (55.9)	126 (57.5)	
LinkedIn	Often	35 (10.0)	29 (13.2)	.493
	Occasionally	135 (38.7)	83 (37.9)	
	Not using	179 (51.3)	107 (48.9)	
Tumblr	Often	31 (8.9)	12 (5.5)	.285
	Occasionally	66 (18.9)	47 (21.5)	
	Not using	252 (72.2)	160 (73.1)	
Instagram	Often	71 (20.3)	23 (10.5)	.006
	Occasionally	66 (18.9)	40 (18.3)	
	Not using	212 (60.7)	156 (71.2)	
Academia	Often	16 (4.6)	8 (3.7)	.863
	Occasionally	64 (18.3)	40 (18.3)	
	Not using	269 (77.1)	171 (78.1)	
Myspace	Often	0 (0.0)	2 (0.9)	.196
	Occasionally	7 (2.0)	5 (2.3)	
	Not using	342 (98.0)	212 (96.8)	
DeviantArt	Often	3 (0.9)	3 (1.4)	.292
	Occasionally	22 (6.3)	21 (9.6)	
	Not using	324 (92.8)	195 (89.0)	
Pinterest	Often	20 (5.7)	3 (1.4)	0
	Occasionally	77 (22.1)	16 (7.3)	
	Not using	252 (72.2)	200 (91.3)	

### Patterns of identity exposure across individual social media services

Respondents were asked to report how they identified themselves across some of the most popular social media services [Q18] (see Figure 44).

*LinkedIn with 88.9% was found to be the social media service that most respondents were using with their real-life name, followed by Facebook with 80.7%, Academia with 72.10%, Google+ with 67.7% and Twitter with 40.3%.*

A significant percentage had chose not to reveal their full name, but only a part of it; 40.8% of Instagram users preferred to partially obscure their full name, followed by 36.2% of Pinterest users and 32.5% of Twitter users; a non-negligible percentage of 14% of Facebook users also preferred not to disclose

their full name. Only a small percentage of respondents answered that they were using a fake name that looked like a real one. However, almost two-thirds of DeviantArt and Tumblr users and 29.1% of Instagram and 24.9% of Twitter answered they were using aliases; On the other hand, only 4.4% of Facebook users said that they were using an alias. The full table can be found in Appendix 2AQ18.

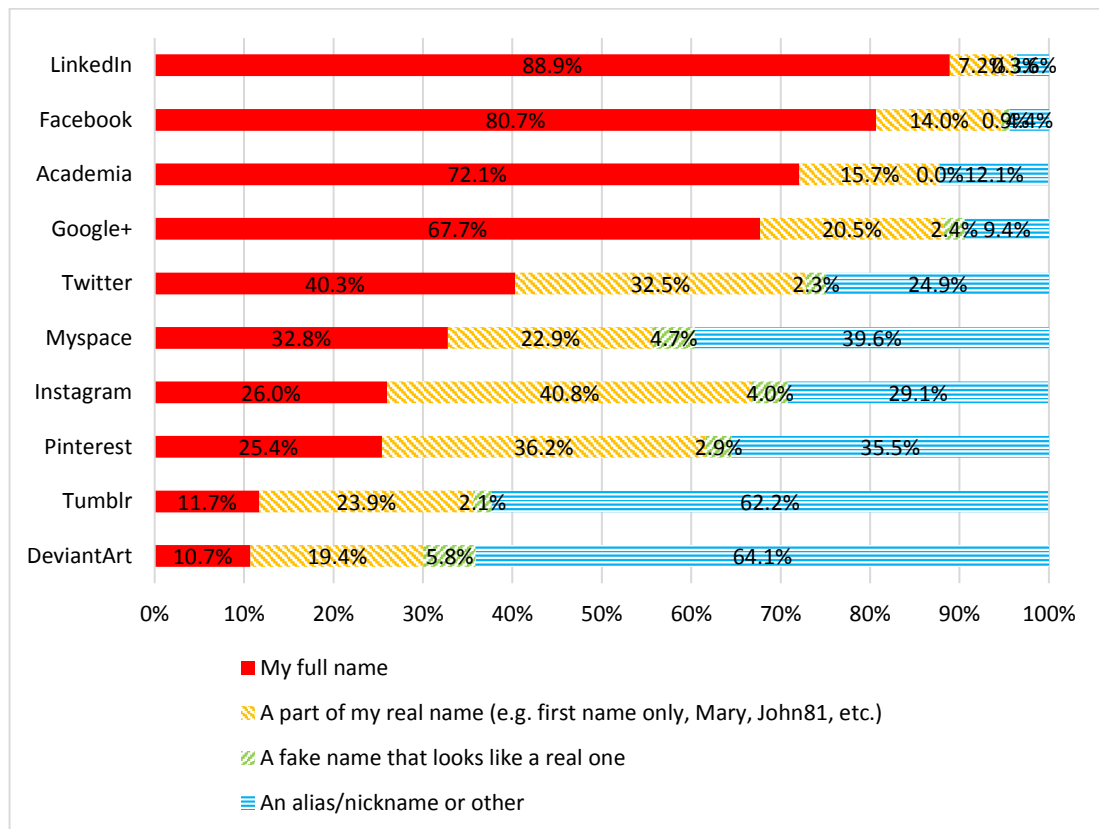


Figure 44: Distribution of percentages for how respondents identify themselves per social media service [Q18]

### Age and patterns of identity exposure across individual social media services

*No significant correlation was found between age and the use of real-life names on individual social media services apart from in the cases of Facebook and Academia [Q1] & [Q18].*

Respondents' answers on how they identified themselves on social media were grouped into two categories: i) those who disclosed their real full name, and ii) those who did not – this category includes using a fake name, part of

the real name, or an alias. As seen in Table 20, a statistically significant difference was found in the cases of Facebook: Pearson Chi-Square independence test  $\chi^2 (2, N = 542) = 7.547, p = .023 < .05$ , and Academia: Pearson Chi-Square independence test  $\chi^2 (1, N = 140) = 8.836, p = .012 < .05$ . Facebook users in the two younger age groups reported almost identical percentages on whether or not they were using their real-life full name at the time of the survey. However, the age group of respondents above 35 years old indicated a significantly less willingness to use their real name; 66% did so against about 82% of the two younger age groups. This demonstrates that when the survey took place, older respondents were less trusting to identifiable self-disclosure compared to their younger counterparts. In contrast, in the case of Academia, the cross-tabulation indicates that the older the respondents were the more likely they were to display their real full name on this social media site. This is most likely related to Academia being used for work-related and job prospects mainly within academic-related circles. As a result, the respondents in the youngest 18-24 age group might have not yet been certain about whether they would like to follow a career in academia or not. As Academia requires a profile in order to allow downloading of papers, some respondents of the youngest age group might have created an account solely for this reason and did not consider other perceived and tenable benefits in order to have their real-life names revealed on the platform. The complete list of statistical tables can be found in Appendix 2AQ1Q18.

### **Gender and patterns of identity exposure across individual social media services**

No statistically significant correlations were observed, in general, between gender and the use of real names on individual social media services except from the case of Twitter [Q2] & [Q18] (see Figure 45): Pearson Chi-Square independence test  $\chi^2 (1, N = 343) = 4.070, p = .044 < .05$ . As with the age groups case, respondents' answers on how they identified themselves on social media were grouped into two categories; those who were disclosing their real full name and those who were not.

*However, the analysis of the cross-tabulated responses, revealed a trend in which women tended to use their real full-name less often than men; the only*

three exceptions to this trend were Facebook, LinkedIn and Academia with very similar results between men and women.

The complete list of statistical tables can be found in Appendix 2AQ2Q18.

Table 20: Summary table with distribution of frequencies and percentages (within age groups), along with results of inferential analysis using chi-square test for correlation between age and use of real full-name on individual social media services [Q1] & [Q18]

Service	Use of real name	Age groups			$\chi^2$
		18-24	25-34	35+	
Facebook	Real full-name	249 (82.2)	155 (82.0)	33 (66.0)	.023
	Not real full-name	54 (17.8)	34 (18.0)	17 (34.0)	
Twitter	Real full-name	79 (43.9)	48 (35.8)	11 (36.7)	.326
	Not real full-name	101 (56.1)	86 (64.2)	19 (63.3)	
Google+	Real full-name	99 (70.7)	78 (66.1)	17 (58.6)	.405
	Not real full-name	41 (29.3)	40 (33.9)	12 (41.4)	
LinkedIn	Real full-name	122 (86.5)	118 (92.9)	31 (83.8)	.146
	Not real full-name	19 (13.5)	9 (7.1)	6 (16.2)	
Tumblr	Real full-name	14 (12.6)	8 (12.1)	0 (0.0)	.492
	Not real full-name	97 (87.4)	58 (87.9)	10 (100)	
Instagram	Real full-name	38 (30.4)	15 (17.9)	4 (30.8)	.115
	Not real full-name	87 (69.6)	69 (82.1)	9 (69.2)	
Academia	Real full-name	30 (57.7)	54 (79.4)	17 (85.0)	.012
	Not real full-name	22 (42.3)	14 (20.6)	3 (15.0)	
Myspace	Real full-name	40 (37.4)	19 (25.3)	3 (33.3)	.232
	Not real full-name	67 (72.6)	56 (74.7)	6 (66.7)	
DeviantArt	Real full-name	6 (9.2)	4 (11.1)	1 (50.0)	.183
	Not real full-name	59 (90.8)	32 (88.9)	1 (50.0)	
Pinterest	Real full-name	17 (27.0)	13 (22.0)	5 (33.3)	.628
	Not real full-name	46 (73.0)	46 (78.0)	10 (66.7)	

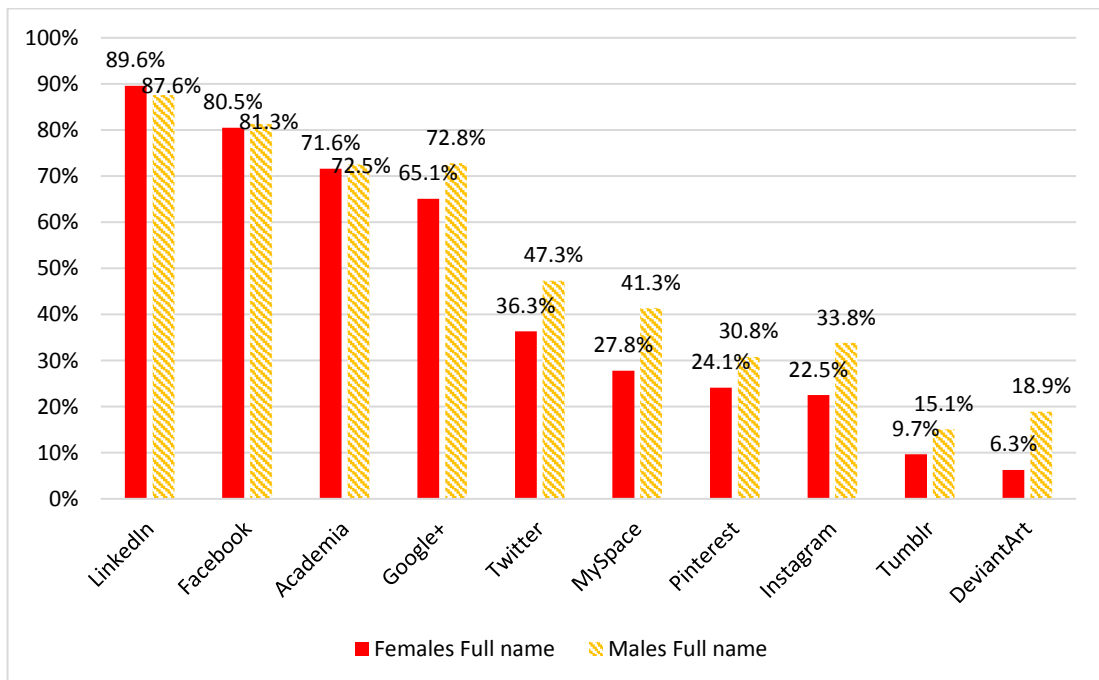


Figure 45: Distribution of percentages for relation between gender and online identity on individual social media services [Q2] & [Q18]

### **Preferred means of contact when meeting new people**

Respondents were asked to identify which means of contact they would ask other persons for when they first meet and would like to keep in touch [Q15] (see Figure 46).

*Almost half of them answered Facebook as their preferred means of contact, surpassing phone number that was preferred only by one-third of the respondents.*

The full table can be found in Appendix 2AQ15.

### **Age and preferred means of contact when meeting new people**

To examine the correlations between everyday use of social media and age groups and gender, the answers to the question of what means of contact would the respondents ask when meeting new people were grouped into two categories 'Facebook or other Social Media' and 'Phone number of Email' with 'never ask' and 'other' answers omitted.

Cross-tabulation analysis using Chi-Square test identified a relationship between age and preferred method of contact when meeting new people [Q1] & [15]: Pearson Chi-Square independence test  $\chi^2$  (2, N = 551) = 43.084,  $p = .000 < 0.05$ . As noted in Figure 47, the youngest age group of respondents between the ages 18 and 24 were much more likely to ask for a Facebook or other social media account (62.1%) compared to the 25-34 group (51.0%) and the older respondents (only 15.5%).

*This indicates a significant difference based on age on how individuals perceive social media with regards to their importance to social capital gain.*

The complete list of statistical tables can be found in Appendix 2AQ1Q15.

### **Gender and preferred means of contact when meeting new people**

The Chi-Square independence results also indicated that there is a marginal statistically significant correlation between gender and means of contact [Q2] & [Q15]: Pearson Chi-Square independence test  $\chi^2$  (1, N = 551) = 3.874,  $p = .049 < .05$ .

Female respondents tended to ask more often than males for a social media account, with males preferring more 'traditional' means of contact such a phone number or an email.

The complete list of statistical tables can be found in Appendix 2AQ2Q15.

### Expectation from others to be on social media

The majority of respondents, almost 70% who answered this question responded that it would be a surprise for them if the other person replied that they did not have any social media account [Q16]. This suggest how deeply social media have penetrated in today's societies (see Figure 49).

The full table can be found in Appendix 2AQ16.

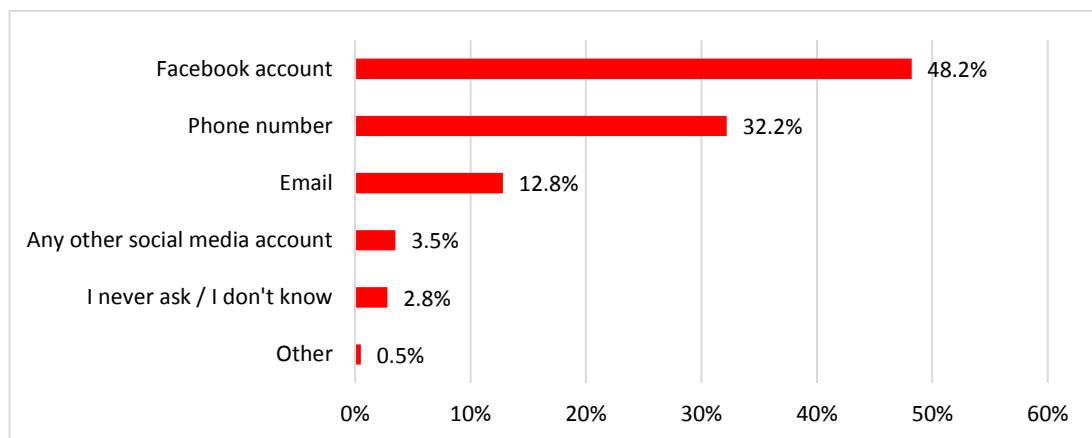


Figure 46: Distribution of percentages for preferred means of contact when meeting new people [Q15]

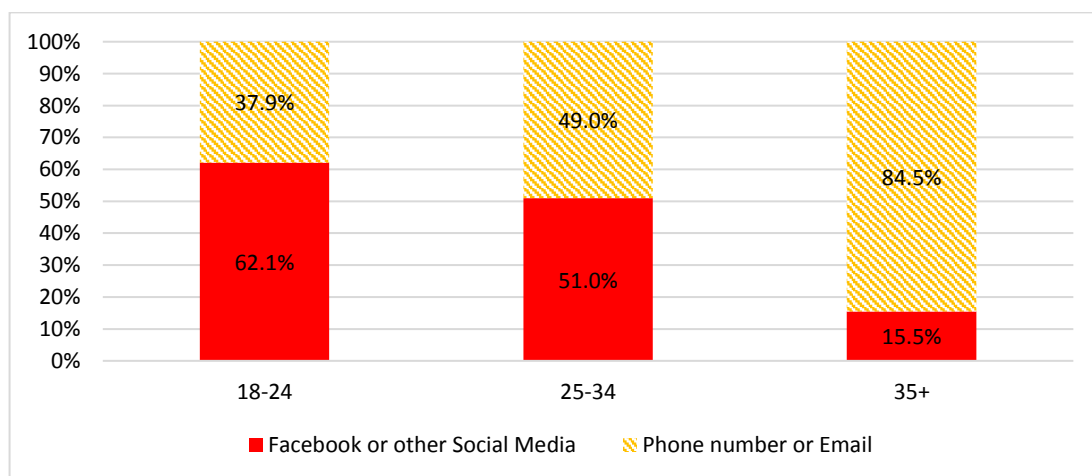


Figure 47: Distribution of percentages for age groups and preferred means of contact when meeting new people [Q1] & [Q15]

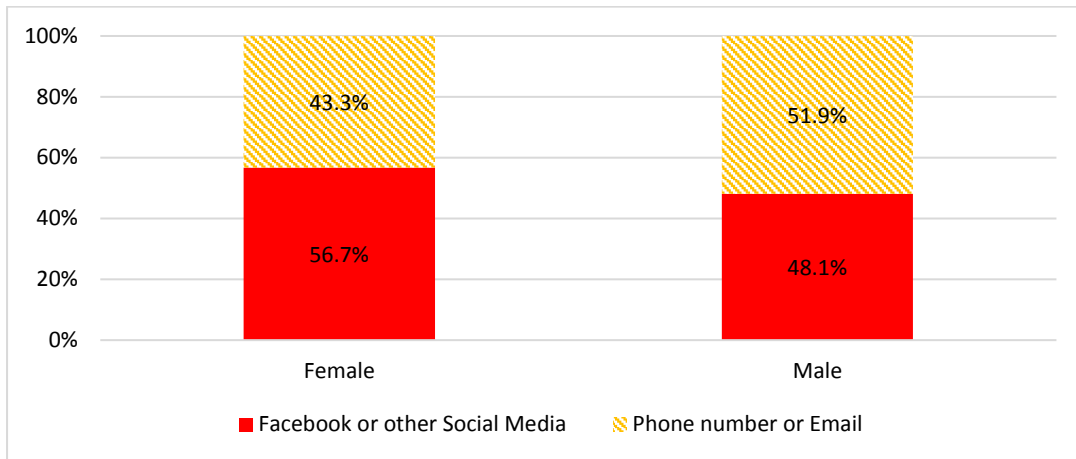


Figure 48: Distribution of percentages for gender and preferred means of contact when meeting new people [Q2] & [Q15]

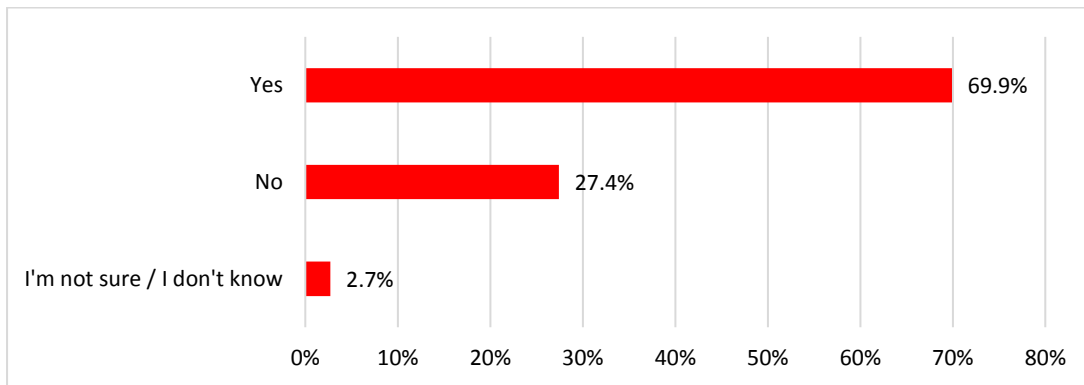


Figure 49: Distribution of percentages on whether respondents would be surprised if the other person did not have a Facebook or any other social media account [Q16]

### Age and expectation from others to be on social media

*In the same context, a correlation was found between age groups and expectation from others to be members of a social media service such as Facebook [Q1] & [Q16].*

Chi-Square analysis demonstrated a statistically significance difference between the above variables: Pearson Chi-Square independence test  $\chi^2 (2, N = 283) = 13.817, p = .001 < .05$ . As can be seen in Figure 50, the respondents in the older 35+ age group reported significant less expectations from other individuals to maintain social media profiles. Only 33.3% of them responded that they would be surprised compared to 63.4% of the 25-34 and 78.5% of



the 18-24 age group. The complete list of statistical tables can be found in Appendix 2AQ1Q16.

### **Gender and expectation from others to be on social media**

No correlation was found for gender [Q2] & [Q16]:  $\chi^2 (1, N = 283) = .038, p = 0.845 > .05$  (for the full analysis see Appendix 2AQ2Q16).

### **Level of embedment of social media in everyday life**

In order to explore the extent to which social media have been integrated in everyday life, respondents were asked to give their opinion on whether they believed that people who have no identifiable social media presence may face disadvantages in their social lives [Q24]. *Almost two thirds answered 'yes', while one in five responded 'no' or 'not certain'.*

The full table can be found in Appendix 2AQ24.

### **Age and level of embedment of social media in everyday life**

A Chi-Square test of independence was performed to examine the relation between age and opinion on how important social media profiles are in terms of socialisation [Q1] & [Q24]. The relation between these variables was significant: Pearson Chi-Square independence test  $\chi^2 (2, N = 459) = 10.374, p = .006 < .05$ .

*As it is shown in Figure 51, younger respondents were more likely to value social media as more important to every-day life than the older ones.*

The complete list of statistical tables can be found in Appendix 2AQ1Q24.

### **Gender and level of embedment of social media in everyday life**

No correlation was found for gender [Q2] & [Q24]: Pearson Chi-Square independence test  $\chi^2 (1, N = 457) = 0.27, p = .910 > .05$  (the full analysis tables are presented in Appendix 2AQ2Q24).

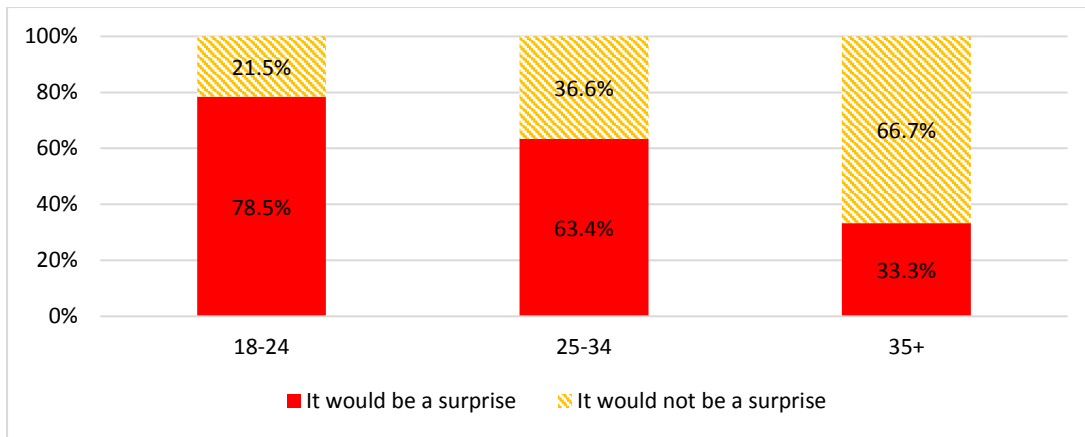


Figure 50: Distribution of percentages for age groups and expectations of others to be members of social media services [Q1] & [Q16]

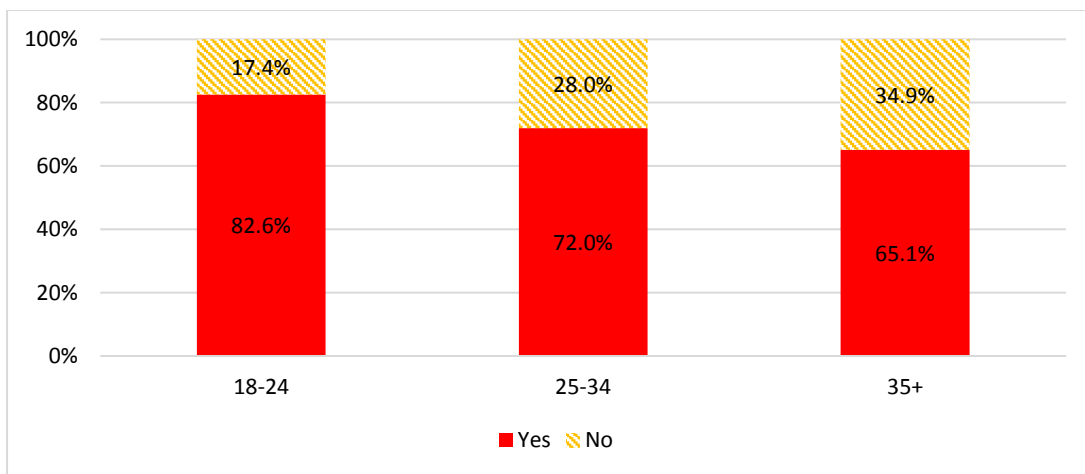


Figure 51: Distribution of percentages for age groups and opinion on how important are identifiable social media profiles in socialisation [Q1] & [Q24]

### Patterns of identity self-disclosure on online platforms other than social media

Respondents who answered that they were using online platforms other than social media were asked to rank how they usually identified themselves on these platforms [Q32].

*As seen in Figure 52, most people ranked 'text that gives meaning to my online identity comprehensible to others' as first, with 'my first name (alone or with other text)' coming second.*

The full table can be found in Appendix 2AQ32.

### **Online platform for first self-reveal**

To investigate whether there is a correlation between social media and self-disclosure on other online platforms, respondents who answered that they were using their full real name on platforms other than social media, were asked which was the online platform where they first used it.

*The findings show that five out of six identified social media as the platform that influenced them to publish exposing their real-life identity.*

It has to be noted that as these questions were conditional and optional, the number of answers is relatively limited. However, the small number of respondents who were identified as contributors to non-social media platforms is indicative of the role of social media being one of the most important channels of distributing online information. The full table can be found in Appendix 2AQ33.

### **Social logins as an authentication method for third-party applications**

Social logins can be used to connect to or to post on any platform that uses them by logging in and authenticating via social media accounts such as Facebook, Google+, LinkedIn among others.

*As seen in Figure 53, only a small percentage (4.6%) were using them regularly, while 30.8% were using social logins only on selected websites and 30.1% very rarely. 34.4% answered they never authenticated via social logins [Q50].*

The full table can be found in Appendix 2AQ50.

### **Age and social logins as an authentication method for third-party applications**

No correlation was found between age groups [Q1] and frequency of use of social logins [Q50]: Pearson Chi-Square independence test  $\chi^2(6, N = 560) = 5.450, p = .488 > .05$  (for the full analysis see Appendix 2AQ1Q50).

## Gender and social logins as an authentication method for third-party applications

However, a correlation between gender [Q2] and frequency of use of social logins [Q50] was found: Pearson Chi-Square independence test  $\chi^2(3, N = 558) = 16.134, p = .001 < .05$ .

As presented in Figure 54, female respondents reported significant less frequent use of social logins compared to the male respondents indicating less willingness to have their personal information associated with engagement with third-party websites.

The complete list of statistical tables can be found in Appendix 2AQ2Q50.

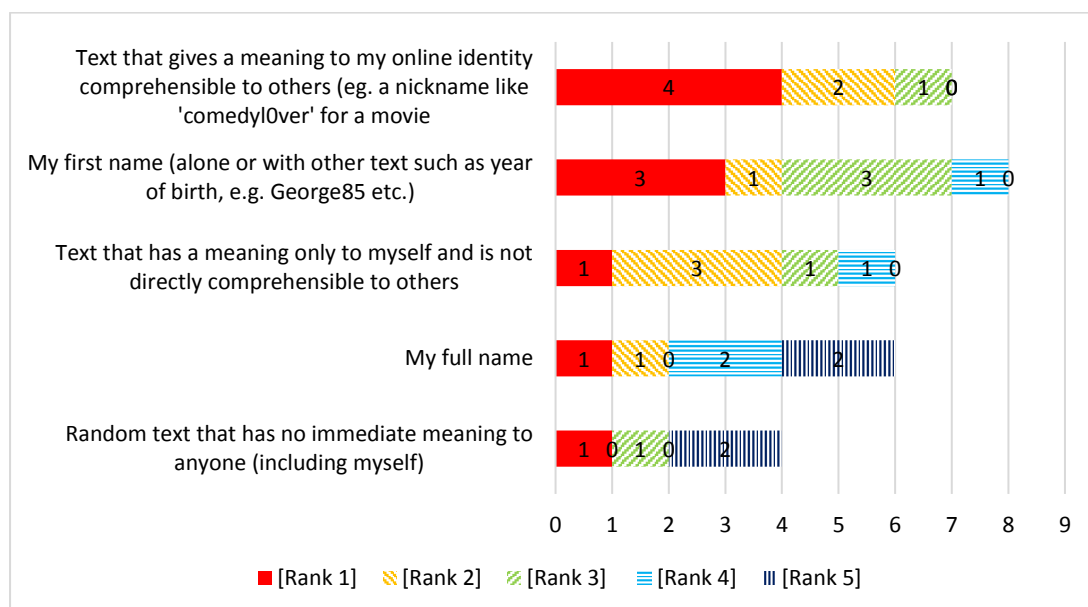


Figure 52: Ranking of frequencies for how people identify themselves on online platforms other than social media [Q32]

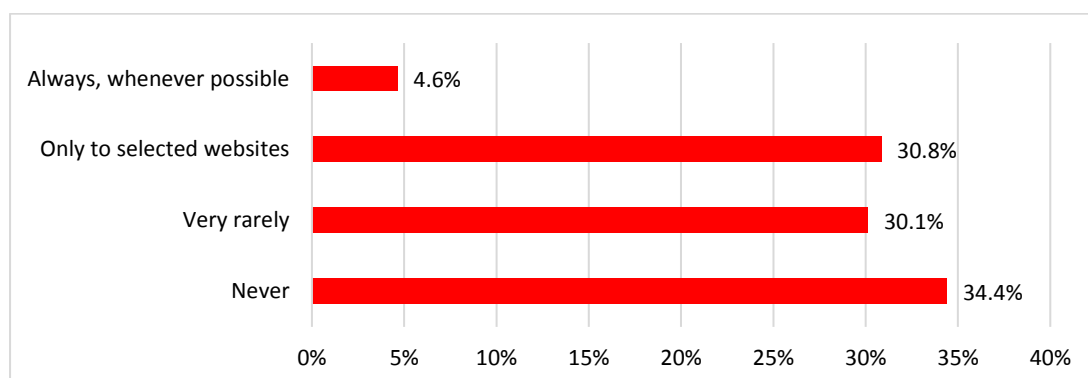


Figure 53: Distribution of percentages for how often respondents authenticate via social logins in order to use external websites. [Q50]

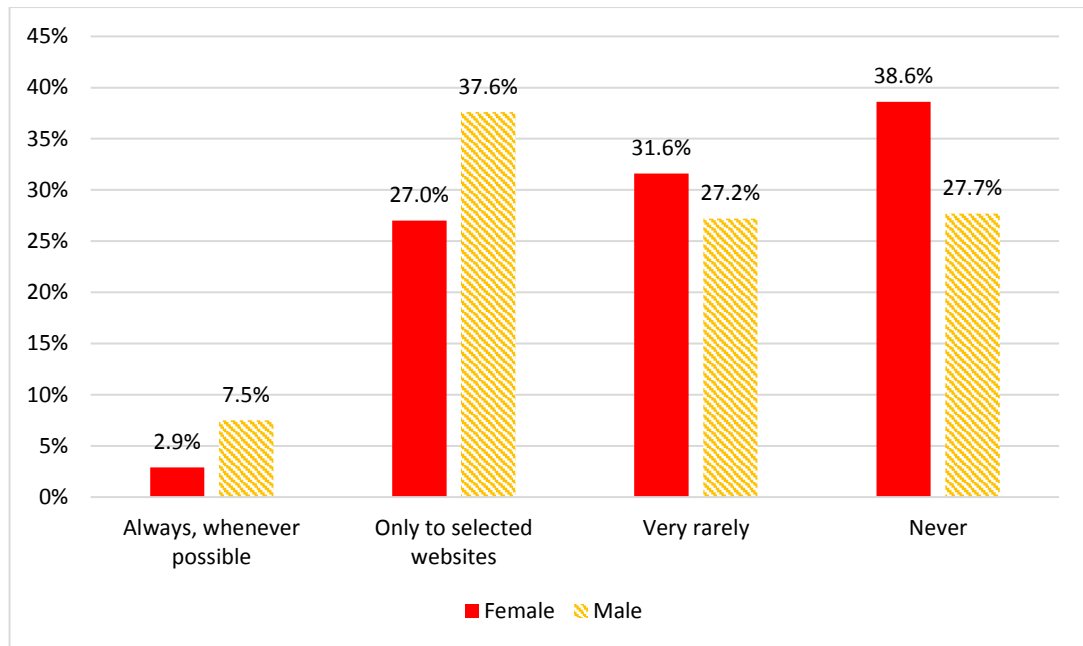


Figure 54: Distribution of percentages for gender and how often respondents authenticate using social media social logins in order to use external websites [Q2] & [Q50]

### Social logins and privacy

Respondents were also asked to give their opinions about social logins and privacy [Q51]. As shown in Figure 55, only a small percentage, less than 5% uncritically used social logins, while another 10% did not raise any privacy concerns although they were not using this method of authentication. On the other hand, more than 35% found them useful but with some privacy concerns, while a significant percentage, more than 25% were hostile towards social logins regarding them as an intrusion of privacy. Another significant percentage (25%) of the respondents were uncertain.

*The findings suggest that at the time of the survey, most respondents were sceptical critical on social logins.*

The full table can be found in Appendix 2AQ51.

### Age, gender and social logins and privacy

No statistically significant correlation was found for age groups [Q1] and opinion on social logins [Q51] neither for gender [Q2] and [Q51]. The full statistical analysis can be found in Appendix 2AQ1Q51 and 2AQ2Q51.

## **Evolution of identity revelation over time**

Respondents were asked to self-evaluate how their online self-disclosure behaviour had evolved over time [Q25] (see Figure 56). Almost half answered that their overall self-disclosure habits had not changed significantly, while 35.20% responded that they were more careful about the personal information they disseminated online; 10% said that they had become more accustomed to posting personal information online than previously.

*The findings indicate the strong dynamics of self-censorship as a protective layer when sharing personal information.*

The full table can be found in Appendix 2AQ25.

## **Age and evolution of identity revelation over time**

A correlation between age groups [Q1] and [Q25] was found: Pearson Chi-Square independence test  $\chi^2(4, N = 533) = 11.349, p = .023 < .05$ . Respondents aged above 35 reported significantly less often that they had adjusted their online self-disclosure behaviour towards being more cautious. *Together with other findings in this survey analysis, this finding suggests that older respondents assessed themselves as being more cautious from the beginning when disseminating personal information online compared to their younger counterparts.*

The complete list of statistical tables can be found in Appendix 2AQ1Q25.

## **Gender and evolution of identity revelation over time**

No correlation was found between gender [Q2] and [Q25] (full analysis can be found in Appendix 2AQ2Q25).

## **Social media services as a factor for exposing real-life identity**

Those who answered 'Yes, in the past I was very reluctant to post personal information online. Now, I'm used to it.' to the question of whether their self-disclosure habits had changed to become more used to disclosing personal information online in contrast with the past [Q25], almost entirely identified social media as the platform that played a crucial role towards this shift [Q26] (see Figure 57). Those who identified social media as the platform

that had a crucial role in this shift were asked to rate each social media service influence from 1 -minimum to 7 -maximum [Q28]. As seen in Figure 58, Facebook was rated higher by far with a mean of 5.35 while Google+ had the lowest impact indicating how Google failed to impose its real-name policy at that time. On the other hand, the respondents who replied ‘Yes, in the past I was carelessly posting personal information online. Now, I am careful’ in [Q25] were asked whether this careless sharing of personal information was related to social media [Q26]. More than 80% of the respondents indeed identified social media while less than 20% any other online environment.

*The findings indicate that social media have normalised revealing real-life identities online, but at the same time social media users progressively developed increased privacy awareness and self-censorship mechanisms.*

The complete tables of the above analysis can be found in Appendix 2AQ25, 2AQ26, and 2AQ28.

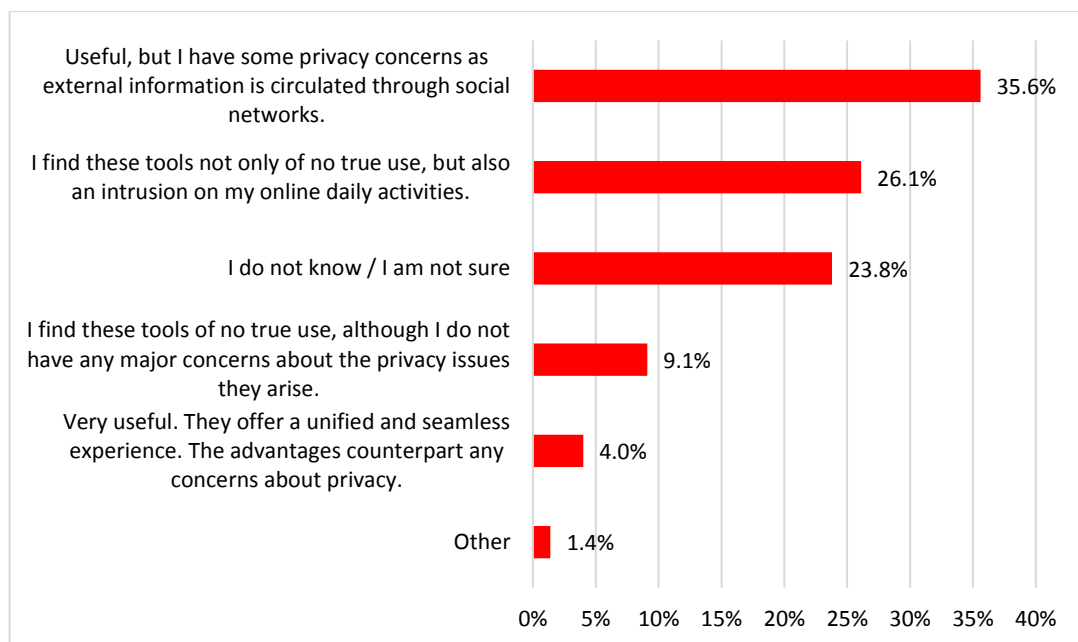


Figure 55: Distribution of percentages for respondents' opinion on social logins and privacy [Q51]

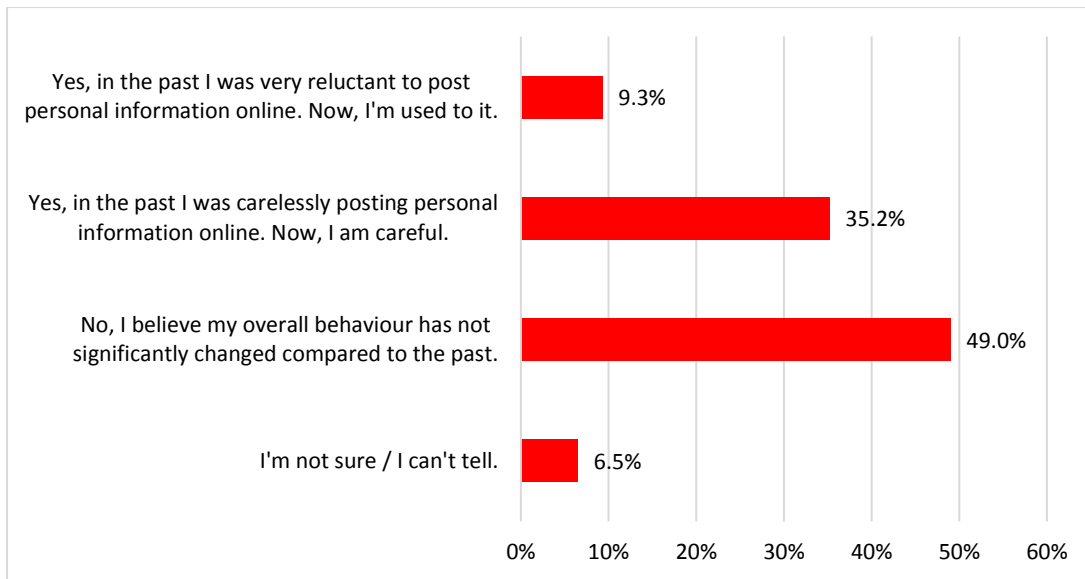


Figure 56: Distribution of percentages for how respondents' self-disclosure habits have evolved [Q25]

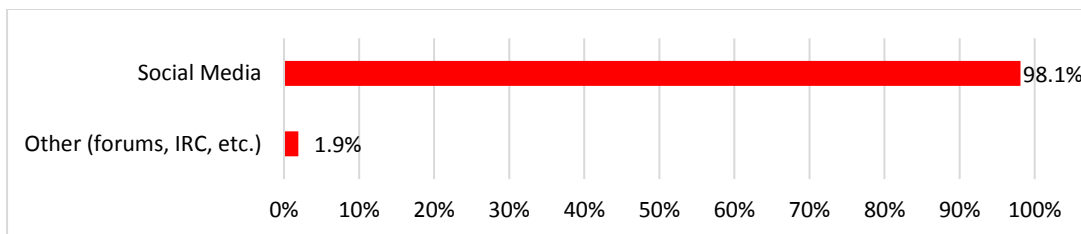


Figure 57: Distribution of percentages for respondents who answered 'Yes, in the past I was very reluctant to post personal information online. Now, I'm used to it' in Q25 to identify the platforms that may have played a crucial role on the shift of how they present themselves online [Q26]

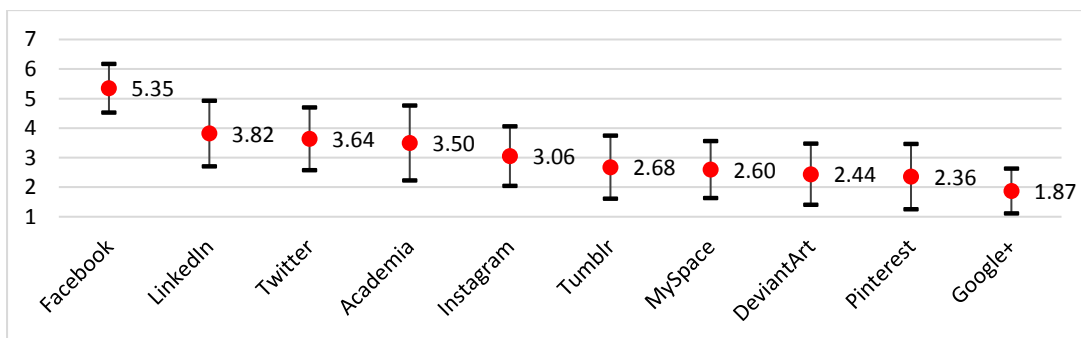


Figure 58: Mean and standard deviation of respondents' self-assessment for each individual social media service on the level of impact they had on respondents' increased identifiable self-disclosure [Q28]

### Self-assessment of how much personal information respondents believe is available about them online

The survey also explored the respondents' own opinions on how much personal information they believe is available about them online [Q64] measured in a seven-point Likert scale from 1-almost everything to 7-non-



existent. The descriptive results are shown in Table 21 and the full table can be found in Appendix 2AQ64. The Kruskal-Wallis H test show that there is a statistically significant difference between age [Q1] and the respondents' own perceptions about how much personal information is available about them online [Q64]:  $\chi^2(2) = 8.028$ ,  $p = .018 < .05$ , with a mean level of personal information that is available online score of 297.13 for the 18-24 age group, 263.64 for the 25-34 age group, and 248.59 for the 35+ age group. The higher the mean, the less personal information respondents believe is available about them online.

*The younger age groups believe that less information is available about them online. This is an indication of a possible underestimation of the available information from the younger respondents as most of the rest of the survey data demonstrate younger respondents engage with social media at higher levels of self-disclosure compared to their older counterparts.*

The complete list of statistical tables can be found in Appendix 2AQ1Q64. No correlations were found for gender [Q2] & [Q64] (the full analysis can be found in Appendix 2AQ2Q64).

Table 21: Descriptive statistics for respondents' self-assessment of how much personal information respondents believe is available about them online [Q64]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Self-assessment of how much personal information respondents believe is available about them online	561	1	7	4.38	4	1.30

#### 5.5.4.3. Analysis of open-ended responses

The analysis of the open-ended responses supports the empirical observations as well as the literature review that social media have normalised identifiable self-disclosure that is linked to the real-life identity with or without the use of real-names, for example by sharing photos.

*I think social media like Facebook has normalised the online publication of information about ourselves. I am less wary than I used to be. I think the main thing I think about is that once information is online, it's online forever.*

[Q71R620]

Others, have specifically acknowledged social media as the online environments that had an effect on them regarding the type of personal information they share online:

*I think because of social media I put more information about myself (hobbies and experiences etc.) than I ever did before. I am however careful not to publish my mobile number, address or any financial information.*

[Q71R213]

Similarly, the following respondent attributes the sharing of personal information to social media becoming the norm.

*I think everyone publishes quite a lot of personal information these days so posting things on social media becomes the norm. I think that day-to-day I do not really consider managing privacy.*

[Q71R505]

Some respondents report being self-conscious about their lowered privacy concerns in practice since they started using social media as their use become normalised. The following respondent is still privacy-minded and prefers to keep their social media activity linked to their professional identity.

*I upload only information related to my professional identity. However, I should note that before I started using social media, I was more concerned about privacy issues than after I started using them. It seems that I kind of got used to them, although I still insist to use them strictly for professional reasons.*

[Q71R650]

Even more enthusiastic social media users are wary about their privacy and engage with social media cautiously and in ways of self-promotion for professional reasons and to communicate with friends and family.

*I believe that the use of social media sites and having a web-presence is for the most part a very positive thing. The way I navigate my usage and image on the web has to be a very conscious one and deliberate one. I believe in having integrity so therefore what I post is authentic. But I also grew up in a time before there were these social networks and understand the importance of personal privacy. Therefore, the things I post are the things that I am okay with being public, such as personal achievements and in the nature of self-promotion for professional reasons. I view my usage of any information about my person in support of my professional life. Facebook is perhaps the only media tool that I do*

*open to some more personal information, although I still do limit it very much to what I am willing to have public on a site that still hundreds of friends will see. I rarely post 'selfies' and the majority of photos of myself are posted from other friends that have tagged me. I am still quite reserved on this public display. But in an age when there are global networks, social media makes it an easy and also fun way to communicate with friends and family in various time zones. I think it is a positive influence but certainly the new ideas of private and public need to be reevaluated.*

[Q71R674]

Due to the demographics of the respondents, the survey was able to capture the emerging popularity of Instagram before it become as prominent as it is nowadays. The following respondent appears to have a very cautious approach in terms of their privacy with social media, but admits that Instagram have made them publish pictures more often than they used to.

*I never write where I work, study or live and neither when I am at these places. My Facebook profile can only be found by friends of friends. I always read the privacy settings before opening an account. I publish more pictures online now that I have an Instagram account than I did in the past.*

[Q71R521]

The dynamics of younger individuals spending less time on Facebook in favour of Instagram can be seen in the following quote that indicates, that at the time of the survey, respondents were perhaps more trusting to the Instagram platform in contrast to Facebook whose reputation had already started to decline.

*I generally don't upload anything much on Facebook nowadays because of Instagram. Instagram does not require any personal information on the personal profile and I believe it's in privacy. Therefore, I have less concern about invasion of privacy. Although I use my own pic on the profile, I don't usually upload the picture of myself and friends frequently.*

[Q71R577]

In other words, the quotes indicate that, in general, respondents were able to identify how social media have normalised sharing of identifiable information online. Those who had experienced the internet before social media were able to tell how the latter impact their self-disclosure behaviour online. At the time of the survey, an ongoing process that was captured with particularly clarity is

the case of Instagram which some respondents reported to trust it more and to influence them to share pictures online more frequently.

#### 5.5.4.4. Discussion

The findings from the survey regarding social media use and personal information dissemination have revealed useful insights into the role of social media as the main means of self-disclosure online. The majority of respondents first went online before modern-day social media services emerged, but at the time of the survey, almost all of them were active users, especially of Facebook. Social media came second as the means of interacting with other people, after face-to-face interaction. Facebook proved to be by far the most popular social media service at the time of the survey, with more than 95% of the respondents having accounts. Most respondents preferred Facebook as the means of contact when meeting new people and most would be surprised if the other person responded negatively to having an account. The majority of the respondents abided by the LinkedIn and Facebook's real-name policies. This finding together with the popularity of Facebook amongst respondents makes it a central channel for disseminating personal information online that are associated with real-life identities (AQ1). The percentages of respondents disclosing their real-life names on social media services who do not have a real-name policy drops significantly, but remains moderately high in some cases such as Twitter with 40%. Google+ has been a unique case as it started with a non-real-name policy, then imposed one, only to switch back to its original state of not requiring real-life names before being abandoned. At the time the survey was conducted, Google+ had a real-name policy. The figures in general suggest that a significant percentage of users chose to disseminate identifiable personal information via social media services that did not impose real-name policies. Based on the findings, social media cannot be considered as homogenous as they serve different purposes and there is a significant deviation between different social media services and percentages of users preferring to use their real names. It is indicative, however, that respondents rarely use their real full name on platforms other than social media, while social media were identified as the platform that respondents first used their real names online (AQ2). This

observation is also supported by the reluctance of respondents to use social logins. In addition, social media and most notably Facebook were identified as the platforms that affected respondents' self-disclosure habits. Almost two-thirds of our sample, at the time of the survey, believed that people who have no identifiable social media presence might have a disadvantage in terms of socialisation or finding work, revealing the blurring effect of offline and online worlds.

This section also revealed some correlations between age, gender and self-disclosure behaviour and privacy awareness. In general, younger and older respondents were shown to have several similarities, but also some quality differences on their privacy and self-disclosure related behaviour. This is in accordance with older literature on that issue (Christofides et al., 2012; Walrave et al., 2012). Older respondents reported less frequent use of text messaging and engagement with social media, especially with Facebook. On the other hand, they reported higher levels of use with social media that are work-related such as LinkedIn and Academia. Respondents aged above 35 were found to be less trusting with the Facebook platform and engage with it avoiding the exposure of their real-life name more often than the two younger groups. This condition is reversed in the case of Academia as the perceived benefits of using their real-life details are greater for the older age groups in terms of job perspectives. Older respondents above 35 years old indicated that they considered social media to be less embedded and integrated in their social lives. One possible explanation for this is that they have been experiencing the social media from a younger age compared to the older group and thus its use has been normalised even more. However, while the findings indicate that older respondents' self-disclosure was at comparable but slightly lower levels compared to their younger counterparts, the latter appeared to be more confident that the personal information available about them online was limited, suggesting that younger individuals might underestimate how far their information can be disseminated. While both descriptive and normative differences were found, the normative differences - for example perceptions and beliefs- were stronger than the actual behavioural differences.

In terms of gender differences, contradictory findings indicate the complexity of human behaviour. Women appeared to be more socially engaged online than men, sharing identifiable pictures more intensively on social media. This is identified by the survey findings in two related instances: i) female respondents were more active users on Instagram which is primarily a photo sharing social media service, and ii) female users reported to share identifiable photos online more often than men confirming previous studies (Rui and Stefanone, 2013) – see Figure 76 in Section 5.5.7.2. At the same time, however, women shared their real name online slightly less often than men, while a few of them brought up the issue of stalking. This is in line with older studies on online privacy protection behaviour where women have been found to perceive additional information-sharing risks and have greater privacy protection behaviour than men (Fogel and Nehmad, 2009; Ji et al., 2014; Saeri et al., 2014; Youn and Hall, 2008). The increased online exposure of personal information by women suggests that a possible change in injunctive norms has occurred, albeit via photo-sharing routes rather than text-based information based on the contradictory findings.

No significant correlations were found for the country of origin, but the nature of the survey's sample limits inferential findings for cultural differences regarding online self-disclosure (see Section 5.5.3).

## **5.5.5. B. Social and peer pressure's role in the proliferation of social media**

### **5.5.5.1. Introduction and design**

As discussed in the literature review, social networks have been around since the late 1990s. However, it was not until mid-2000s when their rapid expansion led to a new social phenomenon. The most notable case is Facebook, whose user base grew from 1 million in 2004 to 1.65 billion in 2016. This section investigates how peer pressure played a role in the creation of a critical mass of users and the subsequent proliferation of social media usage.

Daniel Trottier has already suggested peer-pressure to be an important factor on the proliferation of social media services such as Facebook by making users feeling compelled to join it (Trottier, 2012b) as social ties are

manifested 'as a kind of soft coercion' (Trottier and Lyon, 2012, p. 97). Given the importance of Trottier's qualitative analysis, this leads to the following area question:

*AQ3: Have peer-pressure and convenience contributed to the popularity of social media?*

#### **5.5.5.2. Findings**

##### **Active peer-pressure to join social media**

Respondents were asked to answer whether they have tried to convince a friend to create a social media profile in order to communicate with them [Q20].

*53.8% of the respondents answered that they have actively tried to convince a friend to join a social media service.*

The full table can be found in Appendix 2BQ20.

##### **Age and active peer-pressure to join social media**

No correlation was found for age groups [Q1] & [Q20], however, as seen in Figure 59, respondents over 35 years old scored lower compared to their younger counterparts. The complete list of statistical tables can be found in Appendix 2BQ1Q20.

##### **Gender and active peer-pressure to join social media**

A statistically significant difference was observed on gender [Q2] & [Q20] (see Figure 60).

*Female respondents were found to have tried to convince a friend to join social media more often than male respondents.*

Pearson Chi-Square independence test  $\chi^2(1, N = 558) = 6.437, p = .011 < .05$ . The complete list of statistical tables can be found in Appendix 2BQ2Q20.

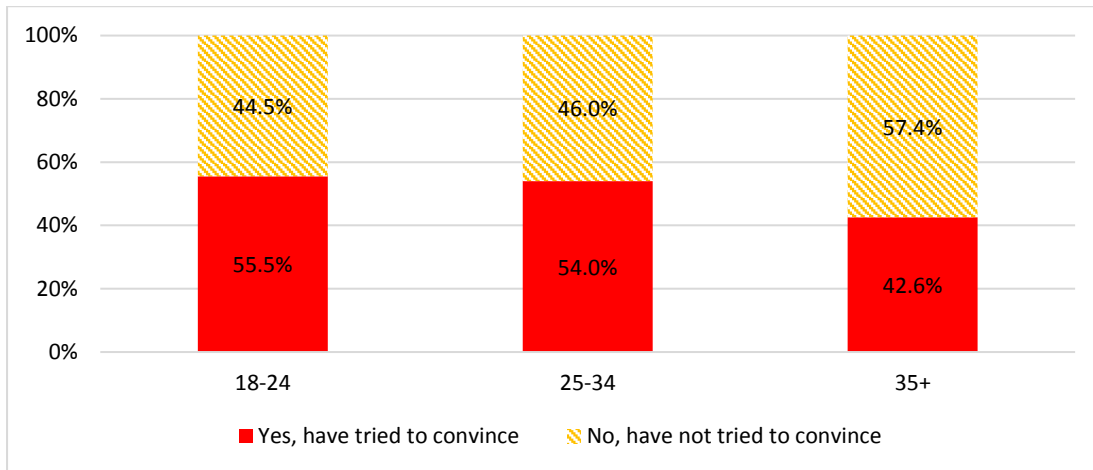


Figure 59: Distribution of percentages for age groups and whether respondents have tried to convince a friend to join a social media service [Q1] & [Q20]

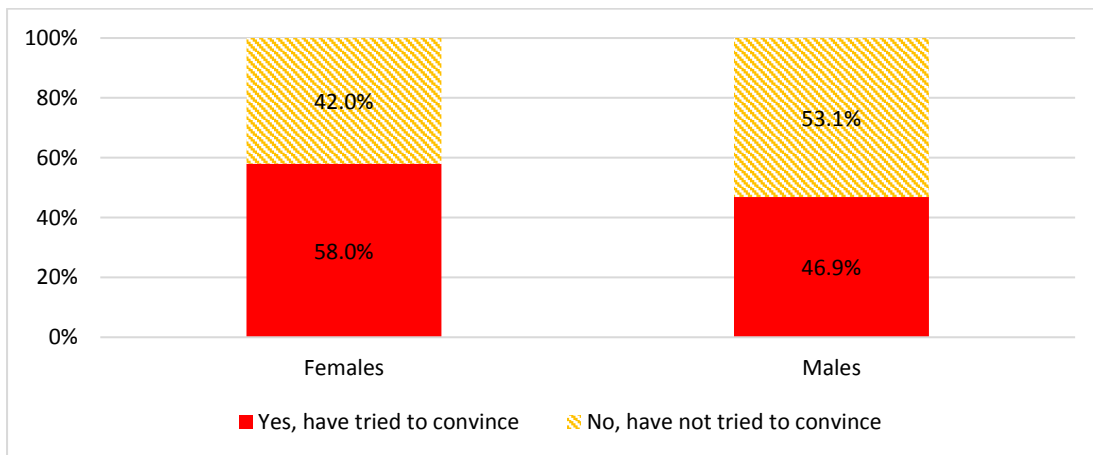


Figure 60: Distribution of percentages for gender and whether respondents have tried to convince a friend to join a social media service [Q2] & [Q20]

### Perceived passive peer-pressure to join social media

The previous question [Q20] attempted to measure the 'active' element of peer-pressure. In order to further investigate the peer-pressure on the decision to join social media, respondents were asked to self-measure the 'passive' element, i.e. the peer societal pressure they perceived in order to join social media services [Q21] (see Figure 61 and Table 22). In a Likert scale of 1 to 7 (ranging from 'no pressure at all' to 'too much pressure' accordingly), the mean was 4.11.

*This is an indication that most respondents believed that there is a noticeable social and peer pressure to become a member of social media.*



The fact that the term ‘pressure’ usually has negative connotations, strengthens the support of this finding. The complete list of tables for this question can be found in Appendix 2BQ21.

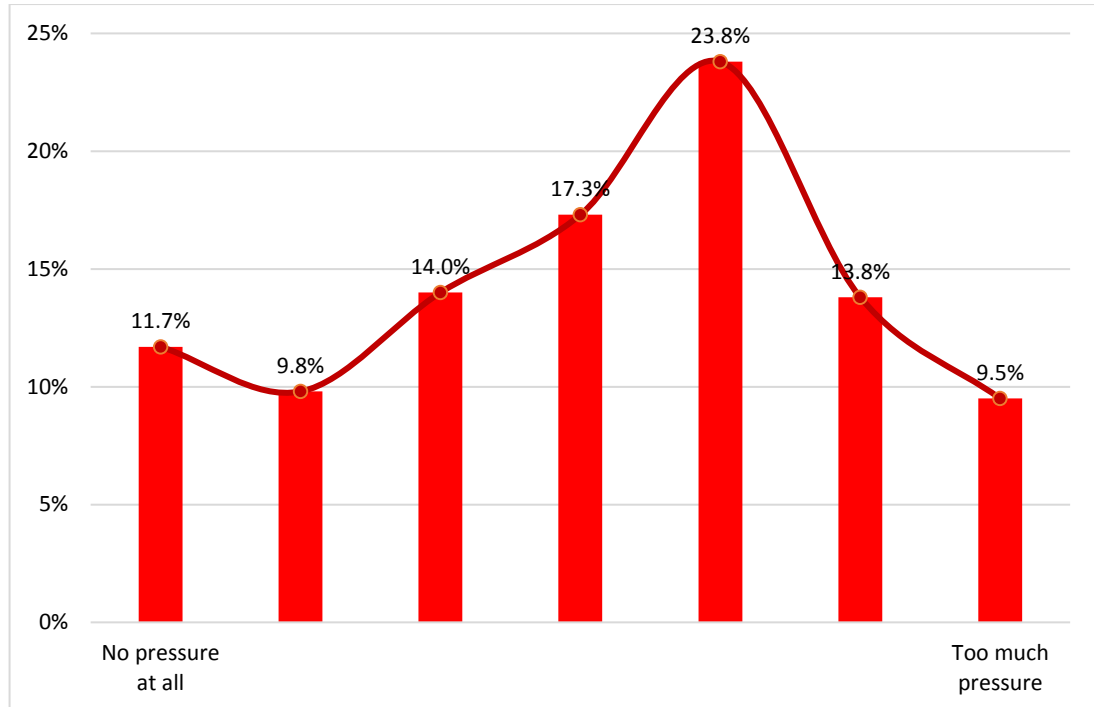


Figure 61: Distribution of percentages in area diagram showing the self-evaluation of peer-pressure that led to the decision to join social media [Q21]

Table 22: Descriptive statistics on the self-evaluation of peer-pressure that led to the decision to join social media [Q21]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Self-evaluation of peer-pressure to join social media	571	1	7	4.11	4	1.80

### Age and perceived passive peer-pressure to join social media

To examine the correlation between age groups and level of peer-pressure to join social media [Q1] & [Q21], the study applied a Kruskal-Wallis H test. The Kruskal-Wallis H test showed that there is a statistically significant difference in the self-evaluation of peer pressure between the different age groups:  $\chi^2(2) = 14.199$ ,  $p = .001 < .05$ , with a mean peer pressure score of 307.66 for 18-24 age group, 264.74 for 25-34 age group, and 237.58 for 35+ age group.

*The findings suggest that age difference is associated with the level of reported societal and peer pressure as the older the respondents the less the tendency to report higher levels of peer-pressure (see Table 23).*

The study suggests three possible non-mutually excluding interpretations for this: i) older respondents first joined social media when the latter were relatively new, thus the hype and strength of imitation obscured any feelings of peer societal pressure, ii) the older age group might have dismissed any possible feelings of societal pressure due to the normalisation process as more years have passed since first joining, iii) the social environment of the older respondents puts less pressure than of those that are younger. The complete list of statistical tables can be found in Appendix 2BQ1Q21. No correlation was found between gender and peer-pressure level indicator [Q2] & [Q21] (the full analysis can be found in Appendix 2BQ2Q21).

Table 23: Cross-tabulation distribution of frequencies and percentages for age groups and self-evaluation of peer-pressure that led to the decision to join social media [Q1] & [Q21]

Self-assessment of peer-pressure	Age		
	18-24	25-34	35+
1 – no pressure at all	27 (8.6)	26 (13.1)	13 (22.0)
2	23 (7.3)	24 (12.1)	9 (15.3)
3	38 (12.1)	33 (16.7)	9 (15.3)
4	56 (17.9)	35 (17.7)	8 (13.6)
5	90 (28.8)	39 (19.7)	7 (11.9)
6	49 (15.7)	24 (12.1)	6 (10.2)
7 – too much pressure	30 (9.6)	17 (8.6)	7 (11.9)

### **Nationality and active/passive peer-pressure to join social media**

As seen in Figure 62, respondents who reported to be non-British indicated significantly higher inclination to attempt to convince a friend who did not have a social media account to create one [Q3] & [Q20]: Pearson Chi-Square independence test  $\chi^2(2, N = 561) = 10.264, p = .001 < .05$ . However, a Mann-Whitney U test on respondents' nationality and self-evaluation of peer-pressure [Q3] & [Q21] showed that British nationals reported higher levels of peer-pressure to join social media than non-British ones which suggests possible culture differences on both or either the actual intensity of societal pressure and how people perceive and evaluate this type of pressure on

themselves. The Mann-Whitney U test demonstrated that the distribution of the peer-pressure levels for British and non-British respondents were not similar, as also seen in Figure 63. The peer-pressure levels for British respondents (mean rank = 299.97) were statistically significantly higher than for non-British respondents (mean rank = 270.10),  $U = 36332$ ,  $z = -2.173$ ,  $p = 0.03 < .05$ . The higher the mean the higher the perceived peer pressure by the respondents. The complete set of statistical tables for the above correlations can be found in Appendix 2BQ3Q20 and 2BQ3Q21.

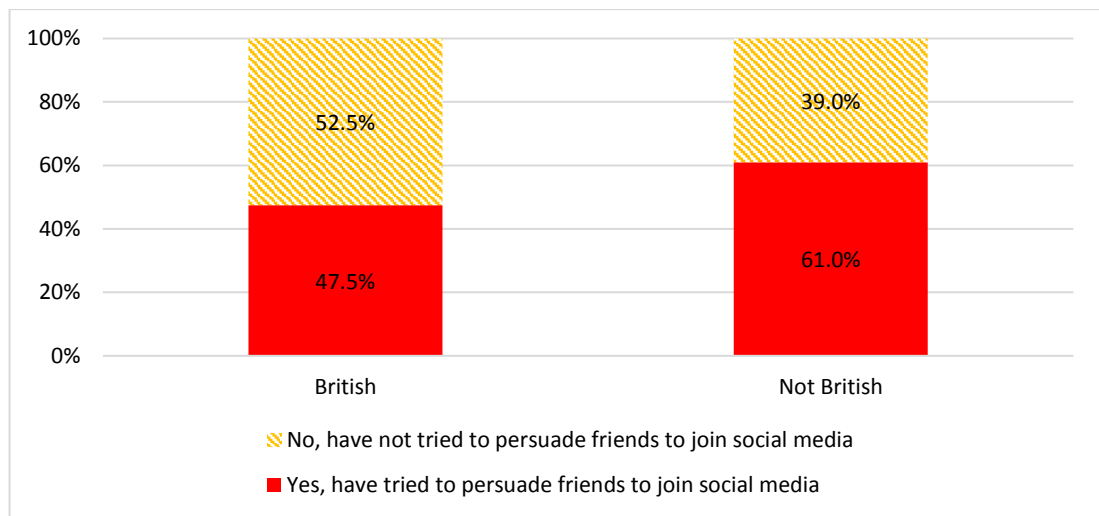


Figure 62: Distribution of percentages for nationality (British or not British) and whether respondents tried to convince a friend who did not have a social media profile to create one [Q3] & [Q20]

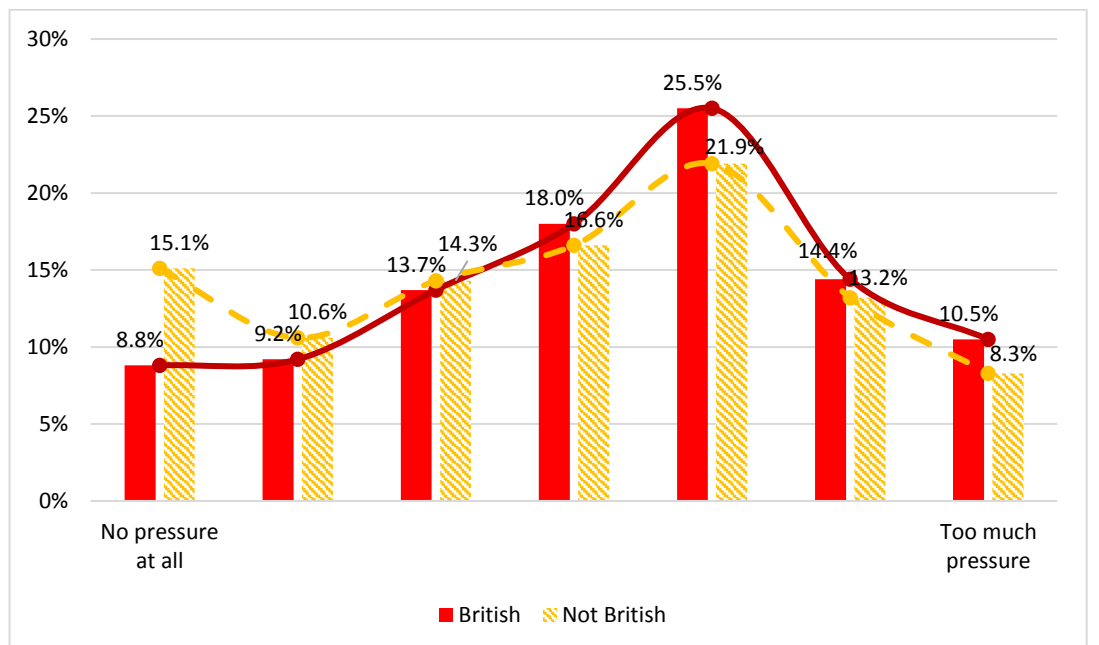


Figure 63: Distribution of percentages of self-evaluated peer-pressure for British and non-British respondents [Q3] & [Q21]

The contradictory findings may indicate possible cultural differences on the perceptions between active and passive peer-pressure.

### Factors that influenced the creation of social media profiles

Furthermore, respondents were asked to distinguish between specific factors -peers, job perspectives and mainstream media- that had an influence on them to join individual social media services [Q22]. As presented in Figure 64, peers were identified by about 86% of the total cohort for Facebook users and 50% for Instagram and MySpace. Job perspectives was a factor for 85% of LinkedIn users and 60% of Academia users, whereas only 6.63% said that they had joined Facebook to help themselves with their job perspectives. Mainstream media was selected by almost half of Twitter, one third of Pinterest and one fourth of Instagram users. The full table can be found in Appendix 2BQ22.

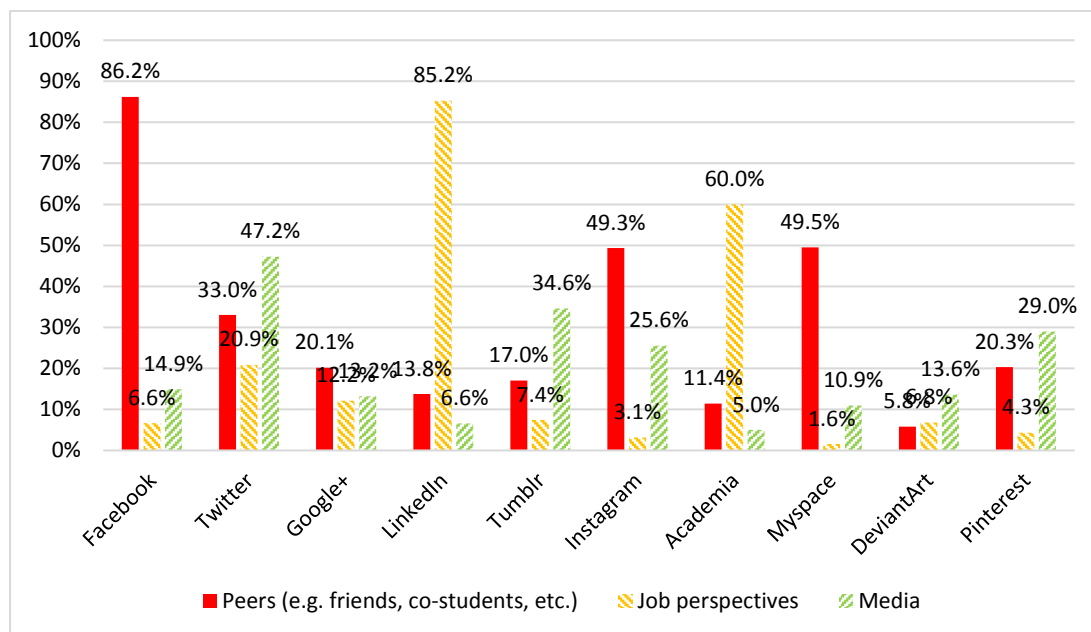


Figure 64: Distribution of percentages of factors that influenced the creation of social media profiles per service with 'none of these' removed [Q22]. The percentages are calculated against the total number of both active and retired users for each social media service

#### 5.5.5.3. Analysis of open-ended responses

In the analysis of the responses primarily to the open-ended question [Q23] about the first personal experience with social media, three factors were identified to have mainly played an important role in making the respondents



*there and I can ignore it when I don't need it, but when I need to get in touch with someone it's very easy as they check Facebook all the time.*

[Q23R321]

A more detail retrospective experience provided some insights on how convenience from social media evolved through time:

*I joined sites such as LiveJournal & DreamWidth in 2010 so that I could meet people with similar interests (in fandom, mostly). I then joined Twitter so that I could chat with the friends I met on LiveJournal. There has been a technological move from LiveJournal towards Tumblr (all those friends are now on that site). Joining Facebook happened when I was an undergrad (first year undergrad in 2006) since it was a great way to catch up with friends who had left for different unis. Google+ was foisted upon me due to having a Gmail email account. I joined LinkedIn because I attended a great summer internship in 2009 and I wanted to keep in touch with the other interns as well as keep links with my managers in the group I worked in. I joined Pinterest this year because of the convenience - I am helping a friend plan her wedding! Oh, and I joined DeviantArt just to follow awesome artists - mostly fandom ones - back in 2003.*

[Q23R679]

Others described the notion of social pressure by emphasising the social exclusion effect of not having any social media presence:

*I had just started university – was massively useful at making friends and an easy way of keeping in touch. Would have been excluded from a lot of goings on publicised only on Facebook if I did not have an account.*

[Q23R250]

Another respondent linked social pressure with convenience as social media like Facebook make it easy to keep in touch with friends and not having an account would be harmful to the social life of the individual:

*Social pressure, certainly in case of Facebook: in fact, most (useful!) degree-related discussion is carried out over Facebook and it gives me an opportunity to easily keep in touch with friends from my home country; not having such an account would feel 'harmful' to my social relations.*

[Q23R43]

It is not uncommon for people to initially join social media for specific purposes, only to be seduced (see Section 3.10.2) by the practical convenience as well as the enjoyment they get from social platforms like Facebook.

*I first joined social media to keep up with some students that I met at a summer program funded by my state. After that, it just seemed practical to keep my social media for various purposes, not the least of which includes for pure enjoyment and for keeping up*

[Q23R410]

As discussed in Section 3.9.2, social influence factors such as the fear of missing out (FOMO) are driving adoption. People feel a 'pervasive apprehension that others might be having rewarding experiences from which one is absent' (Przybylski et al., 2013, p. 1841). The following respondent brings up the issue of FOMO for being without Facebook:

*It keeps you connected the changes which society is undergoing. I feel I would be missing out on a lot of news without Facebook or twitter because people are talking less and less and typing more and more.*

[Q23R654]

Most events are circulated through social media, usually Facebook, and this contributes to FOMO:

*Everyone else is on Facebook; student organisation (e.g. clubs and societies) usually happens through it*

[Q23R150]

As the following excerpt from a survey participant indicates, people feel that they are being left out of socialisation and professional prospects, if they do not use social media.

*Wanted to keep in touch with new friends and be invited to social gatherings; wanted to network professionally, in order to get a job and create professional relationships; felt left out, because others were making professional contacts through social media.*

[Q23R166]

As discussed in section 3.10.5, self-promotion and self-branding are influencing the personal information sharing in the engagement with social media. This often takes place with direct pressure from working environments to promote self and companies in social media:

*CEO felt I wasn't using social media enough, and not promoting myself + the company on twitter enough. Caused some tension.*

[Q42R474]

In Social Influence theory (see Section 3.9.2), compliance is a process in which individuals accept influence hoping to achieve a positive reaction from other people. In this context, there are respondents who noted that they have received criticism because they are not as active in social media as people would expect them to.

*People criticise me for not publishing more on Facebook and instead having a 'bare' profile*

[Q42R94]

Similarly,

*Reprimanded for not checking/replying to messages on social network*

[Q42R603]

A respondent summarised the above as an obligation to use social media because of the fear of missing out:

*because i had to, miss out on too much stuff*

[Q23R519]

Social media user internalise the rewards coming from the engagement with these platforms. Like one respondent mentioned:

*It has become essential to socialising. Either Facebook or hermit.*

[Q23R315]

In the same context, another respondent reported being confident about how they manage their privacy and the impact self-disclosure may have, however they acknowledge that this is a wide-social phenomenon:

*I do manage my privacy quite well but that is relative to what we can really manage. I'm aware of the consequences of my self-disclosure, however, at the same time given that we're all in this together I think that I don't stand out and it won't harm me in the future, because it's becoming a wide-social phenomenon.*

[Q71R703]

However, the following respondent who at the time of the survey had quit Facebook because of privacy reasons, did not find it too difficult not having a Facebook account despite the fact that they admit to believing that it creates some difficulties in terms of socialisation, a price they are willing to pay.



*Life without Facebook is no problem at all, despite the Zeitgeist claiming that "nowadays there's no way around". I do pay a little price by not being able to stay in touch as easily but that I accept. The fatalism in regard to privacy I sometimes encounter is just horrific.*

[Q71R402]

Other respondents gave more or less detailed descriptions about their experiences of peer pressure to join social media. The following respondent describes how they felt being pressurised by peers to join Facebook despite their initial reluctance to do so.

*I didn't have Facebook (fb) until about February last year, I was in Year 13 at school. Most of my friends had got fb in Year 8, I was the last one of my group to get it. I didn't want to get fb and resisted for well over 3 years of them trying to convince me to get it. My reasons for not wanting fb were that I couldn't be bothered, I liked my anonymity and didn't want others to see pictures (or their lack of) of me on fb. I still remember the day that I got fb. We were sat having lunch in our sixth form common room, probably talking about UCAS and universities. I think possibly someone mentioned a birthday party they were having and my friends all decided that I needed fb as it would make their life easier as they could create an event on it and not have to make extra effort to invite me off fb, also they argued it would be good with helping us stay in touch once we were at uni. I just gave in and my friend created my account on her iPhone. I wasn't 100% convinced that I wanted it, I'm still not, but I do check it quite regularly though, however, I never post anything, simply get tagged in other's photos.*

[Q23R89]

There are cases where people were not keen on having social media profiles but had their accounts created by others, such as this quote from one of the respondents explains. It is also in line with the quantitative findings in which Twitter is often used to improve job perspectives.

*My sister created my first Facebook account for me when I was 13 in July of 2007 though I did not ask for it - it was no big deal. My mother even had Facebook which in 2007 was unusual. I deleted Facebook in 2013 because I grew a dislike towards but then had to reinstate a few months later as I had to advertise my flat - some dickbag dropped out in malicious circumstances. I currently have Facebook solely as a modern day phone book. I have also used it to enquire about a summer job with an old friend of mine. My opinion is that I hate the commercialisation and intrusion of the social network that never used to be there a few years ago. If Facebook died I would not miss it. I have not used Twatter since June of 2012 to advertise a chemistry textbook I was selling.*

[Q23R195]

Even respondents who despise certain social media services like Facebook, acknowledge the convenience of keeping in touch with friends as a factor that contributes retaining the account.

*A friend invited me when I didn't know what Facebook was. Later on I thought it was a nice way to keep in touch with my friends abroad. It's a disgusting medium but it has its upsides for people living abroad or having relations abroad.*

[Q23R535]

Another respondent's description is indicative on how social media such as Facebook gained their early user base by word of mouth and how any thoughts on possible privacy implications came later when it was difficult to quit.

*A friend said 'oh! you should on facebook so we keep in touch'. So i did. I didn't even know what facebook is at the time! The debate on personal information being exposed came much later. I'm not sure what I would have done if I was aware of the implications.*

[Q23R684]

The following respondent brings up the factor of imitation and demonstrates the dynamics of having a critical mass of user-base to attract even more people.

*Everyone started having it so I did too. Now I use Facebook to keep connected with friends and family since I have moved to another country and to create events and share clever and funny things. Twitter to get customised news and promote myself work related. LinkedIn only work related.*

[Q23R177]

Similarly, through a respondent's personal experience:

*My boyfriend had Facebook and it seemed to be a cool thing to do. I think I was in his profile picture!*

[Q23R298]

The following respondent also highlights the ways different social media services and platforms can be interconnected.

*First year of undergrad, everyone was joining facebook, seemed like a fun way to share things with people, keep in touch, share photos... Then I joined Twitter when I went to Syria in 2009 - Facebook was illegal there*

*but I wanted to update friends & family on what I was up to, so I joined twitter and linked it to my facebook account so my status would update with my tweets. LinkedIn I joined because I thought it would increase my chances of getting a job, back when I was doing my undergrad.*

[Q23R307]

In the same context, a respondent gave a short description on why they joined social media, with Facebook once again attracting members because it had managed to establish the necessary critical user-base mass.

*Facebook, as all my friends were and it seemed like the best site to keep in touch. Twitter as I wanted to contribute my thoughts. Google+ as I wanted to be an early member, but I don't use it now. LinkedIn as it helps me develop my CV whilst I'm procrastinating. Myspace because I was 14.*

[Q23R726]

As implied in the previous quote and explicitly described in the following one, many young respondents found Facebook to be the next 'logical step' from MySpace in online social networking. The following respondent perceived Google+ to be somehow fostered upon them (e.g. see boyd, 2011) and also described how difficult it is to quit social media like Facebook when almost everyone else is using them. They had to re-join as feelings of isolation kicked in. However, the respondent acknowledged that some of their friends did not use social media and regrets they feel in a way obliged to use them to improve their career prospects.

*My friends all had facebook so I joined. It also seemed like a logical step on from MySpace. I joined twitter because I had to for my career prospects. I was encouraged by those in academia and politics. I joined MySpace because I was 15 years old and it was 2004. I joined Instagram because I had no filters on my smart phone. Google + came with my new smart phone and I cannot work out how to get rid of it. I am not a massive fan of social media and did try to delete my facebook account, but after 6 months cold turkey I realised that people were no longer sharing news (i.e.: pregnancy) on a face to face basis, or by texting, so I had to rejoin as I was missing out on important events in the lives of friends from Uni who had moved home etc. I have friends who do not have social media and they are perfectly happy well rounded individuals with friends aplenty. So I am annoyed that my career choice requires me to constantly publish what I am doing/interested in to prove that I am a person worth investing in.*

[Q23R711]

Another participant noted the pressure to share more by social media services:

*Social media sites and companies which require you to hold one has forced me to upload more information that I would have liked.*

[Q71R63]

A practice that in a similar manner another respondent found annoying:

*I would like to be more careful about my privacy but often think websites/social media sites are designed to make it as difficult as possible to really protect yourself, and find it very frustrating.*

[Q71R385]

The following quote is indicative of how online self-disclosure norms have changed since the emergence of social media such as Facebook.

*I avoid publishing personal information on the internet as much as possible. The only reason I have my full name on my Facebook account is because that is the norm for Facebook users.*

[Q19R711]

In a similar manner, another respondent admitted to have used a fake name on Facebook in the past and expressed a disbelief on using their real name; however, and despite this, they have switched to their real one as it is more convenient while their social networking circle is growing. A rumour that universities looked up applicants was also enough for this respondent to adjust their profile to meet the expectations.

*I used to use a fake name on Facebook, mostly because at the time I began using Facebook, I was applying to university. There were rumours going around that universities looked you up as you applied to them, and I wanted universities to solely judge me on my merit as a scholar, not as a high school socialite (if you could call me that). I still don't really believe in using my real name, but the more people I meet, the more people want to friend me on Facebook. It's just easier to use a real name now instead of a fake name for that reason.*

[Q19R410]

On the older days of online social networking, some respondents reported a more reluctant behaviour in terms of using their real-name online:

*Myspace was not a private webpage, but was used for personal information, therefore I obscured my identity.*

[Q19R143]

Similarly,

*[having an alias] was the trend in the days of Myspace*

[Q19R693]

Others used a single alias across multiple sites:

*This is relating to ~10 years ago, I maintained a single nickname across forums and so this was my only alias.*

[Q19R697]

#### 5.5.5.4. Discussion

The investigation of the reasons why social media popularity exploded the way it did in the mid-2000s led to the closer examination of the role of peer pressure. From the analysis of the quantitative data, respondents identified significant peer pressure to join social media, suggesting that peer pressure and convenience have significantly contributed to the popularity of social media. More than half of the sample acknowledged to have pressurised a friend to create a social media account. This is far more apparent in the case of Facebook, followed by Instagram and MySpace. Regarding MySpace, from the quantitative and qualitative analysis it seems that many respondents used to be MySpace members in the past but abandoned it in favour of Facebook and other social media services. Google+ was 'mostly foisted' upon respondents as one of the respondents noted in the free-form answers. In the cases of LinkedIn and Academia, it is clear that job perspectives were the most apparent reason to join these services, followed by Twitter. This confirms relevant research based on the Technology Acceptance Model (Ernst, 2015; Pillai and Mukherjee, 2011) that has found online social networking usage to be deriving from both perceived usefulness and perceived enjoyment. The results of this survey suggest that these variables are not equally distributed among major social media services; for example, LinkedIn and Academia can be argued to have stronger utilitarian character as job perspectives scored the highest, whereas Facebook and Instagram have increased hedonic character with the socialising variable being the top one. Regarding Twitter, mainstream media coverage has been identified to have played a significant role on

making it more popular. Respondents identified a significant social pressure to be members of social media, with younger ones reporting higher levels of pressure. This is also supported by the findings of the previous section where it was found that most of the younger respondents believed that not having a presence in any social media service would disadvantage people in socialisation, missing out on events and other things.

The analysis found significant differences on how age groups perceive peer-pressure. The respondents above 35+ reported much less perceived peer-pressure to join social media. In general, the younger the respondents the higher the levels of reported peer-pressure. This suggests that young people are either subject to greater peer-pressure, or perceive peer-pressure to be higher, or both. No differences are found for perceived peer-pressure and gender.

The open-ended responses have highlighted convenience, socialisation and fear of missing out as strands that have influenced younger people to embrace social media services. They have also strengthened the findings of the quantitative analysis that suggest that peer and social pressure as a form of normative social influence (Asch, 1955, 1951; Kelman, 1958) towards the principle of conformity has been a significant factor of social media proliferation and individuals self-disclosure via these platforms. However, as Bauman (2000) noted, life organised around consumption is guided by seduction and therefore, the contradicting normative attitudes of many of the respondents while engaging with social media highlight the difficulty of distinguishing the 'true' needs from the 'false' needs as in classic Marxist philosophy (see also Section 3.10.2).

### 5.5.6. C. Social media, privacy and self-censorship

#### 5.5.6.1. Introduction

The exposure and the feeling of being constantly watched on social media services like Facebook have led their users to adapt strategies for protecting their online reputation (Das and Kramer, 2013; Lampinen et al., 2009; Lang and Barton, 2015; Marder et al., 2016) and to avoid regrets (Wang

et al., 2011). This conflict has built up a tension between revealing and concealing information in which users

[...] must maintain equilibrium between a contextual social norm of personal authenticity that encourages information-sharing and phatic communication (the oft-cited 'what I had for breakfast' example) with the need to keep information private, or at least concealed from certain audiences (*Marwick and boyd, 2010, p. 124*)

Earlier studies on social media have indicated a relationship between the observance of peers behaviour and influence on utilising a private profile in addition to the correlation between higher usage frequency and greater familiarity with an increase use of private profiles (Lewis et al., 2008). This section investigates the self-censorship strategies respondents deployed while using social media in order to protect their privacy and reputation. The following area question is examined:

*AQ4: Are people gradually tend to becoming more conscious and cautious regarding the protection of their privacy after their initial engagement with social media?*

#### **5.5.6.2. Findings**

##### **Respondents with more than one account in the same social media service**

Respondents were asked to answer whether they had more than one account in the same social media service [Q39].

*The results show than one out of ten respondents had multiple accounts in the same social media sites.*

The full table can be found in Appendix 2CQ39.

##### **Age and respondents with more than one account in the same social media service**

An investigation on whether there is an association between age groups [Q1] and [Q39] revealed that there is a potential correlation between these two variables, albeit not statistically significant as the percentage of total respondents having multiple accounts was small: Pearson Chi-Square independence test  $\chi^2(2, N = 561) = 5.504, p = .064 > .05$ . The cross-tabulation

as presented in Figure 67, however, indicates that there might be a trend between age and having multiple accounts. A Mantel-Haenszel test of trend was run to determine whether a linear association exists between age groups and multiple social media accounts. The Mantel-Haenszel test of trend showed a weak, but statistically-calculated linear association:  $\chi^2(1) = 5.472$ ,  $p = .019 < .05$ ,  $r = -.099$ .

*Older respondents appeared to be more likely to have multiple accounts and vice-versa.*

The peculiarities of the variables of this cross-tabulation makes any generalisations unreliable due to the demographics of the sample. The complete list of statistical tables can be found in Appendix 2CQ1Q39. No correlation was found for gender [Q2] and [Q39] (the complete set of tables can be found in Appendix 2CQ2Q39).

### **Individual social media services where respondents engage with more than one account**

For a more detailed investigation, respondents were asked to identify the social media services in which they were actively maintaining more than one account [Q40]. The full table can be found in Appendix 2CQ40.

*As seen in Figure 68, more than 7% of Twitter users had more than one account, while the percentage dropped to almost 5% for Facebook and Tumblr users. Almost half of the users who reported that they were actively using multiple social media accounts identified the protection of their privacy as a contributing factor for doing so (see ).*

### **The role of privacy on maintaining more than one profile in the same social media site**

Respondents were asked whether the protection of their privacy has contributed to the decision to actively maintain more than one profile in the same social media service [Q41]. The full table can be found in Appendix 2CQ41.

The findings show that almost half of the respondents (48.2%) who maintained more than one social media profile in the same site did so for privacy reasons.



Figure 66: Distribution of percentages for social media users with more than one account for the same service [Q39]

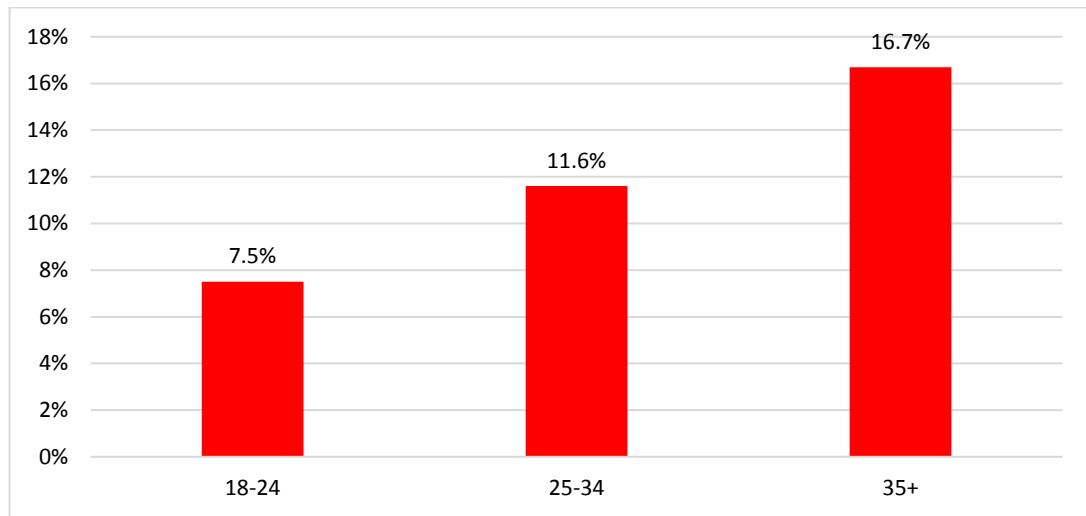


Figure 67: Distribution of percentages for age groups and whether respondents had multiple personal accounts in at least one social media service [Q1] & [Q39]

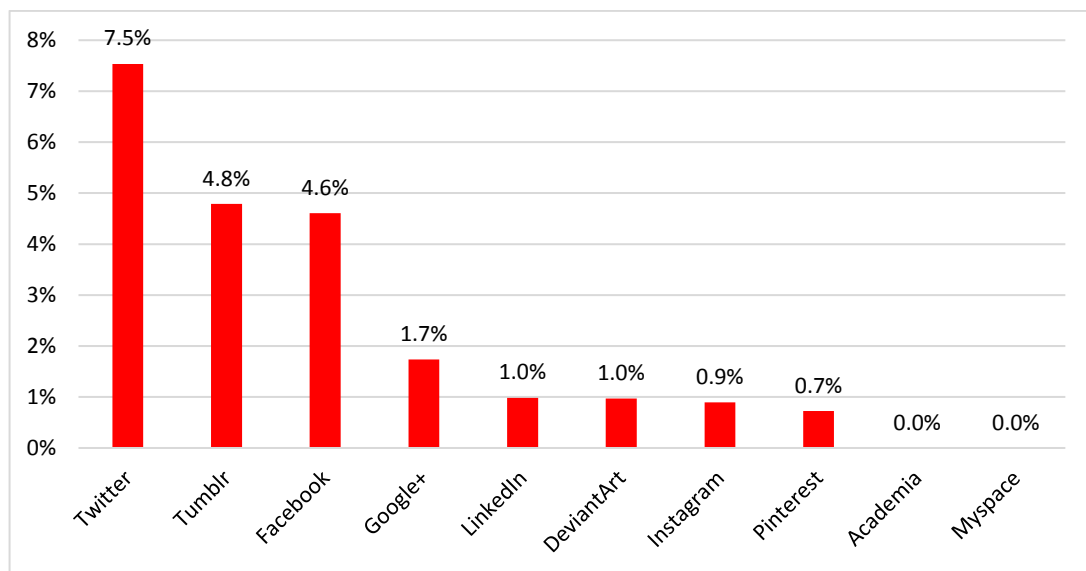


Figure 68: Distribution of percentages for respondents who answered they have more than one active accounts in the same social media service. Percentages have been calculated from the total number of respondents that said have been using each service [Q40]

### Confrontations because of social media posts

Respondents were asked to answer whether they have ever confronted someone from their social environment for something they have posted on social media [Q43].

*A third of the respondents answered that they have confronted a person from their social circle because of content uploaded on social media.*

The full table can be found in Appendix 2CQ43.

### **Age and confrontations because of social media posts**

*Cross-tabulation revealed that the respondents above 35 years old reported to have engaged in confrontations for social media content significantly less compared to the two younger age groups which reported almost identical levels [Q1] & [Q43].*

Pearson Chi-Square independence test  $\chi^2(2, N = 570) = 10.576, p = .005 < .05$ . The complete list of statistical tables can be found in Appendix 2CQ1Q43. No correlations are found for gender [Q2] & [Q43] (the full set of tables can be found in 2CQ2Q43).

### **Damage to relationships because of content in social media**

The survey also investigated the ways in which respondents' relationships have suffered because of content found on social media [Q42]. As depicted in more detail in Figure 70, slightly more than 7% of the total cohort answered that a friendship had been harmed; slightly less than 7% got into trouble with a family member, almost 3.5% had a conflict with a co-worker or co-student. 2.34% said that they actually lost a friend because of content in their social media profile, while 1.8% experienced a relationship brake up. A small percentage 0.18% said they lost a job or employment opportunity. The full table can be found in Appendix 2CQ42.

### **Self-censorship due to negative past experiences with social media**

*More than three out of four respondents who were social media users and whose relationships have suffered because of content uploaded on social media answered that they have been more careful since then [Q44].*

This indicates an evolutionary dynamic towards being more self-constrained while using social media. The full table can be found in Appendix 2CQ44.

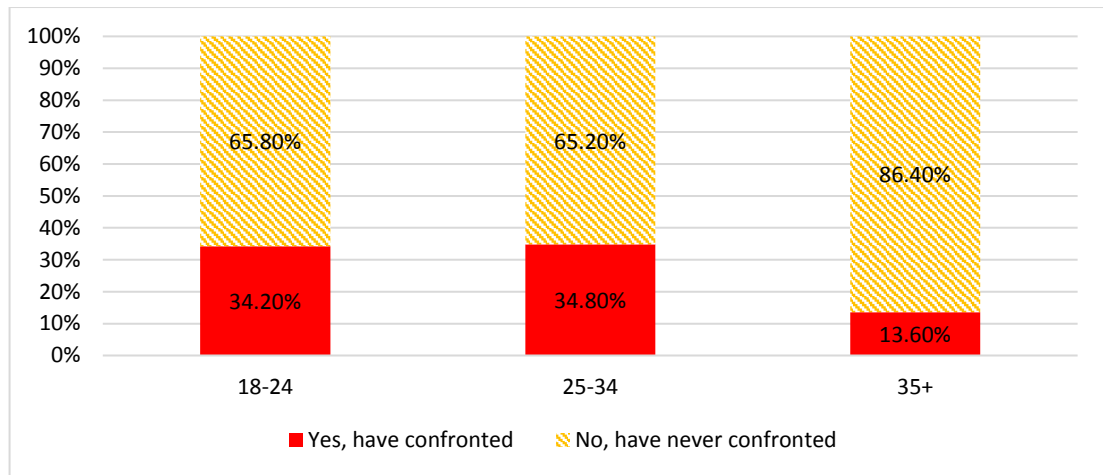


Figure 69: Distribution of percentages for age groups and whether respondents have ever confronted someone from their social environment for something they had posted on social media [Q1] & [Q43]

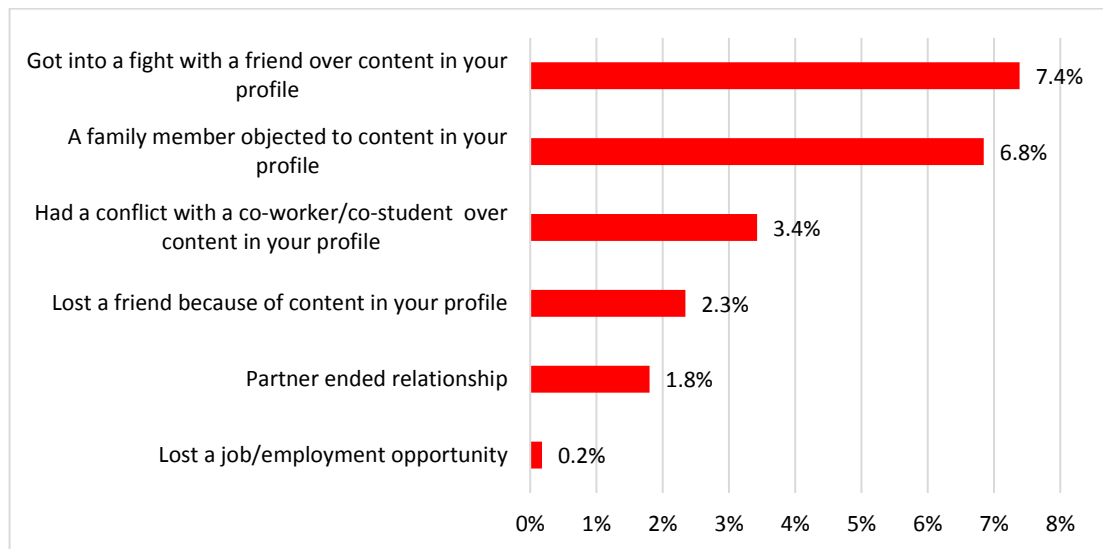


Figure 70: Distribution of percentages for how offline relationships have suffered due to social media [Q42]

### Age and self-censorship due to negative past experiences with social media

A statistically significant difference was discovered when examining the variable with the two younger age groups [Q1] & [Q44] (see Table 24): Pearson Chi-Square independence test  $\chi^2(1, N = 83) = 4.137, p = .042 < .05$ .

*The 24-35 years old age group was more likely to adjust their online behaviour after a negative experience than younger respondents, indicating that the latter had been more spontaneous with their behaviour.*

The complete list of statistical tables can be found in Appendix 2CQ1Q44. The 35+ years old group was excluded from this analysis as a very small number of the respondents, only three, in this group reported that their relationships had suffered in the previous question [Q42] on which this question [Q44] conditionally relied upon. No correlation between gender [Q2] and [Q44] was found (for a complete set of tables see Appendix 2CQ2Q44).

### **Methods of reputation protection in social media**

In terms of specific measures respondents took to protect their reputation [Q45] (see Figure 71), almost 70% answered that they untagged a photo, or deleted or edited their own post, 40% deleted comments others had made, 35% regretted something they posted<sup>81</sup>, and almost 20% deleted their account. The full table can be found in Appendix 2CQ45.

### **Age and methods of reputation protection in social media**

As seen in Table 25, Chi-Square tests revealed that younger respondents were more likely to have deleted or edited their own posts [Q1] & [Q45]. Pearson Chi-Square independence test  $\chi^2 (2, N = 570) = 16.153, p = .000 < .05$ . In addition, younger age groups were found to have regretted something that they had posted: Pearson Chi-Square independence test  $\chi^2 (2, N = 570) = 6.077, p = .048 < .05$ . In addition, younger age groups were far more likely to have untagged a photo than the older age group of 35+: Pearson Chi-Square independence test  $\chi^2 (2, N = 570) = 23.300, p = .000 < .05$ .

*It appears that older respondents were less likely to act to protect their privacy. However, in conjunction with the findings that the age group of those above 35 reported significantly lower levels of suffering due to social media content as well as lower levels of social media engagement, the most likely scenario is that the older respondents have been more considerate with the content they share with others online.*

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<sup>81</sup> It is worth mentioning that regret is not an action per se, but a negative reaction that signifies respondents' emotions while engaging with social media platforms that can subsequently lead to the rest of the actions listed. This value can be useful to get insights on how respondents with different demographic characteristics (age, gender) perceive their social media experience. This multiple-choice question was deemed to be the best place to include this indicator and avoid adding an extra question. Ironically, in 2016, Facebook added new emotion buttons therefore making a more direct link between emotions and reactions.

The complete list of statistical tables can be found in Appendix 2CQ1Q45.

### Gender and methods of reputation protection in social media

Statistically significant differences were also found when examining gender [Q2] and [Q45] (see Table 26). Male respondents were more likely than females to have regretted something they had posted online: Pearson Chi-Square independence test  $\chi^2 (1, N = 568) = 10.902, p = .001 < .05$ , but female respondents were the ones that had untagged photos more often than males:  $\chi^2 (1, N = 568) = 12.068, p = .001 < .05$ . The complete list of statistical tables can be found in Appendix 2CQ2Q45.

Table 24: Cross-tabulation distribution of frequencies and percentages for age groups and adjustment of online behaviour when using social media after a negative experience with them [Q1] & [Q44]

Self-censorship experience	Age		Total
	18-24	25-34	
Yes	38 (69.1)	25 (89.3)	63 (75.9)
No	17 (30.9)	3 (10.7)	20 (24.1)
Total	55 (100)	28 (100)	83 (100)

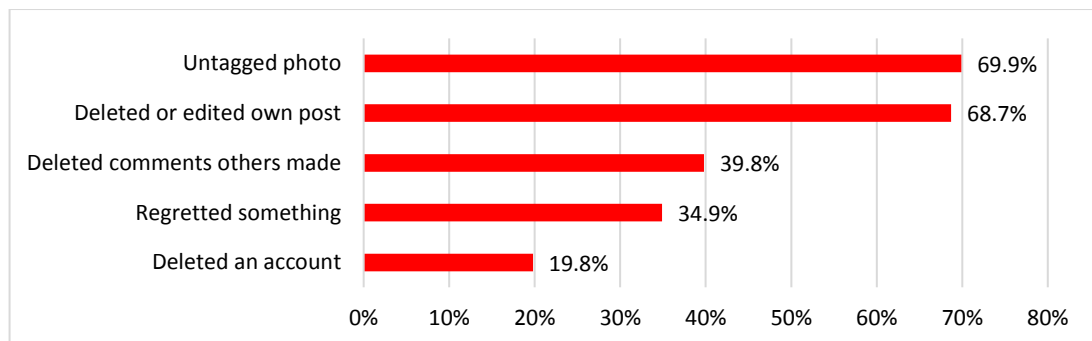


Figure 71: Distribution of percentages for measures taken by respondents whose relationships have suffered because of social media in order to protect their reputation [Q45]

Table 25: Summary table with distribution of frequencies and percentages (within age groups), along with results of inferential analysis using chi-square test for correlation between age and privacy protection measures on social media taken by respondents [Q1] & [Q45]

Self-censorship measures	Age groups			$\chi^2$
	18-24	25-34	35+	
Deleted or edited own post	233 (74.4)	130 (65.7)	29 (49.2)	0
Deleted comments other made	136 (43.5)	74 (37.4)	17 (28.8)	0.074
Untagged photo	236 (75.4)	137 (69.2)	26 (44.1)	0
Regretted something	123 (39.3)	60 (30.3)	16 (27.1)	0.048
Deleted an account	62 (19.8)	42 (21.2)	9 (15.3)	0.602

Table 26: Summary table with distribution of frequencies and percentages (within gender), along with results of inferential analysis using chi-square test for correlation between gender and privacy protection measures on social media taken by respondents [Q2] & [Q45]

Self-censorship measures	Gender		x <sup>2</sup>
	Females	Males	
Deleted or edited own post	239 (68.5)	150 (68.5)	1
Deleted comments other made	141 (40.4)	86 (39.3)	0.789
Untagged photo	263 (75.4)	135 (61.6)	0.001
Regretted something	104 (29.8)	95 (43.4)	0.001
Deleted an account	72 (20.6)	41 (18.7)	0.579

### Reasons why respondents obscure or provide false information on social media

Respondents were asked to rank the reasons why they were obscuring or providing false information on social media with almost two thirds identifying the protection of their privacy as the main reason [Q48] (see Figure 72). A non-negligible percentage of respondents selected the ‘to look more like the person I want to be’ option. The full table can be found in 2CQ48.

### Basic privacy settings on individual social media sites

As the protection of privacy seems to be valued as an important element for some users, respondents were asked to report which general privacy settings they used for each individual social media service they keep an account on [Q49] (see Figure 73).

*The majority of Facebook users revealed their true name and had identifiable pictures of themselves, however a significant proportion had set the profile as private, preventing others from seeing parts of its content. LinkedIn users also used their real full names and had identifiable photos on their profiles, however a relatively small percentage had set their profiles as private. On the other hand, a significant number of Twitter, Google+ and Instagram users preferred to set their profiles to private.*

The full table can be found in 2CQ49.

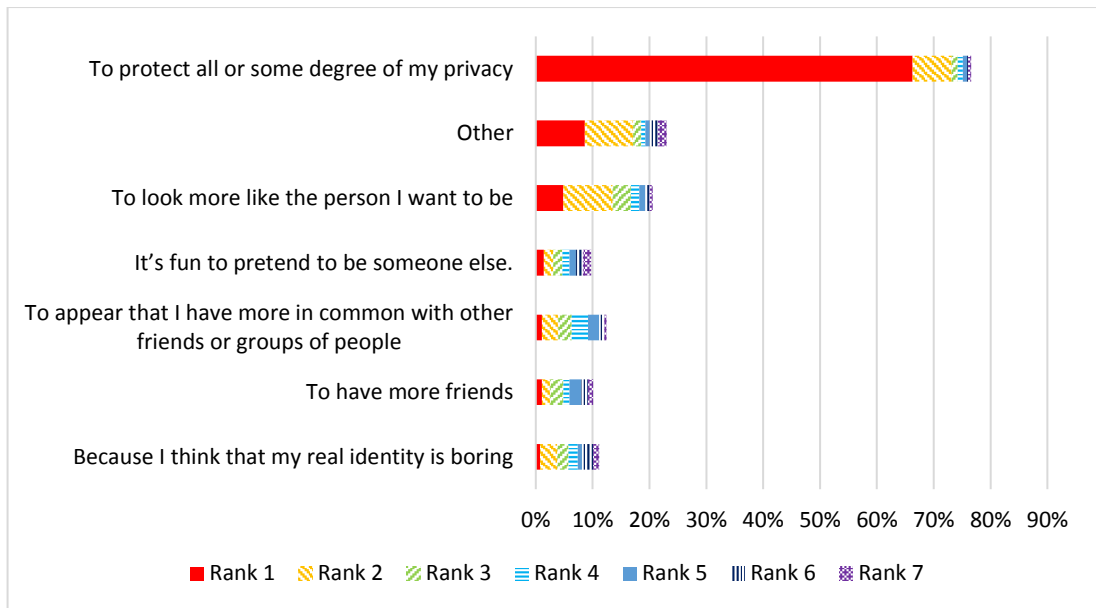


Figure 72: Ranking of percentages for the reasons social media users are obscuring or providing false information [Q48]

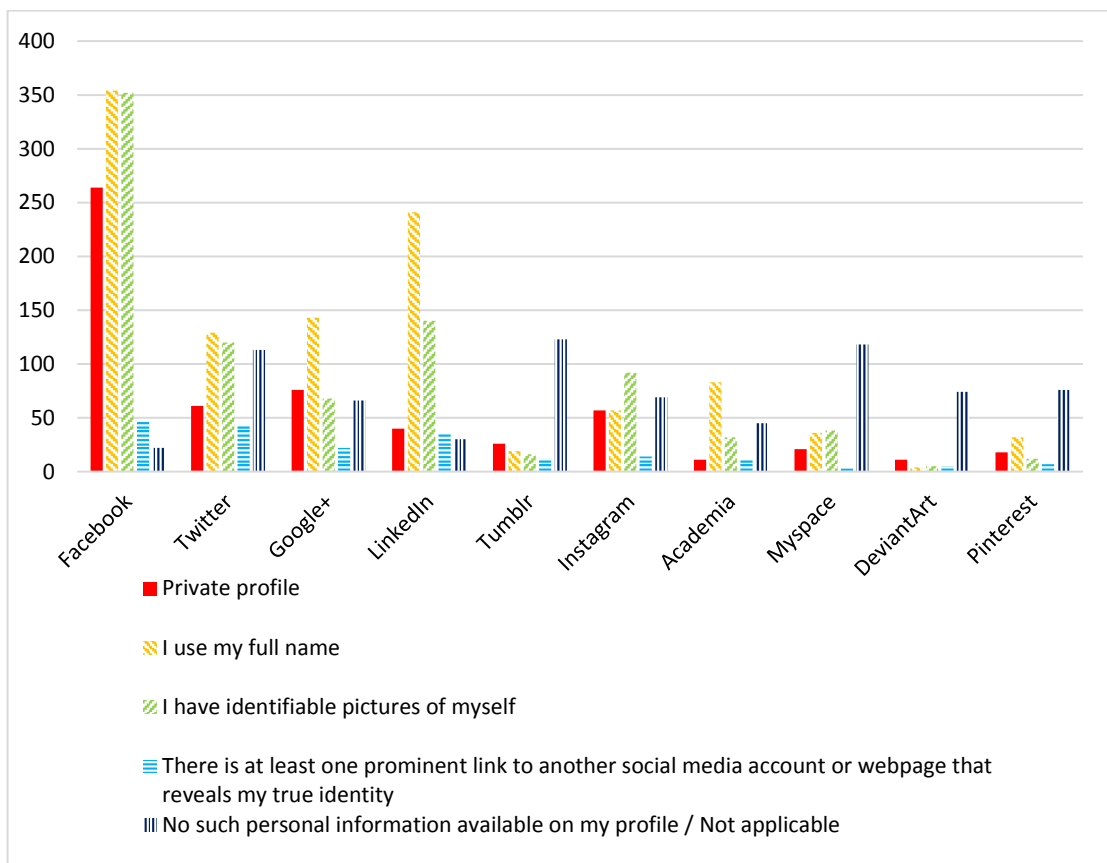


Figure 73: Distribution of frequencies for basic privacy settings on individual social media sites [Q49]

### Self-confidence of respondents on the level of the personal information they disseminate online

As presented in Table 27, most respondents appeared to be self-confident about the level of the personal information they disseminated online [Q63]. In a Likert-scale between 1 (totally unwary) and 7 (extremely cautious) respondents reported a mean of 5.21 and median of 5 without a single respondent selecting 1.

### Age and self-confidence of respondents on the level of the personal information they disseminate online

A Kruskal-Wallis H test shows that there is a statistically significant difference on the respondents' own perception of how careful and conscious they are when sharing personal information online and the different age groups [Q1] & [Q63]:  $\chi^2(2) = 9.055$ ,  $p = .011 < .05$ , with a mean level of personal information that is available online score of 271.00 for the 18-24 age group, 278.34 for the 25-34 age group, and 339.11 for the 35+ age group. The higher the mean, the more careful respondents believe they were at the time of the survey.

*This indicates that the older respondents in the 35+ age group believe that they are more cautious compared to the two younger age groups.*

The complete list of statistical tables can be found in Appendix 2CQ1Q63. No correlation was found for gender [Q2] & [Q63] (the complete set of tables can be found in 2CQ2Q63).

Table 27: Descriptive statistics on the question about the self-evaluation of respondents on how cautious they thought they were on the type of personal information disclosed online [Q63]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Self-evaluation of respondents on how cautious they thought they were on the type of personal information disclosed online	561	2	7	5.21	5	1.26



### 5.5.6.3. Analysis of open-ended responses

The open-ended responses confirmed that most respondents preferred to protect their privacy, and make it more difficult to be traced back to their real identity through data-linkage. Some indicative quotes on identification through information linkage follows.

#### 5.5.6.3.1. Data linkage

In the context of personal information and social media, data linkage is the process of collating information about the same person from different sources to create an enhanced view of that person. This process can be automated and aggregated using machine learning algorithms (Shu et al., 2017; Zhang et al., 2014) to improve recommender systems and targeted advertisement. However, search engines such as Google can also bring together scattered information about people and provide it to end-users. This affects the depth of the imagined audiences of the online users and has a significant impact on both interpersonal surveillance as well as the self-censorship coping mechanisms.

For example, one of the survey participants witnessed how data-linkage works while working for a market research company that has affected their own privacy protection strategy:

*I once worked for a market research company freelance, and was asked to form profiles (name, age, spouse, kids, hobbies etc.) of 4 French consumers based only on their amazon.fr usernames. The amount of info I was able to find in only 2h of searching (including naked photos from a gay hook-up website one was a member of & pictures of his child at school from his Facebook - this from the same member!!!) has made me EXTREMELY cautious about what I post and how it is linked. I use different usernames for different sites, try not to have any info that could identify one from the other, and frequently ask new friends to test this (go see if you can find me on Facebook then).*

[Q71R307]

Often, people only realise the extent of personal data-linkage by searching for themselves online:

*I recently googled myself as I was sending out CVs and discovered that because of privacy settings for cross-linking things, all my comments on blogs were public and linked to my name. So if you're looking for my academic work, yes, it's the first hit, but below that are my comments*

*about menstrual cups and asexuality and things like "THIS IS SO AWESOME", all totally out of context. I think blog comments are often valuable discussions, but I had to go through and delete them all because I don't want an interviewer talking about academics and all they can think is "menstrual cups". I'm careful about what I post online (my volunteer position doesn't like us to fb/tweet about what we do, so I avoid that), but the privacy I'm more concerned about is articles of daily life that I prefer to share with friends and not the whole world.*

[Q71R430]

One respondent acknowledges they were carelessly disseminating personal information online when they were younger. Although, their privacy awareness has increased since the earlier days, they feel powerless against the efficiency of data-linkage that can build up a detailed profile about them.

*I am highly concerned about the use of my information. I believe that the value of my information to any firm which has it is far far more than whatever value I may have received in return for them acquiring my information. Sadly, I was careless in my youth about the information I posted online, and I have very little if any privacy left. Though I try to not make too many revealing disclosures online, I know that it would be childs play for someone to build up a highly detailed personal profile about me [...]*

[Q71R762]

In the conditional question of why respondents used a fake name or an alias in one or more of the social media services they were using at the time of the conduct of the survey [Q19], the awareness of how strong data-linkage can be was brought up. For example, the following respondent is explicitly concerned about how a simple Google search could reveal their entire life.

*I don't want people to be able to view my entire life with a google search. Although it's not private, by changing the name it makes it a little more difficult to find all the aspects of my life.*

[Q19R142]

Almost identically, the following respondent worries about what online searches about their selves might reveal and chooses not to disclose their real-life identity to make data-linkage more difficult.

*I don't wish these sites to come up when my real name is searched online.*

[Q19R602]

In a similar context, this respondent worries about how their real identity can be revealed by linking information such as name and location.

*In these cases privacy outweighed any advantages of using my real name. My real name is also quite uncommon, so unlike most people I could likely be uniquely identified just from my name and approximate location.*

[Q19R520]

The aspect of the control of information is raised by some respondents and is associated with their desire to strategically choose not to reveal their real-life identity online in some instances.

*I don't necessarily want all of my choices in terms of the media that I consume to be associated with my real name. I do like some level of privacy and control over what information is available about me.*

[Q19R465]

Similarly, the following respondent prefers to maintain control between disclosing using their real-life identity and not.

*Because it is not necessary for me to use a real name and I would like to keep my activities on this site separate/secret from my 'real' online presence.*

[Q19R677]

Many social media services and other sites do not request or require users to use their real-life identities, and users often choose not to disclose their identity in such platforms to prevent their personal information being linked to what they call 'real' online presence (i.e. Facebook, LinkedIn, and others).

*Because it is not necessary for me to use a real name and I would like to keep my activities on this site separate/secret from my 'real' online presence.*

[Q19R677]

This separation between identity and information social media services is also hindered by the following respondent.

*So strangers cannot identify me or look up my other social networks (e.g. Facebook) and so that anybody I know personally cannot look up my account.*

[Q19R265]

The following respondent demonstrates strands of proactivity as they prefer to not reveal their real-life identity in social media to protect the reputation of their future selves.

*So in the future I cannot be penalized for silly comments I might have made in my youth. Also, to prevent stalking.*

[Q19R24]

Others feel that it is somehow fruitless to avoid the de-anonymisation process if someone really wanted to find their personal information online; nevertheless, they feel that they want to protect some amount of personal information from being linked back to them as much as they can.

*I don't want too much info about me online, but having said that, I'm pretty sure someone could easily identify me very well with the information that is there. But no need to help them.*

[Q19R321]

#### 5.5.6.3.2. Freedom of speech

There are instances where social media users create multiple accounts, some of which are pseudonymous, in order to be able to express their thoughts freely without the fear of damaging their reputation by exposing their real-life identity.

*I do not want to get friend requests from people that I don't feel comfortable sharing political and personal views with. I have two Facebook and Twitter accounts, one with my real name and one with an alias.*

[Q19R177]

This respondent initially used an alias to hide their gender but eventually this type of anonymity allowed them to have more freedom on sharing information.

*Privacy. It used to be to hide my gender but it's now to give myself freedom of speech without any work come back, and I have a longstanding name/handle which some people only know me by.*

[Q19R409]

Users in online environments, tend to engage less with self-censorship practices and often disclose more information when this is not associated with their real-life identities.

*I actually have 2 Twitter accounts: one that is with my real name, and public, and another that is my old screen-name and is super locked*

*down. It is a horrible/wonderful online diary in which I vomit every stray thought that crosses through my head and yell in all caps about my job, TV shows, and how attractive I find celebrities. So, I would not like that be associated with my full name XD*

[Q19R747]

This is more explicitly worded by the following respondent who maintain at least one pseudonymous social media account to be able to express themselves without the pressure of appropriate performativity that an association with real-life identities brings.

*To be able to interact without the pressure of having to "behave" in front of every random Facebook friend and have the freedom to create an independent circle.*

[Q19R621]

According to the following respondent, anonymity allows more creative and intellectual honesty.

*My name was given to me, I have the freedom to choose an alias that could represent who I really am. Besides the feel of anonymity provided by an alias allows more creative and intellectual honesty.*

[Q19R445]

Some social media users maintain multiple profiles because they want to separate between their professional and personal online presence.

*I have to curate a professional online presence and a personal one, and don't like them to be integrated.*

[Q19R756]

The professional profiles are usually attached to the real-life identities and are carefully curated to protect the reputation of the person. In such cases, the personal profiles are sometimes pseudonymous and people tend to share personal information such as pictures more freely.

*Applying for jobs (company's tend to investigate profiles) so I have one profile with my full name and another with my 'fake' name. Also, I prefer to keep professional connections and one-off people in the profile that does not have personal photos or any other activities (going out, holidays etc.) on it.*

[Q19R510]

In social media sites like Twitter that can be considered as information-driven platforms, many users prefer not to reveal their real-life identities as they consider these sites more public and not related to their inner social circles as closely as other social media such as Facebook. Therefore, this sense of anonymity allows them to share information in a less-personal manner.

*Regarding Twitter and Pinterest, I chose to use a part only of my real name due to the majority of my followers are strangers. Twitter is 'open' as well, even not registered users can read posts. Regarding Tumblr, I would say that the main reason was that I wanted something more 'artistic' and non-personal.*

[Q19R768]

#### 5.5.6.3.3. Increased consciousness on privacy

While continuous engagement with social media in general normalises identifiable self-disclosure, it also exposes the privacy flaws of these platforms (see Section 3.10.1) and frequently forces their users to develop mechanisms to cope with over-exposing their personal information; a type of self-censorship (see Section 3.11). Many individuals after engaging with social media for a period of time proceed to adjust their self-disclosure behaviour and limit the amount of information they share or restrict the intended audiences. The following respondent proceeded in doing so because of a change of attitude regarding the actual purpose of disseminating personal information online:

*Eventually realised I was embarrassed by the information I had published – both because it was banal nonsense anyway but also because the practice of constantly broadcasting your activities seems somehow vain and arrogant? Deleted everything I had posted as much as Facebook and other sites would allow. Only use Facebook to interact with classmates in a FB group and never post photos or status updates. Currently interact with close circle of friends also in a FB group as no need for outsiders to see all our laddish jokes etc.*

[Q71R94]

While continuous usage of social media normalises sharing personal information online, it is not uncommon for people to develop increased privacy awareness. The following respondent reported concerns in retrospect regarding the amount of the personal information they used to disseminate online and have altered their social media presence towards a more

professional profile, while using messaging functions for more personal communication.

*I have become more aware over the past few years that others can find what I post on social media sites; nowadays, I try to only post things that are likely to make me look employable, build professional relationships, or that serve another purpose (such as petitions that I want to encourage people to sign). However, I still use message functions to discuss private things with friends; the extent to which I used to do this concerns me, because that information is now available to the social media websites in question.*

[Q71R166]

In a similar manner, the following survey participant limited their social media engagement to be mainly professional oriented.

*Overall, in the early days I used to post more on Facebook. It's years now that I use it mainly for professional reasons (I found my current job through Facebook) and ask colleagues their opinion/help on certain occasions. It always works. I therefore use it more as a problem-solving kit. I avoid uploading personal pictures and I would only post something funny, but rarely anything personal.*

[Q71R684]

The following survey response indicates some social media users have heightened privacy awareness and concerns at a societal level.

*I wish I had the knowledge to be more private in surfing etc. I also wish I had not revealed things earlier on, on Facebook. I am once in a while considering deleting my Facebook account. I do however also worry that the information is stored there anyway, not for the public but accessible to companies and governments. I am worried that the technology society we have got ourselves into will have a negative impact on democracy in the future.*

[Q71R177]

Others, report to be slightly more cautious on how they engage with social media, however, in kind of guilty manner:

*I'm probably slightly more cautious than I used to be. But I like to think I have nothing significant to hide.*

[Q71R461]

The following respondent reported that they had reduced the number of pictures since they first started engaging with social media:

*I have significantly reduced the amount of pictures I post of myself online from when I first started.*

[Q71R373]

As seen in the quantitative analysis, others are doing so because of negative experiences that had a negative effect on them. The following respondent suffered online harassment triggered by real-life events:

*I've been most affected by a series of online harassment instances (triggered by IRL events) which have caused me to tighten my security. I was already careful before this.*

[Q71R103]

Finally, some respondents have expressed their own empirical observations on the issue:

*There seems to be a trend that people are getting more conscious about privacy.*

[Q71R138]

#### 5.5.6.4. Discussion

The data analysis to investigate AQ4 suggests that users usually tend to become more conscious and cautious regarding the protection of their privacy after their initial exposure to social media. The survey revealed that one out of ten respondents actively kept more than one account in the same social media service. This was more apparent in the case of Twitter, Tumblr and Facebook. Half of those who maintained a second account reported that they did so to protect their privacy. One third of the respondents admitted that their offline relationships had suffered at some point due to social media. The vast majority of those respondents had been more careful since then on the information they put online. This is in accordance with theories such as the *Self-Regulation* (Bagozzi, 1992) in which the appraisal processes are followed by emotional reactions and finally coping responses. The most common strategies to protect reputation are found to be un-tagging a photo and deleting or editing a post, while a significant percentage of almost 20% reporting that they had deleted an account.

Respondents over age 35 reported proportionally significant less instances of getting into confrontation with other individuals because of posts



made on social media. In addition, it was less likely their social relationships would suffer because of content on social media. Possibly as a result of being more careful from the beginning with the content they share online, respondents in the 35+ age group also indicated to have taken specific actions to protect their privacy on online social media significantly less compared to the younger groups. However, the number of privacy protection actions that the older age group has taken compared to the very low levels of relationship suffering that they reported indicates that older respondents may use social media more considerably and moderately and less spontaneously than the younger respondents. This is also suggested by respondents' self-evaluation about how cautious they believe they are when they share personal information online in which respondents over 35 years old scored much higher compared to the other two younger age groups.

No significant differences are found for gender, however, women reported to un-tag photos from their social media profiles more often than men. On the other hand, men were more likely to regret something they posted than women.

The open-ended responses indicated that in terms of privacy protection, respondents in general wished to: i) prevent data-linkage: protect their privacy by taking measures to prevent data-linkage to their real-name identities, ii) retain freedom of speech: value the choice to stay anonymous in the services they want to which helps them to express themselves more freely without fearing negative impact on their personal or work life. Some respondents also indicated that they have developed an increased consciousness and awareness on privacy matters supporting the evidence found in the quantitative part of the analysis. The survey's findings confirm other studies in that social media users often develop a form of self-censorship (Das and Kramer, 2013; Hampton et al., 2014; Sleeper et al., 2013).

## 5.5.7. D. Social media and lateral surveillance

### 5.5.7.1. Introduction

Many scholars claim that social media have established a culture of an informal and horizontal type of surveillance of watching one another (Albrechtslund, 2008; Andrejevic, 2005; Marichal, 2012; Niedzviecki, 2009; Trottier, 2012b; Westlake, 2008). To examine this, the following area question is examined by assessing the survey's individual questions as listed below:

*AQ5: Have social media established a culture of an informal lateral surveillance of watching one another?*

### 5.5.7.2. Findings

#### **Patterns of self-disclosure amongst social media services**

To investigate self-disclosure behaviour across different social media services, respondents were asked to self-evaluate how much of the information they put online was factual, altered or obscured [Q17] (see Figure 74).

*The social media to which respondents uploaded the most accurate personal information was found to be LinkedIn and Academia with almost identical percentages across the different answers. This can be attributed to the fact that both are career-oriented sites.*

Only 21.90% of Facebook users reported that everything they upload is factual, with 61.40% saying that some information is hidden or obscured. The social media with the most altered information was DeviantArt. A detailed full set of tables can be found in Appendix 2DQ17.

#### **Age and patterns of self-disclosure amongst social media services**

The investigation on possible correlations between age groups [Q1] and [Q17] did not reveal significant results apart from the case of Twitter: Pearson Chi-Square independence test  $\chi^2(6, N = 274) = 14.706, p = .023 < .05$ .

*As presented in Table 28, the two older age groups, 25-34 and 35+ were found to tend to prefer to obscure or hide information on Twitter instead of altering*

information that is a more common practice among the respondents in the 18-24 age group.

A complete set of statistical tables can be found in Appendix 2DQ1Q17. No correlations were found for gender [Q2] and [Q17] (a full set of tables can be found in Appendix 2DQ2Q17).

### Approach to privacy of pictures shared online

To examine the behaviour of respondents regarding privacy and the sharing of personal pictures via social media, they were asked to answer whether they upload identifiable photos of themselves and/or other people [Q36] (see Figure 75).

Six out of ten responded that they do upload identifiable photos of themselves as well as others, while 12.61% only of themselves. 27.32% answered they do not upload any identifiable photos online.

A complete set of tables can be found in Appendix 2DQ36.

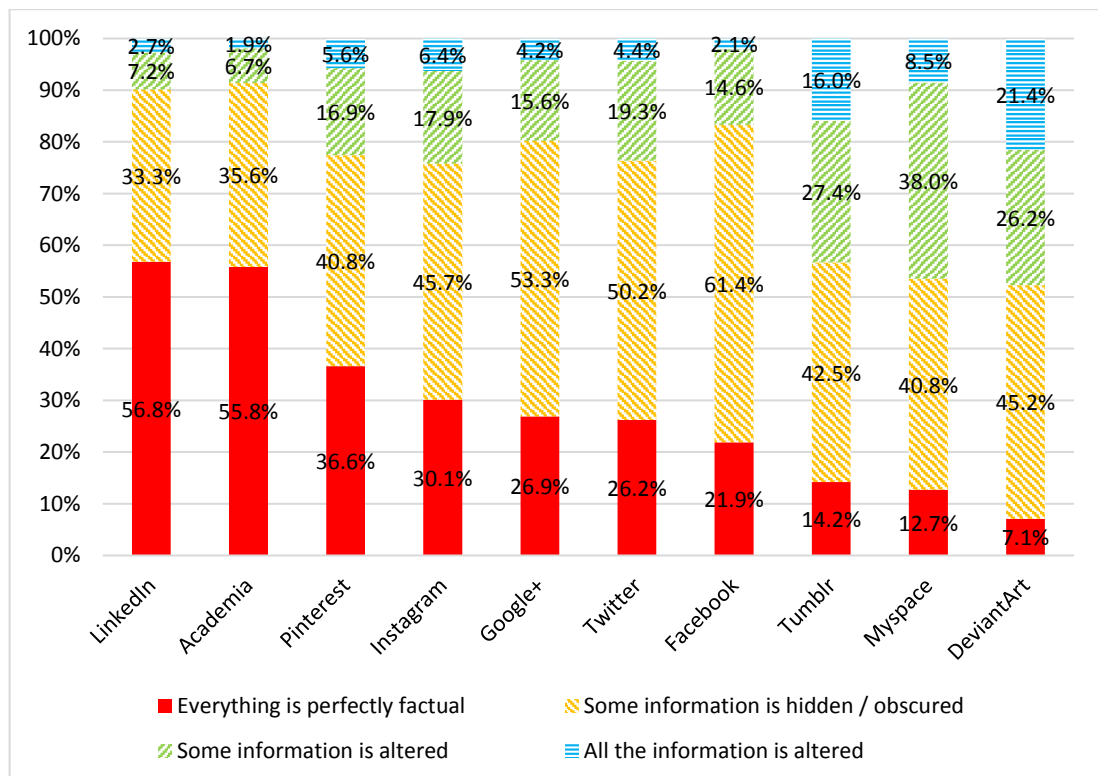


Figure 74: Distribution of percentages for patterns of self-disclosure amongst social media services [Q17]

Table 28: Cross-tabulation distribution of frequencies and percentages for age groups and respondents' self-disclosure patterns on Twitter [Q1] & [Q17ii]

Respondents self-disclosure patterns	Age		
	18-24	25-34	35+
Everything is perfectly factual	31 (22.3)	34 (31.8)	7 (25.0)
Some information is hidden / obscured	63 (45.3)	57 (53.3)	17 (60.7)
Some information is altered	39 (28.1)	11 (10.3)	3 (10.7)
All the information is altered	6 (4.3)	5 (4.7)	1 (3.6)

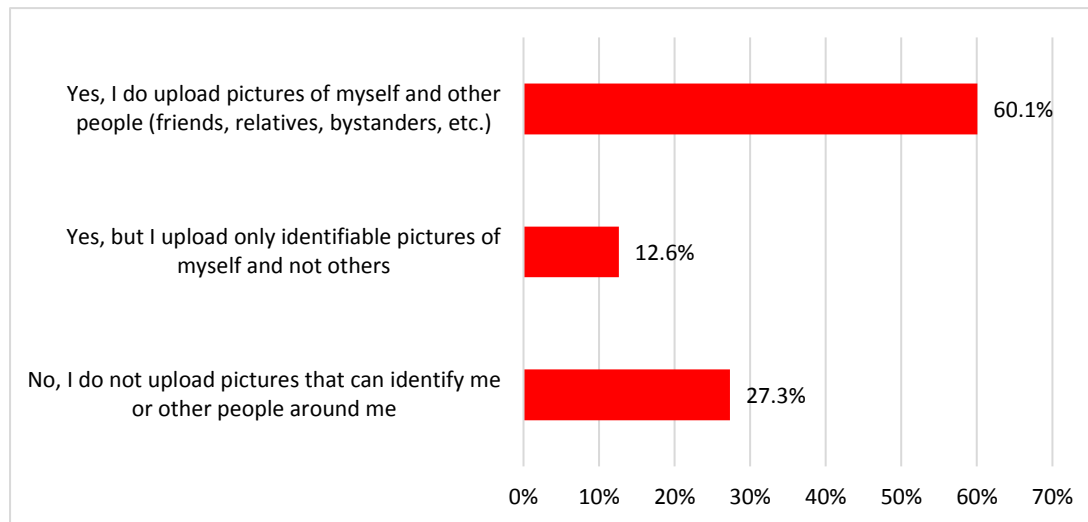


Figure 75: Distribution of percentages for how respondents share pictures online [Q36]

### Gender and approach to privacy of pictures shared online

Following the statistically significant correlation found between gender and use of Instagram [Q2] & [Q14] (see Table 19 in Section 5.5.4.2) – Instagram being a predominantly photo sharing social media service- a Chi-Square test of independence was performed to examine the relation between gender [Q2] and online sharing of personal identifiable photos [Q36]. The correlation between these variables was found to be significant, Pearson Chi-Square independence test  $\chi^2 (2, N = 568) = 19.901, p = .000 < .05$ .

*As seen in Figure 76, female respondents were keener than men in uploading identifiable photos of themselves and others online.*

A complete set of statistical tables can be found in Appendix 2DQ2Q36. No correlation was found for age [Q1] & [Q36] (for all tables see Appendix 2DQ1Q36).

### **Privacy settings of pictures shared online**

Expanding the previous question, the respondents who said they were posting pictures online were asked to give an overview of their photo privacy settings [Q37].

*Only 3.90% responded that the photos they had been sharing online were visible by anyone. 25.80% answered that some were visible by anyone and others visible only by closer acquaintances, while the vast majority (70.40%) answered that all their photos were visible only by their closer acquaintances.*

The full table can be found in Appendix 2DQ37.

### **Gender and privacy settings of pictures shared online**

A correlation was found for gender [Q2] and [Q37]: Pearson Chi-Square independence test  $\chi^2 (2, N = 412) = 6.139, p = .046 < .05$ .

*As shown in Table 29, female respondents reported to disclose identifiable pictures with higher restrictive access settings compared to men.*

The complete set of correlation tables can be found in Appendix 2DQ2Q37. No correlation was found between age groups [Q1] and [Q37] (for a complete set of tables see Appendix 2DQ1Q37).

### **Use of smart devices and online sharing of identifiable photos**

To examine a correlation between the use of smart devices – such as smartphones or tablets – and the effect on the information being shared online – for example due to the ease of taking pictures, the presence of sensors such as GPS –, a cross-tabulation between use of smart device and sharing of identifiable photos was performed [Q36] & [Q38]: Pearson Chi-Square independence test  $\chi^2 (12, N = 564) = 93.229, p = .000 < 0.05$ .

*As seen in Figure 77, there is a correlation between those two variables, i.e. people who used their smart devices more often also tended to upload photographs online more often.*

The full set of correlation tables can be found in Appendix 2DQ36Q38.

## Use of geotagging services

The respondents were asked to report how often they use geotagging services to share the location of their whereabouts [Q34].

*As seen in Figure 78, very few of the respondents were using such services very often. In total, about one third of the respondents reported using geotagging services.*

The complete table can be found in Appendix 2DQ34.

## Age and use of geotagging services

A correlation was found for age groups [Q1] and [Q34]: Pearson Chi-Square independence test  $\chi^2(8, N = 570) = 18.995, p = .015 < .05$ .

*As presented in Figure 79, while the two younger groups 18-24, 25-34 reported similar usage, the oldest group of respondents aged above 35 were significantly less frequent users. In addition, almost 14% of the older respondents reported uncertainty on what geo-tagging services actually are.*

The complete set of statistical tables can be found in Appendix 2DQ1Q34. No correlation was found between gender [Q2] and frequency of use of geotagging services [Q34] (the detailed tables can be found in Appendix 2DQ2Q34).

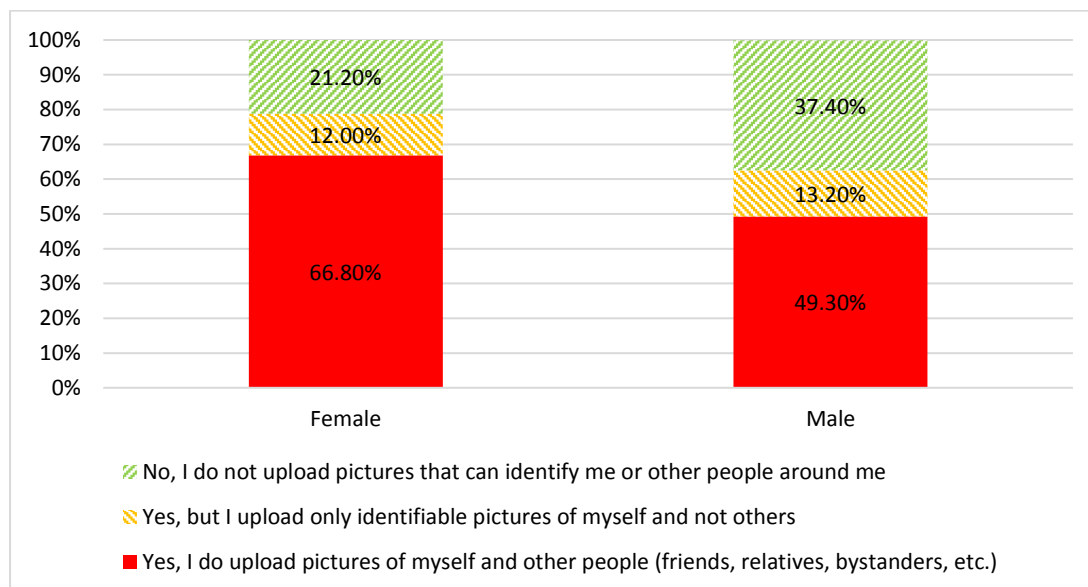


Figure 76: Distribution of percentages for gender and general privacy behavioural patterns when sharing pictures online [Q2] & [Q36]

Table 29: Cross-tabulation distribution of frequencies and percentages for gender and respondents' photo privacy settings [Q2] & [Q37]

Frequency	Gender	
	Female	Male
All visible by anyone	7 (2.5)	8 (5.8)
Some visible by anyone and others visible only by my closer acquaintances	64 (23.3)	42 (30.7)
All visible by my closer acquaintances	204 (74.2)	87 (63.5)

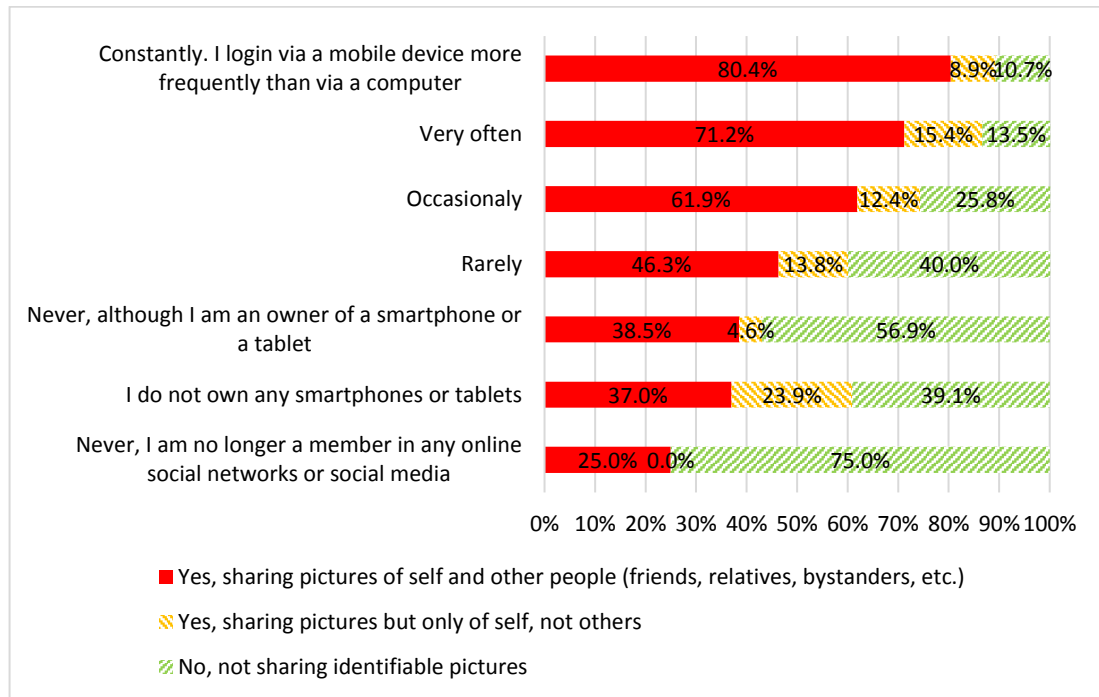


Figure 77: Distribution of percentages for smart devices use and online sharing of identifiable photos [Q36] & [Q38]

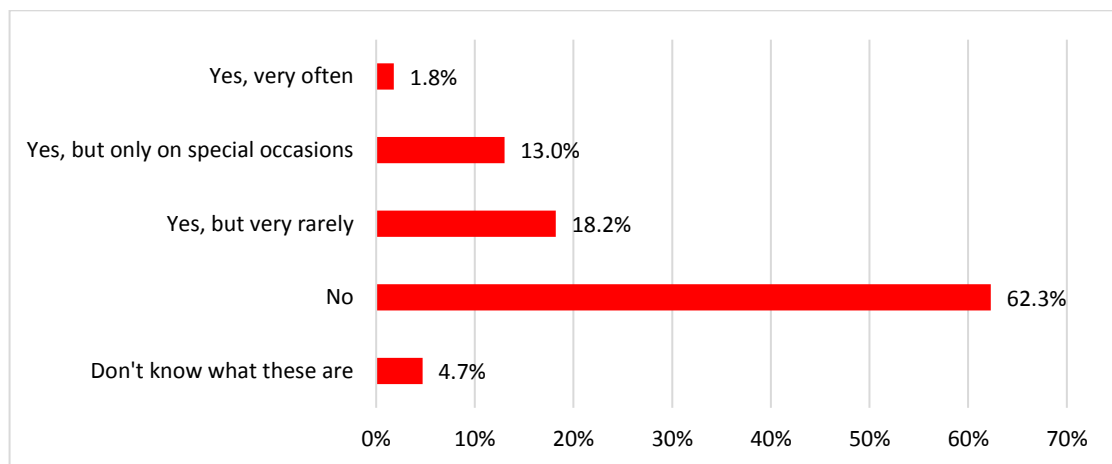


Figure 78: Distribution of percentages for respondents' use of geo-tagging services [Q34]

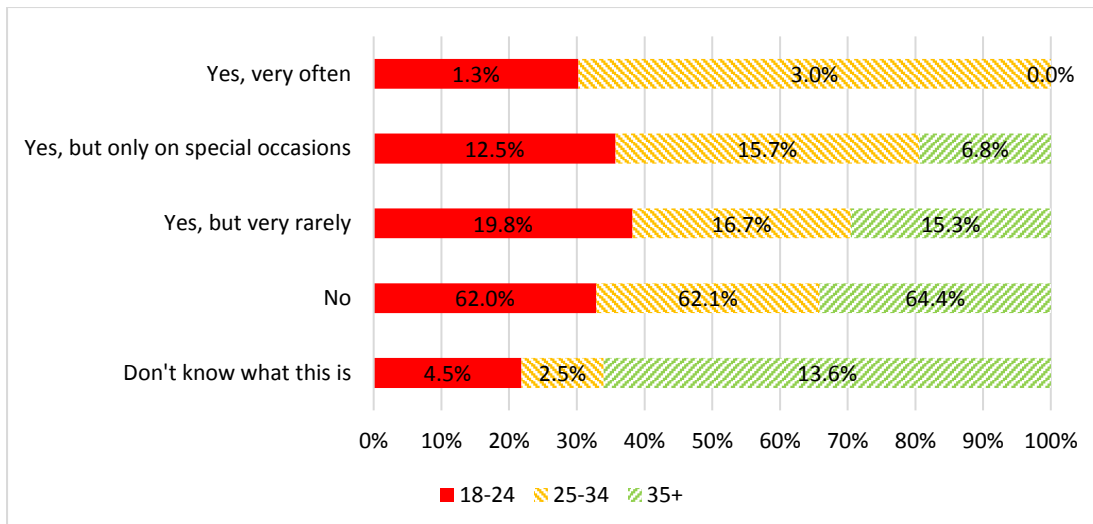


Figure 79: Distribution of percentages for age and use of geo-tagging services [Q1] & [Q34]

### Frequency of checking on other people's social media profiles

Respondents were asked to self-evaluate how often they find themselves checking on other people's social media profiles in their spare time [Q54]. As seen in Figure 80, most selected 2 or 3 on a Likert scale of 7 where 1 corresponds to 'never' and 7 to 'constantly' with a mean value of 3.17. However, only less than 10% of the respondents answered never.

*This indicates that most individuals occasionally find themselves engaging in social browsing to spend their time, albeit not necessarily in a frequent manner.*

A detailed set of tables can be found in Appendix 2DQ54.

### Age and frequency of checking on other people's social media profiles

To examine the correlation between age groups and how often respondents found themselves checking other people's social media profiles [Q1] & [Q54], the study applied a Kruskal-Wallis H test. The Kruskal-Wallis H test showed that there is a strong statistically significant difference in the self-evaluation of how much time respondents reported browsing through other people's social media profiles between the different age groups:  $\chi^2(2) = 25.884$ ,  $p = .000 < .05$ , with a mean social browsing score of 309.49 for the 18-24 age group, 273.87 for the 25-34 age group, and 197.26 for the 35+ age



group. The lower the score the less often respondents reported to browse through other people's social media accounts.

*This indicates different patterns based on age on how individuals engage with social browsing within the cultural phenomenon of lateral surveillance.*

A complete set of statistical tables can be found in Appendix 2DQ1Q54.

### **Gender and frequency of checking on other people's social media profiles**

A weaker, but still statistically significant, correlation was found between gender [Q2] and [Q54]. The Mann-Whitney U test demonstrates that female participants reported higher levels of frequency of social browsing (mean rank = 296.66) than male participants (mean rank = 265.12) which is statistically significant:  $U = 33972$ ,  $z = -2.288$ ,  $p = .022 < .05$ . The complete statistical tables can be found in Appendix 2DQ2Q54.

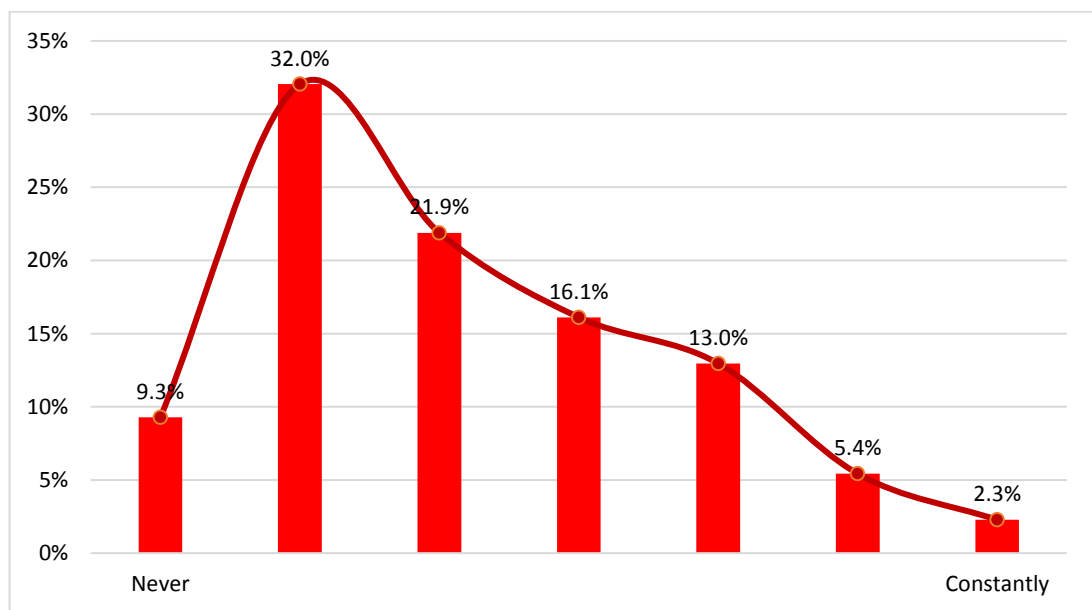


Figure 80: Distribution of percentages for how often respondents find themselves checking on other people's social media profiles in their spare time [Q54]

Table 30: Descriptive statistics on the question about how often respondents find themselves in their spare time checking on other people social media profiles [Q54]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Frequency of checking other people social media profiles	571	1	7	3.17	3	1.48

Table 31: Cross-tabulation distribution of frequencies and percentages for age groups and how often respondents find themselves in their spare time checking on other people's social media profiles [Q1] & [Q54]

Frequency of checking other people social media accounts	Age		
	18-24	25-34	35+
1 – never	21 (6.7)	23 (11.6)	9 (15.3)
2	91 (29.1)	61 (30.8)	31 (52.5)
3	63 (20.1)	51 (25.8)	11 (18.6)
4	61 (19.5)	26 (13.1)	5 (8.5)
5	48 (15.3)	24 (12.1)	1 (1.7)
6	21 (6.7)	8 (4.0)	2 (3.4)
7 – constantly	8 (2.6)	5 (2.5)	0 (0.0)

### Frequency of checking on other people's social media profiles depending on the type of relationship with them

To get a deeper insight into how respondents distribute their time while checking other people's social media profiles, they were asked to answer how much time they spent approximately viewing other peoples' profiles depending on the type of relationship they have with them [Q52] (see Table 32).

*As expected, people spent most time checking profiles of their friends with more than 95% doing so of whom about 26% almost all the time or every day. Partners or spouses also attracted a lot of attention with a little less than 80% of the respondents checking the profiles of these social actors at least a few times per month.*

A complete set of tables can be found in Appendix 2DQ52.

### Age and frequency of checking on other people's social media profiles depending on the type of relationship with them

A Kruskal-Wallis H test was performed to explore possible correlations between age groups [Q1] and how often respondents browse the profiles of various social actors [Q52]. The distribution of frequencies are presented in Table 33. The Kruskal-Wallis H test indicates that there is a strong statistically significant difference between age groups and the frequency of browsing profiles of relatives, spouses/partners, friends and co-workers/classmates. The strongest significant difference was found on the frequency of browsing through friends' profiles:  $\chi^2(2) = 15.482$ ,  $p = .000 < .05$ , with a mean level of

browsing frequency 266.64 for the 18-24 age group, 276.07 for the 25-34 age group, and 350.73 for the 35+ age group. A strong statistical difference was also observed on the profiles of co-workers/classmates:  $\chi^2(2) = 12.868$ ,  $p = .002 < .05$ , with a mean level of browsing frequency 249.78 for the 18-24 age group, 285.03 for the 25-34 age group, and 306.83 for the 35+ age group. Statistical significance was also found on spouses/partners:  $\chi^2(2) = 11.987$ ,  $p = .002 < .05$ , with a mean level of browsing frequency 165.06 for the 18-24 age group, 175.86 for the 25-34 age group, and 220.44 for the 35+ age group. Finally, a statistical difference was also found on acquaintances/people with distant relation:  $\chi^2(2) = 9.251$ ,  $p = .010 < .05$ , with a mean level of browsing frequency 257.27 for the 18-24 age group, 275.14 for the 25-34 age group, and 314.14 for the 35+ age group. The higher the mean, the less frequent respondents reported to be spending time viewing these social actors' profiles. A complete set of statistical tables can be found in Appendix 2DQ1Q52. *Summarising the above findings, the older the respondents were the less frequently they reported to browse the aforementioned social actors' profiles. The greatest of these statistically significant differences was caused by the oldest group of respondents aged 35.*

### **Gender and frequency of checking on other people's social media profiles depending on the type of relationship with them**

A Mann-Whitney U test suggest differences between gender [Q2] and how often respondents browse the profiles of various social actors [Q52]. The distribution of frequencies can be seen in Table 34. Female respondents (mean rank = 254.65) reported to spend more time browsing through family profiles than male respondents (mean rank = 281.89) which is a statistically significant difference:  $U = 29588.5$ ,  $z = -2.268$ ,  $p = .023 < .05$ . On the other hand, male respondents (mean rank = 267.16) were found to spend more time browsing through the profiles of random or unknown to them people compared to female respondents (mean rank = 238.94), a difference that is statistically significant:  $U = 27762$ ,  $z = -2.412$ ,  $p = 0.16 < .05$ .

*This indicates potential differences between genders on how they social browse based on their relationship to different social actors.*

A full set of statistical tables can be found in Appendix 2DQ2Q52.

Table 32: Distribution of frequencies and percentages (within type of relation) for time respondents spent on viewing other peoples' profiles depending on the type of relation they have with them [Q52]

Frequency	Social actors						
	Relatives	Spouse/	Friends	Employer/	Co-workers/	People with	Random
Almost all the	10	11	43	1	11	5	2
Very often	34	37	102	5	34	4	7
Often	67	42	108	16	74	41	25
Frequently	68	51	114	31	104	75	30
Occasionally	254	125	160	137	225	283	157
Never	98	84	30	269	87	130	293
Total	531	350	557	459	535	538	514

Table 33: Cross-tabulation table with distribution of frequencies and percentages (within age groups) between age and frequency of browsing through various types of social actors' profiles [Q1] & [Q52]

Social actor	Frequency	Age groups		
		18-24	25-34	35+
Relatives	Almost all the time	6 (2.0)	3 (1.6)	1 (1.9)
	Very often	13 (4.4)	15 (8.2)	6 (11.3)
	Often	36 (12.2)	27 (14.8)	4 (7.5)
	Frequently	46 (15.6)	18 (9.8)	4 (7.5)
	Occasionally	136 (46.3)	94 (51.4)	23 (43.4)
	Never	57 (19.4)	26 (14.2)	15 (28.3)
Spouse / Partner	Almost all the time	7 (4.0)	3 (2.2)	1 (2.3)
	Very often	20 (11.6)	14 (10.4)	4 (9.3)
	Often	24 (13.9)	15 (11.1)	3 (7.0)
	Frequently	27 (15.6)	20 (14.8)	4 (9.3)
	Occasionally	62 (35.8)	54 (40.0)	9 (20.9)
	Never	33 (19.1)	29 (21.5)	22 (51.2)
Friends	Almost all the time	29 (9.4)	11 (5.8)	3 (5.3)
	Very often	56 (18.2)	39 (20.4)	6 (10.5)
	Often	65 (21.1)	40 (20.9)	3 (5.3)
	Frequently	66 (21.4)	34 (17.8)	14 (24.6)
	Occasionally	82 (26.6)	55 (28.8)	23 (40.4)
	Never	10 (3.2)	12 (6.3)	8 (14.0)
Employer / Teacher	Almost all the time	0 (0.0)	1 (0.6)	0 (0.0)
	Very often	2 (0.8)	1 (0.6)	2 (4.3)
	Often	6 (2.3)	8 (5.1)	2 (4.3)
	Frequently	18 (7.0)	11 (7.1)	2 (4.3)
	Occasionally	74 (28.9)	49 (31.4)	14 (30.4)
	Never	156 (60.9)	86 (55.1)	26 (56.5)
Co-workers and/or classmates	Almost all the time	8 (2.7)	2 (1.1)	1 (1.9)
	Very often	20 (6.7)	11 (6.1)	3 (5.6)
	Often	50 (16.7)	21 (11.6)	3 (5.6)
	Frequently	63 (21.1)	36 (19.9)	5 (9.3)
	Occasionally	124 (41.1)	73 (40.3)	28 (51.9)
	Never	35 (11.7)	38 (21.0)	14 (25.9)
Acquaintances	Almost all the time	4 (1.3)	1 (0.5)	0 (0.0)
	Very often	2 (0.7)	2 (1.1)	0 (0.0)
	Often	28 (9.4)	12 (6.4)	1 (1.9)
	Frequently	49 (16.4)	20 (10.7)	6 (11.5)
	Occasionally	152 (51.0)	104 (55.6)	26 (50.0)
	Never	63 (21.1)	48 (25.7)	19 (36.5)
Random and unknown people	Almost all the time	1 (0.3)	1 (0.6)	0 (0.0)
	Very often	4 (1.4)	3 (1.7)	0 (0.0)
	Often	15 (5.2)	8 (4.5)	2 (4.2)
	Frequently	20 (7.0)	7 (3.9)	3 (6.3)
	Occasionally	92 (32.2)	55 (30.7)	10 (20.8)
	Never	154 (53.8)	105 (58.7)	33 (68.8)

Table 34: Cross-tabulation table with distribution of frequencies and percentages (within gender) between gender and frequency of browsing through various types of social actors profiles [Q2] & [Q52]

Social actor	Frequency	Gender	
		Females	Males
Relatives	Almost all the time	5 (1.5)	5 (2.5)
	Very often	26 (7.9)	8 (4.0)
	Often	47 (14.3)	20 (10.0)
	Frequently	44 (13.4)	24 (11.9)
	Occasionally	152 (46.3)	100 (49.8)
	Never	54 (16.5)	44 (21.9)
Spouse / Partner	Almost all the time	7 (3.3)	4 (2.9)
	Very often	16 (7.7)	22 (15.7)
	Often	30 (14.4)	12 (8.6)
	Frequently	28 (13.4)	22 (15.7)
	Occasionally	82 (39.2)	43 (30.7)
	Never	46 (22.0)	37 (26.4)
Friends	Almost all the time	26 (7.7)	17 (7.9)
	Very often	60 (17.7)	42 (19.4)
	Often	76 (22.4)	31 (14.4)
	Frequently	71 (20.9)	42 (19.4)
	Occasionally	93 (27.4)	67 (31.0)
	Never	13 (3.8)	17 (7.9)
Employer / Teacher	Almost all the time	0 (0.0)	1 (0.5)
	Very often	1 (0.4)	4 (2.1)
	Often	8 (3.0)	8 (4.2)
	Frequently	14 (5.2)	17 (8.9)
	Occasionally	82 (30.7)	55 (28.9)
	Never	162 (60.7)	105 (55.3)
Co-workers and/or classmates	Almost all the time	2 (0.6)	9 (4.3)
	Very often	21 (6.5)	13 (6.3)
	Often	48 (14.8)	26 (12.5)
	Frequently	62 (19.1)	42 (20.2)
	Occasionally	140 (43.1)	83 (39.9)
	Never	52 (16.0)	35 (16.8)
Acquaintances	Almost all the time	2 (0.6)	3 (1.4)
	Very often	1 (0.3)	3 (1.4)
	Often	27 (8.2)	14 (6.8)
	Frequently	46 (14.0)	29 (14.0)
	Occasionally	184 (55.9)	97 (46.9)
	Never	69 (21.0)	61 (29.5)
Random and unknown people	Almost all the time	1 (0.3)	1 (0.5)
	Very often	5 (1.6)	2 (1.0)
	Often	9 (2.9)	16 (7.9)
	Frequently	13 (4.2)	17 (8.4)
	Occasionally	93 (30.1)	63 (31.2)
	Never	188 (60.8)	103 (51.0)

### Level of online research to find information about potentially important people who respondents are about to meet

In order to examine how respondents engaged with social media and the Internet to retrieve information about people they are about to meet and who may have some importance for their work or studies, they were asked to answer how thoroughly they look up information about them online [Q53].

*As seen in Figure 81, 28.20% answered that they would do a thorough research, while 57.27% said that they perform a quick search to find basic*

*information about them. Only 11.21% answered they would not do any kind of research online.*

The full table can be found in Appendix 2DQ53.

### **Gender, age and level of online research to find information about potentially important people who respondents are about to meet**

Pearson Chi-Square independence test was performed to investigate a correlation between gender [Q2], age [Q1] and the answers to Q53. The 'not sure / cannot tell' answers were removed. No statistically significant difference was found for gender [Q2] & [Q53] (a full set of correlation tables can be found in Appendix 2DQ2Q53).

*However, it was found that there is a trend in which the older the respondents were the keener they are to perform an online research before meeting someone for the first time [Q1] & [Q53] (see Table 35), with younger respondents appear to be more spontaneous.*

Pearson Chi-Square independence test  $\chi^2 (2, N = 551) = 10.601, p = .031 < .05$ . Nonetheless, the vast majority of younger and older age groups, as discussed earlier, do a thorough or less thorough research. The complete set of statistical tables can be found in 2DQ1Q53.

### **Level of affected overall attitude towards others by what respondents see on others' personal social media accounts**

In addition to whether and how much respondents engaged in online information seeking about other people, they were also asked how much they believed their overall attitude has been affected by what they were seeing on their personal social media accounts [Q55]. As demonstrated in Figure 82 and Table 36, on a Likert scale of 1 to 7 the answers returned a mean of 3.89 and median of 4.00.

*This suggests that respondents' attitude towards others is mildly affected by what they see on their social media accounts.*

The complete set of tables can be found in Appendix 2DQ55.

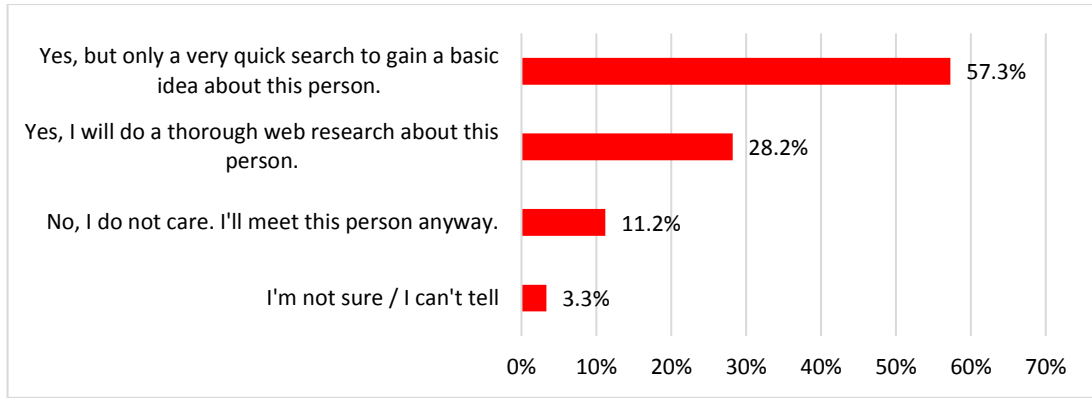


Figure 81: Distribution of percentages for how thoroughly research respondents do online in order to find information about potentially important people who are about to meet [Q53]

Table 35: Cross-tabulation distribution of frequencies and percentages for age groups and how thoroughly research respondents do online in order to find information about potentially important people who are about to meet [Q1] & [Q53]

Online search on potentially important people	Age groups		
	18-24	25-34	35+
Yes, will do a thorough web research	76 (25.5)	63 (32.1)	22 (38.6)
Yes, but only a very quick search	178 (59.7)	119 (60.7)	30 (52.6)
No	44 (14.8)	14 (7.1)	5 (8.8)

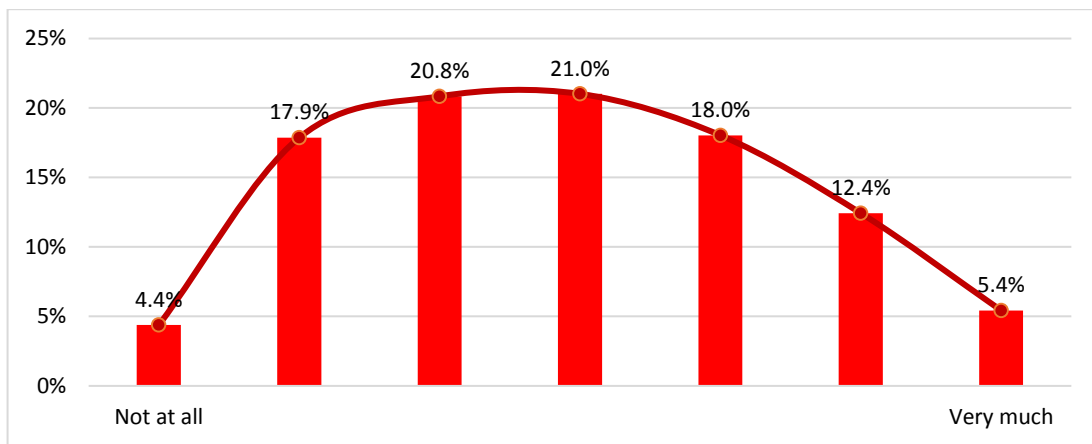


Figure 82: Distribution of percentages for self-evaluation of affection of overall attitude towards others by what respondents see on their personal social media accounts. [Q55]

Table 36: Descriptive statistics on the question about self-evaluation of affection of overall attitude towards others by what respondents see on their personal social media accounts [Q55]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
The effect of social media on respondents' attitudes towards others	571	1	7	3.89	4	1.57

## Level of what respondents believe the content they upload on their social media profiles affects the attitudes of others towards them

Reversing the previous question, respondents were asked to express the level to which they think the content they upload online affects other people’s opinion or behaviour towards them [Q57]. As seen in Figure 83 and Table 37, there is a mean of 4.13 and median of 4.

*This indicates a considerable level of degree of respondents’ being aware that others may be affected by what they upload online.*

A full set of tables can be found in 2DQ57.

Table 37: Descriptive statistics for respondents’ evaluation on the level of affection they think the content they upload online has on other people’s opinions towards them [Q57]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Respondent’s social media effect on others	571	1	7	4.13	4	1.51

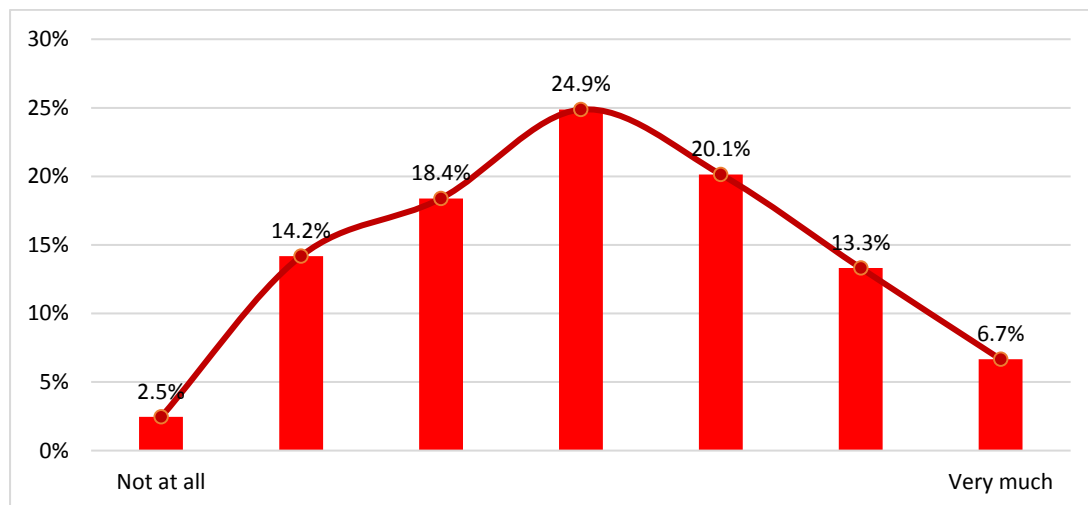


Figure 83: Distribution of percentages for respondents’ evaluation of the level of affection they think the content they upload online has on other people’s opinions towards them [Q57]

### 5.5.7.3. Analysis of open-ended questions

Lateral surveillance is an important side-effect of social media as it has allowed individuals to watch each other in a non person-to-person setting. The conscious parameter of this phenomenon has further contributed to the emergence of an *imagined surveillance*, i.e. the anticipation of incessant monitoring by friends, family, employers and other social actors (Duffy and



Chan, 2019) that has forced users to develop self-regulatory privacy protection behavioural patterns as seen in the self-censorship analysis.

The respondent that is quoted below indicated being highly privacy-minded and very cautious about their privacy settings on social media. However, they had negative experiences both as sufferers and as witnesses of the real-life impact that lateral surveillance often has.

*I try to have high privacy settings, and I check them every now and again because I am worried that my settings get changed without my permission/knowledge. I completely disagree with settings being changed. I worry that employers and people I do not know are checking my details, and I think this is wholly inappropriate. Friends have commented about how they have made a decision about candidates when they have been interviewing before interviews took place after checking their social media. I have also been in the office when colleagues checked the Facebook profile of a newly-appointed member of staff. I strongly objected. I almost see social media as online diaries. You wouldn't sift through someone's diary, and the argument that if you don't want people to know information, you don't put it online does not wash with me, as privacy settings allow us to believe that our information IS private. I fell out with my research supervisor after posting some negative comments on TripAdvisor about a conference venue. Again, I objected to the fact that my opinion was being used against me and censored since we live in a digital age, where customer feedback is important. However, I also think that that people do not fully know how to use technology, and we are still learning about what is appropriate. The lack of facial expression/immediate response from a computer enables us to be uninhibited in expressing our opinions*

[Q71R694]

Some people feel the uncertainty of the length of the audience that has access to an unknown amount of information about a person.

*I feel a little overwhelmed by it all in the sense that I do not even know what kind of information someone could potentially find about me. I think that social media sites have given us the idea of freedom of expression without a real understanding of the consequences of how it could be misinterpreted, misrepresented or could damage your future prospects due to a lack of professionalism. Society is becoming more and more individualistic so it seems to be up to us to figure everything out, usually too late.*

[Q71R391]

As seen in the quote above, job prospects and professionalism are one of the most recurring aspects of lateral surveillance and self-censorship. A

respondent expresses their distraught about LinkedIn that has normalised the process of turning curriculum vitae into public information that places those who do not follow the trend at a disadvantage.

*One site that I really don't like is LinkedIn. I really do not like the idea of all my work experience being online for anyone to see or criticize. To me, it is personal, and I wish not to share it. However, I do feel like it is a bit of a disadvantage in the hiring process.*

[Q71R438]

As online self-presentation is attached to real-life identities in many instances of engagement with social media, management impression is another characteristic of the cultural phenomenon of lateral surveillance in which individuals attempt to minimise possible negative consequences by being careful and restricting access to personal information to friends.

*I try to keep my information restricted to my 'friends' and be careful to even then not publish anything inappropriate or which would have negative consequences on people's impressions of me. I probably have not thought enough about the potential for security measures infringing on people's rights to privacy, etc.*

[Q71R343]

Family is another social actor that individuals may wish to address to or sometimes restrict access to. The following respondent has created a second social media account in order for their extended family to not be able to see their more intimate profile contents.

*So my extended family cannot find me on Facebook. I don't want them to friend me and 'spy' on me.*

[Q19R398]

In a similar manner, the following respondent manages multiple Facebook accounts depending on the imagined audiences. They feel comfortable to disclose more personal information with the family account rather than the one intended for Friends as they believe they have more control of their information in that account. The respondent notes that they are not very concerned with governmental or company surveillance, but rather with the cultural effects of lateral surveillance. However, they still consider social media like Facebook as a necessary evil.

*I am very aware of my presence online. None of my accounts, apart from those that I must have for work, have my real name although the friends on there know who I am and what my real name is! Even then, I never post anything publicly on Facebook. I have 2 separate accounts, one for family and one for friends. The Family account - I am free to share photos of me and my life without worrying. The Friends account I am more private with as you cannot trust anyone, no matter how long you've known them. I post photos rarely and only of me. I try not to give away too much about my private life. This is nothing to do with government or technology or spying but a cultural issue. I think today people are too concerned about other peoples' lives. We're too nosy, too gossipy and too interested in drama. Having one foot in the door means I do not sign up to drama and I keep that out of my life. I think many people in this study have chosen to stay away from Facebook because of the problems it causes. It is addictive, harms relationships, because it becomes very easy to check someone out without being caught. This is damaging and can ruin people's lives. It would be better if Facebook did not exist in the world, but it is a necessary evil.*

[Q71R396]

Despite the fact that there was no survey question regarding stalking, some of the respondents brought up the issue in the open-ended questions on why they prefer not to use their real names online and on the anonymity/authenticity debate. The qualitative analysis of the answers indicated that for a small proportion of respondents, mostly females, the fear of being stalked online was one of the reasons why they were reluctant to self-disclosure personal information online. A few of the female respondents reported concerns or having a negative stalking experience:

*Stalkers in the past. Blocking does not help as they open a new account or use another to help. This allows me to keep control of my life.*

[Q19R396]

*I have an online stalker, and these platforms cannot be made completely private.*

[Q19R633]

*[...] Once they have your details, there is no guarantee that the person is real and now a stalker.*

[Q29R24]

*I don't want a stalker.*

[Q19R45]

#### 5.5.7.4. Discussion

This section examines area question AQ5 that social media have established a culture of informal lateral surveillance of watching one another. The survey findings showed that the vast majority of respondents were frequent users of the most personal information revealing social media services such as Facebook and LinkedIn. More than 60% said that they distributed identifiable pictures of themselves and others online, however more than 70% preferred to share these only with their closer acquaintances. A cross-tabulation check between usage of smart devices and the online sharing of identifiable photos validated the empirical observation that the proliferation of smart phones has a strong positive effect on the online dissemination of pictures, possibly through convenience. More than 60% of the respondents reported that they were checking their friends' profiles at least a few times every week, with 40% doing the same for their partners' and co-workers or classmates. More than 85% of the respondents would do a thorough or quick search to get basic information on people who they are about to meet and that they think might be important to them, possibly marking a change in the heavily imbalance between social searching and social browsing found on earlier studies (e.g. Lampe et al., 2006). In addition, respondents thought that they were moderately being affected by what they saw on other peoples' social media accounts – 'watching and judging networked others' mode (Christensen and Jansson, 2015, p. 1480); this is stronger when the question is reversed on how respondents' think other people were affected by the content of their own social media accounts – 'watching others watching oneself' mode (Christensen and Jansson, 2015, p. 1480). This is supporting Sherry Turkle's theory (Turkle, 2015) on social media and the other-directed lives, a notion introduced by David Riesman (Riesman et al., 2001) referring to assessing one's self-worth by what friends and acquaintances think of them and by whether they have what they have.

The survey responses indicate that older respondents engage with online social browsing more precisely and in 'surgical' manner than the younger respondents. For example, they are more likely to look for information online about a person who may prove to be important to them, rather than

spend too much time browsing through other social actors' profiles. Younger respondents appear to have a more fluent relationship with social media whereas older respondents engage with lateral surveillance in a more instrumental manner and often use it as a tool for their aims. In terms of gender differences, female respondents reported to disclose identifiable pictures more often than men, however, they did so with more restrictive access settings compared to men. In addition, female respondents reported to be spending more time than males browsing through the profiles of relatives and family whereas male respondents spent more time on random or unknown to them people compared to females.

The analysis of the survey questions supports the literature that people get attached to this participatory type of watching one another, knowing that they are being watched too. This also strengthens the contradictory forces of self-censorship by obscuring or altering some personal information that derives from the desire of respondents to maintain and control aspects of their privacy as analysed and discussed in the previous section.

## 5.5.8. E. Surveillance and privacy awareness

### 5.5.8.1. Introduction

Earlier studies on privacy awareness in social networks suggested that users were not well aware of the visibility of their information, and privacy policy and terms were largely not known (Tuunainen et al., 2009). A long-term study between 2005 and 2012 (Stutzman et al., 2013) on the evolution of privacy perceptions by Facebook users' revealed two contrasting dynamics. These indicated that Facebook members were gradually disclosing less information publicly while, at the same time, seeming willing to disclose more and more diverse information privately to friends; by doing so however, they disclosed more to other entities as well (Facebook, third-party apps, and indirectly advertisers), often without their awareness or giving explicit consent. Other studies identified the lack of awareness on information spreading as social media users significantly underestimated the size of the true audience (Bernstein et al., 2013). Since the Summer of 2013 when the global

surveillance revelations started with the first documents leaked by Edward Snowden, there has been a renewed interest around digital technology, new media, privacy and surveillance. However, studies on the impact of the revelations on US users privacy protection strategies have not revealed any significant changes (Preibusch, 2015; Shelton et al., 2015) as

*[s]ome are shifting their basic behaviours with technology, but few are making big changes using sophisticated tools. Many are not aware of the advanced strategies they could use to help them be more private, and others have just not considered those options (Shelton et al., 2015, p. 1)*

Studies on Facebook and other social media users revealed a non-significant correlation between privacy awareness and actual privacy oriented behaviour through the lack of motivation (Foltz et al., 2016; Liu et al., 2011; Madejski et al., 2011)

This section examines the survey's respondents' privacy protection strategies in conjunction with their responses to the global surveillance revelations that started a year before this survey. In particular, the following area question is investigated:

*AQ6: Are users, in general, aware of the potential threats against privacy by new media and technologies without, however, taking significant measures to protect their privacy from institutional surveillance?*

#### **5.5.8.2. Findings**

Summarising [Q41], [Q45], [Q56] and [Q57] as presented in earlier sections, there is a significant proportion of the respondents who choose to obscure or alter information on their social media profiles in order to protect their privacy, with 10% even maintaining multiple accounts. Most of the respondents had at least one negative experience with social media that led them to take action ranging from un-tagging a photo to deleting an entire account. As seen from the answers in previous questions, respondents acknowledged the potential impact that personal information found on social media might have. However, the next questions reveal a complacency when the question is reworded to aim explicitly at each respondent.

## Level of concerns about control of information online

In the question about how much the respondents are worried about the potential negative impact that pieces of information they upload online today may have in the future [Q59], there was no direct significant level of concern.

*As seen in the spectrum of Figure 84 and with a mean of 3.59 and median of 3 in Table 38, respondents in general are not concerned too much when it comes to themselves, indicating a level of complacency.*

The complete tables can be found in Appendix 2EQ59.

## Seek for help on online reputation and privacy management

Respondents were asked whether they had sought information or advice about how to manage online reputation and privacy in social media [Q58]. Only 17.5% answered 'yes', with 68.3% answering 'no' and 14.2% 'not sure'.

*This together with the responses to the previous question [Q59] indicates that respondents felt strongly reassured about themselves on how they were managing their online personal information at the time.*

The full set of tables can be found in Appendix 2EQ59.

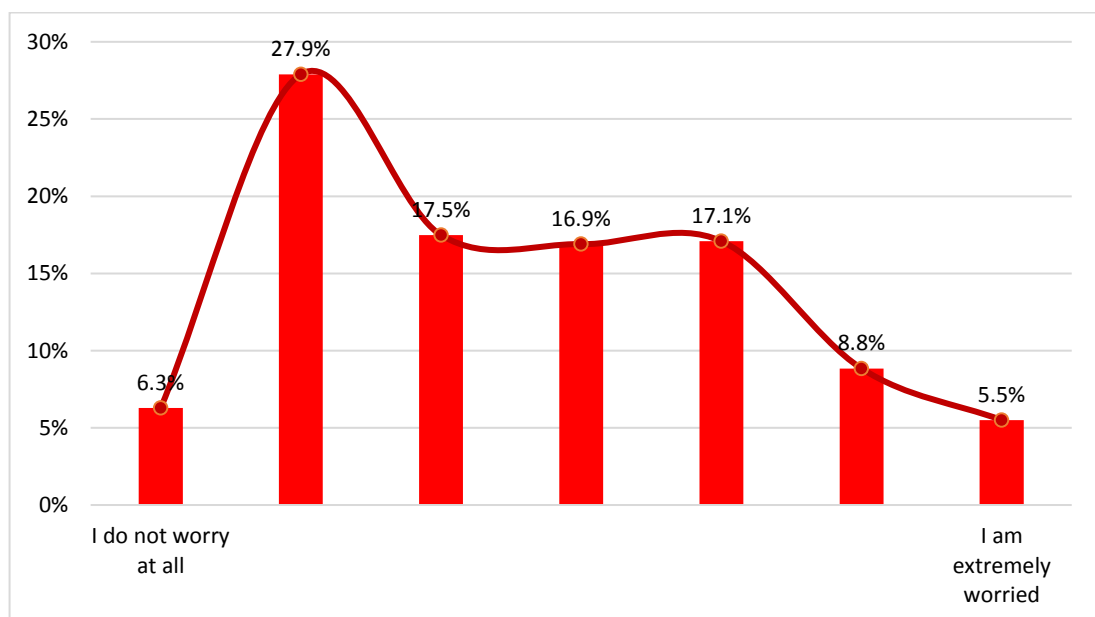


Figure 84: Distribution of percentages for respondents' level of concern about how information they upload today may have a negative impact on them in the future [Q59]

Table 38: Descriptive statistics for respondents' level of concern about how information they upload today may have a negative impact on them in the future [Q59]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Concerns about future impact of information shared	509	1	7	3.59	3	1.65

### **Level of concerns on having their social media accounts hacked**

Respondents were asked to evaluate their general concerns about someone getting unauthorised access to their social media accounts [Q60]. As can be seen in Figure 85 and Table 39, there is a mild concern of respondents having their social media accounts hacked with a mean and median value of 4. The full tables can be found in Appendix 2EQ60.

### **Level of concerns on personal information disseminated by third party entities**

There are instances in which personal information dissemination is not originating from the people themselves, but from third party entities such as institutions like universities, working environments and other. Respondents were asked to answer whether they had any concerns about such information that they cannot always entirely control [Q65].

*Almost a third of the respondents (32.3%) answered 'yes', another third (33.39%) answered 'maybe, have not thought about it', while a fourth (25.59%) answered 'no', and the rest (8.71%) were unsure.*

The detailed tables of this question can be found in Appendix 2EQ65.

### **Level of acceptance of biometric sensors**

As the use of biometric sensors in modern devices becomes increasingly widespread from fingerprint sensors to face and iris recognition, respondents were asked whether they would take advantage of these types of sensors in order to conveniently speed up access to their mobile phones, applications, transactions and social media accounts [Q67].

*The findings show that 26.5% of the respondents would use biometric sensors, 26.3% were not sure, and almost half of them (47.1%) would not touch them at the time the online survey was conducted.*



More detailed tables can be found in Appendix 2EQ67.

### Level of concerns about biometric sensors

In addition to the previous question, respondents were asked to evaluate their concerns regarding this kind of implementation of advanced biometric technologies [Q68].

As seen in Figure 86 and Table 40 with a median value of 4.03 there are some mild concerns about the use of biometric technology.

The full tables are presented in Appendix 2EQ68.

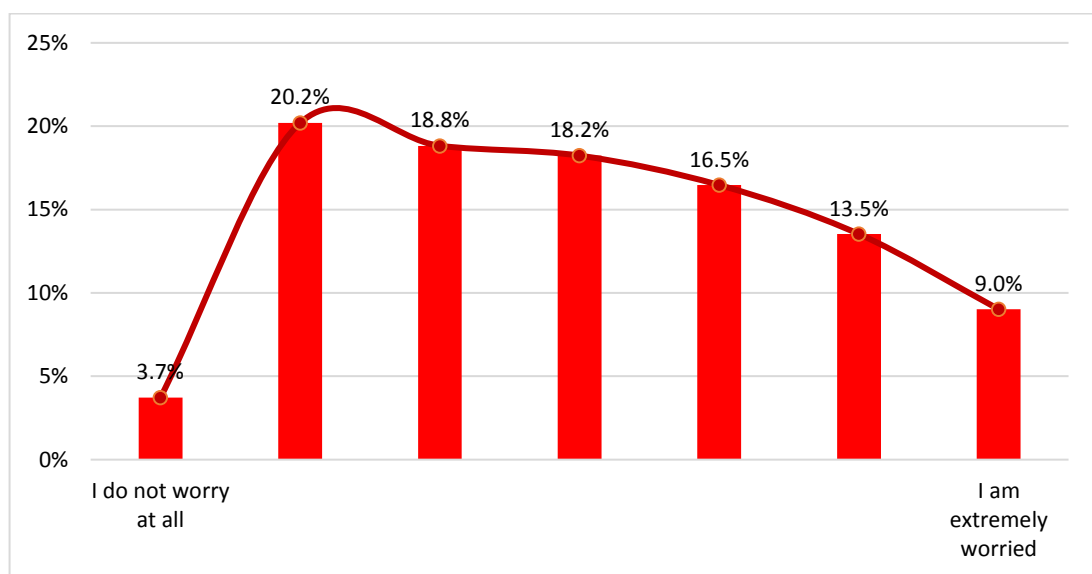


Figure 85: Distribution of percentages for respondents' concerns regarding having their social media accounts hacked [Q60]

Table 39: Descriptive statistics for respondents' concerns regarding having their social media accounts hacked [Q60]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Concerns on having social media accounts hacked	510	1	7	4	4	1.69

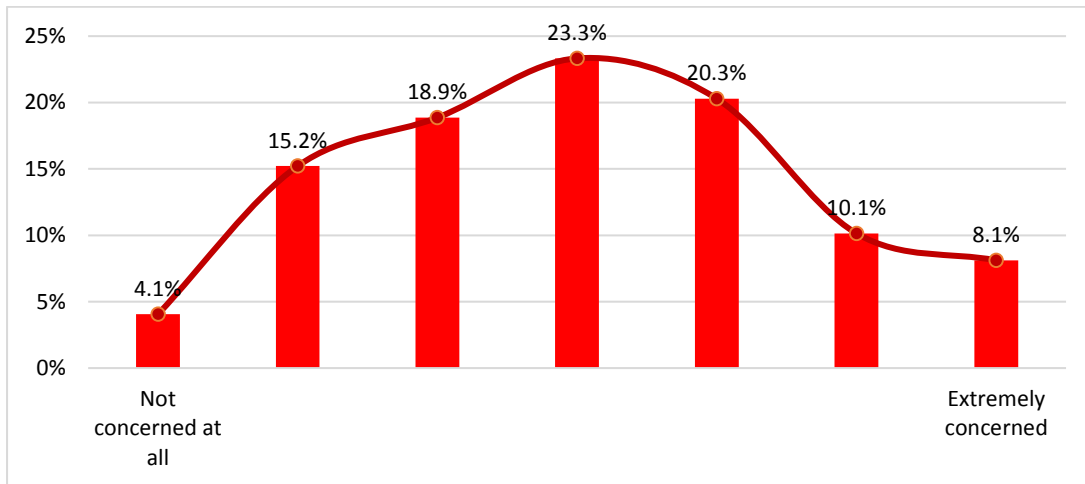


Figure 86: Distribution of percentages for respondents' concerns on the use of biometric technology in consumer devices [Q68]

Table 40: Descriptive statistics for respondents' concerns on the use of biometric technology in consumer devices [Q68]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Concerns on biometric technology	493	1	7	4.03	4	1.58

### Level of concerns for social media services obtaining biometric data for identification purposes

Respondents were asked to give their opinion about a hypothetical future where social media, and more specifically Facebook, used and stored biometric data for identification purposes to prevent false accounts, service abuse and other negative activities [Q69]. As seen in Figure 87, only 7.7% found this totally acceptable, 18.6% had some privacy concerns but thought that the advantages of this technology overruled them, 33.7% liked the idea but had serious privacy concerns, and 27.3% would avoid this as much as possible as it would be a threat to privacy.

*The findings imply that there is a lack of trust towards social media services such as Facebook to handle such sensitive information.*

The complete table is presented in Appendix 2EQ69.

## Reaction to Snowden’s global surveillance revelations

In the summer of 2013, less than a year before this online survey was conducted, the global surveillance revelations by former NSA employee Edward Snowden brought the matter of online privacy and surveillance to public attention. Respondents were asked to evaluate their reactions towards these revelations as well as how they have affected them.

The first relevant question in a scale of 1 (‘totally OK’) to 7 (‘completely against’) was whether respondents agreed with these governmental Internet surveillance schemes, even if national security is involved [Q61i]. As seen in Figure 88 and Table 41 with a mean of 4.79, respondents were strongly against these schemes.

On the other hand, when respondents were asked how much these revelations surprised them or whether this was something that they had already suspected [Q61ii] (see Figure 89 and Table 42), responses strongly leaned to ‘not surprise’ with a mean value of 2.67 in a Likert scale of 1 (‘not surprised at all’) to 7 (‘totally surprised’). The findings suggest that most respondents already suspected such surveillance schemes existed even without any kind of valid official proof.

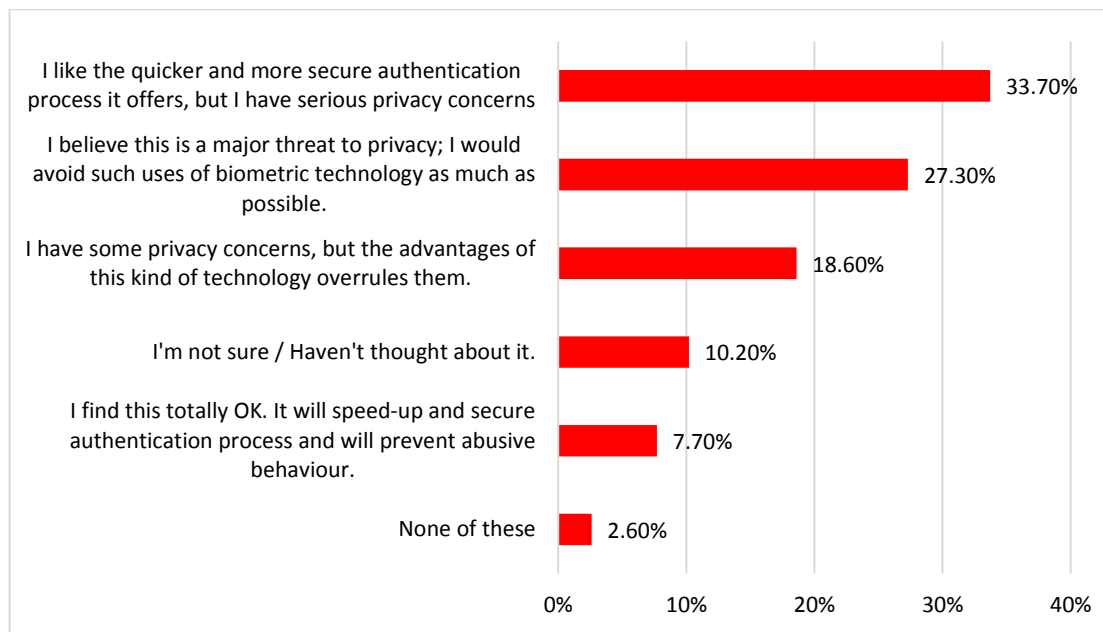


Figure 87: Distribution of percentages for respondents’ opinion on the use and storage of biometric data from social media services like Facebook [Q69]

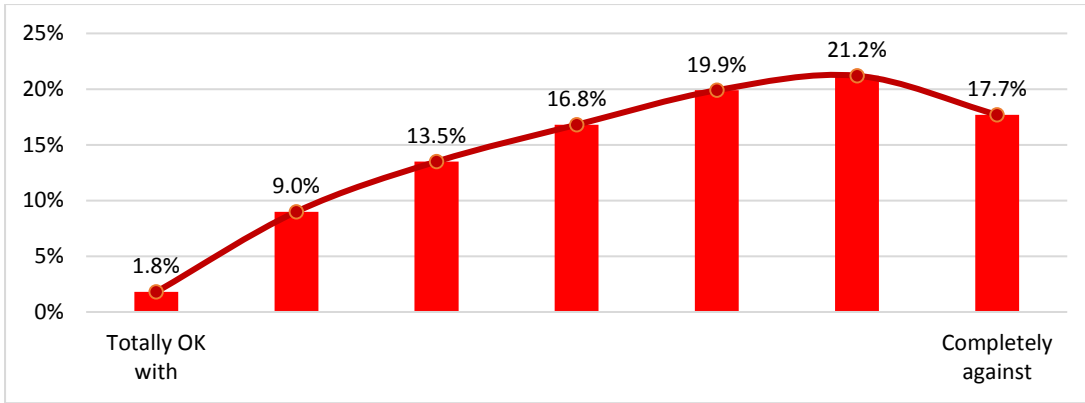


Figure 88: Distribution of percentages for respondents' opinion on the global surveillance revelations [Q61i]

Table 41: Descriptive statistics for respondents' opinion on the global surveillance revelations [Q61i]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Opinion on global surveillance revelations	547	1	7	4.79	5	1.64

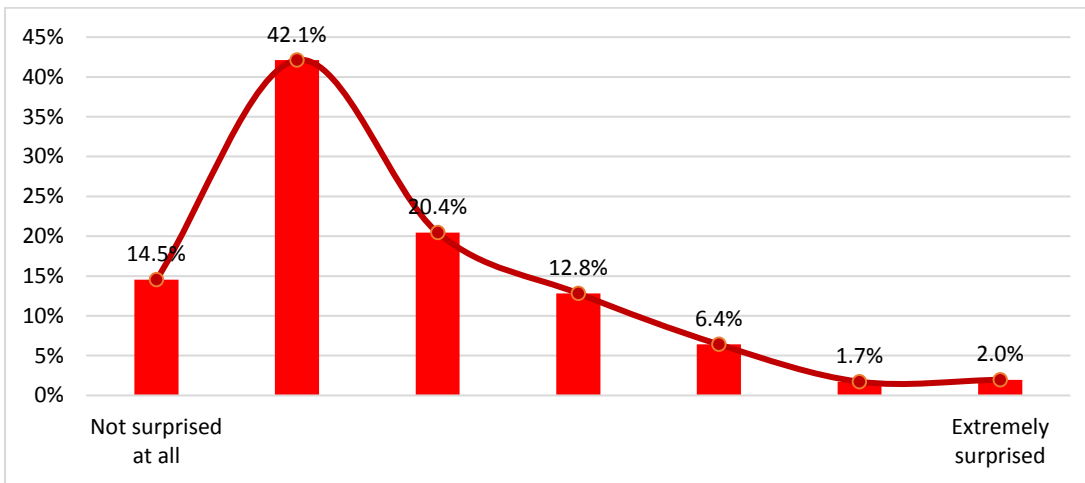


Figure 89: Distribution of percentages for respondents' level of surprise regarding global surveillance revelations [Q61ii]

Table 42: Descriptive statistics for respondents' level of surprise regarding global surveillance revelations [Q61ii]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Level of surprise on global surveillance revelations	406	1	7	2.67	2	1.33

Finally, respondents were asked to self-evaluate how much they believed these revelations had affected their online privacy protection strategies [Q61iii]. As seen in Figure 90 and Table 43, a mean value of 3.24 was calculated on a Likert scale of 1 ('didn't do anything about it') to 7 ('took measures to protect privacy'), pinpointing a lack of significant practical response to these revelations from a large proportion of the sample. The full set of tables for [Q61] can be found in Appendix 2EQ61.

*Summarising the findings, respondents strongly opposed the global surveillance schemes although they were hardly surprised by the revelation of their existence. On the other hand, respondents did not appear to have taken any significant measures to protect their privacy after the revelations.*

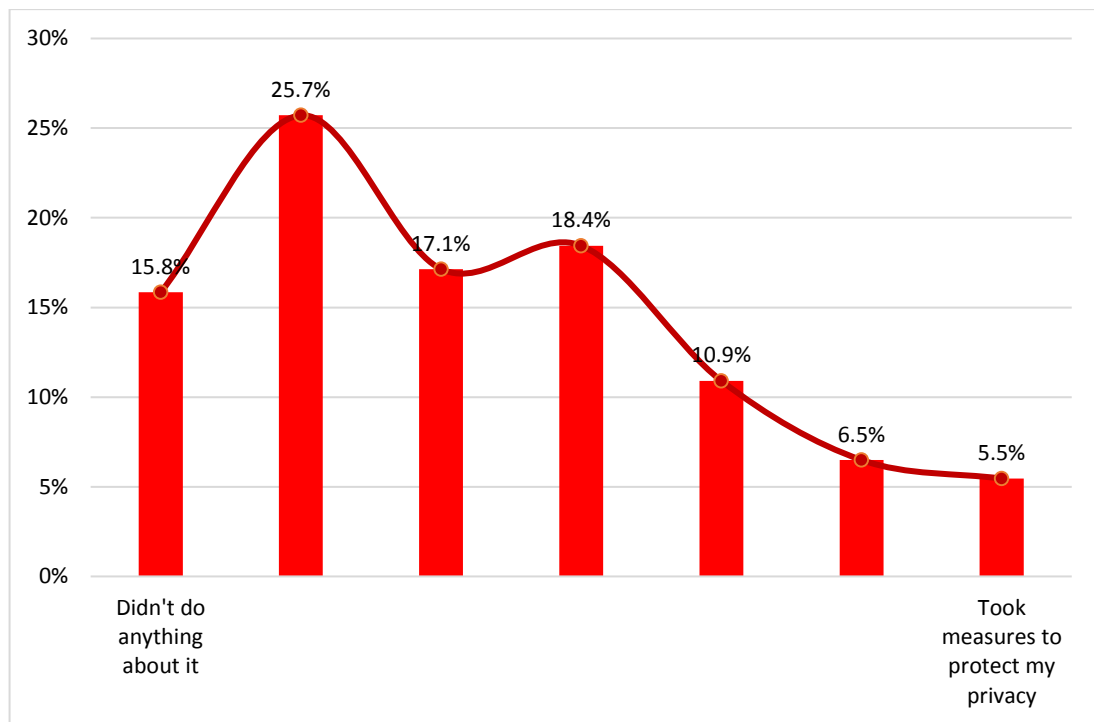


Figure 90: Distribution of percentages for how global surveillance revelations affected respondents' privacy protection strategies [Q61iii]

Table 43: Descriptive statistics on how global surveillance revelations affected respondents' privacy protection strategies [Q61iii]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
Self-evaluation of peer-pressure to join social media	385	1	7	3.24	3	1.71

## Usage of anonymising tools such as Tor

Respondents were asked to answer whether and in what ways they were potentially using anonymising tools, such as Tor<sup>82</sup> to protect all or some of their online privacy [Q66].

As seen in Figure 91, only 4% used such tools regularly and 17% occasionally only when they felt it was needed. On the other hand, 15% answered that they would like to use such privacy tools, but they thought that they were too complicated for their technical abilities. Half of the respondents (49%) answered that they had not heard about the availability of these tools, while 16% did not think they need them at all.

The full table can be found in Appendix 2EQ66.

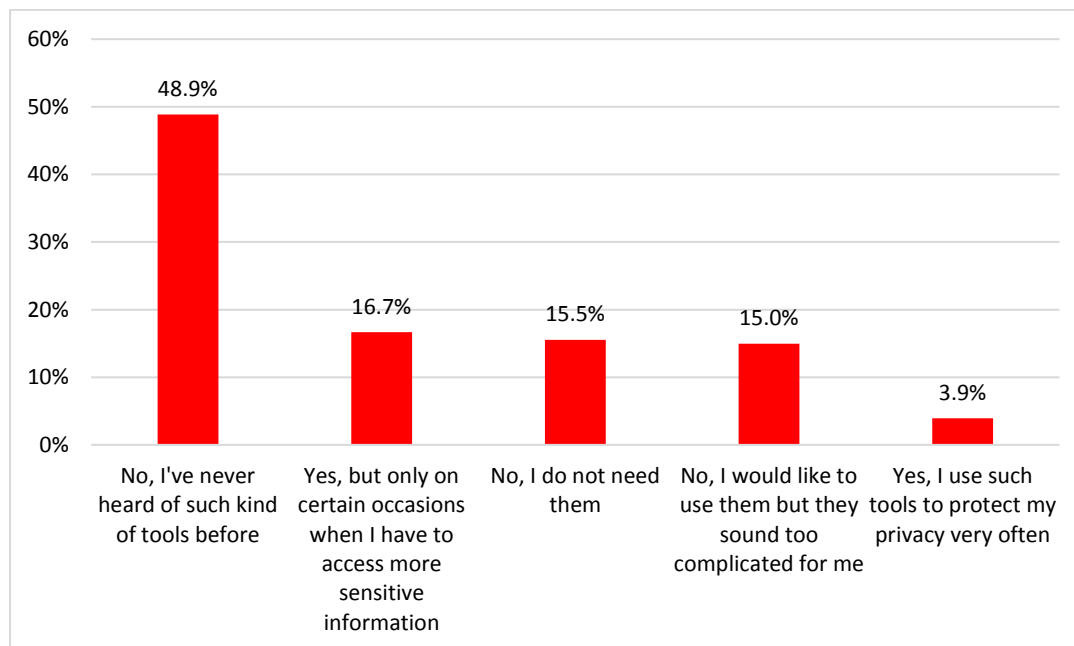


Figure 91: Distribution of percentages for respondents' usage of anonymising tools such as Tor [Q66]

## Gender and usage of anonymising tools such as Tor

A Chi-Square test of independence was performed to examine the relationship between gender and the use of privacy protection software such as Tor [Q2] & [Q66]. The relation between these variables was significant,

<sup>82</sup> According to its official page (<https://www.torproject.org/about/overview.html.en>), the Tor network is 'a group of volunteer-operated servers that allows people to improve their privacy and security on the Internet. Tor's users employ this network by connecting through a series of virtual tunnels rather than making a direct connection, thus allowing both organizations and individuals to share information over public networks without compromising their privacy'.

Pearson Chi-Square independence test  $\chi^2 (4, N = 531) = 44.484, p = .000 < .05$ .

*As seen in Figure 92, female respondents were less informed than males on the availability of advanced privacy protection software and less frequent users, although they expressed more interest in using them compared to males.*

The complete statistical tables can be found in Appendix 2EQ2Q66. No correlation was found for age [Q1] & [Q66] (the complete set of tables is presented in Appendix 2EQ1Q66).

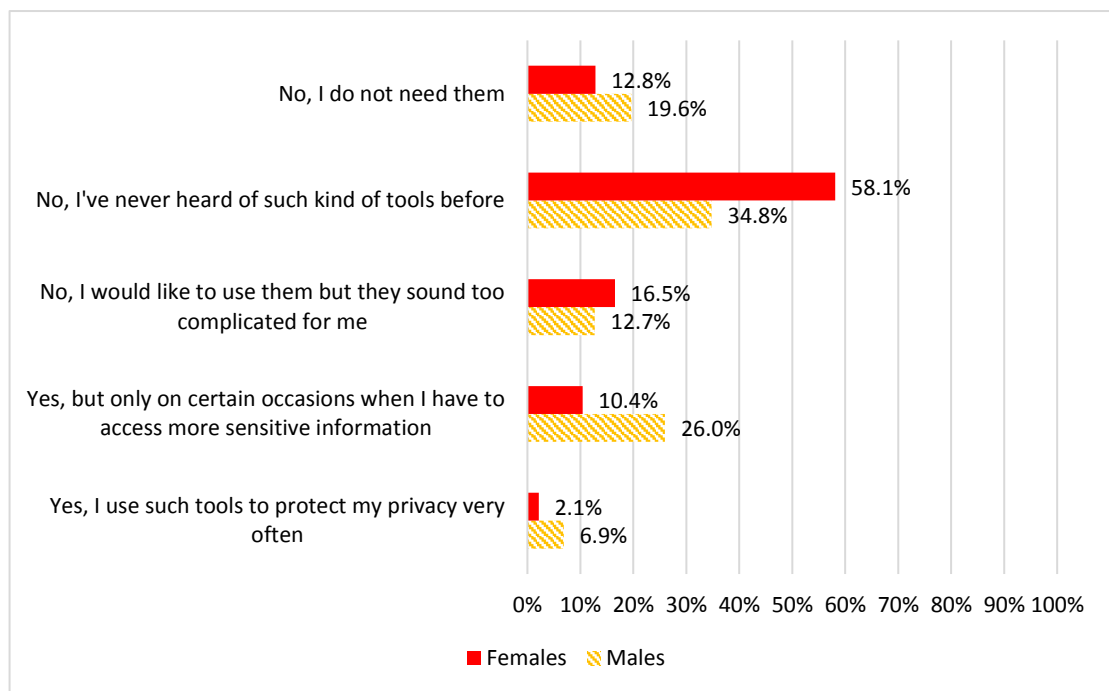


Figure 92: Distribution of percentages for relation between gender and use of privacy protection software such as Tor [Q2] & [Q66]

### **Attitudes on personal information and targeted advertisement**

In terms of how happy survey participants were to have their personal information collected in order to have a more personalised advertisement experience on the sites they use [Q62], respondents strongly disapproved. The complete set of tables is presented in Appendix 2EQ62. As seen in Figure 93 and Table 44, a mean value of 5.68 with a median of 6 was calculated on a Likert scale of 1 – do not mind to 7 – do mind.

*This demonstrates social media and Internet users' unwillingness to have their data processed for advertisement purposes and most would most likely opt-out if they were given the choice.*

However, as discussed in other parts of the thesis such as in the privacy paradox section, many individuals are willing to exchange their privacy for even little perceived benefits. In addition, there are instances where individuals have not devoted the time to restrict the amount of their data used for marketing purposes using the privacy settings offered, despite them being opposed to having their data used for advertisement and marketing purposes in principle. Some examples can be found in the analysis of the open-ended questions in this section.

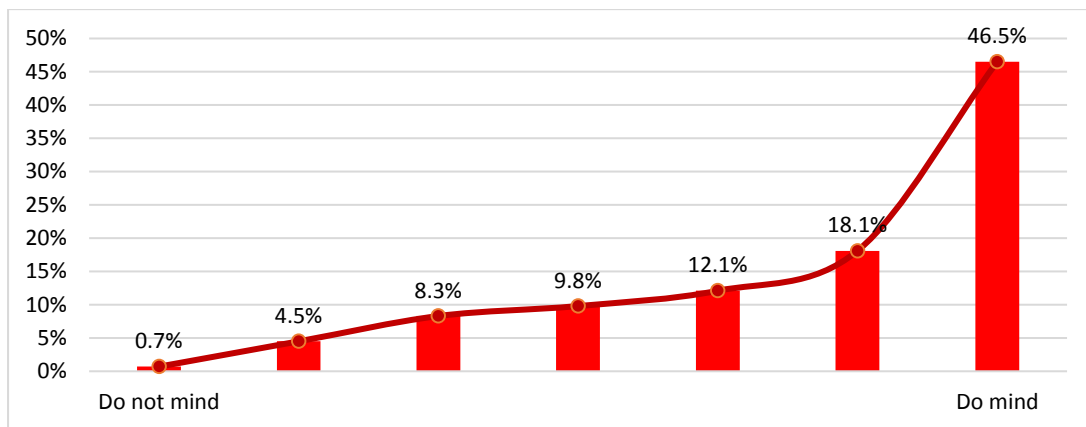


Figure 93: Distribution of percentages for respondents' approval of having their data collected in order to get an improved targeted ad experience [Q62]

Table 44: Descriptive statistics for respondents' approval of having their data collected in order to get an improved targeted ad experience [Q62]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
General concerns on privacy	553	1	7	5.68	6	1.59

### General concerns about privacy in modern societies

Respondents were asked to self-evaluate their overall concerns in general regarding privacy in today's advanced technological society [Q70]. As seen in Figure 94 and Table 45 with a mean value of 4.60 and median of 5, there was a significant level of concern from respondents regarding privacy in



contemporary societies. The complete set of tables is presented in Appendix 2EQ70.

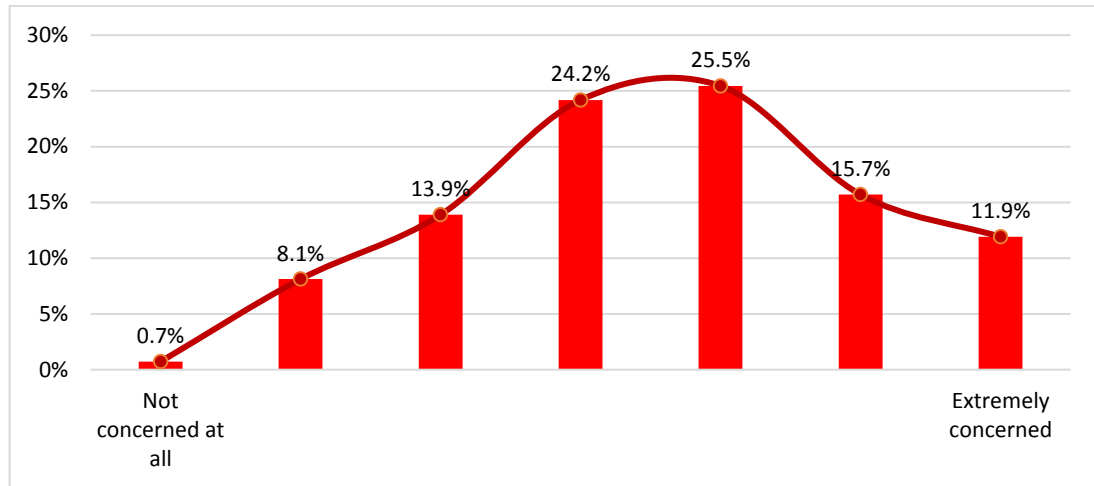


Figure 94: Distribution of percentages for respondents' self-evaluation of their general concerns regarding privacy in today's advanced technological societies. [Q70]

Table 45: Descriptive statistics for respondents' self-evaluation of their general concerns regarding privacy in today's advanced technological societies [Q70]

	N	Minimum	Maximum	Mean	Median	Std. Deviation
General concerns on privacy	554	1	7	4.60	5	1.46

### Age and general concerns about privacy in modern societies

The correlation between general privacy concerns and age is identified as statistically significant [Q1] & [Q70]. The Kruskal-Wallis H test showed that there is a statistically significant difference in the general privacy concerns and between the different age groups:  $\chi^2(2) = 10.675$ ,  $p = .005 < .05$ , with a mean level of concern score of 257.16 for 18-24 age group, 301.07 for 25-34 age group, and 300.19 for 35+ age group. The higher the mean the higher the level of concern.

*The findings suggest that the youngest respondents, the 18-24 age group, tend to be less concerned than their older counterparts (25-34 and 35+) who express greater concerns about the future (also see Figure 95).*

The complete set of statistical findings can be found in Appendix 2EQ1Q70.

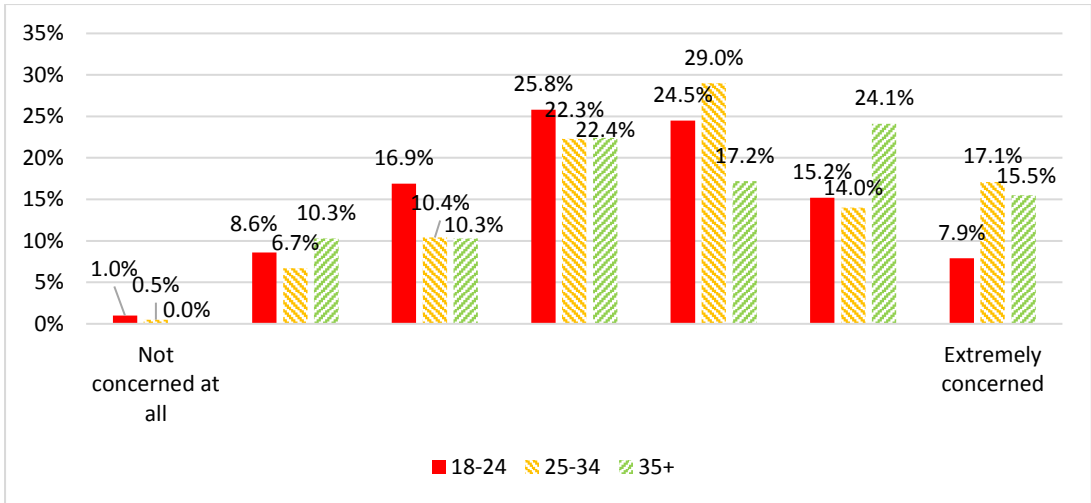


Figure 95: Distribution of percentages for age groups and overall concerns on privacy [Q1] & [Q70]

**Gender and general concerns about privacy in modern societies**

*While women respondents indicated an inclination to prefer social media as a means of contact more than men, as discussed earlier, their overall concerns regarding privacy are found to be stronger, in general, than that of males.*

A Mann-Whitney U test was used on gender and overall privacy concerns [Q2] & [Q70]. The Mann-Whitney U test demonstrates the privacy concerns about the future based on the levels reported by the female responses (mean rank = 288.96) are statistically significantly higher than that of males (mean rank = 258.33),  $U = 32142$ ,  $z = -2.094$ ,  $p = .036 < .05$ . The finding is also visualised in Figure 96. The complete set of statistical tables can be found in Appendix 2EQ2Q70.

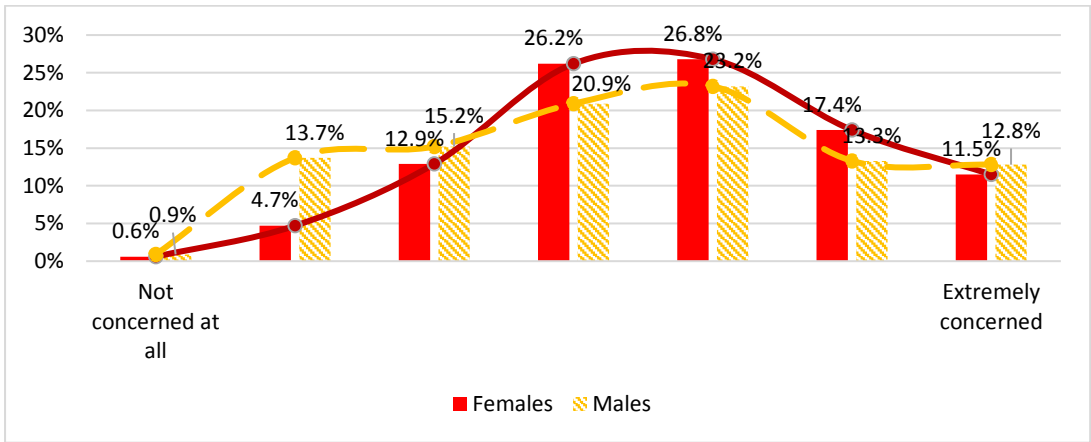


Figure 96: Distribution of percentages for gender and overall concerns on privacy [Q2] & [Q70]

### 5.5.8.3. Analysis of open-ended questions

A significant number of responses were critical on the potential abuse of personal information by technology companies. The following excerpt is indicative of this with the respondent attributing convenience as a factor of people dismissing the big brother scenario.

*I'm very wary of uploading personal pictures off or my family. Even though I like the convenient link between my iPad, iPhone and Mac, it does worry me that my information is also accessible by apple and where they might use it. The whole big brother scenario seems to be dismissed due to the convenience of new technology but recent hacking and government agent spying via webcam is quite a scary reality.*

[Q71R95]

A respondent with a technical background, comment on how they turned from evangelistic during the rise of web and web 2.0 to disturbed because of the lack of privacy in the social media era.

*Despite being a computer scientist, and being very interested - almost evangelistic - during the rise of the web, web 2.0 etc, social media truly disturbs me due to the obvious lack of privacy. It goes against basic principles such as not sharing personal details with complete strangers, and actively encourages online snooping, stalking and harassment. I blame the media in large part, as social media is such a useful tool for journalists they fully succumb to using it on a constant basis. I am pleased to hear of the recent decline in teenage Facebook users, and hope this trend continues.*

[Q71R60]

Others feel powerless against social media services like Facebook and the amount of information they have already stored about them. The respondent is concerned on the level of privacy awareness in general and thinks people should be given greater choice on how their data is being used by companies.

*I've been meaning to delete some parts of my Facebook profile like pictures etc. however as I know that Facebook will keep them anyway and they will be online some where I also don't see the point. I no longer upload photos and only really message people on Facebook. As I don't really like anyone and everyone being able to see holiday photos etc. I don't have many Facebook friends just people who I have met and like as people. One of the reasons I don't upload pictures on Facebook or comment/write statuses as I think it seems like a way just to show off sometimes and present your life to others. I'd rather not do that. I think it seems too individualistic and you waste a lot of time thinking about your*

*appearance to others in the real world, we don't want to have to do it on the web as well! I am worried about things like iPhones GPS and the fact it stores where you are where you have been etc. I think that is a big invasion of privacy. There should be a choice of whether or not you want it to track that. My main concern is how young people and if I have any kids how they will use social media, I know that I think although people need to be more aware about how their data is used and stored online, there comes a point when people just think and live for the instant present so no matter how much we are told about data protection and how we should consider what we upload, people don't often think of the future consequences of their actions.*

[Q71R630]

Keeping away strangers by restricting access to their profiles is a very common privacy protection strategy for many social media users who, however, do not know the extent of the information that is collected about them online although being aware of their bewilderment.

*I prefer posting opinions and ideas for the sake of conversation with known people as opposed to personal information, keeping unknown people out of the picture. I think privacy settings must be made more clear, I have not made the effort to find out more about what information is collected about me even though I constantly intend to get to it. The 'skip' option is dangerous, and people using social media must be asked to make those choices before continuing, default choices with respect to privacy should be minimized.*

[Q71R75]

Others have brought up the issue of social media services having the relevant privacy settings purposely convoluted.

*It's annoying that many social media sites haven't really developed their security settings to a satisfactory degree to allow protection of the online profile. It would be possible for me to just stop using the account, but that wouldn't be desirable because I do feel there are useful functions for it.*

[Q71R372]

Some already privacy-minded individuals note the limited control they have on what other people post and the feeling of being helpless on the personal information help by companies.

*I don't post anything very personal myself. However, I cannot control what other people post. I am aware my personal information is held by numerous companies but I cannot see how I could change that now.*

[Q71R622]

There are instances, however, where individuals reported to have stopped using social media as a reaction to the NSA revelations:

*I no longer use any social media after the NSA revelations, as a matter of principle, I believe privacy is an inalienable right that should never be compromised by any degree for whatever reason no matter how trivial. Before when I did use Facebook a lot I liberally gave out information because it's so easy and feels harmless since it was the norm.*

[Q71R445]

There are cases where individuals refrain from sharing too much information about themselves because of their conscious desire to avoid feeding companies with their data for marketing and surveillance purposes, although this has not deterred them from using social media.

*I am ok with having social media profiles in general, with myself identified by name and photo. However, I am very reluctant to add any further information about myself apart from the bare minimum required as I feel it will only be used for marketing purposes or for more sinister surveillance purposes (see recent leaks, etc.), which I am against. I am very uncomfortable with other information about me, such as tweets, status updates and photos being used to profile me in this way, although it has not (yet) stopped me using the service. A couple of days ago I noticed a promoted tweet in my twitter feed which I felt sure had been targeted to me, and can only have been based on the organisations I follow on twitter or something I tweeted. This made me very uncomfortable, since I had not knowingly volunteered this information for marketing purposes. I am cagey about entering my personal details into web account forms, and feel annoyed/frustrated when I have to create an account, adding my information, to obtain a basic service such as using a website or buying a ticket.*

[Q71R600]

The personal information about individuals that is shared by other people on social media is a concern for some individuals who have trouble managing this kind of content.

*My parents have taught me to be very careful, and I myself don't like sharing about myself online very much. I use social media as a way to glean information about other people and organizations rather than share info about myself. When I search for myself online, however, I am always surprised at how much comes up from some account I barely use. And the most personal info out there was not put online by me, which I dislike. I am becoming more used to posting online through social media, but it's still difficult for me, especially when I want to appear clever and so am too nervous to post anything at all for fear it will be taken*

*wrong or imply something about myself that I didn't want to. I am very interested in studying digital humanities, but I am put off by how much it appears I would have to be online and have "a presence." I guess ultimately I think social media is pretty beneficial, but I think it becomes bad when others simply assume everyone else wants to be online and then makes the decision to share something about them to the public. I think people need to remember common courtesies with the web even though we may not see the other person face-to-face.*

[Q71R745]

In a similar context, the following respondent finds it difficult to handle the personal information about them that is uploaded by others.

*I do not share personal content (pictures, trips, daily activities...) but only content that can have a wider social/political interest (articles, blog posts, news...). However, I don't delete content about me that other friends or family members upload/share (even though I have considered it, it feels a bit awkward to ask or do, as most people in my network seem to be rather relaxed with sharing personal information through social media). As a result there is much more personal (meaning not work-related) information about me online than I'd like.*

[Q71R627]

The following response is indicative of the individuals' desire to maintain control over their shared personal information at a societal level.

*I've always maintained the opinion that you don't put anything on a profile that you're not happy for everyone in the world to know. I never tell anyone online when I'm on holiday, for example. I'm more concerned by the things that I don't put on, but that others have access to without my knowledge (e.g. I'm on a closed email list which discusses sensitive information and the emails went through a platform which was harvested by an online search engine, so anyone could search the content of these emails until we found out and shut it down). I also have a big problem with the integration of the different facets of my life. I have to do a lot of work online for my job and that has negative impacts on my personal internet use.*

[Q71R756]

Others feel more confident on the control people have over their own personal information and places the onus of online privacy to the social media users.

*Control what kind of information you upload and in which websites. You cannot blame Facebook or any other social media if you upload information or photos from your personal life and afterwards claim that Facebook intrudes to your private space.*

[Q71R448]

Other respondents are confident about what they post online in terms of controlling what information they share and with whom they share it with.

*I am relatively comfortable and confident that I have control over my online identity. I see social media as a predominantly positive thing, as long as the user is thoughtful in what they post and who they allow to see the things they have posted.*

[Q71R484]

Some individuals accept the politics of the market-driven social media and tech-industry and are willing to compromise their privacy to have the services for free in an essence of privacy pragmatism.

*[...] I try to be sensible, but data that Facebook and Google gathers about me is used so that those services are still free... I am accepting the lesser evil.*

[Q71R30]

In a similar manner,

*If you use a site for free you should expect them to be using your information to turn a profit - it shouldn't come as a massive surprise. I don't worry too much because I don't post/upload embarrassing things.*

[Q71R309]

Other respondents reported that they are not concerned about privacy issues in relation to social media at all, suggesting a privacy indifferent approach.

*I do not care of privacy and self-disclosure issues with the use of social media.*

[Q71R449]

#### 5.5.8.4. Discussion

This section examined the area question AQ6 on whether social media users are in general aware of the potential dangers to privacy by new media and technologies, but lack any significant measures to protect their privacy. The analysis of the respondents' answers identified a measurable degree of self-confidence that their privacy protection measures are adequate so that the information they disseminate online will not have a negative impact on them in the future. The low percentage of users seeking information on how to manage their online reputation and privacy can have multiple interpretations, but some possible reasons are that they think they do not need

it or they simply do not care. The finding that getting hacked is a greater concern for most respondents than concerns about a potential negative impact to their lives from the personal information they are sharing, is one more indication that respondents feel more threatened by external agents out of their own sphere of control, rather than the future impact of the information they willingly upload which they are more confident about. However, as discussed earlier, social media users often underestimate the size of their audience or are unaware on how the information they upload is being treated by social media services and other third parties. This has some theoretical implications and supports RALC privacy theory. According to Moor and Tavani, if privacy depends by definition on individual control then there would be no privacy at all in the information age (Tavani and Moor, 2001, p. 6). The survey findings suggest that people perceive the potential loss of control of their personal information to third-parties (excluding, however, institutions and entities such as social media itself) as a bigger threat to their privacy, whereas they believe they normally maintain enough access restrictions to their personal information that satisfies their privacy concerns except from instances of other provided-content.

Respondents were reluctant to use technology that had not yet been implemented with regards to the hypothetical question on biometrics. However, although the mean of the sample was leaning towards the concerned side of the edges, a significant proportion of the sample was still prepared to use an emerging and questionable technology. This indicates the normalising process on the use of such technologies for convenience. Further research needs to be done on this issue as the relating technology advances.

Regarding the global surveillance revelations, respondents were overwhelmingly against such practices by governments, but they were hardly surprised. The revelations appear to have confirmed something that many people had suspected. In accordance with the findings of other researches as discussed earlier, respondents did not report to have taken significant measures to protect their privacy after the revelations became known. This may be attributed to the lack of motivation and general apathy (Foltz et al., 2016) or to what has been described as privacy cynicism, 'an attitude of



uncertainty, powerlessness and mistrust towards the handling of personal data by online services, rendering privacy protection behaviour subjectively futile' (Hoffmann et al., 2016).

Nonetheless, the survey analysis found that those with greater concerns about privacy were less likely to share identifiable photographs of themselves or others via social media. On the other hand, almost half of the respondents reported that they were unaware of the existence of privacy protection software such as Tor with only a tiny fraction using them regularly. Female respondents were found to have increased general privacy concerns that confirms other recent studies on the subject (Dhir et al., 2017), and they also showed greater interest than male respondents in adopting privacy protection technologies. However, at the same time they were found to be less aware of the existence of such technologies, and only a tiny fraction was using them at the time the survey was conducted. The youngest respondents of the 18-24 age group reported to be less concerned about privacy issues in modern societies compared to the two older groups. This finding confirms other studies that have identified age to play a significant role in privacy concerns and attitudes. (Broeck van den, 2015; Goldfarb and Tucker, 2012; Kezer et al., 2016).

#### 5.5.9. F. Authenticity and anonymity, ideology and privacy awareness

##### 5.5.9.1. Introduction

The relationship between ideology and privacy ethics and self-disclosure online is difficult to measure due to the complexity of the related issues and the multifactorial character that shapes them. In addition, the relativity of the notions and the fact that participants in such studies usually have to self-evaluate makes the definition of measures for such correlations even more ambitious. A study found that people who placed themselves towards the left spectrum of politics tended to be more concerned about online surveillance (Tsapogas, 2017). This section investigates the potential relationship between political perspectives and perceptions on surveillance and other privacy-debated technologies. In addition, it explores possible

correlations between normative opinions on matters such as the anonymity/authenticity debate (also see nymwars in Section 3.6) and privacy-related behavioural patterns. Respondents' perceptions and credibility criteria on online identities are also assessed to investigate whether they have any role on how people engage with social media and online environments in general. In this section, the following area question is examined via multiple cross-tabulated assessment of correlations:

*AQ7: What is the impact of the individuals' political and social beliefs on practical privacy protection strategies and on the amount of personal information disseminated via social media and do they affect the general attitudes on privacy, surveillance and social aspects of technology?*

#### 5.5.9.2. Findings

##### **Anonymity versus authenticity**

Respondents were asked to take sides on the debate about online anonymity versus authenticity<sup>83</sup> by choosing which one they think is more important [Q29].

*More than 40% answered that anonymity is more important, while almost 35% answered the opposite. About one in five, were not certain or preferred not to answer.*

The complete table can be found in Appendix 2FQ29. No correlations were found for either age [Q1] & [Q29] or gender [Q2] & [Q29] (the complete set of statistical tables are presented in Appendix 2FQ1Q29 and 2FQ2Q29).

##### **Preference between two fictional online forum users**

In order to assess how respondents perceive and evaluate other personas online, they were asked to choose between two fictional online forum users, based on who they would take more seriously at first glance

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<sup>83</sup> Consideration has been taken that respondents may not share the framing of this question. However, concessions had to be made in regards to the length of the available ability to frame such concepts in an online survey setting. This is why the question explicitly mentions what it means by authenticity (see Q29 in Appendix Section 1C). Authenticity here has purposely a narrow and simplified meaning as the exposure of users' true identity via their real name in order to allow to make the description of the terms and their analysis more practical and less ambiguous within its respective context.

[Q31] (see Figure 97) . Member #1 was using an alias, had an avatar with a cartoon figure, and had been a member for years with thousands of posts. On the other hand, member #2 was using a plausibly real name and had a picture of a woman that could be a true photo, but had joined the forums much more recently and only had a few dozen posts.

*Almost 41% answered they would take #2 more seriously, 28.50% responded member #1, while 30.60% preferred neither of them.*

The complete table is presented in Appendix 2FQ31.

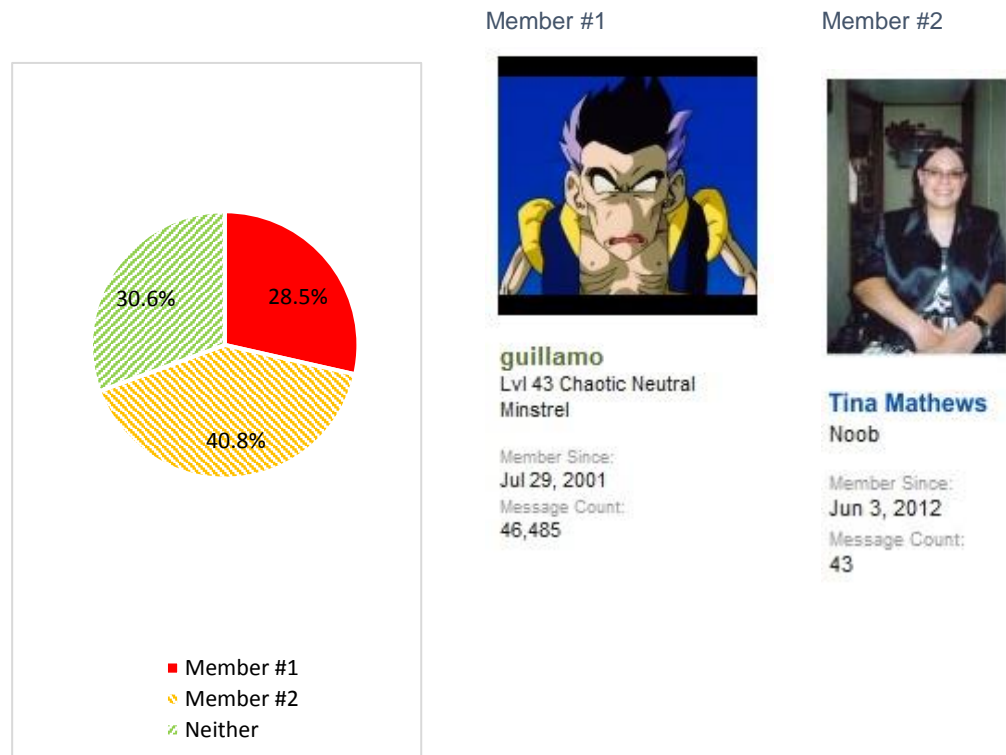


Figure 97: Distribution of percentages for preference to two fictional profile avatars [Q31]

### Age and preference between two fictional online forum users

A statistically significant correlation was found between age groups and respondent's preference for the two fictional profile avatars [Q1] & [Q31]: Pearson Chi-Square independence test  $\chi^2(4, N = 570) = 18.305, p = .001 < .05$ .

*While the two younger groups, 18-24 and 25-34 years old, reported more or less similar preferences, the oldest age group with respondents above 35*

*years old demonstrated significant less trust on Member #1, indicating different psychosocial approaches (see Figure 98).*

The complete set of statistical tables can be found in Appendix 2FQ1Q31.

### **Gender and preference between two fictional online forum users**

A statistically significant correlation was found between gender and respondent's preference to the two fictional profile avatars [Q2] & [Q31]: Pearson Chi-Square independence test  $\chi^2 (2, N = 568) = 28.659, p = .000 < .05$ .

*Males were much more likely to select the first profile, whereas females preferred the second one (see Figure 99). This can be attributed to the greater engagement of males with Internet forums as seen earlier, or to different psychosocial approaches to intimacy.*

The full details of the statistical tables can be seen in Appendix 2FQ2Q31.

### **Political beliefs and anonymity versus authenticity**

No statistically significant correlation between political beliefs and the opinion on the online anonymity or authenticity debate was found [Q29] & [Q31]: Mann-Whitney Test  $U = 14444.5, z = -.758, p = .449 > .05$ . The full statistical tables can be found in Appendix 2FQ29Q31.

### **Anonymity versus authenticity and preference between two fictional online forum users**

A Chi-Square test for independence returned a statistically significant correlation between authenticity/anonymity preference and credibility of forum accounts based on their avatars and user stats [Q29] & [Q31]: Pearson Chi-Square independence test  $\chi^2 (2, N = 427) = 16.211, p = .000 < .05$ . The complete tables are in Appendix 2FQ29Q31.

*Respondents who valued online anonymity were more likely to choose the anonymous, but older and more active forum member; conversely, respondents who valued authenticity tended to show more trust in the plausible real-identity profile (see Figure 100).*

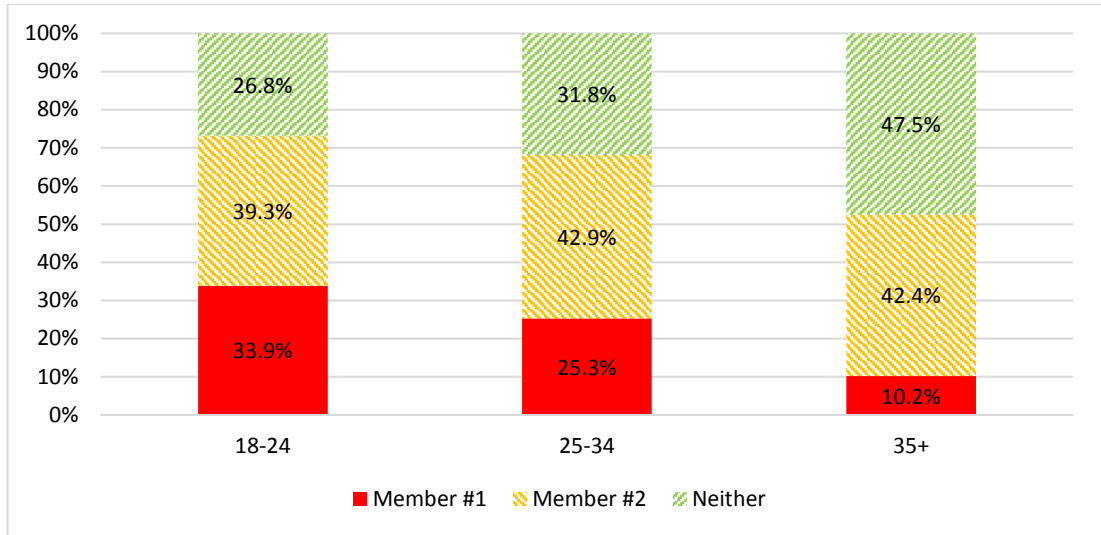


Figure 98: Distribution of percentages for relation between age group and respondents' preference on two fictional profile avatars [Q1] & [Q31]

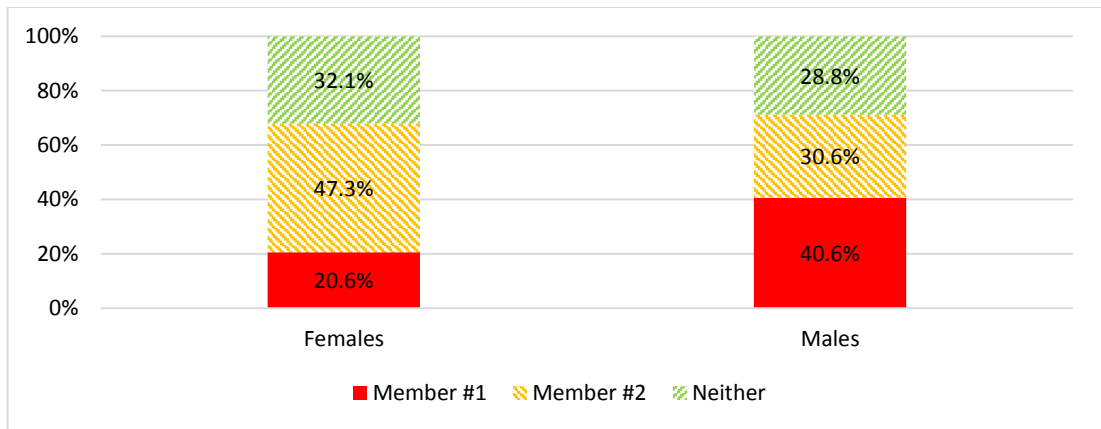


Figure 99: Distribution of percentages for relation between gender and respondents' preference to two fictional profile avatars [Q2] & [Q31]

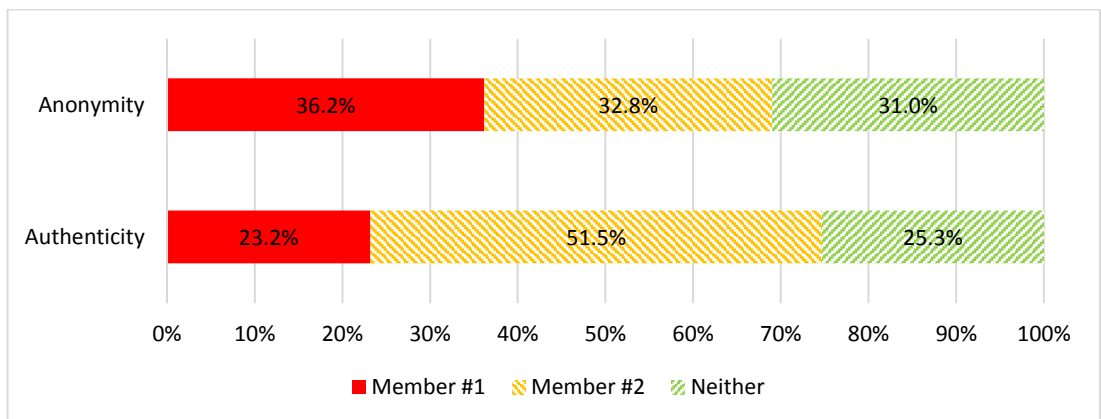


Figure 100: Distribution of percentages for online intimacy and credibility and debate on anonymity/authenticity [Q29] & [Q31]

### **Anonymity versus authenticity and anticipation for others to engage with social media**

Pearson Chi-Square independence test was applied to investigate a possible correlation between authenticity/anonymity preference and reaction to anticipation of social media account [Q16] & [Q29], but no statistically significant difference was found.

*Respondents who valued anonymity were found to be unaffected if a new acquaintance of theirs was not a member of a social media, indicating how normalised the latter are in everyday life.*

The statistical tables can be found in Appendix 2FQ16Q29.

### **Anonymity versus authenticity and means of contact when meeting new people**

The same conclusion was drawn when examining the correlation between preference on authenticity/anonymity and means of contact when meeting new people [Q15] & [Q29]. No statistically significant correlation was found as preference on the debate played no role in the preference of means of contact. For more details on the statistical tables see Appendix 2FQ15Q29.

### **Anonymity versus authenticity and social media as a means for socialisation**

Most respondents believed that people with no identifiable social media presence have disadvantages in terms of socialisation regardless of whether they valued authenticity or anonymity more [Q24] & [Q29]. For more details see Appendix 2FQ24Q29.

### **Anonymity versus authenticity and self-revealing of real-life identities on social media**

However, a correlation between the anonymity/authenticity debate and self-disclosure on social media was found to be statistically significant for most of the examined social media services [Q18] & [Q29].

The respondents who valued anonymity more tended to avoid using their real full-name more often than those who valued authenticity (see Table 46).

This is very apparent in the case of Twitter with 55.2% of respondents who preferred authenticity using their real full-name, compared to just 29.5% of those who preferred anonymity. The only social media services in which there was no statistical significance are Google+ (which mostly forced registration in order to get access to other services provided by Google), Academia and DeviantArt. For a complete set of statistical tables for this correlation see Appendix 2FQ18Q29.

Table 46: Summary tables with distribution of frequencies, percentages (within each social media service) and results of inferential analysis using chi-square test for correlation between using real full-name or not on individual social media services and opinion on the authenticity vs anonymity debate [Q18] & [Q29]

Service	Preference	Use of real full-name or not		x <sup>2</sup>
		Real full-name	No real full name	
Facebook	Authenticity	167 (88.8)	21 (11.2)	0
	Anonymity	160 (74.4)	55 (25.6)	
Twitter	Authenticity	69 (55.2)	56 (44.8)	0
	Anonymity	39 (29.5)	93 (70.5)	
Google+	Authenticity	81 (74.3)	28 (25.7)	.245
	Anonymity	67 (67.0)	33 (33.0)	
LinkedIn	Authenticity	111 (95.7)	5 (4.3)	.012
	Anonymity	100 (86.2)	16 (13.8)	
Tumblr	Authenticity	10 (17.5)	47 (82.5)	.026
	Anonymity	4 (5.4)	70 (94.6)	
Instagram	Authenticity	30 (36.6)	52 (63.4)	.001
	Anonymity	11 (13.8)	69 (86.3)	
Academia	Authenticity	40 (80.0)	10 (20.0)	.313
	Anonymity	32 (71.1)	13 (28.9)	
Myspace	Authenticity	28 (43.1)	37 (56.9)	.018
	Anonymity	17 (23.9)	54 (76.1)	
DeviantArt	Authenticity	3 (15.0)	17 (85.0)	.224
	Anonymity	3 (6.0)	47 (94.0)	
Pinterest	Authenticity	16 (43.2)	21 (56.8)	.008
	Anonymity	10 (17.9)	46 (82.1)	

Table 47: Cross-tabulation distribution of frequencies and percentages between respondents who keep more than one personal profile on the same social media service and their opinion on the authenticity vs anonymity debate [Q39] & [Q29]

Duplicate accounts	Preference		Total
	Authenticity	Anonymity	
Yes	12 (6.2)	27 (12.1)	39 (9.3)
No	183 (93.8)	197 (87.9)	380 (90.7)
Total	195 (100)	224 (100)	419 (100)

### **Anonymity versus authenticity and engaging with multiple accounts on the same social media service**

Answers on online identity have been grouped into two categories (real-life full-name and not real-life full-name). There is a positive relationship

between those respondents who preferred anonymity and those who kept more than one profile on the same social media service [Q29] & [Q39]: Chi-Square test of independence  $\chi^2 (1, N = 419) = 4.298, p = .043 < .05$  (see Table 47).

*This finding contributes to the notion that ideological concepts on privacy such as in the online authenticity and anonymity debate affect some practical aspects of online behaviour.*

For more detailed information on the statistical tables see Appendix 2FQ29Q39.

### **Anonymity versus authenticity and usage of geo-tagging services**

Similarly, those respondents who preferred anonymity were less keen on using geo-tagging services in contrast to those who chose authenticity and who tended to use such services more often [Q29] & [Q34]: Chi-Square test of independence  $\chi^2 (4, N = 427) = 9.963, p = .041 < .05$  (see Table 48). The full set of statistical tables can be found in Appendix 2FQ29Q34.

### **Anonymity versus authenticity and sharing of photos online**

The respondents who valued anonymity were less keen to upload identifiable photos online than those who preferred authenticity [Q29] & [Q36]: Chi-Square test of independence  $\chi^2 (4, N = 427) = 19.126, p = .000 < .05$  (see Table 49). For a more detailed statistical information see Appendix 2FQ29Q36.

### **Anonymity versus authenticity and usage of anonymising tools such as Tor**

On the other hand, respondents who preferred authenticity were less likely to use anonymising tools such as Tor to protect their privacy [Q29] & [Q66]: Chi-Square test of independence  $\chi^2 (4, N = 400) = 13.169, p = .010 < .05$  (see Table 50). The complete set of tables can be found in Appendix 2FQ29Q66.

### **Anonymity versus authenticity and concerns over the future impact of personal information**



As it can be seen in Figure 101, the survey analysis also found a correlation between the authenticity/anonymity debate and individuals' concerns over the future impact that the personal information they share today might have on them in the future [Q29] & [Q59]. A Mann-Whitney test was used as it is appropriate because of the ordinal type of [Q59] seven-point Likert scale variable. The Mann-Whitney U test demonstrates that respondents who reported being more concerned about the future impact of the personal information they share inclined towards the side of anonymity (mean rank = 212.53) compared to those who inclined towards authenticity (mean rank = 168.83) which is especially evident towards the extreme edge of the concerned level. The difference is statistically significant:  $U = 14137.5$ ,  $z = -3.919$ ,  $p = .000 < .05$ . The higher the mean the higher the reported concerns by the participants.

*This indicates that informational privacy concerns and privacy awareness may have a normative relationship with opinions on the Internet politics and respectively on privacy protection behaviour.*

For a complete set of statistical tables see Appendix 2FQ29Q59.

### **Anonymity versus authenticity and privacy concerns in contemporary societies**

Similarly, as visualised in Figure 102, a correlation was found between the authenticity/anonymity debate and individuals' privacy concerns in today's technological societies [Q29] & [Q70]. A Mann-Whitney test was used as it is appropriate because of the ordinal type of [Q70] seven-point Likert scale variable. The Mann-Whitney U test demonstrates that respondents who reported greater general privacy concerns were more inclined towards the side of anonymity (mean rank = 224.13) compared to those who were inclined towards authenticity (mean rank = 185.69). The difference is statistically significant:  $U = 17141$ ,  $z = -3.330$ ,  $p = .001 < .05$ . The higher the mean the higher the reported concerns by the participants.

*Respondents' broader concerns over overall privacy were again found to be compatible with their more specific opinion on the anonymity/authenticity debate.*

More detailed information on the statistical tables see Appendix 2FQ29Q79.

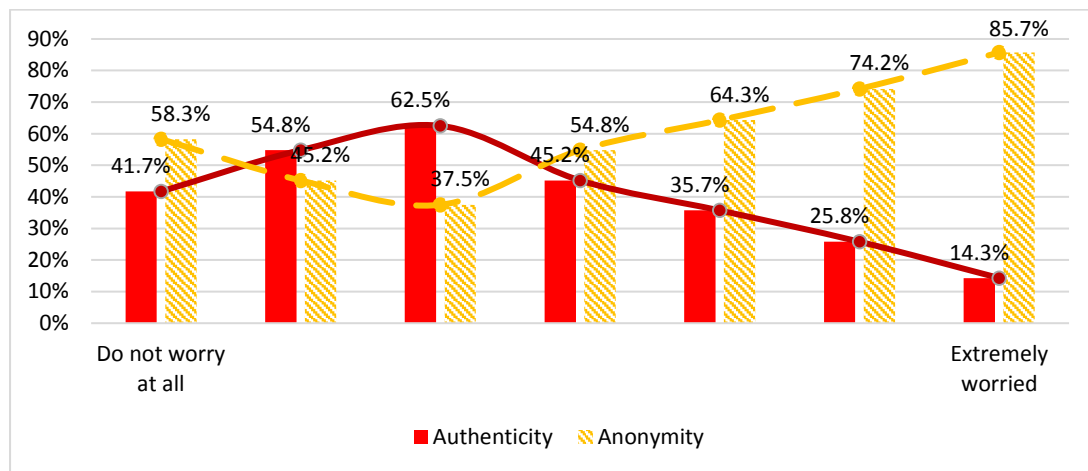


Figure 101: Line graph showing the relationship between concerns on the potential negative future impact of personal information shared online and the opinion on the authenticity vs anonymity debate [Q29] & [Q59]

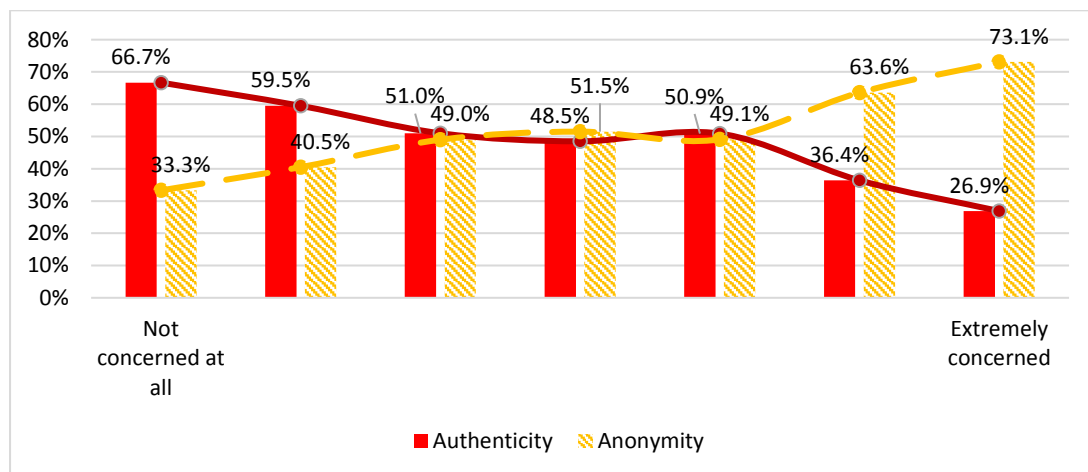


Figure 102: Line graph showing the relationship between overall privacy concerns in today's technological societies and the opinion on the authenticity vs anonymity debate [Q29] & [Q70]

Table 48: Cross-tabulation distribution of frequencies and percentages between how often respondents' use geo-tagging services and their opinion on the authenticity vs anonymity debate [Q29] & [Q34]

Frequency in social network geotagging	Preference		Total
	Authenticity	Anonymity	
Yes, very often	5 (2.5)	4 (1.7)	9 (2.1)
Yes, only on special occasions	31 (15.7)	25 (10.9)	56 (13.1)
Yes, very rarely	43 (21.7)	30 (13.1)	73 (17.1)
No	113 (57.1)	160 (69.9)	273 (63.9)
Don't know what it is	6 (3.0)	10 (4.4)	16 (3.7)
Total	198 (100)	229 (100)	427 (100)

Table 49: Cross-tabulation distribution of frequencies and percentages between privacy strategies when uploading pictures online and opinion on the authenticity vs anonymity debate [Q29] & [Q36]

Sharing of identifiable photos online	Debate inclination		Total
	Authenticity	Anonymity	
Yes, self and others	136 (68.7)	114 (49.8)	250 (58.5)
Yes, only self not others	25 (12.6)	30 (13.1)	55 (12.9)
No	37 (18.7)	85 (37.1)	122 (28.6)
Total	198 (100)	229 (100)	427 (100)

Table 50: Cross-tabulation distribution of frequencies and percentages between how often respondents' use of anonymity tools such as Tor and their opinion on the authenticity vs anonymity debate [Q29] & [Q66]

Use of anonymising tools such as Tor	Preference		Total
	Authenticity	Anonymity	
Yes, very often	5 (2.7)	13 (6.1)	18 (4.5)
Yes, but only on certain occasions	22 (11.7)	47 (22.2)	69 (17.3)
No, but would like to	24 (12.8)	30 (14.2)	54 (13.5)
No, never heard of it before	102 (54.3)	95 (44.8)	197 (49.3)
No, not need it	35 (18.6)	27 (12.7)	62 (15.5)
Total	188 (100)	212 (100)	400 (100)

Table 51: Cross-tabulation distribution of frequencies and percentages between opinion on social media social logins and opinion on the authenticity vs anonymity debate [Q29] & [Q51]

Opinion on social logins	Preference		Total
	Authenticity	Anonymity	
Very useful	13 (9.0)	4 (2.3)	17 (5.4)
Useful, but with some privacy concerns	69 (47.9)	78 (45.3)	147 (46.5)
No true use and major privacy concerns	26 (18.1)	17 (9.9)	43 (13.6)
No use and invasion of privacy	36 (25.0)	73 (42.4)	109 (34.5)
Total	144 (100)	172 (100)	316 (100)

Table 52: Cross-tabulation distribution of frequencies and percentages between how often respondents' use social logins and their opinion on the authenticity vs anonymity debate [Q29] & [Q50]

Frequency of usage of social logins	Preference		Total
	Authenticity	Anonymity	
Always, whenever possible	17 (8.7)	5 (2.2)	22 (5.3)
Only to selected websites	48 (24.6)	73 (32.6)	121 (28.9)
Very rarely	67 (34.4)	56 (25.0)	123 (29.4)
Never	63 (32.3)	90 (40.2)	153 (36.5)
Total	195 (100.0)	224 (100.0)	419 (100.0)

### **Anonymity versus authenticity and use of social logins**

As seen earlier, the majority of respondents were sceptical on social logins, and this was statistically significantly more observable for those who

preferred anonymity [Q29] & [Q51]: Chi-Square test of independence  $\chi^2$  (3, N = 316) = 17.415,  $p = .001 < .05$  (see Table 51).

*The respondents' normative perceptions on social logins are found to be compatible with their descriptive behaviour when examined via a proxy using the authenticity/anonymity debate [Q29] & [Q50].*

Chi-Square test of independence  $\chi^2$  (3, N = 419) = 15.526,  $p = .001 < .05$ . In addition, as presented in Figure 103, there is a direct relationship between opinion on social logins and frequency of their use. This strengthens the aforementioned finding on normative and descriptive compatibility in the case of social logins [Q50] & [Q51]: Chi-Square test of independence  $\chi^2$  (9, N = 421) = 151.591,  $p = .000 < .05$ . The detailed statistical tables for the correlations can be found in Appendix 2FQ29Q51 and 2FQ29Q50.

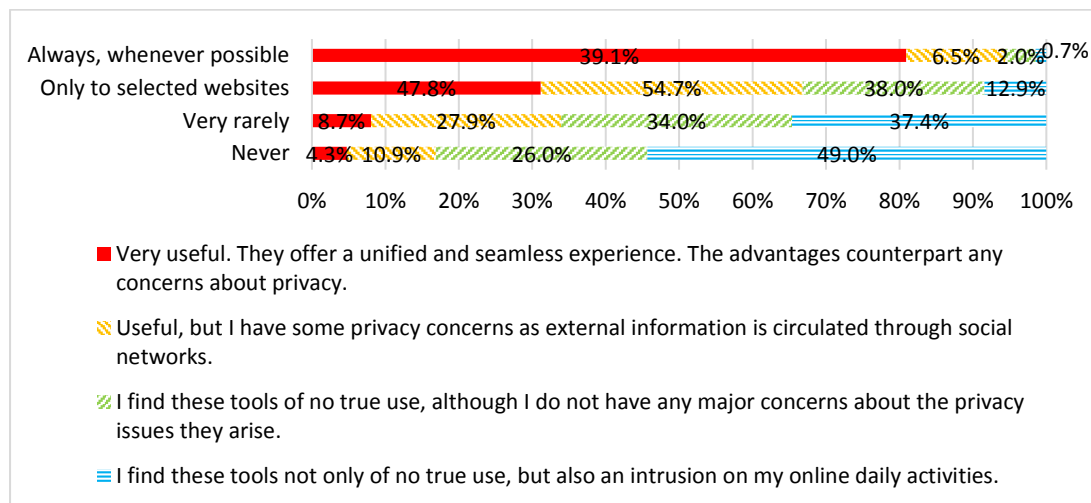


Figure 103: Distribution of percentages for opinion on social logins and how frequent respondents use them [Q50] & [Q51]

### Political beliefs and perceptions on the surveillance schemes revealed by Snowden

The analysis of the survey results revealed a correlation between general beliefs and how respondents perceived the governmental surveillance schemes revealed by Snowden [Q30] & [Q61]. A Spearman's correlation test returned  $r_s = -.248$ ,  $p = .000 < .05$ .

*The more liberal the respondents rated themselves, the more likely they are to have disagreed with the surveillance programs. Conversely, those who*

*tended towards the conservative side were more positively oriented to the surveillance schemes than those who inclined towards the liberal side.*

The complete set of statistical tables can be found in Appendix 2FQ30Q61.

### **Political beliefs and general concerns about privacy**

No correlation was found when examined the general views and the overall concerns regarding privacy [Q30] & [Q70].

*Political and general beliefs did not play a significant part on the general concerns.*

This is even more apparent in the case of biometrics in which general social and political beliefs did not affect concerns on biometric technologies. The statistical tables can be found in Appendix 2FQ30Q70.

### **Level of privacy concerns in contemporary societies and self-evaluation of real-life identities exposure online**

On the other hand, a mild correlation was found between the level of concerns regarding privacy in today's societies and how respondents evaluated themselves on the exposure of their real-life identity in online environments [Q64] & [Q70]. A Spearman's correlation test returned  $r_s = .145$ ,  $p = .001 < .05$ .

*The higher the privacy concerns the lower the reported online identity exposure would be.*

The complete statistical tables can be found in Appendix 2FQ64Q70.

### **Level of privacy concerns in contemporary societies and exposure of real-life identities in individual social media services**

However, in order to cross check the above self-evaluation on online identities with practical data the study analysed the answers on the use of real names on individual social media services and the general concerns on privacy in society today [Q18] & [Q70]. The analysis of these more explicit survey variables resulted in some statistically significant correlations. Chi-Square test of independence and the visualisation in Figure 104 suggest that respondents who reported to have higher level of concerns about privacy in

contemporary technological societies had an increasing proclivity to avoid using their real-life full names on Facebook, Google+, Instagram and Pinterest. Facebook: Pearson Chi-Square independence test  $\chi^2$  (6, N = 528) = 13.477,  $p = .036 < .05$ . Google+: Pearson Chi-Square independence test  $\chi^2$  (6, N = 277) = 16.770,  $p = .010 < .05$ . Instagram: Pearson Chi-Square independence test  $\chi^2$  (6, N = 215) = 19.121,  $p = .004 < .05$ . Pinterest: Pearson Chi-Square independence test  $\chi^2$  (5, N = 136) = 12.382,  $p = .003 < .05$ .

*This finding, as with other correlations described above in this section, suggests that there are cases where ideology, opinions and privacy concerns are contributors that can affect behavioural patterns of online self-disclosure.*

The complete set of statistical tables can be found in Appendix 2FQ18Q70.

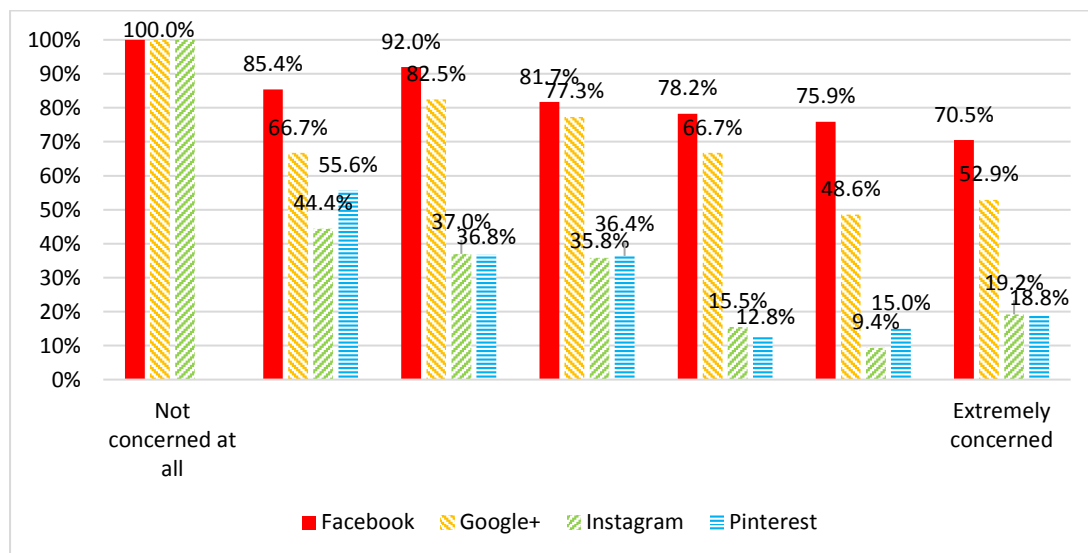


Figure 104: Bar graphs showing the relationship between general concerns on privacy in contemporary societies and the use of real-life full name on individual social media services (only those that a statistically significant correlation is found) [Q18] & [Q70]

### 5.5.9.3. Analysis of open-ended responses

The open-ended responses were not sufficient to investigate the potential relation between political beliefs and online self-disclosure in more detail. The analysis indicates no significant direct relationship between political beliefs and the undertaking of practical online privacy measures. However, the open-ended responses demonstrate that respondents who mention sharing about politics online express greater concerns on the accountability of their

thoughts and tend to have a greater respect to pseudonymity/anonymity that allows them to express themselves more freely.

For example, the following respondent brings up the issue of keeping their online activity that is not traceable to the real-life name separate from the one that is because they disclose more personal information when using anonymous personas. A loss of control of these layers and the potential establishment of a connection between them is considered as a threat:

*I've already written way too much but I do want to quickly say that for someone with quite liberal opinions, I know I'm unusually unbothered by privacy concerns. But I really do think they are somewhat inflated. Anonymity matters to me, but not for privacy reasons, more for identity-creation-related ones. Yes, my relationships have suffered occasionally due to what I have posted online but /that is a good thing/, because I am /more/ honest in my online personas than off and if people do not like what I post online...then they do not like me and we should stop being friends. So, good riddance, in that respect. I don't want to have to be careful about what I post online and in fact I refuse to be. I /do/ want to be careful about how traceable that is to the "real" (used incredibly loosely) me, the legal-name me, which is in fact considerably faker than the other mes, but I digress. Obviously, what I put online can tarnish my RL identity, and also vice versa. I think what I would like is not more privacy, but more flexibility in managing two identities /and keeping them separate/. I don't mind Facebook knowing my real name, or my age, or my hair colour. I don't mind my private Twitter account knowing my intimate thoughts about life and happiness and whatever random garbage I throw up on there. I mind, DEEPLY, about those two things ever being connected. So I suppose I care much, much more about anonymity, than I do about privacy.*

[Q71R747]

The following respondent notes that they treat information posted online as public and share accordingly. The global surveillance revelations made them think that most commercial online platforms can potentially be dangerous in some circumstances such as political activism in repressive countries.

*My view is that most information posted online is best regarded as publicly available, and I try to conduct myself on this basis. Given the compromise of basic internet security technologies by the NSA and others which has recently been revealed, I would consider that the use of most online channels for communications which are either commercially sensitive or otherwise risky (e.g. political activism in repressive countries) to be very tricky from a security standpoint.*

[Q71R520]

Some heated discussions on social media can cause users to limit the opinion they express on these platforms:

*Just 2 years ago I realised how easily is for anyone know about your life, since then I've stopped publishing personal photos or opinions on political matters or other subjects that could cause discussion.*

[Q71R450]

The following respondent who maintains multiple identifiable social media accounts, notes how publishing using a pseudonymous identity has helped them express themselves freely without the fear of accountability. However, the remark of using a single pseudonym for many years might indicate a level of concern as seen in the data-linkage section in this chapter.

*[...] However, I have been using a single pseudonym online for many years - since 2003 - and have been able to be my true self by using this. If I was forced to only use my real name, I would not be able to speak freely with my online friends about the politics of the day, or my views which do not fit in with the general community I live and work in. This online identity of mine is really the only way I can really be true to myself. I can talk about depression, pressures of work and life, without the thought that this will be found by an aunt, or a potential future employer who will Google me. Having anonymity under my pseudonym has been a very worthwhile experience.*

[Q29R679]

The following respondent explicitly mentions their concerns on making their political ideology too obvious on social media and tries to self-regulate themselves.

*I tend to publish silly posts and share silly memes from the web, but I also share academic or news articles that are relevant for me and to my profession and are interesting. Sometimes I worry about making my political ideology too obvious so I limit my comments. I also try to protect my photographs and the things I publish specifically when using Instagram. I avoid publishing locations unless it's a large space with a lot of people (for example converts, festivals). I don't share feelings, emotions or relationship status. I don't share much from origins. I never share anything private in a public manner (Twitter).*

[Q71R645]

Others prefer to completely refrain from sharing online personal information such as political or religious views.



*I make sure to only post things I would be comfortable with any member of my family seeing; if someone tags me in something on Facebook I must approve the tag first before it shows up on my profile; I only disclose limited personal information that would be easy to gain anyway (current location, uni, birthday, etc. - nothing about political views, religion, etc.).*

[Q71R107]

The following respondent notes that their concerns on privacy are a matter of principle and they too avoid sharing information that they believe is more personal such as political views or relationship stats.

*I am extremely concerned about the privacy of the information I upload online, and not because I have something to hide, but as a matter of principle. I try to use complicated passwords, I don't share things like my phone number, my address and my specific political views or relationship status.*

[Q71R558]

Political views are often viewed as a controversial matter that some people consider might prove to be harmful.

*I don't use social media in a serious or political way. I just share what I think would be harmless.*

[Q71R491]

At the same time, individuals who maintain social media accounts linked to their full name, note that they self-disclose more private, intimate or controversial information when using pseudonyms; an observation that is in line with the SIDE theory as discussed in Chapter 4.

*[...] I don't disclose much on my accounts that are linked to my full name. I use my pseudonym on several sites and it is on those sites where I am the most truthful about myself - about my likes and dislikes, my opinions on everything from current affairs, to controversial issues (marriage equality, international politics, feminism), etc. If not for the pseudonym, I would not feel comfortable expressing my views in such a public sphere, since I would dread the consequences. [...]*

[Q71R679]

The following survey response agrees with other studies that have found that people care more about privacy threats immediate to a person's social environment compared to when it is related to institutional ones (Hoffmann et al., 2016; Raynes-Goldie, 2010; Sujon and Johnston, 2017; Young and Quan-

Haase, 2013). Most people do care but feel powerless on how their data are being treated by companies, but are more cautious about the consequences the exposure of their data might have on their social circles:

*I'm perfectly happy using google (as an open ID provider, not as Google Plus) to log in to sites, I'm less happy about twitter but if I trust the service/site and think the permissions it is asking for are reasonable then I will use it, I would never use Facebook to log into a service. I just won't use a service or app that requires a Facebook login. Federated/delegated identities are in some ways more convenient and secure than passwords, but fb and twitter are not just identity providers, they give permissions to do stuff - I don't really care about people collecting data about me, but I do object to apps posting on my behalf or FB showing my activity to others.*

[Q51R474]

The following respondent brings up several issues such as restricted access of privacy between different audiences (family, friends, acquaintances, professional contacts and other), the feeling of lack of control and choice in joining social media, the awareness of loss of control for privacy but also the inability to find and the ultimate unwillingness to look for private or anonymous alternatives.

*Ideally, I would be invisible online except to close friends and family, with a limited profile available to less close friends/acquaintances and a professional profile viewable through Twitter/LinkedIn. But I feel very uncomfortable with the amount of data that is stored about us, our search history, emails etc. I would consider moving from google if another platform offered the same services but with anonymity. I accept the terms and conditions of most apps because I want to use the services the apps offer, but I think the terms and conditions regarding privacy are totally unacceptable and would prefer anonymous alternatives if they exist. Despite these preferences I have done very little to look for anonymous alternatives. I am very careful with what I publish online and have a minimal Facebook profile, but I do see that this also disadvantages me socially - other friends have a much more interesting and complete online presence and I do feel that I am underselling myself/disadvantaged by not participating more fully in social media. I feel torn between the attraction of a more complete/full/interesting online identity and concerns about privacy.*

[Q71R702]

As discussed earlier in this chapter, job perspectives and work-related pressure is an important factor of social media adoption. For example, the following survey participant notes that brand-promotion via social media is

essential in their field, but would have preferred a more viable privacy-minded alternative to social media if one existed.

*Working in film, where you are to some extent your own brand, it is essential to have a strong social media presence to make sure that brand is widely accessible. However, it does concern me, and if there seemed to be an alternative I would seek to use it. [...]*

[Q71R338]

Another one prefers to remain anonymous online as this was the way they were brought up as a child and anonymity prevents any future employer from finding information about them on the Internet.

*As a teenager/child we were always being warned about not using your real name on the internet, and it just stuck. Plus, if a future employer googles my name he won't get everything I've been doing on the internet for the past twenty years. Some of it is personal to me and I hide behind the anonymity.*

[Q19R378]

The following text is also indicative of how online privacy behaviour can be affected by significant others such as parents. It also shows how individuals rely on restricted access as a means of achieving the desired privacy as well as utilising different levels of self-disclosure according to the social media platform largely affected by the potential impact on 'employability':

*Since I was a teenager and started using the internet, my dad always made me very aware that what goes on the internet CAN NEVER BE DELETED. (Even if there is a delete button!) This means I have always avoided posting anything incriminating/embarrassing e.g. drunk photos that could resurface in the future. Mostly my Facebook account is personal and I use it to keep in touch with friends and family and course mates, so they all know which city I live in, where I come from, my birthday, which university I'm at, and I think my photos indicate what I've been up to over the last few years. I only joined Twitter last year and I still don't totally understand how it works. I think on there I have been more careful about who I 'follow' as I wanted to present more of an employable appearance without seeming fake. I try not to live my life like an open wound and post ABOUT things rather than about myself, e.g. on Facebook I would rarely post a status about something I'm doing, e.g. going to a gig, I would be more likely to be congratulating someone on their engagement or posting a link to a news story. It's more about being part of a network than disseminating information about my own life.*

[Q71R624]

On the other hand, the following response highlights the process of online privacy apathy that is consciously being acknowledged by the respondent:

*I think social media like Facebook has normalised the online publication of information about ourselves. I am less wary than I used to be. I think the main thing I think about is that once information is online, it's online forever.*

[Q71R620]

Similarly, many respondents like the following one are aware of the level of exposure of their personal information to companies, but feel unable to do anything about it. Therefore, for individuals who feel confident about what they themselves share online, the weight of perceived privacy threats leans towards what other people post online:

*I don't post anything very personal myself. However, I cannot control what other people post. I am aware my personal information is held by numerous companies but I cannot see how I could change that now.*

[Q71R622]

Even highly privacy-minded individuals admit how difficult it is to maintain control over their privacy due to the societal pressure they experience:

*I actively try to reduce to a minimum my usage of social media, proprietary software, enclosed formats, and software known for running data-collection scripts without consent. I feel constantly pushed (and even forced) to use these kinds of tools by friends, relatives, governmental bodies, and co-workers.*

[Q71R151]

Other privacy-minded individuals prefer not to use social media at all in order to retain control of what is posted about them and maintain a career-oriented online presence. However, they believe that taking extra privacy measures is futile as authorities or other agencies will be able to find the information they want anyway:

*Privacy from whom? I manage my privacy from other internet users, by not having social media profiles, and not posting things about myself online, other than anything that has to do with my university, like blogging and paper publications, thinking that this online presence might help my career. But I do not take any extra measures, because I believe it is useless. If someone wants to find something that is beyond a typical*

*google search, and knows how to do it (e.g. authorities or security agencies) they will find it no matter what.*

[Q71R145]

Individuals who closed their Facebook accounts and are concerned of the data harvesting by companies still feel helpless as there is no way of having proper control and managing this:

*I closed my Facebook account earlier this year as I was spending too much time on it. I do not think that people generally would be that interested in reading it, but I am concerned by the taking of data from apps and other means by companies. I have no way of managing this though!*

[Q71R676]

As social media become universally normalised into everyday lives, there is also the question of how privacy can be measured if people autonomously share personal information freely online that can potentially prove to be hurtful for them. According to the following respondent, there is a tension between information and access:

*With such universal acceptance of social media, there is increasing pressure to have an 'authentic' presence online. In my opinion, one of the most useful and interesting things about the internet is that it provides users with the capability to 'try out' new personas in a way that is nearly impossible 'in real life'. This is being reduced by social media now and I believe this is a real loss. We all also incorrectly assume that only the people we want to are accessing information about us that we make freely available online. This is simply not true. I have changed, and have many friends who have as well, privacy settings on Facebook because we know that employers now routinely search those sorts of sites for information before hiring. I consider this an invasion of privacy. However, if one makes that sort of information freely available, then one cannot be mad when it is freely accessed. There is a tension here between information and access.*

[Q71R465]

Other people feel grateful to social media as they have helped them in terms of social capital, however, they manage their online identities by exposing more personal information with their pseudonymous accounts rather than the ones linked to their full name:

*I like to be aware of privacy changes - for example, when Facebook changed their privacy policy, I made sure to alter my settings to the*

*strictest level. [...] I am grateful for the existence of social media sites, since I have found friends around the world with whom I am very close - they visit me whenever they're in town & vice versa. The way I use social media, there is a sense of community and that is wonderful.*

[Q71R679]

Social media privacy settings for some respondents are important as changes to them by the developers can have an effect on exposing personal information to audiences that were not intended, and therefore can be perceived as a form of breach of privacy for the users.

*Mainly concerning Facebook, I often untag photos people upload of me, and have the highest security settings they'll let. It is annoying that they keep changing privacy settings, so I am always pro-active about making sure I know what the Facebook developers release that affects my privacy.*

[Q71R112]

Even individuals who are cautious with their social media privacy settings and with the content shared on their profiles, have still concerns that their private information might be leak by third party entities.

*I set all information about myself in private setting (so that only my friends could view them) and constantly use "view as public" option (on Facebook) to make sure I haven't left out anything in changing them to private viewing. However, I still have concerns about my private information being leaked out via third party.*

[Q71R502]

#### 5.5.9.4. Discussion

The investigation on online identity credibility showed that most respondents trusted the profile with the real-looking name and photo instead of the one with the much older joining date and experience in terms of number of posts with an alias and cartoon avatar. A breakdown of this question by gender revealed that female and male respondents perceived the two members differently; females strongly preferred the 'real' but inexperienced user, while males chose the experienced user with the obvious alias and avatar. As seen in previous sections, male respondents were or used to be much heavier users of Internet forums, a factor that might have contributed to their general online identity assessment behaviour pattern. However, respondents aged above 35 also deviated from their younger counterparts and

strongly preferred the 'real' looking profile that might suggest that this choice may not only be influenced by experience, but also by deeper psychosocial factors around intimacy, credibility-assessment criteria, maturity and other similar strands.

UCL students demonstrated a significant appreciation of online anonymity, and favoured it against authenticity in the dipole in which they were asked to take sides. The study did not find any correlation between the self-assessment on the spectrum of political beliefs and the anonymity/authenticity debate. However, there seems to be a consistency between actual online behaviour and perceptions and the preference on this debate. For example, in the fictional profile members' credibility assessment, respondents who chose anonymity tended towards the member with the alias, as opposed to respondents who picked authenticity. In addition, the respondents who inclined towards anonymity were found to be more protective of their privacy online. For example, they shared their real-life names less frequent on social media such as Facebook, Twitter, LinkedIn, and Instagram; they were lighter users of geotagging services; they shared identifiable photos less often and were more likely to use anonymising tools such as Tor. In addition, the survey analysis illustrated that the respondents who reported higher levels of concerns regarding privacy were also strongly inclining towards favouring the anonymity sphere against authenticity. These findings illustrate the process in which normative and subjective statements can have an effect on descriptive practices. In other words, the findings provide empirical evidence on how opinions influence actual behaviours.

However, while general political ideology is found to be correlated with opinion on the governmental surveillance schemes which is a priori politicised, no significant direct correlations were found between ideology and practical strategies to protect online privacy; neither was it found to influence subjective statements such as the ones about the use of biometrics or social logins.

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## Chapter 6: Conclusion

*New social norms were emerging. The world seemed to David to be a little like a crowded restaurant. [...] And after all many people actually relished crowded, public places; the buzz, the excitement, the sense of belonging could override any desire for privacy.*

(Clarke and Baxter, 2002, p. 343)

### 6.1. Contribution and implications

This thesis contributes to the digital humanities, social sciences, media and communications fields. The study adopts a distinctive theoretical approach on its research topic based on the dynamics of history, social psychology and critical inquiry. Within this scope, it resurfaces and critically examines a wide and diverse volume of material that documents the underpinning historical traits of the evolution of informational privacy norms in relation to self-disclosure on online environments. In parallel to that, it utilises a variety of psychosocial theories that were used to explain the observed behavioural pattern changes with regard to privacy that occurred with the adoption of social media such as peer-pressure, self-branding and others. It also distinguishes the attributes of politics and power that to a significant extent allowed the habituation of voluntary self-revelation through marketing, deception and ideology. The detailed survey analysis empiricises some of these concepts and offers granular insights on the relation between individual social media use, personal traits and social influences in regard to privacy and self-disclosure. It also examines the privacy paradox and modern lateral surveillance as cultural and societal phenomena related to social media use. Epistemologically, it provides some insights on how normative and descriptive parameters can be related; for example, how opinions can influence decision-making and affect actual behaviour patterns.

This study's theoretical conceptualisation and mixed-methods approach offer an analytical tool to explore people's contradicting engagement regarding personal exposure and self-censorship with social media. Based

upon the historical review and the survey findings this research has theoretical and practical implications for users, researchers, educators, policymakers and people who work within or around the social media industry.

## 6.2. Problem restated

As increasing numbers of people join various types of social media to secure a space to present themselves and to communicate with others, it is evident that they often have to provide and constantly maintain and share personal information in various forms, such as text, image or video in order to be able to make use of these platforms. This thesis addresses the problem by bridging the past and present of online communication. It seeks to investigate the processes that led to social media adoption as well as the pervasive levels of self-disclosure that accompanied their proliferation. Within this context, the data collected from the survey assist in underscoring possible behavioural patterns and potential differences based on demographic elements such as age and gender, as well as exploring the relation between ideas, opinions and behaviours. The unique and holistic perspective of this research attempts to fill a research gap in the otherwise vast bibliography on social media and privacy.

## 6.3. Overview of the approach

The central aim of this thesis is to offer a better understanding of how self-disclosure and privacy norms in online environments have evolved through time, and to offer granular insights into how online self-disclosure and privacy management materialise through modern social media use. This research not only aims to describe and document events and behaviours, but also applies a theoretical approach that attempts to theorise the societal context to explain this change in behaviour.

The study considers online interaction as part of the later digital era of the technological revolution that has taken place in the last century. In this context, it assesses online communication as a crucial element in the

evolutionary stages of modern technology that encompasses all of its benefits and potentials but also its risks and limitations based on the same attributes: easy and inexpensive storage with fast or even instant transfer of data that has cultivated the trend of storing information and recently the rise of big data analysis. Phenomena like massive surveillance, data harvesting and other obscure processing of personal information shared voluntarily by people through social media are not an inevitable consequence – at least in their current form – of linear technological process. The relationship between users' willingness or even eagerness to self-disclose and share their personal information and the platforms that allow and facilitate this process is not studied simply under the terms of technological development. The psychosocial and ideological parameters, as well as the political and commercial agendas that blend into the human-technology interaction process, are also being considered and examined. Social media has changed not only the processes for creating, sharing, capturing and storing information through time but also the legal parameters for ownership. The thesis highlights some of the political aspects within which this relationship has developed, and in return the powerful commercial data-sharing industry that has been established with significant societal impact. Along with the emergence of the social media industry monetising peoples' personal information and often exploiting their psychosocial needs and benefits, this thesis examines the cultural aspects of online lateral surveillance that emerged as a by-product of social media use and quickly dispersed as a normalised behaviour throughout society. This type of interpersonal surveillance would have never been possible without a sharp shift in privacy ethics that has transformed the Internet. The Internet, a previously hostile environment towards personally identifiable information that lacked the need for self-exposure, has almost 60% of total Internet users in 2018 voluntarily publishing identifiable personal information on Facebook and 20% on Instagram. The study also highlights and investigates the privacy paradox in which people who are using such technologies are aware of the threats to their privacy, yet do not take any significant measures to minimise the exposure of their personal data. This phenomenon has allowed social media to continue to operate without being

significantly affected despite several major revelations about the way they have been handling the personal information of their users.

The study investigates its subject topic at two levels. The first level documents how the effects of changing privacy and self-disclosure norms unfolded by taking a view of some of the major online communication environments in a journey through time (Research Question 1) as well as microscopically examining how these norms are reflected in modern-day social media (Research Question 2). The second level investigates the underlying causes that triggered the evolution of informational privacy and online self-disclosure as part of a wider macroscopic view of societal, psychosocial, political and economic processes and conditions (Research Question 3).

#### 6.4. Research Question 1: What were the privacy characteristics of self-disclosure in pre-social media online communication platforms and how did they evolve?

This research uses mostly qualitative data in order to develop its theory to answer the first research question. In Chapter 4, a secondary document analysis reveals how online self-disclosure was perceived before the emergence of social media by doing a historical review of digital identities and self-disclosure in other forms of online communication. Through that empirical analysis, the study documents and classifies some of the dynamics of the shift of perceptions on online identity and self-disclosure.

This thesis distinguishes between three main types of asynchronous online communication platforms: the *traditional online communities* such as Bulletin Board Systems (BBS), Usenet, Email discussion lists and Internet forums; the *personal informational sites* such as homepages, online diaries and blogs; and *social network sites* that later evolved into social media due to their advanced information-sharing capabilities. It must be remembered that these categorisations act as typologies rather than absolute classifications. Each online platform is not a homogeneous body but rather a heterogeneous environment with conflicting attitudes and properties, yet from which general

elements can be distinguished and highlighted based on a critical historiographic analysis.

Before the development of the Internet and WWW, BBS was the main technology that people – an extremely small minority of the world population – used to connect remotely with others through the use of computers. Bulletin Board Systems were clustered and decentralised and constituted online communities; i.e. people were connecting because they had similar interests, concerns and beliefs. Although some BBS were non-anonymous, and members often chose to disclose sensitive personal information in these environments, the local and decentralised character of BBS made it a priori difficult to allow the large gathering and analysis of private information. The few cases that are known to have attempted this failed, as users were hesitant and hostile towards the idea of being identified. As BBS' user base was extremely small compared to the total population, it made concepts such as lateral surveillance inconceivable at that time. In general, BBS' were considered to be a place of anonymity or pseudonymity with limited exposure of personal information, a favourable environment for identity play.

Usenet newsgroups also offered a great level of decentralisation and anonymity. Most often people were posting anonymously or pseudonymously, although there were groups and people who used their real email addresses and names, something that affected the tone of interaction within these newsgroups. Some concerns about data-linkage began to appear towards the mid-to-late 90s with the emergence of search engines that were able to archive historical and newer information from Usenet newsgroups.

Email lists can be regarded as less anonymous environments as, even before generalised identifiable self-disclosure was habituated, it was not uncommon for people to use their real names and main email addresses to participate in them. However, the non-centralised character of email lists – radically different from the Web – and their very topic-specific nature did not allow personal information to be easily disseminated, catalogued or analysed by third parties.

Internet forums can be described as the successors of the old Bulletin Board Systems, but being part of the World Wide Web, they were more easily accessed and archived. The level and type of self-disclosure varied across Internet forums. However, aliases and handles were and still are the most common type of public identity in such online environments. This type of anonymity allowed increased but not identifiable self-disclosure. There are examples where Internet forum users resisted and reverted attempts to attach their online personas to their true identities publicly. Internet forums are still alive today. Nonetheless, a large number of online communities have moved to the pseudonymous social media platform, Reddit. All these environments can be considered traditional online communities, as their existence is mainly based on the grounds of common interests and not on the real identity of their members.

In the mid-1990s, due to the popularity of free web-hosting services such as GeoCities, Angelfire and others, personal homepages started to become more common and were received with mixed feelings by psychologists and researchers at that time. Personal homepages started becoming more common, with male students dominating the demographics. Towards the late 1990s, new types of platforms began to appear that were designed for personal self-disclosure, such as online diaries. Online diaries allowed their users to categorise and archive personal self-disclosure easily and appeared to be equally appealing to both men and women, with some early studies being puzzled by the 'exhibitionist extreme' these platforms were offering. Online diaries went through several transformations while different sites offering these services were competing with each other, but eventually became part of one of the most enthusiastic phenomena of the World Wide Web in the early 2000s: the 'blogosphere'. The blog (or web-log) is a loose term to describe a site containing entries in chronological order. At first, blogs were closer to online diaries and contained more personal information and self-disclosure, however, as the blogosphere scene grew, blogs became increasingly diverse. Early studies on blogs revealed that roughly a third of bloggers revealed their true identities by posting with their real names.

Self-disclosure in the pre-social media era was most often associated with communities of interest where anonymity or pseudonymity allowed people to self-disclose and express themselves without the burden of accountability. Disclosure of personally identifiable information was usually regarded as something dangerous and in the case of personal homepages often as an exhibitionist or narcissistic type of behaviour unless they were set up for professional reasons. In contrast to modern-day social media, the more persistent, accessible, replicable, searchable and shareable an online communication platform, the less likely it is for personal information to be put online; i.e. it was not uncommon for people using email-discussion lists to reveal their true identities. The World Wide Web and the emergence of archiving services like Deja News for Usenet in the mid-1990s increased the weight of the characteristics mentioned above, and the talk around privacy issues online was intensified in the late 1990s and early 2000s as documented in Chapter 3. The transformation of the Internet with the revamped Web 2.0 technologies that favoured user-generated content in the early-to-mid 2000s allowed the emergence and proliferation of social network sites like MySpace and Facebook, which habituated personally identifiable self-disclosure in the wider population. This transition aligned with an increase in discussions around privacy and privacy awareness; however, this occurred with a contradicting increase in voluntary self-revealing of personal information.

In addition to the material examined throughout Chapter 4 as part of the individual online platforms, this thesis also examines a broader but diverse set of indicative sources to illustrate the gradual shift of discourse regarding perceptions on online self-disclosure. It demonstrates the change in perceptions around identifiable self-disclosure through time and proposes three main periods in this evolution. The evidence suggests that until the early 2000s the discourse was centred mostly on the effects and impact of the perceived lack of accountability in online environments as a result of the prevalence of anonymity or pseudonymity followed by a general negativity towards the sharing of identifiable personal information online. From the early 2000s, with the emergence of the first social networks, the discourse shifted to the conflict between the older paradigm of online anonymity and the fast

habituation of public self-revelation, mostly amongst teenagers on previously non-trusted environments such as the Web. As the habituation of self-revealing online was being established in the more mature population and becoming a generally accepted norm, there was a further shift of the discourse towards accepting this privacy loss as a necessary evil and maintaining a healthy attitude to personal self-disclosure online and exercising self-restraining strategies on the quality and amount of personal information shared online.

The empirical and secondary data indicate that early social network sites faced the challenges of having to change the paradigm of the Internet being considered as a predominantly pseudo-anonymous deindividuated space. Parts of this change of perception, both descriptive and normative, are documented throughout this study. As discussed in the psychosocial theories section, social media may have responded to psychosocial needs but were not necessarily created as a direct response to them. There are no data to support the development of a significant bottom-up force to account for the presence of such a need. This is perhaps one of the reasons why there was no grassroots, open attempt to develop a social network in the very beginnings. That effort would require considerable amounts of coercion and maybe deception, as there was no observable need for people to share personal information in the consistent and organised form that social network sites as they are now known promote. This is in contrast perhaps to the Wikipedia – despite its shortcomings, which are not a subject of this thesis – that surpassed all of the commercial competition like Encarta and established a collective archive of information. People had started using online diaries and blogs for self-disclosure, sometimes exposing their real identities, but the characteristics of persistent and organised identifiable self-disclosure were missing. On the contrary, early social network sites targeted young people who – in the case of Facebook, which has had the most influence on the development of the constant need to share identifiable personal information – were initially led to believe that it was a closed community for their school and later their university, before establishing a critical mass to open to the entire world. While the development of this need was still going, there was an



uncertainty amongst the tech giants on how to push this further. Google, for example, constantly changed attitudes on its now defunct social network site Google+, and at some point attempted to force its users into self-disclosure using their real-identities, a move that had a negative impact on this service.

The granular aspects of the online self-disclosure and privacy behaviour strategies as observed in the survey deployed for the purposes of this study follow next.

## 6.5. Research Question 2: What are the aspects of online self-disclosure in the age of social media?

The synoptic presentation of the findings from the analysis of the survey is distinguished in six interrelated segments following one-by-one the sections of the structure of Chapter 5, ensued by the observed differences by age and gender. The findings presented in this section are derived from both the descriptive statistical analysis and the qualitative data from the open-ended questions. They are critically examined and used as evidence for the supportive arguments in conjunction with the empirical and secondary material in other areas.

### 6.5.1. Finding 1: Social media and personal self-disclosure

*Users are reluctant to disclose too much personal information that can be associated with their real-life identities in non-social media settings.*

Social media have become the socially accepted and habituated stream for disseminating personal information online. The survey analysis reveals the level of embedment younger people have with social media. Almost the entirety of the respondents were social media users, with Facebook being the most popular service. Social media came second only to face-to-face interaction in the time spent with others and respondents reported that they expected other people to have social media accounts. The majority of respondents were exposing their real-life identities on social media with true-name policies like Facebook and LinkedIn, but much less in others. Still,

a significant percentage of real-life identity exposure was observed on Instagram and Twitter. A small minority of users were self-disclosing identifiable personal information through the rest of the examined social media services and only a fraction of the respondents were revealing their identities on platforms other than social media – for example, Internet forums. In the open-ended responses, there are instances where participants expressed their concerns on having their pseudonymous personas linked back to their real-life identities.

### 6.5.2. Finding 2: Peer pressure and the proliferation of social media

*Peer and social pressure have significantly contributed to the popularity of social media.*

Respondents reported a significant level of peer pressure to join social media, while at the same time more than half of them had pressurised at least one of their friends to do so. The two social media platforms that scored highest at the self-evaluation of peer pressure are Facebook and Instagram. British respondents self-evaluated to have experienced higher levels of peer-pressure than non-British ones, suggesting possible cultural differences on the level of peer-pressure or different assessment of how peer-pressure is perceived. Most of the respondents believed that not having any social media accounts can lead to disadvantages in terms of socialisation. The analysis of open-ended questions identified attributes like peer and social pressure, fear of missing out, imitation, convenience and gain of social capital, and confirmed other studies on the psychosocial factors that have contributed to social media adoption.

### 6.5.3. Finding 3: Social media, privacy and self-censorship

*People gradually tend to become more conscious and cautious regarding the protection of their privacy following their initial engagement with social media.*

Survey results indicated that a third of the respondents' offline relationships suffered at some point due to social media use, with most of those affected reporting that they had been more considerate since such damaging incidents by un-tagging photos, removing or editing posts, or even deleting an entire account. It was also revealed that about 10% were maintaining double accounts. The open-ended responses indicated that people who preferred to remain pseudonymous or anonymous praised freedom of speech in doing so and were vigilant in preventing data-linkage that could associate their pseudonymous accounts to their true identities. The open-ended responses also suggested that some participants are aware that they have developed an increased consciousness of privacy in terms of self-regulating and limiting access to their personal information.

#### 6.5.4. Finding 4: Social media and lateral surveillance

*Social media have established a culture of informal lateral surveillance: watching one another.*

Almost the entirety of the survey respondents were members of at least one identity-driven social media platform, and most of them reported to be sharing identifiable photographs of themselves and others through social media. As discussed in Chapter 5, the majority of the respondents were checking the profiles of their friends, family and acquaintances at least a few times every week. Also, most of them would do an online check to gather information on people they did not know but who they were about to meet and think might be important to them. Furthermore, most social media users who answered this thesis's survey reported that their perceptions about a person were affected by what they saw on their social media profile, and that they expected other people to be affected in a similar way by their own profiles, indicating that this type of surveillance is conscious.

#### 6.5.5. Finding 5: Surveillance and privacy awareness

*Users are in general aware of the potential dangers to privacy by new media and technologies, but do not take significant measures to protect their privacy against institutional surveillance.*

Most of the survey respondents were aware of the potential risks to their privacy by social media and digital technology but reported little to no action to protect it. A significant number of the sample respondents reported confidence that the information they had shared online at the time of the survey would not have a potential negative impact on them in the future. Respondents reported higher levels of concern about having their accounts hacked than about the possible negative impact of personal information they voluntarily share on social media. Respondents reported that they were strongly against the global surveillance practices that were revealed by Edward Snowden, but also reported that they were not surprised at all that such schemes were taking place and had not taken any significant measures since the revelations. This finding confirms a form of privacy cynicism as well as what Dencik (2018) has named as *surveillance realism*, where even imagining alternatives to the current multi-level surveillance infrastructures is limited. Nonetheless, those with greater concerns about privacy were indeed found to tend to be more cautious with their personal data; for example, they were found to be less likely to share identifiable photographs on social media. It is also worth noting that even though the sample comprises young and mature UCL students of all education levels, very few of them were aware of browsing privacy protection tools such as Tor, and only a tiny fraction used them regularly.

#### 6.5.6. Finding 6: Authenticity and anonymity, ideology and privacy awareness

*Political and social beliefs play little role on practical privacy protection strategies and the amount of personal information disseminated via social media; however, they may affect the general attitudes towards privacy, surveillance and social aspects of technology.*

The survey analysis did not find a correlation between self-evaluation of general political beliefs in a liberal to conservative scale and the authenticity/anonymity dipole debate. However, it found a correlation between political beliefs and opinion on the global surveillance revelations with those who leaned towards the conservative side more likely to justify these schemes. No direct correlation was found between political beliefs and actual action to protect privacy online in either the use of privacy protection tools such as Tor or in the ways respondents self-disclose online, supporting the privacy cynicism and apathy theory. However, it is worth mentioning that the respondents who valued anonymity were indeed found to be more likely to be using software like Tor, having duplicate social media accounts, avoiding social logins and geotagging services, using fake names and avoiding uploading identifiable photos on social media platforms. No correlation was found between preference for anonymity and evaluation of social media regarding socialisation and level of perceived peer pressure, suggesting the high level of embedment of social media in the lives of the respondents. Yet, respondents with greater concerns about general privacy issues in modern societies tended to favour anonymity.

#### 6.5.7. Gender differences

Overall, male and female respondents have more similarities than differences. However, some important divergences are also observed. Male respondents were found to be reading and contributing more than females in Internet forums, while females were found to be using social networks and texting services more often than males. Women reported more time spent on Instagram and Pinterest, but they were also less keen to use their true names on Twitter compared to men. Women were found to prefer social media as an initial means of contact more than men, compared to more conventional means like phone or email. At the same time, men were found to have regretted something they had posted online more often than women while women were more likely to un-tag a photo. Women were also found to upload identifiable photos of themselves and others more frequently than men. Male respondents were more likely to view the profiles of a random or unknown

person than female ones, while females were browsing more often through the social media profiles of family members. Women were found to be less aware of privacy protection software like Tor and were less likely to be actually using them compared to men. However, women were found to be more concerned overall about privacy than men. Women and men responded differently on the two fictional Internet forum profiles with women more likely to choose the one with the female picture and men the cartoon figure, suggesting a different approach to the credibility assessment criteria in the given scenario.

#### 6.5.8. Age differences

As the sample consisted of UCL students, the responses were ranked into three groups: ages 18–24, 25–34, and above 35 years old. The analysis indicates that age and frequency of social media use have a negative relationship, with younger respondents engaging more often and with more frequency. In terms of individual social media sites, the older respondents reported being heavier users of LinkedIn and Academia, as the perceived benefits of using these services are related to job perspectives. Twitter also appears to be more appealing to mature students, rather than their younger counterparts. The younger respondents indicated being heavier users of Facebook and especially Instagram, which at the time of the survey did not appear to be very appealing to the older respondents. The study has captured the emergence of Instagram as a leading social media platform, a tendency that should be reflected in more recent studies on general self-disclosure behaviour. The study also reveals a trend in which older respondents reported using their real-life full names less often than the younger ones. This is more apparent and statistically significant in the case of Facebook. On the other hand, in the case of Academia older respondents were found to use their names significantly more often than the younger ones to improve their career prospects and professional self-branding. These findings suggest that younger respondents evaluate socialisation as the most important and probably the leading factor for directly associating their real-life identities to their social media profiles. Older respondents, in addition to the socialisation

element, evaluate work-related and self-promotion disclosure for job perspectives at higher levels of importance, and assess the related perceived benefits for associating their online identities to their real-life ones accordingly. Younger students were found to prefer Facebook more than the older ones as a means of contact when meeting new people and were found to expect others to be on social media more than the older students. This deviation is even more prevalent when comparing the youngest with the oldest age group. In addition, the younger group evaluated identifiable accounts on social media as more important than the older ones regarding socialisation, and also reported more perceived societal pressure to join social media. Furthermore, younger students reported that they were spending more time than the older group checking other people's social media profiles. While the majority of all age groups reported doing online research before meeting a person potentially important to them, the two older groups and especially the oldest one was found to be more likely to do so. Older respondents evaluated themselves to be more cautious than the younger respondents when sharing personal information online. On the other hand, the younger group reported being less concerned with overall privacy than the older groups, possibly not only because of the 'carefree' attitude of their simply being young, but also because younger people have been habituated to a 'privacy loss' attitude through using digital technology earlier in their lives. In general, younger and older respondents demonstrated significant deviations between them in their behavioural and the normative opinions, strategies and practices. Younger respondents appear to engage with social media in a more fluent manner whereas older respondents seem to take a more instrumental approach.

#### **6.5.9. A theoretical approach to privacy and self-disclosure online**

This thesis provides an overview of how normative perceptions and behaviour around self-disclosure and privacy protection in online environments has evolved. Based on the analysis of the survey responses in both quantitative and qualitative forms, the Restricted Access / Limited Control (RALC) privacy theory (Tavani, 2009, 2007) – see Section 3.3.3, Hargittai and Marwick's theory on online apathy (2016) – see Section 3.10.1, as well as the



rest of the literature and analysis in Chapters 3 and 4, this thesis proposes a schematisation on informational privacy and self-disclosure in online environments as seen in Figure 105.

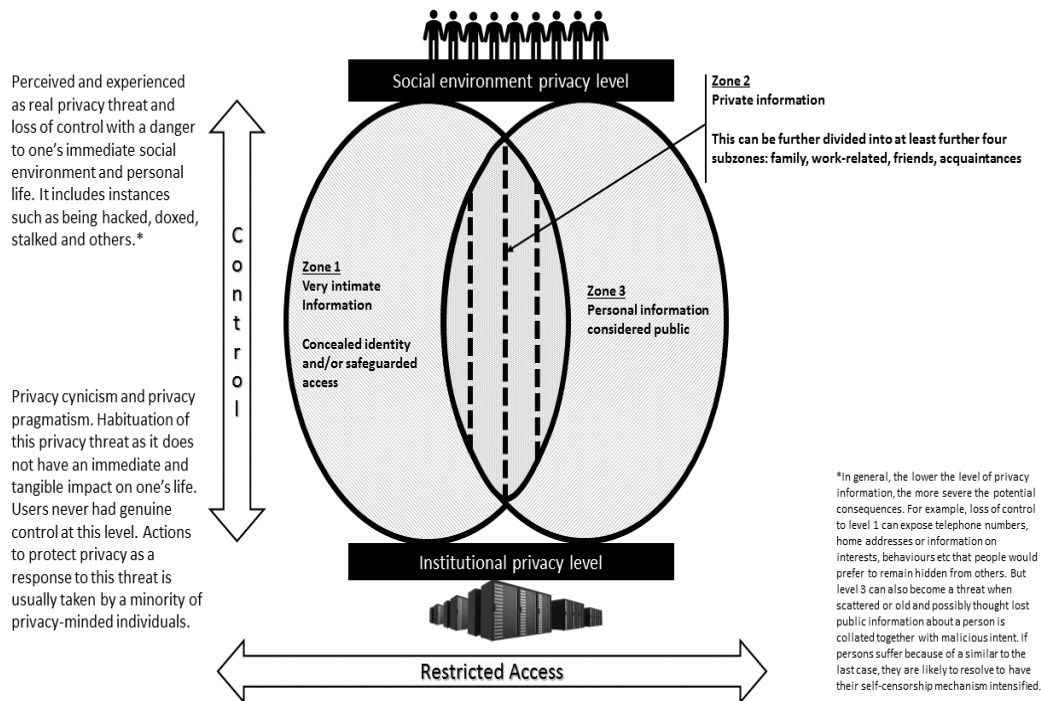


Figure 105: A schema on informational privacy and self-disclosure online influenced by the RALC privacy approach, Hargittai and Marwick's theory on privacy (2016) and based on the analysis of Chapters 3 and 4 in this thesis.

This thesis proposes that there are three central zones of personal informational privacy for Internet users in the social media era. In zone 1, individuals disclose the most intimate information about them. This type of self-disclosure can take place not only on social media but also on other online environments such as forums, instant messaging services and other platforms. Violations of privacy in this zone are usually perceived as major intrusions of privacy for the individuals. Examples can include hacking or doxing instances; for example, private photos, conversations or other private information leaked to the public domain. It also covers the process of *mediated shaming*, i.e. to render individuals 'visible in a punitive and denunciatory light' (Trottier, 2018, p. 171). It can also encompass the association of pseudonymous personas that engage in discussions including but not limited to politics, mental health, sexuality to real-life identities, which can cause embarrassment or work and family-related issues. In general, these types of privacy violations may have severe implications for the individuals in real life



and even if not, the loss of control over the information at the social environment privacy level is considered an intrusion of privacy; individuals usually take measures within the limits of their technical expertise to prevent this from happening.

Zone 2 contains personal informational that individuals can associate with their real-life identities, but do so with restricted access to specific audiences. For example, an individual can have a Facebook account but have their privacy settings set up in such a way that different pieces of information are available to separate social actors. From the synthesis of the analysis of the survey with the relevant literature, at least four sub-zones can be distinguished: family, friends, acquaintances, and work-related. Individuals are more or less aware that, in a social media setting, it may be difficult to have these subzones completely sealed off from each other and may be cautious about what they share as part of the self-censorship process triggered by the imagined surveillance. More privacy-minded individuals may create multiple social media accounts on the same service with different privacy settings, level and type of self-disclosure, and imagined audiences in an attempted to minimise any unintended exposure across the different sub-zones. Zone 2 is the comfort zone for most social media users as it provides them with feelings and reassurances that they are still in control of their information, despite any level of 'enlightened false consciousness' they might have as described earlier in this thesis – see section 3.7.1. In cases such as when Facebook opened registrations for everyone in 2006, the restricted access properties in this zone have been used by the platforms as a highlighted tool to suppress users' dissatisfaction on privacy matters. This is particularly relevant since the Cambridge Analytica scandal in 2018 from Facebook still tries to recover its reputation and regain public's trust on privacy and data ethics issues (see Figure 106).



Figure 106: A picture of a Facebook advertisement taken at a London tube station in 2019. It is indicative of how restricted access features are used by social media sites to make people trust their personal information to such platforms.

Zone 3 contains personal information that individuals do not mind (or intend on) being accessible by the public. This can vary dramatically between individuals. Usually, pieces of information about professional or academic achievements and self-promotion in general are shared by individuals with an aim of being retrievable and easily found by anyone. There are cases where people may feel forced to share this information to avoid feelings of being disadvantaged in a competitive environment; however, they do not consider this as an intrusion of privacy per se; ultimately, they feel they remain in control of the information dissemination process. It may rather be regarded as a displacement of normative privacy towards the direction of sharing more information. It must be noted that Zone 3 can become a privacy threat for individuals if older, forgotten and scattered information is collated together as people may underestimate in practice how far that information can reach. For example, old controversial public tweets can be resurfaced to harm someone. If individuals suffer because of public information disseminated by themselves, they usually have their self-censorship mechanisms intensified to prevent this from happening again in the future. Many individuals in the survey considered data-linkage as a potential privacy threat.

The above typology is in relation to the social environment privacy level that people perceive may have a direct negative impact on their lives. In general, individuals consider the processing of their personal information at

the institutional privacy level in different terms. Many social media users are annoyed by changes in privacy settings that can cause previously restricted information to be available to a wider-than-intended audience. A hack that leaks personal information at the social environment level is considered a privacy breach and individuals may act to protect their reputation. Similarly, data-linkage at an institutional level that may lead to revealing personal information at the social environment level without individuals' consent is also perceived as a privacy threat. An example of this is social logins that can reveal individuals' real-life identities in non-intended instances. Google had to quickly revert from the use of forced Google+ identity across its offered services. However, information that leaks at the institutional level and stays there usually is not perceived to have an immediate and tangible effect on individuals. Therefore, even if people disagree with such practices in theory or in principle, they are likely not to act decisively as long as the perceived benefits of using these services overcome the privacy concerns. For example, Facebook's purchase of Instagram and WhatsApp has allowed it to gain access to the complete amount of information hosted on these platforms. However, it did not prevent these platforms from increasing in popularity, despite the negative reputation of Facebook with regard to privacy. On the other hand, it may explain the hesitation of Facebook to integrate these platforms. In the scenario that the personal information shared by individuals in one application becomes available to another at the social environment level, this process may be perceived as loss of privacy control and might cause a non-negligible amount of the user base of these applications to act and look for alternatives if there are any available.

The survey findings demonstrate that individuals in general have concerns about how their personal information is being processed by social media services and shared with third-party entities. If people are given a non-bewildering choice to completely opt out without having their online experience suffer as a result, then most would do so. However, as long as the data remain at the institutional level, meaning that there is no exposure of information to unintended audiences at the social environment level, individuals are willing to live with it, often considering it a 'necessary evil'. The findings indicate that,

following the revelations, individuals strongly oppose global surveillance, but only a small minority of them acted upon this while the majority of the respondents already suspected that such schemes were taking place. In general, the personal data processing and manipulation for marketing and surveillance purposes, at least at the time of the survey was conducted, appear to have been largely normalised as part of the modern online experience.

The findings are in accordance with studies that have taken place before the emergence of social media (Taylor and Westin, 2003), which is indicative that social media usage is comparable to consumer behaviour with regard to the exchange of privacy for perceived benefits, as if history 'repeats' itself. Individuals can belong to one of four simplified categories according to their attitudes towards privacy at the institutional level: privacy indifferent, privacy cynicists, privacy pragmatists, and privacy devotees. There can be variations between and within these types. Privacy cynicism and privacy pragmatism are closely related but are not identical. The analysis of the qualitative survey responses indicates that while many individuals reported behaviour that falls into privacy cynicism, i.e. concerned about privacy but feeling powerless to do anything about it, privacy pragmatists also understand and justify the motives of the companies that collect and use their data for example in return for 'free' services. Privacy devotees are individuals whose online self-disclosure is guided by their privacy concerns and are conscious of how their data are being used by third-party entities.

It must be reminded once again that this schematisation does not imply that all individuals perceive and manage their online privacy in the ways described. For example, in Zone 1 individuals may often choose not to disclose information that may reveal their real-life identity as the disinhibited effect allows increased self-disclosure without real-life complications, a process that has been extensively studied on online environments and especially before the emergence of social media. However, not all cases where individuals prefer not to have their real-life identities exposed do so because they publish sensitive information about themselves. Anonymous or pseudonymous self-disclosure can take place for reasons other than privacy

per se. People may publish information online using pseudonyms without this information necessarily being intimate or considered harmful if linked back to the real-life identity of the persons. The schema is oriented towards the management of personal information, the ability to control the distinction between private and public personal information and the restriction of access people set to share their information with intended audiences. What constitutes intimate or personal or public information about one's self differs between individuals, and factors such as age, gender and perhaps cultural traits can be influencing determinants. However, as illustrated in the analysis, there are some common patterns that can be observed.

### 6.6. Research Question 3: What have been the societal processes and effects of normalising self-revelation of identifiable personal information through social media use?

This section summarises the mechanisms and processes proposed to have contributed towards the behavioural change and shift of privacy attitude and norms towards self-disclosure.

In Chapter 3, this thesis discusses the inherent properties of digital technology, of easy and cheap storage and transmission of information, which, within the appropriate societal and political environment, creates a tendency for such technology to be used amongst other things for surveillance and social control purposes. This thesis uses and expands Alan Westin's timeline on the evolution of social and political dimensions of informational privacy and analyses the research question using the characteristics of the proposed ongoing 'fourth era of privacy' as being a major first-level issue.

The emergence of social media occurred within the Web 2.0 era, which cultivated the necessary environment through the advanced technologies that allowed the transition of focus to user-generated content. The latter in turn constituted a shift to the socio-political character of communication that the information-sharing industry used to create its platforms and establish itself as the mediators of a significant amount of human-to-human and human-computing interaction. This research discusses how social media, especially

in their earlier days, used or even exploited this socio-political shift in communication that happened through the transformative technologies of Web 2.0 in order to project an ideological character on personal information sharing via the social media industry to be able to attract a critical mass of users and create a need to participate. On the other hand, users of social media responded by sacrificing significant parts of their privacy in order to gain social capital and fulfil some of their psychosocial needs as illustrated in Chapters 3 and 4.

This research acknowledges that despite social media services sharing some common characteristics, there are no universal or unilateral policies or behaviour on self-disclosure and the revelation of true identities (also see Finding 1). In this context, it distinguishes between identity-driven and information-driven social media based on what drives users' motivation to publish information through the various services. In both cases, identity can be exposed by either self-revelation or through other-provided information that a person may not have control over. Identity-driven social media like Facebook, LinkedIn and Instagram have formed a type of 'oligopoly' as the market is dominated by a small number of services with massive popularity. In addition, information-driven social media, in contrast to other online platforms such as Internet forums and others, are more likely to be associated with the offline social networks of their users, and therefore a proportion of their user base decides to disclose their real identity even if this is not required. For example, in the case of Twitter, the survey analysis revealed that 40% of the respondents were using their real full name on their account (see Finding 1). This finding suggests that the further away a social media platform is to users' social circles or intended audiences and offline social networks – e.g. contacts related to work or job perspectives – the more likely it is for them to prefer to remain anonymous, as there is decreased perceived usefulness in disclosing identifiable information.

The self-revelation and constant feeding of social media with personal information not only favoured the emergence and establishment of a profitable data-sharing industry but also allowed types of unprecedented cross-national deep surveillance with data voluntarily given away by people that marketers,

the NSA and GCHQ could only have dreamt about a few decades ago (e.g. see Clotworthy, 1962). Esther Dyson, an early technology investor in the 1990s, commended in 1997 that there are 'commercial, social, and political reasons for us to be voluntarily visible in the potentially murky world online' as 'disclosure is a foundation for open markets' and she envisioned the evolution of the Internet by stressing the need to make '[...] the mainstream of cyberspace nice enough that people will want to live their social lives there' (Dyson, 1997, p. 218), foreshadowing what later became known as social media. While the business model of social media sites in a market-driven setting is to promote the oversharing of information, often putting ideological motivations on it (see Chapter 2), at the same time, social media services such as Facebook work in opaque and anti-transparent ways, trying to push their own agendas and lobby against the implementation of privacy regulatory frameworks and legislation such as the recent revelations regarding the GDPR (Cadwalladr and Campbell, 2019; Goodwin et al., 2019). The exposure of social media users' social lives on the Internet has cultivated a culture of lateral surveillance, which in turn has led to the development of self-censorship mechanisms as a response to cope with the over-exposure of personal information (see also Findings 3 and 4).

This thesis investigates how the relationship and interaction of people with social media has evolved and how it has affected people's perceptions of and behaviour on informational privacy and online self-disclosure. This research analysed secondary sources to document this change. Based on these sources and empirical data, it proposed a timeline with five periods on the evolution of social media with regard to societal impact and information sharing and privacy. It also distinguished three important elements of the relationship between social media and personal self-disclosure, whose power and prevalence fluctuates on the basis of individual social media characteristics and momentum trends; these are (social) networks, self and time.

Along with the socio-economic, political and ideological aspects that are suggested here to have contributed to the shift of online privacy norms and behaviour evident with the self-disclosure via social media, this research

also investigates psychosocial factors and influences that motivate people to reveal themselves online voluntarily. It examines some prominent theories that can and have been applied in research on online environments in areas such as identity and impression management, self-concept and self-esteem or behavioural confirmation, i.e. to be consistent with the expectations of others (see also Finding 4). Also, it reviews the literature on media and technology adoption models to determine common attributes for the application of these theories to the adoption of social media. Some of the attributes that recur most are peer pressure, social norms and influence, socialising, social browsing, ease of use, pleasure, habituated behaviour and convenience.

Based on the analysis of documents on how people have resisted attempts forcing them to have their true identities revealed, such as in the cases discussed in this study – i.e. Google+, Netflix, GOV.UK Verify IDs and Blizzard forums, as well as on the responses to the online survey – this thesis suggests that users like to feel that they are in control of what to share, even if in the totality of things this does not seem to be the case. As examples like these empirically suggest, users generally do not perceive well the imposition of having their true identities revealed on pre-existing anonymous or pseudonymous environments. On the ever-going debate between the pros and cons of anonymity and real-name identities, respondents of the survey valued anonymity highly, with some of them describing anonymity as freedom of speech. Indeed, freedom to self-disclose anonymously has been found to allow people to truly express themselves (Ginsburg, 2012; Miller, 2012) as it reduces the level of accountability; the latter, on the contrary, is the main argument against anonymity for the proponents of authenticity. As the survey analysis demonstrates (Finding 6), this debate is deeply political in nature.

On the other hand, users tend to be more concerned about having their personal data leaked by circumstances beyond their control; for example, by having their accounts hacked. People have lost control of their informational privacy by over-trusting the restricted access capabilities that are offered to them by the social media services. From a user perspective, these capabilities act as a comfort zone for many to allow them to continue use, while sometimes social media services use them as bargaining chip to induce users' trust. This



thesis has been able to capture this process in the case of Instagram; respondents at the time of the survey indicated a tendency to place more trust in sharing personal photos on Instagram compared to Facebook. The voluntary self-disclosure of their private information in competence-based trusted online environments such as identity-driven social media provides them with a sense that in principle they are still in control, as they feel they have chosen to reveal themselves (see Finding 5). This type of self-disclosure is related to the privacy paradox, i.e. why data-leak revelations cause distress and uproar, but despite this, they do not result in a significant, measurable and consistent drop in the use of the affected services. The study suggests that a contributing factor to this phenomenon is a form of cynicism (see Findings 5 and 6), an 'enlightened false consciousness' as users expect to some degree that such mishandlings of their personal information take place; this leads to the lack of surprise when such revelations happen, even if they strongly disapprove of these practices. Therefore, there must be caution and balance kept when people are informed of online threats to privacy; scaremongering and over-exposure to such information may, in fact, have the opposite effects of habituation, apathy and dismissal.

The perceived benefits of being a social media user – discussed in the psychosocial sections and findings in the survey (see Finding 2) – have so far outperformed most privacy concerns (see Findings 5 and 6) as social media have been established and have managed to habituate a lifestyle of personal information sharing (Findings 1 and 2). Therefore, feelings like the fear of missing out, the sense of belonging, the gain of social capital, the convenience and the overall seductive and rewarding character of social media make it particularly difficult for people to abandon them for less privacy-risking alternative modes of online communication. Besides, the level of embedment of social media in the lives of some parts of the general population, such as university students in this study's case (see Finding 2), has become strong enough to make it appear that there is almost no choice for them; a 'take it or leave it' necessity where the absence from any social media is equal to 'social death' in Zygmunt Bauman's perhaps slightly excessive but felicitous words (Bauman, 2012, p. 181).

The exploration of the multifaceted factors that have upheld the embedment to the everyday life of the need to publicly share information via commercial entities that, not long ago, used to be considered to be part of the private sphere, is contributing to the development of the understanding of how digital transformations are taking place. As societies become increasingly dependent on the digital element, it is imperative that some of the more obscure aspects of digital transformations – privacy being one of them – be addressed as early as possible. Otherwise, these issues tend to become so blended and diluted within everyday life that sometimes they are even difficult to distinguish, let alone be improved in a tangible manner.

Finally, this thesis demonstrates how different schools of thought can be used to study a complex phenomenon at its birth. For example, Foucault's mechanisms of micro-power and his approach to dissemination of practices from below are an excellent path to discover insights. However, a critical theory for scrutinising the mechanisms of the emergence of these practices adds analytical value making it possible to expose any potential elements of concealed interests, exploitation, myths or deception. If the goal is set to study a phenomenon as holistically as possible and from various points of view then even seemingly incompatible theories can be used to shed light from different perspectives and at different levels. This should not be considered a weakness, but rather an experiment of a methodological and epistemological approach towards the study of the human, the society, and the digital before the latter completely blends into the first two and becomes no longer distinguishable.

## **6.7. Limitations of the study and future research**

This study aims to investigate, document and suggest an interpretation of how personal self-disclosure and privacy behaviour evolved in online environments and social media. To achieve this, the thesis investigates material and online environments in the English language that are inevitably associated with Western cultural perceptions. Therefore, it was beyond the means of this thesis to examine non-English-based social media services

such as for example Wechat, Renren or Sina Weibo in China, or understand how self-disclosure and privacy is actually perceived in different cultures without being distorted by the Western way of thinking. Future research could seek to compare and find similarities and differences between cultures in this area; for example, in investigating people's perceptions and reflections on Alibaba's Alipay personal credit rating system, or the information collected by the DiDi taxi and food delivery application. In addition, variables such as class or race were not examined as they would introduce additional considerations in the cross-correlations that could compromise the clarity of the results because of the length and the granularity of the survey (also see Section 5.5.1). A study investigating such additional variables could provide additional insights into the understanding of the dynamics of what affects self-disclosure online.

The quantitative part of the methodology used a sample of UCL students that might not necessarily reflect the average user, and thus generalisations can only be made with caution and variables such as cultural differences or generation gap cannot be examined adequately. In addition, social media are rapidly changing environments and so are the dynamics of people's responses while participating in them. Therefore, the issue of temporality renders the findings a depiction of the time the survey was conducted, subject to useful comparisons in future studies. As the online survey is a self-reporting medium to collect information, it is also subject to potential respondents' incorrect estimates, biases, faulty memories and other related issues. Finally, the quantitative analysis in social sciences and humanities tends to be mostly descriptive and offers limited causal exploration, a condition that the thesis attempts to balance and overcome with the analysis of the free-form responses and the critical study of the empirical and secondary material.

Social media are evolving quickly and so are the responses of people using them, in the midst of political debates caused by issues of unethical privacy breaches and fake news. More research needs to be done to examine the quality aspects of the recent empirically observed tendency of young people to decrease the time they spend on Facebook or even abandon it

completely. This trend contrasts with what happened in the early-to-mid 2000s. At that time, social network sites were most appealing to teenagers, and their parents and other sections of the older population appeared baffled by the desire of younger ones to reveal themselves online. This study has captured this phenomenon, when people were to a certain extent trusting; future research could focus on the signs that a shift might be currently happening and this trust is being worn out. In recent years, these parents are using the tools they once disdained (see Chapter 4), and younger people are shifting their habits towards different information-sharing environments with modified quality characteristics – e.g. emphasis on instance and time elements, and more private accessibility via services like Snapchat and WhatsApp. What are the factors contributing to this developing trend? Is this mainly due to accumulated erosion of trust in social media sites, or do younger users simply prefer to move on to newer and ‘cooler’ services? A sociohistorical approach could be applied to explore other areas of cultural and societal acceptance and habituation of the use of technologies such as listening and conversational devices and the Internet of Things.

In addition, research will inevitably have to be done to examine how new legislation like GDPR in Europe is making an impact on social media services and their strategies on informational privacy, but also whether and in what ways social media users’ privacy behaviour is affected by these new laws. With heavier regulatory framework appearing imminent on social media services and tech companies – see Mark Zuckerberg inviting regulations (BBC, 2019; The Economist, 2019) – and controversies surrounding AI ethics – see Google’s AI ethics committee falling apart (Bergen et al., 2019) – the developments may be set to accelerate even more soon.

## 6.8. Reflections on an alternative future

Manuel Castells noted in his famous work *The Internet Galaxy* back in 2001 that commercialisation is a threat to the liberties of the Internet as the latter ‘is a contested terrain, where the new, fundamental battle for freedom in

the Information Age is being fought' (Castells, 2001, p. 171). Is the battle still being fought almost 20 years later?

The current environment of frequent revelations of personal data leaks and mishandlings, as well as the realisation of the importance of informational privacy, offers a momentum for the development of alternative and non-centralised modern online communication technologies. Nonetheless, collective work on open source code via software repositories and potentially decentralised blockchain technology could enable viable and transparent alternative solutions for more ethical handling of personal data with non-aggressive politics on personal information sharing. Although still in its infancy, the backbone of the technology for achieving this objective already exists, with promising adoptions of blockchain like the decentralised web yet to come. It is rather the economic and political elements that pose the most difficulties in this effort. Perhaps the most challenging part in these technologies is finding ways to reach the wider population outside the niche circles of the tech enthusiasts by providing convenience while maintaining their ethical integrity. Early attempts to achieve that – such as, for example, the Diaspora network – have failed thus far to attract a significant user base when having to compete with multi-billion corporations like Google or Facebook, which oligopolise the industry today. However, one of the merits of the intangible character of digital technology is that it is full of opportunities for breakthroughs, and decentralised technologies in particular can counteract the issues of managing and maintaining clusters of servers that are very much tangible and costly. If such decentralised technologies ever manage to be successful in horizontally diffusing control and power, and can establish alternative modes of online communication widely enough, it will be alluring to witness whether and how these will affect users' self-disclosure behaviour, now that the genie is out of the bottle, and how this will feed back into such technologies. Ultimately, it is not just about the technologies per se, but also about those who control and influence the application of these technologies. The case of corporations such as Facebook entering the blockchain sphere in order to expand their dominance is indicative and resembles, in its way, what happened with the commercialisation of the Internet. In 1925, the English mathematician and

philosopher Alfred North Whitehead commented that 'it is the business of the future to be dangerous' (1997, p. 208). For developers and people involved in the shaping of new technologies and their political economy, studying the past allows them to define the future, and this always happens within a battleground.

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## Appendix

### Section 1A

The following table contains all area questions associated to their related individual survey questions.

<b>Area questions</b>	<b>Survey questions</b>
<p><i>Have social media become a socially accepted and mainstream highway of disseminating personal information online?</i> [AQ1]</p>	<ul style="list-style-type: none"> <li>• When did you first go online? [Q10]</li> <li>• Which of the following online platforms have you used? [Q11]</li> <li>• How much time do you spend doing the following activities? [Q12]</li> <li>• On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? [Q13]</li> <li>• Have you used any of the following social media? [Q14]</li> <li>• Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch? [Q15]</li> <li>• Would it be a surprise for you if that person did not possess a Facebook or any other social media account? [Q16]</li> <li>• Do you have your real full name in your social media profiles? If not, how do you identify yourself? [Q18]</li> <li>• Do you think that in today's networked societies, a person who has no identifiable social media presence may have a disadvantage in terms of socialisation, finding work, etc.? [Q24]</li> </ul>
<p><i>Are users reluctant to disclose too much personal information about themselves online outside the mainstream identity-driven social media services?</i> [AQ2]</p>	<ul style="list-style-type: none"> <li>• Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past? [Q25]</li> <li>• Please identify any of the following platforms that may have played a crucial role on the shift of how you present yourself online [Q26]</li> <li>• Was your older self-disclosure behaviour related to social networks/social media? [Q27]</li> </ul>

*Have peer-pressure and convenience contributed to the popularity of social media? [AQ3]*

- Please let us know if any of the following may have played a role on the shift of how you present yourself online. [Q28]
- You told us earlier that you have used or still use online communication services other than social media. What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of online communities or discussion boards (e.g. forums) except social networks/social media? [Q32]
- In which online platform did you first use your real full name or credentials as public information? [Q33]
- As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts? [Q50]
- What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)? [Q51]
- If someone used an Internet search engine to find things about you, how much information do you believe this person would find? [Q64]
- What are the first things that come to your mind when you think of the reasons you joined social media? We would love to hear them. [Q14]
- Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other? [Q20]
- How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job [Q21]
- Do you think any of the following had an influence on your decision to create a profile? [Q22]
- Do you think that in today's networked societies, a person who has no identifiable social media presence, may

*Are people gradually tend to becoming more conscious and cautious regarding the protection of their privacy after their initial exposure to social media? [AQ4]*

have a disadvantage in terms of socialisation, finding work, etc.? [Q24]

- Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past? [Q25]
- Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts [Q39]
- In which of your following social media sites do you keep two or more personal accounts? [Q40]
- You told us that you have two or more accounts in at least one social network. Has the protection of your privacy and/or of your true identity a part in having multiple accounts? [Q41]
- Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered. [Q42]
- Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media? [Q43]
- You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident? [Q44]
- Please tick any of the following activities that you have done in order to protect your online reputation. [Q45]
- You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? [Q48]
- How identifiable are the social media profiles that you are maintaining? [Q49]
- How cautious do you think you are on the kind of personal information you upload online in general? [Q63]

*Have social media established a culture of an informal lateral surveillance of watching one another? [AQ5]*

- Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch? [Q15]
- To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? [Q17]
- Do you have your real full name in your social media profiles? If not, how do you identify yourself? [Q18]
- In which online platform did you first use your real full name or credentials as public information? [Q33]
- Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day? [Q34]
- Do you upload identifiable photos of yourself or people close to you from your day-to-day activities? [Q36]
- What are your usual privacy settings for the identifiable photos that you upload online? [Q37]
- How often do you use your smartphone or tablet while on-the-move to check and upload content to your favourite social media ac-counts? [Q38]
- You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? [Q48]
- How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. [Q49]
- As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts? [Q50]
- How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? [Q52]



*Are users, in general, aware of the potential threats against privacy by new media and technologies, without however, taking significant measures to protect their privacy?*  
[AQ6]

- Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person. Will you search online for information available about this person on social media, webpages etc.? [Q53]
- While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles? [Q54]
- In general, is your overall attitude to some people affected by what you see on their personal social media accounts? [Q55]
- How much do you think that the information you find online about any of your acquaintances has an effect on your opinion or attitude towards them? [Q56]
- In what degree do you believe the information that you have uploaded online and links to your real identity, may have an effect on the opinions and attitudes of other people towards you. [Q57]
- You told us that you have two or more accounts in at least one social network. Has the protection of your privacy and/or of your true identity a part in having multiple accounts? [Q41]
- Please tick any of the following activities that you have done in order to protect your online reputation. [Q45]
- How much do you think that the information you find online about any of your acquaintances has an effect on your opinion or attitude towards them? [Q56]
- In what degree do you believe the information that you have uploaded online and links to your real identity, may have an effect on the opinions and attitudes of other people towards you. [Q57]
- Have you ever browsed seeking information or advices about your online reputation regarding social media from online ID reputation or job recruiting websites, or other general guides related

to the management of online identities and privacy? [Q58]

- How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future? [Q59]
- How much do you worry about someone gaining unauthorised access in any of your social media profiles? [Q60]
- There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. [Q61]
- What is your opinion regarding the data collection for marketing purposes and targeted advertisement? Please indicate in which of the following arguments you think you agree most. [Q62]
- Do you have any concerns about the information that may be available about you online and that is uploaded by third party institutions, organisations, committees etc.? [Q65]
- Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits? [Q66]
- Would you use biometric features like e.g. fingerprint recognition in order to conveniently speed up access to your mobile phone, apps, transactions and social media accounts? [Q67]
- How much do you worry about the potential privacy issues arising from the everyday implementations of advanced biometric technologies like the one described in the previous question? [Q68]
- More specifically, imagine a potential future use of biometrics for identification purposes on social media, even if it is voluntarily; e.g. users' biometric data (from fingerprint, iris, etc.) stored and linked with Facebook accounts in order to prevent false members or service abuse etc. Which argument do you agree with more? [Q69]

*What is the impact of the individuals' political and social beliefs on practical privacy protection strategies and on the amount of personal information disseminated via social media and do they affect the general attitudes on privacy, surveillance and social aspects of technology?*  
[AQ7]

- What are your overall concerns regarding privacy in today's advanced technological societies? [Q70]
- Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch? [Q15]
- Would it be a surprise for you if that person did not possess a Facebook or any other social media account? [Q16]
- Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a particular social media service, then please rate it based on your last working settings. [Q18]
- Do you think that in today's networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.? [Q24]
- There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real name) is more important as it protects from malicious behaviour such as trolling. What is more important to you? Authenticity or anonymity? [Q29]
- How would you classify yourself in terms of your general views or beliefs? [Q30]
- Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing any prior activity of those two given members? [Q31]
- Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day? [Q34]

- Do you upload identifiable photos of yourself or people close to you from your day-to-day activities? [Q36]
- Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts. [Q39]
- As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts? [Q50]
- What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet but-tons, Facebook Like, Google Plus +1 etc.)? [Q51]
- How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future? [Q59]
- There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree or not with these governmental Internet surveillance schemes, even if national security is invoked? ii) How much did these revelations surprise you, or were about something that you already suspected? iii) How much do you believe the revelations have affected your online privacy protection strategies? (e.g. deleted accounts, more strict privacy settings, more careful what you post online, removal of personal photographs etc.). [Q61]
- If someone used an Internet search engine to find things about you, how much information do you believe this person would find? [Q64]
- Do you have any concerns about the information that may be available about you online and that is uploaded by third party institutions, organisations, committees etc.? Some examples: information available from your university or your work web pages, public

participation lists in some exams, data from marketing companies- e.g. winning a lottery prize, etc. [Q65]

- Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits? [Q66]
- How much do you worry about the potential privacy issues arising from the everyday implementations of advanced biometric technologies like the one described in the previous question? [Q68]
- What are your overall concerns regarding privacy in today's advanced technological societies? [Q70]

## Section 1B

The following table includes all statistically measured correlations examined as part of the exploratory survey analysis.

<b>#</b>	<b>Questions</b>	<b>Test</b>	<b>Description</b>	<b>Section</b>
1	Q1 & Q12	Chi-Square	Age and frequency of use of various online communication platforms	A
2	Q2 & Q12	Kruskal-Wallis	Gender and frequency of use of various online communication platforms	A
3	Q1 & Q13	Mann-Whitney	Age and frequency of use of various communication methods (online and offline)	A
4	Q2 & Q13	Chi-Square	Gender and frequency of use of various communication methods (online and offline)	A
5	Q1 & Q14	Chi-Square	Age and time spent on individual social media services	A
6	Q2 & Q14	Chi-Square	Gender and time spent on individual social media services	A
7	Q1 & Q15	Chi-Square	Age and preferred means of contact when meeting new people	A
8	Q2 & Q15	Chi-Square	Gender and preferred means of contact when meeting new people	A
9	Q1 & Q16	Chi-Square	Age and expectations of others to be members of social media services	A
10	Q2 & Q16	Chi-Square	Gender and expectations of others to be members of social media services	A
11	Q1 & Q17	Chi-Square	Age and self-evaluation of the accuracy of self-presentation on individual social media	D
12	Q2 & Q17	Chi-Square	Gender and self-evaluation of the accuracy of self-presentation on individual social media	D
13	Q1 & Q18	Chi-Square	Age and use of real-name on individual social media services	A
14	Q2 & Q18	Chi-Square	Gender and use of real-name on individual social media services	A
15	Q1 & Q20	Chi-Square	Age and active peer-pressure to others to join social media	B
16	Q2 & Q20	Chi-Square	Gender and active peer-pressure to others to join social media	B
17	Q3 & Q20	Chi-Square	Nationality (British or not British) and active peer-pressure to others to join social media	B

<b>18</b>	Q1 & Q21	Kruskal-Wallis	Age and self-evaluation of passive perceived levels of peer-pressure to join social media	B
<b>19</b>	Q2 & Q21	Mann-Whitney	Gender and self-evaluation of passive perceived levels of peer-pressure to join social media	B
<b>20</b>	Q3 & Q21	Mann-Whitney	Nationality (British or not British) and self-evaluation of passive perceived levels of peer-pressure to join social media	B
<b>21</b>	Q1 & Q24	Chi-Square	Age and evaluation of importance of identifiable social media profiles in socialisation	A
<b>22</b>	Q2 & Q24	Chi-Square	Gender and evaluation of importance of identifiable social media profiles in socialisation	A
<b>23</b>	Q1 & Q25	Chi-Square	Age and evaluation of whether self-disclosure behaviour has changed compared to the past	A
<b>24</b>	Q2 & Q25	Chi-Square	Gender and evaluation of whether self-disclosure behaviour has changed compared to the past	A
<b>25</b>	Q1 & Q29	Chi-Square	Age and opinion on the authenticity/anonymity debate	F
<b>26</b>	Q2 & Q29	Chi-Square	Gender and opinion on the authenticity/anonymity debate	F
<b>27</b>	Q1 & Q31	Chi-Square	Age and preference on the two fictional profile avatars	F
<b>28</b>	Q2 & Q31	Chi-Square	Gender and preference on the two fictional profile avatars	F
<b>29</b>	Q1 & Q34	Chi-Square	Age and use of online geo-tagging services	D
<b>30</b>	Q2 & Q34	Chi-Square	Gender and use of online geo-tagging services	D
<b>31</b>	Q1 & Q36	Chi-Square	Age and self-disclosure of identifiable photos online	D
<b>32</b>	Q2 & Q36	Chi-Square	Gender and self-disclosure of identifiable photos online	D
<b>33</b>	Q1 & Q37	Chi-Square	Age and privacy settings of shared identifiable photos online	D
<b>34</b>	Q2 & Q37	Chi-Square	Gender and privacy settings of shared identifiable photos online	D
<b>35</b>	Q1 & Q39	Chi-Square & Mantel-Haenszel	Age and use of multiple accounts in the same social media service	C
<b>36</b>	Q2 & Q39	Chi-Square	Gender and use of multiple accounts in the same social media service	C

<b>37</b>	Q1 & Q43	Chi-Square	Age and confrontations caused by social media content	C
<b>38</b>	Q2 & Q43	Chi-Square	Gender and confrontations caused by social media content	C
<b>39</b>	Q1 & Q44	Chi-Square	Age and adjustment of online behaviour when using social media after a negative experience	C
<b>40</b>	Q2 & Q44	Chi-Square	Gender and adjustment of online behaviour when using social media after a negative experience	C
<b>41</b>	Q1 & Q45	Chi-Square	Age and measures taken by respondents whose relationships have suffered because of social media to protect their reputation	C
<b>42</b>	Q2 & Q45	Chi-Square	Gender and measures taken by respondents whose relationships have suffered because of social media to protect their reputation	C
<b>43</b>	Q1 & Q50	Chi-Square	Age and frequency of use of social logins	A
<b>44</b>	Q2 & Q50	Chi-Square	Gender and frequency of use of social logins	A
<b>45</b>	Q1 & Q51	Chi-Square	Age and opinion about privacy on social logins	A
<b>46</b>	Q2 & Q51	Chi-Square	Gender and opinion about privacy on social logins	A
<b>47</b>	Q1 & Q52	Chi-Square	Age and frequency of browsing through the social media accounts of various social actors	D
<b>48</b>	Q2 & Q52	Chi-Square	Gender and frequency of browsing through the social media accounts of various social actors	D
<b>49</b>	Q1 & Q53	Chi-Square	Age and level of degree of online search on potentially important people about to meet	D
<b>50</b>	Q2 & Q53	Chi-Square	Gender and level of degree of online search on potentially important people about to meet	D
<b>51</b>	Q1 & Q54	Kruskal-Wallis	Age and frequency of general social browsing online in spare time	D
<b>52</b>	Q2 & Q54	Mann-Whitney	Gender and frequency of general social browsing online in spare time	D
<b>53</b>	Q1 & Q63	Kruskal-Wallis	Age and self-evaluation on the considerate level of self-disclosure online behaviour	C
<b>54</b>	Q2 & Q63	Mann-Whitney	Gender and self-evaluation on the considerate level of self-disclosure online behaviour	C



<b>55</b>	Q1 & Q64	Kruskal-Wallis	Age and self-evaluation of real-life identity exposure online	A
<b>56</b>	Q2 & Q64	Mann-Whitney	Gender and self-evaluation of real-life identity exposure online	A
<b>57</b>	Q1 & Q66	Chi-Square	Age and use of anonymising tools such as Tor	E
<b>58</b>	Q2 & Q66	Chi-Square	Gender and use of anonymising tools such as Tor	E
<b>59</b>	Q1 & Q70	Kruskal-Wallis	Age and overall concerns on privacy	E
<b>60</b>	Q2 & Q70	Mann-Whitney	Gender and overall concerns on privacy	E
<b>61</b>	Q15 & Q29	Chi-Square	Preferred means of contact when meeting new people and opinion on the authenticity/anonymity debate	F
<b>62</b>	Q16 & Q29	Chi-Square	Expectations of others to be members of social media services and opinion on the authenticity/anonymity debate	F
<b>63</b>	Q18 & Q29	Chi-Square	Use of real-name on individual social media services and opinion on the authenticity/anonymity debate	F
<b>64</b>	Q18 & Q70	Chi-Square	Use of real-name on individual social media services and overall concerns on privacy	F
<b>65</b>	Q24 & Q29	Chi-Square	Evaluation of importance of identifiable social media profiles in socialisation and opinion on the authenticity/anonymity debate	F
<b>66</b>	Q29 & Q31	Chi-Square	Opinion on the authenticity/anonymity debate and preference on the two fictional profile avatars	F
<b>67</b>	Q29 & Q34	Chi-Square	Opinion on the authenticity/anonymity debate and use of online geo-tagging services	F
<b>68</b>	Q29 & Q36	Chi-Square	Opinion on the authenticity/anonymity debate and self-disclosure of identifiable photos online	F
<b>69</b>	Q29 & Q39	Chi-Square	Opinion on the authenticity/anonymity debate and use of multiple accounts in the same social media service	F
<b>70</b>	Q29 & Q50	Chi-Square	Opinion on the authenticity/anonymity debate and frequency of use of social logins	F

<b>71</b>	Q29 & Q51	Chi-Square	Opinion on the authenticity/anonymity debate and opinion about privacy on social logins	F
<b>72</b>	Q29 & Q59	Mann-Whitney	Opinion on the authenticity/anonymity debate and level of concerns on the future impact of information online self-disclosure	F
<b>73</b>	Q29 & Q66	Chi-Square	Opinion on the authenticity/anonymity debate and use of anonymising tools such as Tor	F
<b>74</b>	Q29 & Q70	Mann-Whitney	Opinion on the authenticity/anonymity debate and overall concerns on privacy	F
<b>75</b>	Q30 & Q31	Mann-Whitney	Self-evaluation of general/political beliefs and preference on the two fictional profile avatars	F
<b>76</b>	Q30 & Q61	Spearman	Self-evaluation of general/political beliefs and opinion on global surveillance revelations	F
<b>77</b>	Q30 & Q70	Spearman	Self-evaluation of general/political beliefs and overall concerns on privacy	F
<b>78</b>	Q36 & Q38	Chi-Square	Self-disclosure of identifiable photos online and frequency of mobile phone for social media use	D
<b>79</b>	Q50 & Q51	Chi-Square	Frequency of use of social logins and opinion about privacy on social logins	F
<b>80</b>	Q64 & Q70	Spearman	Self-evaluation of real-life identity exposure online and overall concerns on privacy	F

## Section 1C

The complete list of individual survey questions along with their type and conditions.

<b>#</b>	<b>Conditions</b>	<b>Type</b>	<b>Question</b>
1	All	Single Choice	How old are you?
2	All	Single Choice	What is your gender?
3	All	Single Choice	Are you a British national?
4	Conditional	Single Choice	What country are you from?
5	All	Single Choice	Are you currently living in the UK?
6	All	Single Choice	Are you currently a student in a higher education institute?
7	All	Single Choice	What is the highest education level/degree you have obtained until now?
8	All	Single Choice	Are you currently undertaking paid work?
9	Conditional	Single Choice	What is your current employment status?
10	All	Single Choice	When did you first go online?
11	All	Single Choice per row matrix	Which of the following online platforms have you used?
12	All	Single Choice per row matrix	How much time do you spend doing the following activities?
13	All	Single Choice per row matrix	On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?
14	All	Single Choice per row matrix / dynamic	Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question
15	All	Single Choice with open 'other' option	Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch?
16	Conditional	Single Choice with open 'other' option	Would it be a surprise for you if that person did not possess a Facebook or any other social media account?
17	Conditional	Single Choice per row matrix / dynamic	To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one

			account on the same service, then please rate the one you think is closer to your real identity. If you have stopped using a particular social media service, then please rate it based on your last working settings.
18	Conditional	Single Choice per row matrix / dynamic	Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a particular social media service, then please rate it based on your last working settings.
19	Conditional	Open Answer	You said that you are using a fake name or an alias as your screen name in one or more of your social media accounts. Would you please briefly tell us the main reasons why you choose not to publish with your real name?
20	Conditional	Single Choice	Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other?
21	Conditional	Slider (7 points Likert scale)	How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job, etc.
22	Conditional	Multiple Choice per row matrix / dynamic	Do you think any of the following had an influence on your decision to create a profile?
23	Conditional	Open Answer	What are the first things that come to your mind when you think of the reasons you joined social media? We would love to hear them.
24	All	Single Choice	Do you think that in today's networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.?
25	All	Single Choice	Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past?

26	Conditional	Single Choice / dynamic	Please identify any of the following platforms that may have played a crucial role on the shift of how you present yourself online.
27	Conditional	Single Choice	Was your older self-disclosure behaviour related to social networks/social media?
28	Conditional	Multiple Sliders (7 points Likert scale) Matrix / dynamic	Please let us know if any of the following may have played a role on the shift of how you present yourself online.
29	All	Single Choice with open comment	There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real name) is more important as it protects from malicious behaviour such as trolling. What is more important to you? Authenticity or anonymity?
30	All	Slider (7 points Likert scale)	How would you classify yourself in terms of your general views or beliefs?
31	All	Single Choice	Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing any prior activity of those two given members?
32	Conditional	Multiple Choice drag and drop box	You told us earlier that you have used or still use online communication services other than social media. What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of online communities or discussion boards (e.g. forums) except social networks/social media? Please rank only the answers that suit you best; you should not rank answers that are not representative of your behaviour. For example, if you always use your first name, rank only this answer.

33	Conditional	Single Choice with open 'other' option	In which online platform did you first use your real full name or credentials as public information?
34	All	Single Choice	Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day?
35	Conditional	Single Choice per row matrix	What kind of places that you visit usually check-in online?
36	All	Single Choice	Do you upload identifiable photos of yourself or people close to you from your day to day activities?
37	Conditional	Single Choice	What are your usual privacy settings for the identifiable photos that you upload online?
38	Conditional	Single Choice	How often do you use your smartphone or tablet while on-the-move to check and upload content to your favourite social media accounts?
39	Conditional	Single Choice	Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts.
40	Conditional	Multiple Choice / dynamic	In which of your following social media sites do you keep two or more personal accounts?
41	Conditional	Single Choice	You told us that you have two or more accounts in at least one social network. Has the protection of your privacy and/or of your true identity a part in having multiple accounts?
42	Conditional	Multiple Choice with open 'other' option	Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.
43	All	Single Choice	Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media?
44	Conditional	Single Choice	You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident?

45	All	Multiple Choice with open 'other' option	Please tick any of the following activities that you have done in order to protect your online reputation.
46	Conditional	Single Choice	You told us that you are an employer. When you are about to hire new employees, how often do you check for their social media profiles in order to find information about them?
47	Conditional	Single Choice	Have you ever rejected an employee based on what you saw on their social media profiles?
48	Conditional	Multiple Choice drag and drop box	You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not necessarily rate all of them.
49	Conditional	Multiple Choice per row matrix / dynamic	How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or find it via a search engine) leave this option unchecked. Otherwise if you've made your profile private only to your friends, please tick the Private Profile check-box. If you have stopped using a particular social media service, then please rate it based on your last working settings.
50	Conditional	Single Choice	As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?
51	All	Single Choice with open 'other' option	What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?
52	All	Single Choice per row matrix	How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?
53	All	Single Choice	Imagine that you are about to meet a person who has some importance regarding your work or studies. You do

			not know much about this person. Will you search online for information available about this person on social media, webpages etc.?
54	All	Slider (7 points Likert scale)	While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?
55	All	Slider (7 points Likert scale)	In general, is your overall attitude to some people affected by what you see on their personal social media accounts?
56	All	Slider (7 points Likert scale)	How much do you think that the information you find online about any of your acquaintances has an effect on your opinion or attitude towards them?
57	All	Slider (7 points Likert scale)	In what degree do you believe the information that you have uploaded online and links to your real identity, may have an effect on the opinions and attitudes of other people towards you.
58	All	Single Choice	Have you ever browsed seeking information or advices about your online reputation regarding social media from online ID reputation or job recruiting websites, or other general guides related to the management of online identities and privacy?
59	All	Slider (7 points Likert scale)	How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future?
60	All	Slider (7 points Likert scale)	How much do you worry about someone gaining unauthorised access in any of your social media profiles?
61	All	Multiple Sliders (7 points Likert scale)	There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree or not with these governmental Internet surveillance schemes, even if national security is invoked? ii) How much did these revelations surprise you, or were about something that you already suspected? iii) How much do you believe the revelations have affected

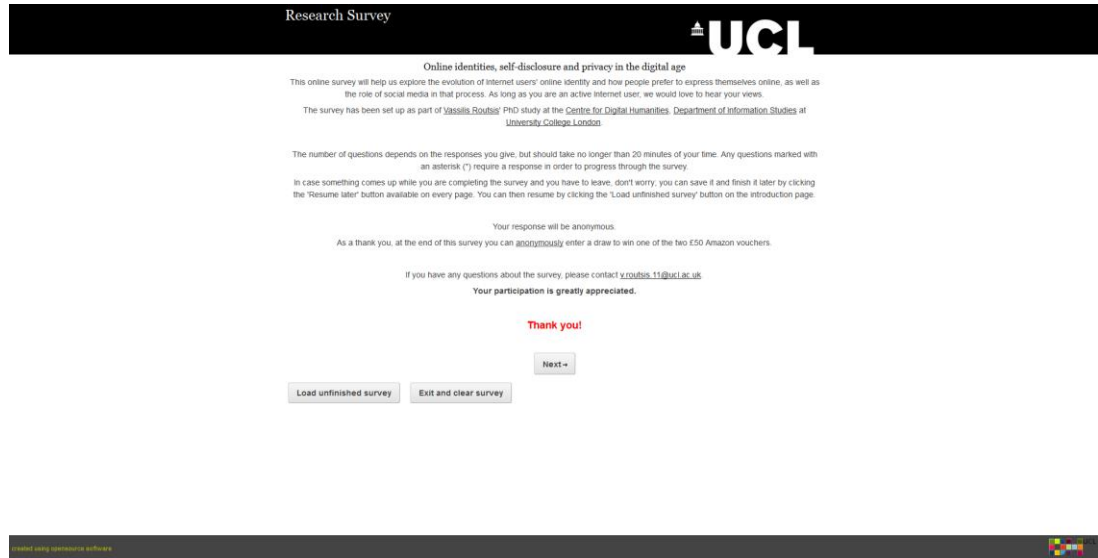


			your online privacy protection strategies? (e.g. deleted accounts, more strict privacy settings, more careful what you post online, removal of personal photographs etc.).
62	All	Slider (7 points Likert scale)	What is your opinion regarding the data collection for marketing purposes and targeted advertisement? Please indicate in which of the following arguments you think you agree most.
63	All	Slider (7 points Likert scale)	How cautious do you think you are on the kind of personal information you upload online in general?
64	All	Slider (7 points Likert scale)	If someone used an Internet search engine to find things about you, how much information do you believe this person would find?
65	All	Single Choice with open 'other' option	Do you have any concerns about the information that may be available about you online and that is uploaded by third party institutions, organisations, committees etc.? Some examples: information available from your university or your work web pages, public participation lists in some exams, data from marketing companies- e.g. winning a lottery prize, etc.
66	All	Single Choice with open 'other' option	Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits?
67	All	Single Choice	Would you use biometric features like e.g. fingerprint recognition in order to conveniently speed up access to your mobile phone, apps, transactions and social media accounts?
68	All	Slider (7 points Likert scale)	How much do you worry about the potential privacy issues arising from the everyday implementations of advanced biometric technologies like the one described in the previous question?
69	All	Single Choice with open comment	More specifically, imagine a potential future use of biometrics for identification purposes on social media, even if it is voluntarily; e.g. users' biometric data (from fingerprint, iris, etc.) stored and linked with Facebook accounts in order to prevent false members or service abuse etc.

			Which argument do you agree with more?
70	All	Slider (7 points Likert scale)	What are your overall concerns regarding privacy in today's advanced technological societies?
71	All	Open Answer	We would love to hear in your own words how you think you manage your privacy and self-disclosure online and whether and how the information you publish online about yourself have been affected by the use of social media sites.

## Section 1D

A complete list of screenshots of the online survey webpages.



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**How old are you?**  
Choose one of the following answers

13-17  
 18-24  
 25-34  
 35-44  
 45-59  
 60+

**What is your gender?**  
Choose one of the following answers

Female  
 Male  
 Prefer not to say

**Are you a British national?**

Yes  
 No

**What country are you from?**  
Choose one of the following answers

Greece

**Are you currently living in the UK?**

Yes  
 No

**Are you currently a student in a higher education institute?**

Yes  
 No

**What is the highest education level/degree you have obtained until now?**  
Choose one of the following answers

Some secondary school, no diploma  
 Secondary school  
 Some college credit, no degree yet  
 Bachelor's degree  
 Master's degree  
 Professional degree  
 Doctorate degree

**Are you currently undertaking paid work?**

Yes  
 No

**What is your current employment status?**  
Choose one of the following answers

Employee

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**When did you first go online?**

Choose one of the following answers

Prior to 1990

Between 1991-1995

Between 1996-2000

Between 2001-2004

Between 2005-2009

After 2010

**Which of the following online platforms have you used?**

	I currently use them	I no longer use them, but I did in the past	I never used them	I do not know what they are	I'm not sure
Bulletin Board Systems (BBS)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-User Dungeon (MUD)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email Lists	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Relay Chat (IRC)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USENET	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Forums	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Networks and Social Media (Facebook, Twitter, etc.)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How much time do you spend doing the following activities?**

	Almost all the time	Daily	Several times per week	Several times per month	Several times per year	Never
Instant messaging and video-chatting (Skype, etc)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Forums [contributing]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Internet Forums [reading]	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogging [contributing]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Blogging [reading]	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Micro-blogging (Twitter, Tumblr, etc.) [contributing]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Micro-blogging (Twitter, Tumblr, etc.) [reading]	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Networks (Facebook, etc.) [contributing]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Social Networks (Facebook, etc.) [reading]	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?**

	More than one hour	30-60 minutes	10-30 minutes	Less than 10 minutes	I don't use this method
Face to face	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text messaging via mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Social networks and social media (Facebook, Twitter, etc.)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**Have you used any of the following social media?**  
If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

	Daily	Very often	Occasionally	Rarely	No longer use it, but did in the past	Never used it	Do not know what it is
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Tumblr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Academia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Myspace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
DeviantArt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
VK	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch?**  
Choose one of the following answers:

Phone number  
 Email  
 Facebook account  
 Any other social media account  
 I never ask / I don't know  
 Other:

**To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload?**  
If you have more than one account on the same service, then please rate the one you think is closer to your real identity. If you have stopped using a particular social media service, then please rate it based on your last working settings.

	Everything is perfectly factual	Some information is hidden / obscured	Some information is altered	All the information is altered	Not applicable
Facebook	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VK	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Do you have your real full name in your social media profiles? If not, how do you identify yourself?**  
Tick the option that best describes your online identity for each social media account. If you have stopped using a particular social media service, then please rate it based on your last working settings.

	My full name	A part of my real name (e.g. first name only, Mary, John's, etc.)	A fake name that looks like a real one	An alias/nickname or other
Facebook	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VK	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other?**

Yes  
 No

**How would you rate the general social pressure to become a member of one or more social networks?**  
e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job, etc.  
Please click and drag the slider handles to enter your answer:

No pressure at all  4 Too much pressure

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**Do you think any of the following had an influence on your decision to create a profile?**

	Peers (e.g. friends, co-students, etc. influence or pressure me to create a profile)	Job perspectives (e.g. to have a better luck in finding a better job, academic perspectives, etc.)	Media (e.g. reading random blogs everyone seems to have an account, why not me?)	None of these
Facebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Google+	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VK	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**What are the first things that come to your mind when you think of the reasons you joined social media?**  
We would love to hear them.

**Do you think that in today's networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.?**

Choose one of the following answers

Yes

No

I'm not sure / I don't know

**Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past?**

Choose one of the following answers

Yes, in the past I was very reluctant to post personal information online. Now, I'm used to it.

Yes, in the past I was carelessly posting personal information online. Now, I am careful.

No, I believe my overall behaviour has not significantly changed compared to the past.

I'm not sure / I can't tell.

**Please identify any of the following platforms that may have played a crucial role on the shift of how you present yourself online.**

Choose one of the following answers

Social Networks and Social Media (Facebook, Twitter, etc.)

**Please let us know if any of the following may have played a role on the shift of how you present yourself online.**

You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)

Facebook	<input type="text" value="7"/>
Twitter	<input type="text" value="2"/>
Google+	<input type="text" value="5"/>
VK	<input type="text" value="5"/>

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**There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real name) is more important as it protects from malicious behaviour such as trolling.**

**What is more important to you? Authenticity or anonymity?**

Choose one of the following answers

Authenticity

Anonymity

I do not know / I am not sure

Please enter your comment here:

**How would you classify yourself in terms of your general views or beliefs?**

Please click and drag the slider handles to enter your answer

Very liberal  Very conservative



Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts.

Which one's statements would you be more likely to take seriously at the first glance without knowing any prior activity of those two given members?

Member #1



**mysterio**  
Lvl 43 Chaotic Neutral  
Member #1

Member Since  
Jul 29, 2001  
Member Count  
48,425

Member #2



**Tina Mathews**  
None

Member Since  
Jan 3, 2012  
Member Count  
43

The above profiles are fictional.

Choose one of the following answers:

- Member #1
- Member #2
- Neither

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You did not answer the question that you have used or will use online communication services other than social media.

**What are your most common ways of protecting your identity (e.g. choosing a username when you participate in any kind of online communities or discussion boards (e.g. forums), using virtual networks/social media)?**

Please don't list the answers that you use most, you should not use answers that are not representative of your behaviour. For example, if you always use your first name, list only this answer.

Please select or read the answer

Double click or drag and drop items on the left hand side here to the right, your response always then should be on the far right, moving through your chosen answer list.

Your choices	Your ranking
My full name	Not that bad a response only to myself and is not directly comprehensible to others
Text that gives a meaning to my online identity (comprehensible to others and a reference for identification for a given discussion board)	Random text that has no immediate meaning to anyone (including myself)
	My first name (alone or with other text such as year of birth, e.g. George123 etc.)

**Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check in at various places you visit throughout your day?**

Choose one of the following answers

Yes, very often

Yes, but only on special occasions

Yes, but very rarely

No

Don't know what these are

**What kind of places that you visit usually check-in on-line?**

	Always	Most of the time	Occasionally / whenever / irregularly	Very rare	Rarely	No answer
Pubs / Bars / Cafes	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clubs / Concerts / Venues	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museums and Art	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airports / (Stop)over / Train Stations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places related to work / Study (e.g. university, work, train, theatre, office etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

**Do you upload identifiable photos of yourself or people close to you from your day to day activities?**

Choose one of the following answers

Yes, I do upload pictures of myself and other people (friends, relatives, bystanders, etc.)

Yes, but I upload only identifiable pictures of myself and not others

No, I do not upload pictures that can identify me or other people around me

**What are your usual privacy settings for the identifiable photos that you upload online?**

Choose one of the following answers

All visible by anyone

Visible visible by anyone and others visible only by my closest acquaintances

All visible by my closest acquaintances

**How often do you use your smartphone or tablet while on-the-move to check and upload content to your favourite social media accounts?**

Choose one of the following answers

Constantly / I login via a mobile device more frequently than via a computer

Very often

Occasionally

Rarely

Haven't although I am an owner of a smartphone or a tablet

Haven't, I am no longer a member in any online social networks or social media

I do not own any smartphones or tablets

**Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two twitter accounts.**

Yes

No

**In which of your following social media sites do you keep two or more personal accounts?**

Check any that apply

Facebook

Twitter

Google+

VK

**Has the protection of your privacy and/or of your true identity a part in having multiple accounts?**

Choose one of the following answers

Yes

No

I'm not sure / I can't tell

**Have your offline relationships ever suffered because of a social media profile of yours?**

If so, please list any of the following ways in which an offline relationship has suffered.

Check any that apply

Partner ended relationship

Got into a fight with a friend over content in your profile

Lost a job/promotion opportunity

A family member objected to content in your profile

Lost a friend because of content in your profile

Had a conflict with a co-workers/colleague over content in your profile

N/A

Other:

**Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media?**

Yes

No

**You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident?**

Yes

No

**Please list any of the following activities that you have done in order to protect your online reputation.**

Check any that apply

Deleted or edited your own post

Deleted comments others made

Un-tagged photos

Deleted something you posted

Deleted an account

None

Other:



You told us earlier that you have used or still use online communication services other than social media.

**What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of on-line communities or discussion boards (e.g. forums) except social networks/social media?**

Please rank only the answers that suit you best, you should not rank answers that are not representative of your behaviour. For example, if you always use your first name, rank only this answer.

Please select at least one answer.  
Double-click or drag-and-drop items on the left list to move them to the right - your highest ranking item should be on the top right, moving through to your lowest ranking item.

Your choices	Your ranking
My full name	Text that has a meaning only to myself and is not directly comprehensible to others
Text that gives a meaning to my online identity/comprehensible to others (eg. a nickname like 'comedyDiver' for a movie discussion forum)	Random text that has no immediate meaning to anyone (including myself)
	My first name (alone or with other text such as year of birth, e.g. George85 etc.)

**Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day?**

Choose one of the following answers

Yes, very often  
 Yes, but only on special occasions  
 Yes, but very rarely  
 No  
 Don't know what these are

**What kind of places that you visit usually check-in online?**

	Always	Most of the times	Occasionally / Whenever I remember	Very rare	Never	No answer
Pubes / Bars / Cafes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cinemas / Concerts / Venues	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museums and Art	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Airports / Seaports / Train Stations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Places related to Work / Study (e.g. university, lecture theatre, office etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

**Do you upload identifiable photos of yourself or people close to you from your day to day activities?**

Choose one of the following answers

Yes, I do upload pictures of myself and other people (friends, relatives, bystanders, etc.)  
 Yes, but I upload only identifiable pictures of myself and not others  
 No, I do not upload pictures that can identify me or other people around me

**What are your usual privacy settings for the identifiable photos that you upload online?**

Choose one of the following answers

All visible by anyone  
 Some visible by anyone and others visible only by my closer acquaintances  
 All visible by my closer acquaintances

**How often do you use your smartphone or tablet while on-the-move to check and upload content to your favourite social media accounts?**

Choose one of the following answers

Constantly, I login via a mobile device more frequently than via a computer  
 Very often  
 Occasionally  
 Rarely  
 Never, although I am an owner of a smartphone or a tablet  
 Never, I am no longer a member in any online social networks or social media  
 I do not own any smartphones or tablets

**Do you actively keep more than one personal profiles on the same social media?** Even if this happens only in one instance, e.g. you have two Twitter accounts.

Check any that apply

Yes

No

**In which of your following social media sites do you keep two or more personal accounts?**

Check any that apply

Facebook

Twitter

Google+

VK

**You told us that you have two or more accounts in at least one social network.**

**Has the protection of your privacy and/or of your true identity a part in having multiple accounts?**

Choose one of the following answers

Yes

No

I'm not sure / I can't tell

**Have your offline relationships ever suffered because of a social media profile of yours?**

If so, please tick any of the following ways in which an offline relationship has suffered.

Check any that apply

Partner ended relationship

Got into a fight with a friend over content in your profile

Lost a job/employment opportunity

A family member objected to content in your profile

Lost a friend because of content in your profile

Had a conflict with a co-worker/co-student over content in your profile

N/A

Other:

**Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media?**

Yes

No

**You said that a relationship of yours has suffered due to content uploaded on your social media.**

**Do you think that you have been more careful regarding the content you post on social media since that incident?**

Yes

No

**Please tick any of the following activities that you have done in order to protect your online reputation.**

Check any that apply

Deleted or edited your own post

Deleted comments others made

Untagged photo

Regretted something you posted

Deleted an account

None

Other:

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Online identities, self-disclosure and privacy in the digital age

9% ██████████ 100%

You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so?

Please rate any of the following reasons in the order you think they apply most. You should not necessarily rate all of them.

Please select at least one answer

Double click or drag-and-drop items in the left list to move them to the right - your highest ranking item should be on the far right, moving through to your lowest ranking item.

Your choices	Your ranking
To appear that I have more in common with other friends or groups of people	To protect all or some degree of my privacy
To look more like the person I want to be.	
To have more friends.	
It's fun to pretend to be someone else.	
Because I think that my real identity is boring.	
Other	

How identifiable are the social media profiles that you are maintaining?

Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or find it via a search engine) leave this option unchecked. Otherwise if you've made your profile private only to your friends, please tick the Private Profile checkbox.

If you have stopped using a particular social media service, then please rate it based on your last working settings.

	Private Profile	I use my full-name	I have identifiable pictures of myself	There is at least one prominent link to another social media account or website on my profile / Not applicable	No such personal information available on my profile / Not applicable
Facebook	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Google+	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?

Choose one of the following answers

Always, whenever possible

Only to selected websites

Very rarely

Never

What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?

Choose one of the following answers

Very useful. They offer a unified and seamless experience. The advantages outweigh any concerns about privacy.

Useful, but I have some privacy concerns as external information is circulated through social networks.

I find these tools of no true use, although I do not have any major concerns about the privacy issues they arise.

I find these tools not only of no true use, but also an intrusion on my online daily activities.

I do not know / I am not sure

Other

How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?

	Almost at the time (several times every day)	Very often (almost every day)	Often (several times every week)	Frequently (a few times every week)	Occasionally (a few times every month)	Never	Not applicable
Relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spouse/partner	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employer/teacher/professor	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Co-workers and/or class-mates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Random or unknown people	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person.

Will you search online for information available about this person on social media, webpages etc.?

Choose one of the following answers

Yes, I will do a thorough web-research about this person.

Yes, but only a very quick search to gain a basic idea about this person.

No, I do not care. I'll meet this person anyway.

I'm not sure / I can't tell

While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?

Please click and drag the slider handles to enter your answer.

Never  Constantly

In general, is your overall attitude to some people affected by what you see on their personal social media accounts?

Please click and drag the slider handles to enter your answer.

Not at all  Very much

How much do you think that the information you find online about any of your acquaintances has an effect on your opinion or attitude towards them?

Please click and drag the slider handles to enter your answer.

Not at all  Very much

In what degree do you believe the information that you have uploaded online and links to your real identity, may have an effect on the opinions and attitudes of other people towards you.

Please click and drag the slider handles to enter your answer.

Not at all  Very much

Have you ever browsed seeking information or advices about your online reputation regarding social media from online ID reputation or job recruiting websites, or other general guides related to the management of online identities and privacy?

Choose one of the following answers

Yes

No

Maybe / I'm not sure

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**You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so?**  
Please rate any of the following reasons in the order you think they apply most. You should not necessarily rate all of them.

Please select at least one answer.  
Double-click or drag-and-drop items on the left list to move them to the right - your highest ranking item should be on the top right, moving through to your lowest ranking item.

Your choices	Your ranking
To appear that I have more in common with other friends or groups of people.	To protect all or some degree of my privacy.
To look more like the person I want to be.	
To have more friends.	
It's fun to pretend to be someone else.	
Because I think that my real identity is boring.	
Other	

**How identifiable are the social media profiles that you are maintaining?**  
Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or find it via a search engine) leave this option unchecked. Otherwise if you've made your profile private only to your friends, please tick the Private Profile check-box.  
If you have stopped using a particular social media service, then please rate it based on your last working settings.

	Private Profile	I use my full-name	I have identifiable pictures of myself	There is at least one permanent link to another social media account or webpage that reveals my true identity	No such personal information available on my profile / Not applicable
Facebook	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Google+	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VK	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?**

Choose one of the following answers:

Always, whenever possible

Only to selected websites

Very rarely

Never

**What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?**

Choose one of the following answers:

Very useful. They offer a unified and seamless experience. The advantages counterpart any concerns about privacy.

Useful, but I have some privacy concerns as external information is circulated through social networks.

I find these tools of no true use, although I do not have any major concerns about the privacy issues they arise.

I find these tools not only of no true use, but also an intrusion on my online daily activities.

I do not know / I am not sure

Other

How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?

	Almost all the time (several times every day)	Very often (almost every day)	Often (several times every week)	Frequently (a few times every week)	Occasionally (a few times every month)	Never	Not applicable
Relatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spouse/partner	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employer/teacher/Professor	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Co-workers and/or classmates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Random or unknown people	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person.

Will you search online for information available about this person on social media, webpages etc.?

- Choose one of the following answers
- Yes, I will do a thorough web research about this person.
  - Yes, but only a very quick search to gain a basic idea about this person.
  - No, I do not care. I'll meet this person anyway.
  - I'm not sure / I can't tell

While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?



In general, is your overall attitude to some people affected by what you see on their personal social media accounts?



How much do you think that the information you find online about any of your acquaintances has an effect on your opinion or attitude towards them?



In what degree do you believe the information that you have uploaded online and links to your real identity, may have an effect on the opinions and attitudes of other people towards you.



Have you ever browsed seeking information or advices about your online reputation regarding social media from online ID reputation or job recruiting websites, or other general guides related to the management of online identities and privacy?

- Choose one of the following answers
- Yes
  - No
  - Maybe / I'm not sure

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Please hang on, we are almost there!

**How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future?**  
Please click and drag the slider handles to enter your answer.

I do not worry at all  I am extremely worried

**How much do you worry about someone gaining unauthorised access in any of your social media profiles?**  
Please click and drag the slider handles to enter your answer.

I do not worry at all  I am extremely worried

**There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities.**  
i) Do you agree or not with these governmental internet surveillance schemes, even if national security is involved?  
ii) How much did these revelations surprise you, or were about something that you already suspected?  
iii) How much do you believe the revelations have affected your online privacy protection strategies? (e.g. Deleted accounts, more strict privacy settings, more careful what you post online, removal of personal photographs etc.)

Please click and drag the slider handles to enter your answer.

i) I am totally OK with that  I'm completely against it  
ii) Not surprised at all  Extremely surprised  
iii) Didn't do anything about it  Took measures to protect my privacy

**What is your opinion regarding the data collection for marketing purposes and targeted advertisement?**  
Please indicate in which of the following arguments you think you agree most.

Please click and drag the slider handles to enter your answer.

I don't mind the collection of information about me for marketing purposes; this will enable me to enjoy advertisements that are closer to my needs.  I do mind the collection of information about me for marketing purposes; I do not care for targeted ads.

**How cautious do you think you are on the kind of personal information you upload online in general?**  
Please click and drag the slider handles to enter your answer.

Totally uncautious  Extremely cautious

**If someone used an internet search engine to find things about you, how much information do you believe this person would find?**  
Please click and drag the slider handles to enter your answer.

You can find almost anything about me  My online ID is virtually non-existent

**Do you have any concerns about the information that may be available about you online and that is uploaded by third party institutions, organisations, committees etc.?**  
Some examples: information available from your university or your work web pages, public participation lists in some exams, data from marketing companies- e.g. winning a lottery prize, etc.

Choose one of the following answers

Yes  
 Maybe, I haven't thought about it  
 No  
 I'm not sure / I can't tell  
 Other:   
 No answer

**Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits?**

Choose one of the following answers

Yes, I use such tools to protect my privacy very often  
 Yes, but only on certain occasions when I have to access more sensitive information  
 No, I would like to use them but they sound too complicated for me  
 No, I've never heard of such kind of tools before  
 No, I do not need them  
 Other:   
 No answer

**Would you use biometric features like e.g. fingerprint recognition in order to conveniently speed up access to your mobile phone, apps, transactions and social media accounts?**

Choose one of the following answers

Yes  
 No  
 I'm not sure / I don't know  
 No answer

**How much do you worry about the potential privacy issues arising from the everyday implementations of advanced biometric technologies like the one described in the previous question?**  
Please click and drag the slider handles to enter your answer.

Not concerned at all  Extremely concerned

**More specifically, imagine a potential future use of biometrics for identification purposes on social media, even if it is voluntary- e.g. users' biometric data (from fingerprint, iris, etc.) stored and linked with Facebook accounts in order to prevent fake members or service abuse etc.**

**Which argument do you agree with more?**  
Choose one of the following answers

I find this totally OK. It will speed up and secure authentication process and will prevent abusive behaviour such as trolling, etc.  
 I have some privacy concerns, but the advantages of this kind of technology overrules them.  
 I like the quicker and more secure authentication process, but this kind of technology offers, but I have serious concerns regarding potential evasion of privacy.  
 I believe this is a major threat to privacy. I would avoid such uses of biometric technology as much as possible.  
 None of the above (please elaborate more in the comment box if you like).  
 I'm not sure / haven't thought about it.  
 No answer

Please enter your comment here

**What are your overall concerns regarding privacy in today's advanced technological societies?**  
Please click and drag the slider handles to enter your answer.

Not concerned at all  Extremely concerned

[- Previous](#) [Next ->](#)

[Resume later](#) [Exit and clear survey](#)

Online identities, self-disclosure and privacy in the digital age

0%  100%

Please hang on, we are almost there!

**How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future?**

Please click and drag the slider handles to enter your answer:

I do not worry at all  I am extremely worried

**How much do you worry about someone gaining unauthorised access in any of your social media profiles?**

Please click and drag the slider handles to enter your answer:

I do not worry at all  I am extremely worried

There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities.

**i) Do you agree or not with these governmental internet surveillance schemes, even if national security is invoked?**

**ii) How much did these revelations surprise you, or were about something that you already suspected?**

**iii) How much do you believe the revelations have affected your online privacy protection strategies? (e.g. deleted accounts, more strict privacy settings, more careful what you post online, removal of personal photographs etc.)**

Please click and drag the slider handles to enter your answer:

ii) I am totally OK with that  I'm completely against it

iii) Not surprised at all  Extremely surprised

iii) Didn't do anything about it  Took measures to protect my privacy

**What is your opinion regarding the data collection for marketing purposes and targeted advertisement?**

Please indicate in which of the following arguments you think you agree most.

Please click and drag the slider handles to enter your answer:

I don't mind the collection of information about me for marketing purposes, this will enable me to enjoy advertisements that are closer to my needs.  I do mind the collection of information about me for marketing purposes, I do not care for targeted ads.

**How cautious do you think you are on the kind of personal information you upload online in general?**

Please click and drag the slider handles to enter your answer:

Totally uncautious  Extremely cautious

**If someone used an internet search engine to find things about you, how much information do you believe this person would find?**

Please click and drag the slider handles to enter your answer:

You can find almost anything about me  My online ID is virtually non-existent

**Do you have any concerns about the information that may be available about you online and that is uploaded by third party institutions, organisations, committees etc.?**

Some examples: information available from your university or your work web pages, public participation lists in some exams, data from marketing companies- e.g. winning a lottery prize, etc.

Choose one of the following answers:

- Yes
- Maybe, I haven't thought about it
- No
- I'm not sure / I can't tell
- Other:
- No answer



**Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits?**

Choose one of the following answers

Yes, I use such tools to protect my privacy very often

Yes, but only on certain occasions when I have to access more sensitive information

No, I would like to use them but they sound too complicated for me

No, I've never heard of such kind of tools before

No, I do not need them

Other:

No answer

---

**Would you use biometric features like e.g. fingerprint recognition in order to conveniently speed up access to your mobile phone, apps, transactions and social media accounts?**

Choose one of the following answers

Yes

No

I'm not sure / I don't know

No answer

---

**How much do you worry about the potential privacy issues arising from the everyday implementations of advanced biometric technologies like the one described in the previous question?**

Please click and drag the slider handles to enter your answer

Not concerned at all  Extremely concerned

---

**More specifically, imagine a potential future use of biometrics for identification purposes on social media, even if it is voluntarily, e.g. users' biometric data (from fingerprint, iris, etc.) stored and linked with Facebook accounts in order to prevent false members or service abuse etc.**

**Which argument do you agree with more?**

Choose one of the following answers

I find this totally OK, it will speed-up and secure authentication process and will prevent abusive behaviour such as trolling, etc.

I have some privacy concerns, but the advantages of this kind of technology overrules them.

I like the quicker and more secure authentication process that this kind of technology offers, but I have serious concerns regarding potential invasion of privacy.

I believe this is a major threat to privacy, I would avoid such uses of biometric technology as much as possible.

None of the above (please elaborate more in the comment box if you like)

I'm not sure / Haven't thought about it

No answer

Please enter your comment here:

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**What are your overall concerns regarding privacy in today's advanced technological societies?**

Please click and drag the slider handles to enter your answer

Not concerned at all  Extremely concerned

UCL

**Research Survey**

Online identities, self-disclosure and privacy in the digital age

0%  100%

We would love to hear in your own words how you think you manage your privacy and self-disclosure online and whether and how the information you publish online about yourself have been affected by the use of social media sites.

Your answers have been recorded successfully!  
Thank you very much for your time.

[Click to enter the draw to win a £50 Amazon voucher](#)



## Section 2

### 2S1. IGN

Active users		
	n	% total
Had their account deleted or removed in 5 months	20	2.6%
Had their account protected to public view so no information on them	32	4.1%
Inactive users*	8	1.0%
Total non-active users (sum)	60	7.7%
Total active users	716	92.3%

\*Less than 10 messages and last login date 1 week after registration and not being a prime member

Gender (active only)		
	n	% active
Females	15	2.1%
Males	323	45.1%
No public info	378	52.8%

Identity		
	n	% total
Plausible full name	9	1.2%
First name (alone or with other no immediate sense text)	32	4.1%
A mix of first name and alias	31	4.0%
Alias	261	33.6%
No immediate meaning / Unsure	443	57.1%
Total	776	

Photos		
	n	% total
No photos or non-identifiable photos	769	99.1%
Identifiable photo (with face) in the public profile page	7	0.9%

Plausible identifiable profiles

	n	% total
Total profiles exposing full name either from handle or information in the profile	15	1.9%
	n	% plausible identifiable profiles
Males	13	86.7%
Females	2	13.3%
Inactive / Deleted Profile	0	0.0%
Active profiles	15	100.0%
Identifiable photo	2	13.3%
Information on location	9	60.0%

2S2. Nexopia

Active users

	n	% total
Had their account deleted or removed in 5 months	48	12.5%
Hadn't use their account after one week of their registration*	37	9.6%
Total inactive users (sum)	85	22.1%
Total active users	299	77.9%

\*No uploaded content on the profile and last login not more than one week after the registration date

Gender (active only)

	n	% active
Females (active only)	125	32.6%
Males (active only)	174	45.3%

Identity

	n	% total
Plausible full name	22	5.7%
First name (alone or with other no immediate sense text)	53	13.8%
A mix of first name and alias	17	4.4%
Alias	196	51.0%
No immediate meaning / Unsure	96	25.0%
Total	384	

Photos		
	n	% total
No photos or non-identifiable photos	127	33.1%
Identifiable photo (with face) in the public profile page	257	66.9%

Plausible identifiable profiles		
	n	% total
Total profiles exposing full name either from handle or information in the profile	55	14.3%
	n	% plausible identifiable profiles
Males	21	38.2%
Females	22	40.0%
Inactive / Deleted Profile	12	21.8%
Active profiles	43	78.2%
Identifiable photo	40	72.7%
Information on location	40	72.7%

## 2S3. Twitter

Active users		
	n	% total
Had their account deleted or removed in 5 months	3	0.8%
Idle or zero participation accounts*	205	51.3%
Total inactive users (sum)	208	52.0%
Total active users	192	48.0%

\*Zero or less than 5 tweets and last tweet more than six months ago

Protected accounts		
	n	% total
Protected accounts	38	9.5%

Identity		
	n	% total
Plausible full name	207	51.7%
First name (alone or with other no immediate sense text)	58	14.5%
A mix of first name and alias	3	0.8%
Alias	14	3.5%
No immediate meaning / Unsure	106	26.5%
Not belonging to a person (organisation, shop, etc.)	12	3.0%

Photos		
	n	% total
No photos or non-identifiable photos	276	69.0%
Identifiable photo (with face) in the public profile page	124	31.0%

Plausible identifiable profiles		
	n	% total
Total profiles exposing full name either from handle or information in the profile	208	52.0%
	n	% plausible identifiable profiles
Inactive / Deleted Profile	85	40.9%
Active profiles	123	59.1%
Identifiable photo	82	39.4%

## 2S4. Facebook

Active users		
	n	% total
Had their account deleted or removed in 5 months	22	2.0%
Hadn't use their account after one week of their registration	n/a	0.0%
Total inactive users (sum)	22	2.0%
Total active users	1090	98.0%

Gender		
	n	% active
Females	547	49.2%
Males	536	48.2%
Unknown	29	2.6%

Identity		
	n	% total
Plausible full name	1101	99.0%
First name (alone or with other no immediate sense text)	4	0.4%
A mix of first name and alias	1	0.1%
Alias	1	0.1%
No immediate meaning / Unsure	5	0.4%
Total	1112	

Photos		
	n	% total
No photos or non-identifiable photos	275	24.7%
Identifiable photo (with face) in the public profile page	837	75.3%

Plausible identifiable profiles		
	n	% total
Total profiles exposing full name either from handle or information in the profile	1101	99.0%
		% plausible identifiable profiles
Males	523	47.5%
Females	532	48.3%
Inactive / Deleted Profile	20	1.8%
Active profiles	1081	98.2%
Identifiable photo	833	75.7%

## Section 2A

### 2AQ10. [Q10]

		When did you first go online?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prior to 1990	8	1.4	1.4	1.4
	Between 1991-1995	79	13.8	13.8	15.2
	Between 1996-2000	286	50.1	50.1	65.3
	Between 2001-2004	158	27.7	27.7	93.0
	Between 2005-2009	40	7.0	7.0	100.0
	Total	571	100.0	100.0	

### 2AQ11. [Q11]

		[Bulletin Board Systems (BBS)] Which of the following online platforms have you used?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I currently use them	34	6.0	6.0	6.0
	I no longer use them, but I did in the past	91	15.9	15.9	21.9
	I never used them	112	19.6	19.6	41.5
	I do not know what they are	287	50.3	50.3	91.8
	I'm not sure	47	8.2	8.2	100.0
	Total	571	100.0	100.0	

		[Multi-User Dungeon (MUD)] Which of the following online platforms have you used?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I currently use them	2	.4	.4	.4
	I no longer use them, but I did in the past	31	5.4	5.4	5.8
	I never used them	123	21.5	21.5	27.3
	I do not know what they are	378	66.2	66.2	93.5
	I'm not sure	37	6.5	6.5	100.0
	Total	571	100.0	100.0	



[Email Lists] Which of the following online platforms have you used?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	I currently use them	338	59.2	59.2	59.2	
	I no longer use them, but I did in the past	91	15.9	15.9	75.1	
	I never used them	63	11.0	11.0	86.2	
	I do not know what they are	40	7.0	7.0	93.2	
	I'm not sure	39	6.8	6.8	100.0	
	Total	571	100.0	100.0		

[Internet Relay Chat (IRC)] Which of the following online platforms have you used?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	I currently use them	50	8.8	8.8	8.8	
	I no longer use them, but I did in the past	128	22.4	22.4	31.2	
	I never used them	108	18.9	18.9	50.1	
	I do not know what they are	240	42.0	42.0	92.1	
	I'm not sure	45	7.9	7.9	100.0	
	Total	571	100.0	100.0		

[USENET] Which of the following online platforms have you used?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	I currently use them	7	1.2	1.2	1.2	
	I no longer use them, but I did in the past	36	6.3	6.3	7.5	
	I never used them	132	23.1	23.1	30.6	
	I do not know what they are	347	60.8	60.8	91.4	
	I'm not sure	49	8.6	8.6	100.0	
	Total	571	100.0	100.0		

[Internet Forums] Which of the following online platforms have you used?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	I currently use them	271	47.5	47.5	47.5	
	I no longer use them, but I did in the past	179	31.3	31.3	78.8	
	I never used them	103	18.0	18.0	96.8	
	I do not know what they are	9	1.6	1.6	98.4	
	I'm not sure	9	1.6	1.6	100.0	
	Total	571	100.0	100.0		

[Social Networks and Social Media (Facebook, Twitter, etc.)] Which of the following online platforms have you used?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	I currently use them	537	94.0	94.0	94.0	94.0
	I no longer use them, but I did in the past	18	3.2	3.2	3.2	97.2
	I never used them	13	2.3	2.3	2.3	99.5
	I do not know what they are	1	.2	.2	.2	99.6
	I'm not sure	2	.4	.4	.4	100.0
	Total	571	100.0	100.0		

## 2AQ12. [Q12]

[Instant messaging and video-chatting (Skype, etc.)] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	75	13.1	13.1	13.1	13.1
	Daily	194	34.0	34.0	34.0	47.1
	Several times per week	110	19.3	19.3	19.3	66.4
	Several times per month	95	16.6	16.6	16.6	83.0
	Several times per year	69	12.1	12.1	12.1	95.1
	Never	28	4.9	4.9	4.9	100.0
	Total	571	100.0	100.0		

[Email] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	201	35.2	35.2	35.2	35.2
	Daily	336	58.8	58.8	58.8	94.0
	Several times per week	32	5.6	5.6	5.6	99.6
	Several times per month	1	.2	.2	.2	99.8
	Never	1	.2	.2	.2	100.0
	Total	571	100.0	100.0		

[Internet Forums[contributing]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	3	.5	.5	.5	
	Daily	17	3.0	3.0	3.5	
	Several times per week	47	8.2	8.2	11.7	
	Several times per month	83	14.5	14.5	26.3	
	Several times per year	130	22.8	22.8	49.0	
	Never	291	51.0	51.0	100.0	
	Total	571	100.0	100.0		

[Internet Forums[reading]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	21	3.7	3.7	3.7	
	Daily	93	16.3	16.3	20.0	
	Several times per week	128	22.4	22.4	42.4	
	Several times per month	170	29.8	29.8	72.2	
	Several times per year	89	15.6	15.6	87.7	
	Never	70	12.3	12.3	100.0	
	Total	571	100.0	100.0		

[Blogging[contributing]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	3	.5	.5	.5	
	Daily	5	.9	.9	1.4	
	Several times per week	26	4.6	4.6	6.0	
	Several times per month	47	8.2	8.2	14.2	
	Several times per year	98	17.2	17.2	31.3	
	Never	392	68.7	68.7	100.0	
	Total	571	100.0	100.0		

[ Blogging[reading]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	16	2.8	2.8	2.8	
	Daily	76	13.3	13.3	16.1	
	Several times per week	131	22.9	22.9	39.1	
	Several times per month	162	28.4	28.4	67.4	
	Several times per year	105	18.4	18.4	85.8	
	Never	81	14.2	14.2	100.0	
	Total	571	100.0	100.0		

[Micro-blogging(Twitter, Tumblr, etc.)[contributing]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	33	5.8	5.8	5.8	
	Daily	64	11.2	11.2	17.0	
	Several times per week	69	12.1	12.1	29.1	
	Several times per month	69	12.1	12.1	41.2	
	Several times per year	66	11.6	11.6	52.7	
	Never	270	47.3	47.3	100.0	
	Total	571	100.0	100.0		

[Micro-blogging(Twitter, Tumblr, etc.)[reading]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	52	9.1	9.1	9.1	
	Daily	132	23.1	23.1	32.2	
	Several times per week	85	14.9	14.9	47.1	
	Several times per month	100	17.5	17.5	64.6	
	Several times per year	62	10.9	10.9	75.5	
	Never	140	24.5	24.5	100.0	
	Total	571	100.0	100.0		

[Social Networks(Facebook, etc.)][contributing]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	71	12.4	12.4	12.4	
	Daily	148	25.9	25.9	38.4	
	Several times per week	137	24.0	24.0	62.3	
	Several times per month	118	20.7	20.7	83.0	
	Several times per year	53	9.3	9.3	92.3	
	Never	44	7.7	7.7	100.0	
	Total	571	100.0	100.0		

[Social Networks(Facebook, etc.)][reading]] How much time do you spend doing the following activities?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time	165	28.9	28.9	28.9	
	Daily	290	50.8	50.8	79.7	
	Several times per week	53	9.3	9.3	89.0	
	Several times per month	26	4.6	4.6	93.5	
	Several times per year	13	2.3	2.3	95.8	
	Never	24	4.2	4.2	100.0	
	Total	571	100.0	100.0		

## 2AQ13. [Q13]

[Face to face] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	More than one hour	431	75.5	75.5	75.5	
	30-60 minutes	68	11.9	11.9	87.4	
	10-30 minutes	49	8.6	8.6	96.0	
	Less than 10 minutes	17	3.0	3.0	98.9	
	I don't use this method	6	1.1	1.1	100.0	
	Total	571	100.0	100.0		

[Phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	More than one hour	33	5.8	5.8	5.8	5.8
	30-60 minutes	83	14.5	14.5	20.3	20.3
	10-30 minutes	153	26.8	26.8	47.1	47.1
	Less than 10 minutes	258	45.2	45.2	92.3	92.3
	I don't use this method	44	7.7	7.7	100.0	100.0
	Total	571	100.0	100.0		

[Text messaging via mobile phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	More than one hour	90	15.8	15.8	15.8	15.8
	30-60 minutes	95	16.6	16.6	32.4	32.4
	10-30 minutes	187	32.7	32.7	65.1	65.1
	Less than 10 minutes	180	31.5	31.5	96.7	96.7
	I don't use this method	19	3.3	3.3	100.0	100.0
	Total	571	100.0	100.0		

[Social networks and social media (Facebook, Twitter, etc.)] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	More than one hour	155	27.1	27.1	27.1	27.1
	30-60 minutes	114	20.0	20.0	47.1	47.1
	10-30 minutes	133	23.3	23.3	70.4	70.4
	Less than 10 minutes	129	22.6	22.6	93.0	93.0
	I don't use this method	40	7.0	7.0	100.0	100.0
	Total	571	100.0	100.0		

2AQ14. [Q14]

[Facebook] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	401	70.2	70.2	70.2
	Very often	71	12.4	12.4	82.7
	Occasionally	44	7.7	7.7	90.4
	Rarely	13	2.3	2.3	92.6
	No longer use it, but did in the past	17	3.0	3.0	95.6
	Never used it	25	4.4	4.4	100.0
	Total	571	100.0	100.0	

[Twitter] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	123	21.5	21.5	21.5
	Very often	53	9.3	9.3	30.8
	Occasionally	81	14.2	14.2	45.0
	Rarely	65	11.4	11.4	56.4
	No longer use it, but did in the past	25	4.4	4.4	60.8
	Never used it	224	39.2	39.2	100.0
	Total	571	100.0	100.0	

[Google+] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	31	5.4	5.4	5.4
	Very often	22	3.9	3.9	9.3
	Occasionally	70	12.3	12.3	21.5
	Rarely	125	21.9	21.9	43.4
	No longer use it, but did in the past	42	7.4	7.4	50.8
	Never used it	273	47.8	47.8	98.6
	Do not know what it is	8	1.4	1.4	100.0
	Total	571	100.0	100.0	

[LinkedIn] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	16	2.8	2.8	2.8
	Very often	48	8.4	8.4	11.2
	Occasionally	123	21.5	21.5	32.7
	Rarely	96	16.8	16.8	49.6
	No longer use it, but did in the past	23	4.0	4.0	53.6
	Never used it	258	45.2	45.2	98.8
	Do not know what it is	7	1.2	1.2	100.0
	Total	571	100.0	100.0	

[Tumblr] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	24	4.2	4.2	4.2
	Very often	21	3.7	3.7	7.9
	Occasionally	54	9.5	9.5	17.3
	Rarely	59	10.3	10.3	27.7
	No longer use it, but did in the past	31	5.4	5.4	33.1
	Never used it	376	65.8	65.8	98.9
	Do not know what it is	6	1.1	1.1	100.0
	Total	571	100.0	100.0	

[Instagram] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	68	11.9	11.9	11.9
	Very often	27	4.7	4.7	16.6
	Occasionally	51	8.9	8.9	25.6
	Rarely	55	9.6	9.6	35.2
	No longer use it, but did in the past	23	4.0	4.0	39.2
	Never used it	343	60.1	60.1	99.3
	Do not know what it is	4	.7	.7	100.0
	Total	571	100.0	100.0	



[Academia] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	6	1.1	1.1	1.1
	Very often	18	3.2	3.2	4.2
	Occasionally	58	10.2	10.2	14.4
	Rarely	47	8.2	8.2	22.6
	No longer use it, but did in the past	11	1.9	1.9	24.5
	Never used it	333	58.3	58.3	82.8
	Do not know what it is	98	17.2	17.2	100.0
	Total	571	100.0	100.0	

[Myspace] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very often	2	.4	.4	.4
	Occasionally	5	.9	.9	1.2
	Rarely	8	1.4	1.4	2.6
	No longer use it, but did in the past	179	31.3	31.3	34.0
	Never used it	367	64.3	64.3	98.2
	Do not know what it is	10	1.8	1.8	100.0
	Total	571	100.0	100.0	

[DeviantArt] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	2	.4	.4	.4
	Very often	4	.7	.7	1.1
	Occasionally	10	1.8	1.8	2.8
	Rarely	34	6.0	6.0	8.8
	No longer use it, but did in the past	53	9.3	9.3	18.0
	Never used it	391	68.5	68.5	86.5
	Do not know what it is	77	13.5	13.5	100.0
	Total	571	100.0	100.0	

[Pinterest] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	9	1.6	1.6	1.6
	Very often	14	2.5	2.5	4.0
	Occasionally	42	7.4	7.4	11.4
	Rarely	51	8.9	8.9	20.3
	No longer use it, but did in the past	22	3.9	3.9	24.2
	Never used it	410	71.8	71.8	96.0
	Do not know what it is	23	4.0	4.0	100.0
	Total	571	100.0	100.0	

## 2AQ15. [Q15]

Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	.5	.5	.5
	Phone number	184	32.2	32.2	32.7
	Email	73	12.8	12.8	45.5
	Facebook account	275	48.2	48.2	93.7
	Any other social media account	20	3.5	3.5	97.2
	I never ask / I don't know	16	2.8	2.8	100.0
	Total	571	100.0	100.0	

2AQ16. [Q16]

Would it be a surprise for you if that person did not possess a Facebook or any other social media account?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	204	35.7	69.9	69.9
	No	80	14.0	27.4	97.3
	I'm not sure / I don't know	8	1.4	2.7	100.0
	Total	292	51.1	100.0	
Missing	System	279	48.9		
Total		571	100.0		

2AQ18. [Q18]

[Facebook] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	My full name	438	76.7	80.7	80.7
	A part of my real name (e.g. first name only, Mary, John81, etc.)	76	13.3	14.0	94.7
	A fake name that looks like a real one	5	.9	.9	95.6
	An alias/nickname or other	24	4.2	4.4	100.0
	Total	543	95.1	100.0	
Missing	System	28	4.9		
Total		571	100.0		

[Twitter] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	My full name	139	24.3	40.3	40.3
	A part of my real name (e.g. first name only, Mary, John81, etc.)	112	19.6	32.5	72.8
	A fake name that looks like a real one	8	1.4	2.3	75.1
	An alias/nickname or other	86	15.1	24.9	100.0
	Total	345	60.4	100.0	
Missing	System	226	39.6		
Total		571	100.0		

[Google+] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	195	34.2	67.7	67.7	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	59	10.3	20.5	88.2	
	A fake name that looks like a real one	7	1.2	2.4	90.6	
	An alias/nickname or other	27	4.7	9.4	100.0	
	Total	288	50.4	100.0		
Missing	System	283	49.6			
Total		571	100.0			

[LinkedIn] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	271	47.5	88.9	88.9	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	22	3.9	7.2	96.1	
	A fake name that looks like a real one	1	.2	.3	96.4	
	An alias/nickname or other	11	1.9	3.6	100.0	
	Total	305	53.4	100.0		
Missing	System	266	46.6			
Total		571	100.0			

[Tumblr] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	22	3.9	11.7	11.7	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	45	7.9	23.9	35.6	
	A fake name that looks like a real one	4	.7	2.1	37.8	
	An alias/nickname or other	117	20.5	62.2	100.0	
	Total	188	32.9	100.0		
Missing	System	383	67.1			
Total		571	100.0			

[Instagram] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	58	10.2	26.0	26.0	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	91	15.9	40.8	66.8	
	A fake name that looks like a real one	9	1.6	4.0	70.9	
	An alias/nickname or other	65	11.4	29.1	100.0	
	Total	223	39.1	100.0		
Missing	System	348	60.9			
Total		571	100.0			

[Academia] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	101	17.7	72.1	72.1	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	22	3.9	15.7	87.9	
	An alias/nickname or other	17	3.0	12.1	100.0	
	Total	140	24.5	100.0		
Missing	System	431	75.5			
Total		571	100.0			

[MySpace] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	63	11.0	32.8	32.8	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	44	7.7	22.9	55.7	
	A fake name that looks like a real one	9	1.6	4.7	60.4	
	An alias/nickname or other	76	13.3	39.6	100.0	
	Total	192	33.6	100.0		
Missing	System	379	66.4			
Total		571	100.0			

[DeviantArt] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	11	1.9	10.7	10.7	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	20	3.5	19.4	30.1	
	A fake name that looks like a real one	6	1.1	5.8	35.9	
	An alias/nickname or other	66	11.6	64.1	100.0	
	Total	103	18.0	100.0		
Missing	System	468	82.0			
Total		571	100.0			

[Pinterest] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	My full name	35	6.1	25.4	25.4	
	A part of my real name (e.g. first name only, Mary, John81, etc.)	50	8.8	36.2	61.6	
	A fake name that looks like a real one	4	.7	2.9	64.5	
	An alias/nickname or other	49	8.6	35.5	100.0	
	Total	138	24.2	100.0		
Missing	System	433	75.8			
Total		571	100.0			

## 2AQ24. [Q24]

Do you think that in todays networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Yes	355	62.2	62.2	62.2	
	No	105	18.4	18.4	80.6	
	I'm not sure / I don't know	111	19.4	19.4	100.0	
	Total	571	100.0	100.0		

2AQ25. [Q25]

Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, in the past I was very reluctant to post personal information online. Now, I'm used to it.	53	9.3	9.3	9.3
	Yes, in the past I was carelessly posting personal information online. Now, I am careful.	201	35.2	35.2	44.5
	No, I believe my overall behaviour has not significantly changed compared to the past.	280	49.0	49.0	93.5
	I'm not sure / I can't tell.	37	6.5	6.5	100.0
	Total	571	100.0	100.0	

2AQ26. [Q26]

Please identify any of the following platforms that may have played a crucial role on the shift of how you present yourself online.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (forums, IRC, etc.)	1	.2	1.9	1.9
	Social Media	52	9.1	98.1	100.0
	Total	53	9.3	100.0	
Missing		518	90.7		
Total		571	100.0		

2AQ27. [Q27]

Was your older self-disclosure behaviour related to social networks/social media?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I used to publish personal information mostly on social networks/media.	162	28.4	80.6	80.6
	No, I did not use to publish personal information on social networks/media, but on other online platforms (e.g. forums, Total	39	6.8	19.4	100.0
	Total	201	35.2	100.0	
Missing		370	64.8		
Total		571	100.0		

2AQ28. [Q28]

	N	Descriptive Statistics		Mean	Std. Deviation
		Minimum	Maximum		
[Facebook] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	49	1	7	5.35	1.653
[Twitter] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	33	1	7	3.64	2.133
[Google+] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	32	1	7	1.87	1.519
[LinkedIn] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	28	1	7	3.82	2.229
[Tumblr] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	19	1	7	2.68	2.136
[Instagram] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	17	1	7	3.06	2.015



[Academia] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	14	1	7	3.50	2.534
[MySpace] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	15	1	7	2.60	1.920
[DeviantArt] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	9	1	7	2.44	2.068
[Pinterest] [You can rate from a range of 1 to 7 (1 means not applicable or no role at all, 7 means an extremely major role)] Please let us know if any of the following may have played a role on the shift of how you present yourself	11	1	7	2.36	2.203
Valid N (listwise)	2				

2AQ32. [Q32]

[Rank 1] You told us earlier that you have used or still use online communication services other than social media. What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of online communitie					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		561	98.2	98.2	98.2
	My full name	1	.2	.2	98.4
	My first name (alone or with other text such as year of birth, e.g. George85 etc.)	3	.5	.5	98.9
	Text that gives a meaning to my online identity comprehensible to others (eg. a nickname like 'comedylover' for a movie	4	.7	.7	99.6
	Text that has a meaning only to myself and is not directly comprehensible to others	1	.2	.2	99.8
	Random text that has no immediate meaning to anyone (including myself)	1	.2	.2	100.0
	Total	571	100.0	100.0	

[Rank 2] You told us earlier that you have used or still use online communication services other than social media. What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of online communitie					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		564	98.8	98.8	98.8
	My full name	1	.2	.2	98.9
	My first name (alone or with other text such as year of birth, e.g. George85 etc.)	1	.2	.2	99.1
	Text that gives a meaning to my online identity comprehensible to others (eg. a nickname like 'comedylover' for a movie	2	.4	.4	99.5
	Text that has a meaning only to myself and is not directly comprehensible to others	3	.5	.5	100.0
	Total	571	100.0	100.0	

[Rank 3] You told us earlier that you have used or still use online communication services other than social media. What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of online communities						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid		565	98.9	98.9		98.9
	My first name (alone or with other text such as year of birth, e.g. George85 etc.)	3	.5	.5		99.5
	Text that gives a meaning to my online identity comprehensible to others (eg. a nickname like 'comedylover' for a movie)	1	.2	.2		99.6
	Text that has a meaning only to myself and is not directly comprehensible to others	1	.2	.2		99.8
	Random text that has no immediate meaning to anyone (including myself)	1	.2	.2		100.0
	Total	571	100.0	100.0		

[Rank 4] You told us earlier that you have used or still use online communication services other than social media. What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of online communities						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid		567	99.3	99.3		99.3
	My full name	2	.4	.4		99.6
	My first name (alone or with other text such as year of birth, e.g. George85 etc.)	1	.2	.2		99.8
	Text that has a meaning only to myself and is not directly comprehensible to others	1	.2	.2		100.0
	Total	571	100.0	100.0		

[Rank 5] You told us earlier that you have used or still use online communication services other than social media. What are your most common ways of presenting your identity (e.g. choosing a username) when you participate in any kind of online communities						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid		567	99.3	99.3		99.3
	My full name	2	.4	.4		99.6
	Random text that has no immediate meaning to anyone (including myself)	2	.4	.4		100.0
	Total	571	100.0	100.0		

2AQ33. [Q33]

In which online platform did you first use your real full name or credentials as public information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		565	98.9	98.9	98.9
	Multi-User Dungeon (MUD)	1	.2	.2	99.1
	Social Networks and Social Media (Facebook, Twitter, etc.)	5	.9	.9	100.0
	Total	571	100.0	100.0	

2AQ50. [Q50]

As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always, whenever possible	26	4.6	4.6	4.6
	Only to selected websites	173	30.3	30.8	35.5
	Very rarely	169	29.6	30.1	65.6
	Never	193	33.8	34.4	100.0
	Total	561	98.2	100.0	
Missing	System	10	1.8		
Total		571	100.0		

2AQ51. [Q51]

What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Very useful. They offer a unified and seamless experience. The advantages counterpart any concerns about privacy.	23	4.0	4.0	4.0	
	Useful, but I have some privacy concerns as external information is circulated through social networks.	203	35.6	35.6	39.6	
	I find these tools of no true use, although I do not have any major concerns about the privacy issues they arise.	52	9.1	9.1	48.7	
	I find these tools not only of no true use, but also an intrusion on my online daily activities.	149	26.1	26.1	74.8	
	I do not know / I am not sure	136	23.8	23.8	98.6	
	Other	8	1.4	1.4	100.0	
	Total	571	100.0	100.0		

2AQ64. [Q64]

Statistics			
[ You can find almost anything about me My online ID is virtually non-existent] If someone used an Internet search engine to find things about you, how much information do you believe this person would find?			
N	Valid	561	
	Missing	10	
Mean		4.3814616755793	
Median		4.0000000000000	
Std. Deviation		1.29584997025258	
Minimum		1.00000000000	
Maximum		7.00000000000	

[[You can find almost anything about me My online ID is virtually non-existent] If someone used an Internet search engine to find things about you, how much information do you believe this person would find?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1.00000000000	5	.9	.9	.9	
	2.00000000000	27	4.7	4.8	5.7	
	3.00000000000	124	21.7	22.1	27.8	
	4.00000000000	137	24.0	24.4	52.2	
	5.00000000000	159	27.8	28.3	80.6	
	6.00000000000	79	13.8	14.1	94.7	
	7.00000000000	30	5.3	5.3	100.0	
Total		561	98.2	100.0		
Missing	System	10	1.8			
Total		571	100.0			

## 2AQ1Q10. [Q1] & [Q10]

When did you first go online? * How old are you? Crosstabulation						
			How old are you?			Total
			18-24	25-34	35+	
When did you first go online?	Prior to 1990	Count	1	2	5	8
		% within How old are you?	0.3%	1.0%	8.5%	1.4%
	Between 1991-1995	Count	6	37	36	79
		% within How old are you?	1.9%	18.7%	61.0%	13.9%
	Between 1996-2000	Count	148	128	10	286
		% within How old are you?	47.3%	64.6%	16.9%	50.2%
	Between 2001-2004	Count	123	28	6	157
		% within How old are you?	39.3%	14.1%	10.2%	27.5%
	Between 2005-2009	Count	35	3	2	40
		% within How old are you?	11.2%	1.5%	3.4%	7.0%
Total		Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

2AQ1Q12. [Q1] & [Q12]

*[Instant messaging and video-chatting (Skype, etc)] How much time do you spend doing the following activities? \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Instant messaging and video-chatting (Skype, etc)] How much time do you spend doing the following activities?	Almost all the time	Count	52	22	0	74
		% within How old are you?	16.6%	11.1%	0.0%	13.0%
	Daily	Count	108	70	16	194
		% within How old are you?	34.5%	35.4%	27.1%	34.0%
	Several times per week	Count	62	32	16	110
		% within How old are you?	19.8%	16.2%	27.1%	19.3%
	Several times per month	Count	51	39	5	95
		% within How old are you?	16.3%	19.7%	8.5%	16.7%
	Several times per year	Count	29	27	13	69
		% within How old are you?	9.3%	13.6%	22.0%	12.1%
	Never	Count	11	8	9	28
		% within How old are you?	3.5%	4.0%	15.3%	4.9%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	40.408 <sup>a</sup>	10	.000	
Likelihood Ratio	42.939	10	.000	
N of Valid Cases	570			

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 2.90.

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.266	.000
	Cramer's V		.188	.000
	Contingency Coefficient		.257	.000
N of Valid Cases			570	

*[Email] How much time do you spend doing the following activities? \* How old are you?*

Crosstab						
		How old are you?			Total	
		18-24	25-34	35+		
[Email] How much time do you spend doing the following activities?	Almost all the time	Count	99	79	23	201
		% within How old are you?	31.6%	39.9%	39.0%	35.3%
	Daily	Count	188	112	35	335
		% within How old are you?	60.1%	56.6%	59.3%	58.8%
	Several times per week	Count	25	6	1	32
		% within How old are you?	8.0%	3.0%	1.7%	5.6%
	Several times per month	Count	0	1	0	1
		% within How old are you?	0.0%	0.5%	0.0%	0.2%
	Never	Count	1	0	0	1
		% within How old are you?	0.3%	0.0%	0.0%	0.2%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	12.675 <sup>a</sup>	8	.124	
Likelihood Ratio	14.000	8	.082	
N of Valid Cases	570			

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .10.



Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.149	.124
	Cramer's V	.105	.124
	Contingency Coefficient	.147	.124
N of Valid Cases		570	

*[Internet Forums[contributing]] How much time do you spend doing the following activities? \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Internet Forums[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	2	0	1	3
		% within How old are you?	0.6%	0.0%	1.7%	0.5%
	Daily	Count	11	5	1	17
		% within How old are you?	3.5%	2.5%	1.7%	3.0%
	Several times per week	Count	21	18	7	46
		% within How old are you?	6.7%	9.1%	11.9%	8.1%
Several times per month	Count	39	30	14	83	
	% within How old are you?	12.5%	15.2%	23.7%	14.6%	
Several times per year	Count	69	47	14	130	
	% within How old are you?	22.0%	23.7%	23.7%	22.8%	
Never	Count	171	98	22	291	
	% within How old are you?	54.6%	49.5%	37.3%	51.1%	
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	13.087 <sup>a</sup>	10		.219
Likelihood Ratio	13.215	10		.212
N of Valid Cases	570			

a. 5 cells (27.8%) have expected count less than 5. The minimum expected count is .31.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.152		.219
	Cramer's V	.107		.219
	Contingency Coefficient	.150		.219
N of Valid Cases		570		

*[Internet Forums[reading]] How much time do you spend doing the following activities? \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Internet Forums[reading]] How much time do you spend doing the following activities?	Almost all the time	Count	14	5	2	21
		% within How old are you?	4.5%	2.5%	3.4%	3.7%
	Daily	Count	53	29	11	93
		% within How old are you?	16.9%	14.6%	18.6%	16.3%
	Several times per week	Count	69	46	12	127
		% within How old are you?	22.0%	23.2%	20.3%	22.3%
	Several times per month	Count	95	59	16	170
		% within How old are you?	30.4%	29.8%	27.1%	29.8%
	Several times per year	Count	41	39	9	89
		% within How old are you?	13.1%	19.7%	15.3%	15.6%
	Never	Count	41	20	9	70
		% within How old are you?	13.1%	10.1%	15.3%	12.3%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	6.982 <sup>a</sup>	10		.727
Likelihood Ratio	6.974	10		.728
N of Valid Cases	570			

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 2.17.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.111		.727
	Cramer's V	.078		.727
	Contingency Coefficient	.110		.727
N of Valid Cases		570		

*[Blogging[contributing]] How much time do you spend doing the following activities? \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Blogging[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	3	0	0	3
		% within How old are you?	1.0%	0.0%	0.0%	0.5%
	Daily	Count	3	0	2	5
		% within How old are you?	1.0%	0.0%	3.4%	0.9%
	Several times per week	Count	14	10	2	26
		% within How old are you?	4.5%	5.1%	3.4%	4.6%
Several times per month	Count	21	20	5	46	
	% within How old are you?	6.7%	10.1%	8.5%	8.1%	
Several times per year	Count	42	39	17	98	
	% within How old are you?	13.4%	19.7%	28.8%	17.2%	
Never	Count	230	129	33	392	
	% within How old are you?	73.5%	65.2%	55.9%	68.8%	
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.250 <sup>a</sup>	10	.019
Likelihood Ratio	21.770	10	.016
N of Valid Cases	570		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .31.

Symmetric Measures		Value	Approximate Significance
Nominal by Nominal	Phi	.193	.019
	Cramer's V	.137	.019
	Contingency Coefficient	.190	.019
N of Valid Cases		570	

*[Blogging[reading]] How much time do you spend doing the following activities? \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Blogging[reading]] How much time do you spend doing the following activities?	Almost all the time	Count	10	6	0	16
		% within How old are you?	3.2%	3.0%	0.0%	2.8%
	Daily	Count	31	35	10	76
		% within How old are you?	9.9%	17.7%	16.9%	13.3%
	Several times per week	Count	70	42	19	131
		% within How old are you?	22.4%	21.2%	32.2%	23.0%
	Several times per month	Count	95	56	10	161
		% within How old are you?	30.4%	28.3%	16.9%	28.2%
	Several times per year	Count	59	35	11	105
		% within How old are you?	18.8%	17.7%	18.6%	18.4%
	Never	Count	48	24	9	81
		% within How old are you?	15.3%	12.1%	15.3%	14.2%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	14.686 <sup>a</sup>	10		.144
Likelihood Ratio	16.524	10		.086
N of Valid Cases	570			

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 1.66.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.161		.144
	Cramer's V	.114		.144
	Contingency Coefficient	.158		.144
N of Valid Cases		570		

*[Micro-blogging(Twitter, Tumblr, etc.)[contributing]] How much time do you spend doing the following activities? \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Micro-blogging(Twitter, Tumblr, etc.)[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	21	6	5	32
		% within How old are you?	6.7%	3.0%	8.5%	5.6%
	Daily	Count	35	20	9	64
		% within How old are you?	11.2%	10.1%	15.3%	11.2%
	Several times per week	Count	39	25	5	69
		% within How old are you?	12.5%	12.6%	8.5%	12.1%
	Several times per month	Count	37	26	6	69
		% within How old are you?	11.8%	13.1%	10.2%	12.1%
	Several times per year	Count	27	33	6	66
		% within How old are you?	8.6%	16.7%	10.2%	11.6%
	Never	Count	154	88	28	270
		% within How old are you?	49.2%	44.4%	47.5%	47.4%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	13.518 <sup>a</sup>	10		.196
Likelihood Ratio	13.546	10		.195
N of Valid Cases	570			

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.31.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.154		.196
	Cramer's V	.109		.196
	Contingency Coefficient	.152		.196
N of Valid Cases		570		

*[Micro-blogging(Twitter, Tumblr, etc.)][reading]] How much time do you spend doing the following activities? \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Micro-blogging(Twitter, Tumblr, etc.)][reading]] How much time do you spend doing the following activities?	Almost all the time	Count	29	14	8	51
		% within How old are you?	9.3%	7.1%	13.6%	8.9%
	Daily	Count	72	45	15	132
		% within How old are you?	23.0%	22.7%	25.4%	23.2%
	Several times per week	Count	50	33	2	85
		% within How old are you?	16.0%	16.7%	3.4%	14.9%
	Several times per month	Count	60	35	5	100
		% within How old are you?	19.2%	17.7%	8.5%	17.5%
	Several times per year	Count	28	27	7	62
		% within How old are you?	8.9%	13.6%	11.9%	10.9%
	Never	Count	74	44	22	140
		% within How old are you?	23.6%	22.2%	37.3%	24.6%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	18.457 <sup>a</sup>	10		.048
Likelihood Ratio	20.805	10		.022
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.28.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.180		.048
	Cramer's V	.127		.048
	Contingency Coefficient	.177		.048
N of Valid Cases		570		



*[Social Networks(Facebook, etc.)[contributing]] How much time do you spend doing the following activities? \* How old are you?*

Crosstab			How old are you?			Total
			18-24	25-34	35+	
[Social Networks(Facebook, etc.)[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	42	24	5	71
		% within How old are you?	13.4%	12.1%	8.5%	12.5%
	Daily	Count	81	50	16	147
		% within How old are you?	25.9%	25.3%	27.1%	25.8%
	Several times per week	Count	80	47	10	137
		% within How old are you?	25.6%	23.7%	16.9%	24.0%
	Several times per month	Count	59	47	12	118
		% within How old are you?	18.8%	23.7%	20.3%	20.7%
	Several times per year	Count	32	14	7	53
		% within How old are you?	10.2%	7.1%	11.9%	9.3%
	Never	Count	19	16	9	44
		% within How old are you?	6.1%	8.1%	15.3%	7.7%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.249 <sup>a</sup>	10	.338
Likelihood Ratio	10.622	10	.388
N of Valid Cases	570		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 4.55.

Symmetric Measures		Value	Approximate Significance
Nominal by Nominal	Phi	.140	.338
	Cramer's V	.099	.338
	Contingency Coefficient	.139	.338
N of Valid Cases		570	

*[Social Networks(Facebook, etc.)[reading]] How much time do you spend doing the following activities? \* How old are you?*

		Crosstab				Total
		How old are you?				
			18-24	25-34	35+	
[Social Networks(Facebook, etc.)[reading]] How much time do you spend doing the following activities?	Almost all the time	Count	107	50	8	165
		% within How old are you?	34.2%	25.3%	13.6%	28.9%
	Daily	Count	150	107	32	289
		% within How old are you?	47.9%	54.0%	54.2%	50.7%
	Several times per week	Count	30	18	5	53
		% within How old are you?	9.6%	9.1%	8.5%	9.3%
	Several times per month	Count	14	8	4	26
		% within How old are you?	4.5%	4.0%	6.8%	4.6%
	Several times per year	Count	2	8	3	13
		% within How old are you?	0.6%	4.0%	5.1%	2.3%
	Never	Count	10	7	7	24
		% within How old are you?	3.2%	3.5%	11.9%	4.2%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	28.235 <sup>a</sup>	10		.002
Likelihood Ratio	27.024	10		.003
N of Valid Cases	570			

a. 4 cells (22.2%) have expected count less than 5. The minimum expected count is 1.35.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.223		.002
	Cramer's V	.157		.002
	Contingency Coefficient	.217		.002
N of Valid Cases		570		

### *Kruskal-Wallis Test*

Ranks				
	How old are you?	N		Mean Rank
[Instant messaging and video-chatting (Skype, etc)] How much time do you spend doing the following activities?	18-24	313		265.52
	25-34	198		292.75
	35+	59		367.16
	Total	570		
[Email] How much time do you spend doing the following activities?	18-24	313		299.53
	25-34	198		268.64
	35+	59		267.64
	Total	570		
[Internet Forums[contributing]] How much time do you spend doing the following activities?	18-24	313		296.28
	25-34	198		281.89
	35+	59		240.40
	Total	570		
[Internet Forums[reading]] How much time do you spend doing the following activities?	18-24	313		280.22
	25-34	198		292.79
	35+	59		289.04
	Total	570		
[Blogging[contributing]] How much time do you spend doing the following activities?	18-24	313		297.46
	25-34	198		276.39
	35+	59		252.58

[Blogging[reading]] How much time do you spend doing the following activities?	Total	570	
	18-24	313	296.92
	25-34	198	270.88
	35+	59	273.97
[Micro-blogging(Twitter, Tumblr, etc.)[contributing]] How much time do you spend doing the following activities?	Total	570	
	18-24	313	285.63
	25-34	198	287.96
	35+	59	276.56
[Micro-blogging(Twitter, Tumblr, etc.)[reading]] How much time do you spend doing the following activities?	Total	570	
	18-24	313	280.66
	25-34	198	288.21
	35+	59	302.08
[Social Networks(Facebook, etc.)[contributing]] How much time do you spend doing the following activities?	Total	570	
	18-24	313	278.26
	25-34	198	287.17
	35+	59	318.31
[Social Networks(Facebook, etc.)[reading]] How much time do you spend doing the following activities?	Total	570	
	18-24	313	267.61
	25-34	198	294.81
	35+	59	349.16
	Total	570	

Test Statistics <sup>a,b</sup>										
	[IM]	[Email]	[Forums [contributing]]	[Forums [reading]]	[Blogging[contributing]]	[Blogging[reading]]	[Micro-blogging [contributing]]	[Micro-blogging[reading]]	[Social Networks [contributing]]	[Social Networks [reading]]
Kruskal-Wallis H	20.637	6.695	6.885	.774	6.897	3.519	.246	.958	3.102	15.561
df	2	2	2	2	2	2	2	2	2	2
Asymp. Sig.	.000	.035	.032	.679	.032	.172	.884	.619	.212	.000

a. Kruskal Wallis Test  
b. Grouping Variable: How old are you?

2AQ2Q12. [Q2] & [Q12]

[Instant messaging and video-chatting (Skype, etc)] How much time do you spend doing the following activities? \* What is your gender?

		Crosstab		What is your gender?		Total
				Female	Male	
[Instant messaging and video-chatting (Skype, etc)] How much time do you spend doing the following activities?	Almost all the time	Count		40	34	74
		% within What is your gender?		11.5%	15.5%	13.0%
	Daily	Count		127	66	193
		% within What is your gender?		36.4%	30.1%	34.0%
	Several times per week	Count		64	46	110
		% within What is your gender?		18.3%	21.0%	19.4%
	Several times per month	Count		61	33	94
		% within What is your gender?		17.5%	15.1%	16.5%
	Several times per year	Count		40	29	69
		% within What is your gender?		11.5%	13.2%	12.1%
	Never	Count		17	11	28
		% within What is your gender?		4.9%	5.0%	4.9%
Total	Count		349	219	568	
	% within What is your gender?		100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	4.578 <sup>a</sup>	5	.470	
Likelihood Ratio	4.566	5	.471	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.80.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.090	.470	
	Cramer's V	.090	.470	
	Contingency Coefficient	.089	.470	
N of Valid Cases		568		

*[Email] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Email] How much time do you spend doing the following activities?	Almost all the time	Count	120	80	200
		% within What is your gender?	34.4%	36.5%	35.2%
	Daily	Count	210	124	334
		% within What is your gender?	60.2%	56.6%	58.8%
	Several times per week	Count	18	14	32
		% within What is your gender?	5.2%	6.4%	5.6%
	Several times per month	Count	1	0	1
		% within What is your gender?	0.3%	0.0%	0.2%
	Never	Count	0	1	1
		% within What is your gender?	0.0%	0.5%	0.2%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.050 <sup>a</sup>	4	.550	
Likelihood Ratio	3.704	4	.447	
N of Valid Cases	568			

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .39.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.073	.550	
	Cramer's V	.073	.550	
	Contingency Coefficient	.073	.550	
N of Valid Cases		568		

*[Internet Forums[contributing]] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Internet Forums[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	1	2	3
		% within What is your gender?	0.3%	0.9%	0.5%
	Daily	Count	6	11	17
		% within What is your gender?	1.7%	5.0%	3.0%
	Several times per week	Count	18	29	47
		% within What is your gender?	5.2%	13.2%	8.3%
	Several times per month	Count	42	39	81
		% within What is your gender?	12.0%	17.8%	14.3%
	Several times per year	Count	78	51	129
		% within What is your gender?	22.3%	23.3%	22.7%
	Never	Count	204	87	291
		% within What is your gender?	58.5%	39.7%	51.2%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	28.945 <sup>a</sup>	5	.000	
Likelihood Ratio	28.615	5	.000	
N of Valid Cases	568			

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.16.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.226	.000	
	Cramer's V	.226	.000	
	Contingency Coefficient	.220	.000	
N of Valid Cases		568		

*[Internet Forums[reading]] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Internet Forums[reading]] How much time do you spend doing the following activities?	Almost all the time	Count	10	11	21
		% within What is your gender?	2.9%	5.0%	3.7%
	Daily	Count	37	55	92
		% within What is your gender?	10.6%	25.1%	16.2%
	Several times per week	Count	63	64	127
		% within What is your gender?	18.1%	29.2%	22.4%
	Several times per month	Count	114	55	169
		% within What is your gender?	32.7%	25.1%	29.8%
	Several times per year	Count	68	21	89
		% within What is your gender?	19.5%	9.6%	15.7%
	Never	Count	57	13	70
		% within What is your gender?	16.3%	5.9%	12.3%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	49.491 <sup>a</sup>	5	.000	
Likelihood Ratio	50.593	5	.000	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.10.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.295	.000	
	Cramer's V	.295	.000	
	Contingency Coefficient	.283	.000	
N of Valid Cases		568		



*[Blogging[contributing]] How much time do you spend doing the following activities? \* What is your gender?*

Crosstab			What is your gender?		Total
			Female	Male	
[Blogging[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	1	2	3
		% within What is your gender?	0.3%	0.9%	0.5%
	Daily	Count	4	1	5
		% within What is your gender?	1.1%	0.5%	0.9%
	Several times per week	Count	14	12	26
		% within What is your gender?	4.0%	5.5%	4.6%
	Several times per month	Count	31	16	47
		% within What is your gender?	8.9%	7.3%	8.3%
	Several times per year	Count	60	37	97
		% within What is your gender?	17.2%	16.9%	17.1%
	Never	Count	239	151	390
		% within What is your gender?	68.5%	68.9%	68.7%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	2.776 <sup>a</sup>	5	.734	
Likelihood Ratio	2.809	5	.729	
N of Valid Cases	568			

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.16.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.070	.734	
	Cramer's V	.070	.734	
	Contingency Coefficient	.070	.734	
N of Valid Cases		568		

*[Blogging[reading]] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Blogging[reading]] How much time do you spend doing the following activities?	Almost all the time	Count	11	5	16
		% within What is your gender?	3.2%	2.3%	2.8%
	Daily	Count	38	36	74
		% within What is your gender?	10.9%	16.4%	13.0%
	Several times per week	Count	78	52	130
		% within What is your gender?	22.3%	23.7%	22.9%
	Several times per month	Count	107	55	162
		% within What is your gender?	30.7%	25.1%	28.5%
	Several times per year	Count	66	39	105
		% within What is your gender?	18.9%	17.8%	18.5%
	Never	Count	49	32	81
		% within What is your gender?	14.0%	14.6%	14.3%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	5.226 <sup>a</sup>	5	.389	
Likelihood Ratio	5.183	5	.394	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.17.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.096	.389	
	Cramer's V	.096	.389	
	Contingency Coefficient	.095	.389	
N of Valid Cases		568		

*[Micro-blogging(Twitter, Tumblr, etc.)[contributing]] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Micro-blogging(Twitter, Tumblr, etc.)[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	24	8	32
		% within What is your gender?	6.9%	3.7%	5.6%
	Daily	Count	40	23	63
		% within What is your gender?	11.5%	10.5%	11.1%
	Several times per week	Count	42	27	69
		% within What is your gender?	12.0%	12.3%	12.1%
	Several times per month	Count	52	17	69
		% within What is your gender?	14.9%	7.8%	12.1%
	Several times per year	Count	38	28	66
		% within What is your gender?	10.9%	12.8%	11.6%
Total	Never	Count	153	116	269
		% within What is your gender?	43.8%	53.0%	47.4%
		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.030 <sup>a</sup>	5	.051
Likelihood Ratio	11.517	5	.042
N of Valid Cases	568		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.34.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.139	.051
	Cramer's V	.139	.051
	Contingency Coefficient	.138	.051
N of Valid Cases		568	

*[Micro-blogging(Twitter, Tumblr, etc.)][reading]] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Micro-blogging(Twitter, Tumblr, etc.)][reading]] How much time do you spend doing the following activities?	Almost all the time	Count	34	17	51
		% within What is your gender?	9.7%	7.8%	9.0%
	Daily	Count	81	50	131
		% within What is your gender?	23.2%	22.8%	23.1%
	Several times per week	Count	54	31	85
		% within What is your gender?	15.5%	14.2%	15.0%
	Several times per month	Count	51	49	100
		% within What is your gender?	14.6%	22.4%	17.6%
	Several times per year	Count	36	25	61
		% within What is your gender?	10.3%	11.4%	10.7%
	Never	Count	93	47	140
		% within What is your gender?	26.6%	21.5%	24.6%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	6.976 <sup>a</sup>	5	.222	
Likelihood Ratio	6.899	5	.228	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.66.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.111	.222	
	Cramer's V	.111	.222	
	Contingency Coefficient	.110	.222	
N of Valid Cases		568		

*[Social Networks(Facebook, etc.)[contributing]] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			Total
		What is your gender?			
		Female	Male		
[Social Networks(Facebook, etc.)[contributing]] How much time do you spend doing the following activities?	Almost all the time	Count	46	25	71
		% within What is your gender?	13.2%	11.4%	12.5%
	Daily	Count	97	50	147
		% within What is your gender?	27.8%	22.8%	25.9%
	Several times per week	Count	83	53	136
		% within What is your gender?	23.8%	24.2%	23.9%
	Several times per month	Count	79	39	118
		% within What is your gender?	22.6%	17.8%	20.8%
	Several times per year	Count	21	32	53
		% within What is your gender?	6.0%	14.6%	9.3%
	Never	Count	23	20	43
		% within What is your gender?	6.6%	9.1%	7.6%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	14.937 <sup>a</sup>	5	.011	
Likelihood Ratio	14.594	5	.012	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.58.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.162	.011	
	Cramer's V	.162	.011	
	Contingency Coefficient	.160	.011	
N of Valid Cases		568		

*[Social Networks(Facebook, etc.)[reading]] How much time do you spend doing the following activities? \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Social Networks(Facebook, etc.)[reading]] How much time do you spend doing the following activities?	Almost all the time	Count	107	58	165
		% within What is your gender?	30.7%	26.5%	29.0%
	Daily	Count	183	106	289
		% within What is your gender?	52.4%	48.4%	50.9%
	Several times per week	Count	29	23	52
		% within What is your gender?	8.3%	10.5%	9.2%
	Several times per month	Count	11	15	26
		% within What is your gender?	3.2%	6.8%	4.6%
	Several times per year	Count	7	5	12
		% within What is your gender?	2.0%	2.3%	2.1%
Total	Never	Count	12	12	24
		% within What is your gender?	3.4%	5.5%	4.2%
		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	7.339 <sup>a</sup>	5	.197	
Likelihood Ratio	7.166	5	.209	
N of Valid Cases	568			

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.63.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.114	.197	
	Cramer's V	.114	.197	
	Contingency Coefficient	.113	.197	
N of Valid Cases		568		

## Mann-Whitney Test

		Ranks			
	What is your gender?	N	Mean Rank	Sum of Ranks	
[Instant messaging and video-chatting (Skype, etc)] How much time do you spend doing the following activities?	Female	349	284.87	99418.00	
	Male	219	283.92	62178.00	
	Total	568			
[Email] How much time do you spend doing the following activities?	Female	349	285.70	99711.00	
	Male	219	282.58	61885.00	
	Total	568			
[Internet Forums[contributing]] How much time do you spend doing the following activities?	Female	349	310.34	108308.00	
	Male	219	243.32	53288.00	
	Total	568			
[Internet Forums[reading]] How much time do you spend doing the following activities?	Female	349	321.17	112090.00	
	Male	219	226.05	49506.00	
	Total	568			
[Blogging[contributing]] How much time do you spend doing the following activities?	Female	349	284.22	99191.50	
	Male	219	284.95	62404.50	
	Total	568			
[Blogging[reading]] How much time do you spend doing the following activities?	Female	349	289.68	101098.00	
	Male	219	276.25	60498.00	
	Total	568			
[Micro-blogging(Twitter, Tumblr, etc.)[contributing]] How much time do you spend doing the following activities?	Female	349	273.05	95293.00	
	Male	219	302.75	66303.00	
	Total	568			
[Micro-blogging(Twitter, Tumblr, etc.)[reading]] How much time do you spend doing the following activities?	Female	349	284.79	99392.00	
	Male	219	284.04	62204.00	
	Total	568			
[Social Networks(Facebook, etc.)[contributing]] How much time do you spend doing the following activities?	Female	349	272.86	95227.00	
	Male	219	303.05	66369.00	
	Total	568			
[Social Networks(Facebook, etc.)[reading]] How much time do you spend doing the following activities?	Female	349	274.23	95707.50	
	Male	219	300.86	65888.50	
	Total	568			

Test Statistics <sup>a</sup>										
	IM	Email	Forums [contribu ting]	Forum s [readin g]	[Blogging[contri buting]]	[Blogging[rea ding]]	[Micro- blogging[contrib uting]]	[Micro- blogging[rea ding]]	[Social Networks[contri buting]]	[Social Networks[rea ding]]
Mann-Whitney U	38088.000	37795.000	29198.000	25416.000	38116.500	36408.000	34218.000	38114.000	34152.000	34632.500
Wilcoxon	62178.000	61885.000	53288.000	49506.000	99191.500	60498.000	95293.000	62204.000	95227.000	95707.500
Z	-.069	-.255	-5.137	-6.889	-.064	-.972	-2.229	-.054	-2.182	-2.050
Asymp. Sig. (2-tailed)	.945	.799	.000	.000	.949	.331	.026	.957	.029	.040

a. Grouping Variable: What is your gender?

## 2AQ1Q13. [Q1] & [Q13]

*[Face to face] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* How old are you?*

		Crosstab				Total
			How old are you?			
			18-24	25-34	35+	
[Face to face] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	237	148	46	431
		% within How old are you?	75.7%	74.7%	78.0%	75.6%
	30-60 minutes	Count	40	24	4	68
		% within How old are you?	12.8%	12.1%	6.8%	11.9%
	10-30 minutes	Count	25	17	6	48
		% within How old are you?	8.0%	8.6%	10.2%	8.4%
	Less than 10 minutes	Count	7	8	2	17
		% within How old are you?	2.2%	4.0%	3.4%	3.0%
	I don't use this method	Count	4	1	1	6
		% within How old are you?	1.3%	0.5%	1.7%	1.1%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	



Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	4.167 <sup>a</sup>	8		.842
Likelihood Ratio	4.464	8		.813
N of Valid Cases	570			

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .62.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.086		.842
	Cramer's V	.060		.842
	Contingency Coefficient	.085		.842
N of Valid Cases		570		

*[Phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* How old are you?*

Crosstab						
		How old are you?			Total	
		18-24	25-34	35+		
[Phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	21	9	3	33
		% within How old are you?	6.7%	4.5%	5.1%	5.8%
	30-60 minutes	Count	44	34	5	83
		% within How old are you?	14.1%	17.2%	8.5%	14.6%
	10-30 minutes	Count	82	55	16	153
		% within How old are you?	26.2%	27.8%	27.1%	26.8%
	Less than 10 minutes	Count	137	88	33	258
		% within How old are you?	43.8%	44.4%	55.9%	45.3%
	I don't use this method	Count	29	12	2	43
		% within How old are you?	9.3%	6.1%	3.4%	7.5%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	8.458 <sup>a</sup>	8		.390
Likelihood Ratio	8.905	8		.350
N of Valid Cases	570			

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.42.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.122		.390
	Cramer's V	.086		.390
	Contingency Coefficient	.121		.390
N of Valid Cases		570		

*[Text messaging via mobile phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Text messaging via mobile phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	57	29	4	90
		% within How old are you?	18.2%	14.6%	6.8%	15.8%
	30-60 minutes	Count	64	26	4	94
		% within How old are you?	20.4%	13.1%	6.8%	16.5%
	10-30 minutes	Count	101	65	21	187
		% within How old are you?	32.3%	32.8%	35.6%	32.8%
	Less than 10 minutes	Count	83	72	25	180
		% within How old are you?	26.5%	36.4%	42.4%	31.6%
	I don't use this method	Count	8	6	5	19
		% within How old are you?	2.6%	3.0%	8.5%	3.3%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	23.679 <sup>a</sup>	8		.003
Likelihood Ratio	23.828	8		.002
N of Valid Cases	570			

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 1.97.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.204		.003
	Cramer's V	.144		.003
	Contingency Coefficient	.200		.003
N of Valid Cases		570		

*[Social networks and social media (Facebook, Twitter, etc.)] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* How old are you?*

Crosstab						
		How old are you?			Total	
		18-24	25-34	35+		
[Social networks and social media (Facebook, Twitter, etc.)] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	101	44	9	154
		% within How old are you?	32.3%	22.2%	15.3%	27.0%
	30-60 minutes	Count	71	35	8	114
		% within How old are you?	22.7%	17.7%	13.6%	20.0%
	10-30 minutes	Count	65	52	16	133
		% within How old are you?	20.8%	26.3%	27.1%	23.3%
	Less than 10 minutes	Count	59	52	18	129
		% within How old are you?	18.8%	26.3%	30.5%	22.6%
	I don't use this method	Count	17	15	8	40
		% within How old are you?	5.4%	7.6%	13.6%	7.0%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	22.318 <sup>a</sup>	8		.004
Likelihood Ratio	22.145	8		.005
N of Valid Cases	570			

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.14.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.198		.004
	Cramer's V	.140		.004
	Contingency Coefficient	.194		.004
N of Valid Cases		570		

## 2AQ2Q13. [Q2] & [Q13]

*[Face to face] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Face to face] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	272	158	430
		% within What is your gender?	77.9%	72.1%	75.7%
	30-60 minutes	Count	38	29	67
		% within What is your gender?	10.9%	13.2%	11.8%
	10-30 minutes	Count	25	23	48
		% within What is your gender?	7.2%	10.5%	8.5%
	Less than 10 minutes	Count	11	6	17
		% within What is your gender?	3.2%	2.7%	3.0%
	I don't use this method	Count	3	3	6
		% within What is your gender?	0.9%	1.4%	1.1%
	Total	Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.411 <sup>a</sup>	4	.491	
Likelihood Ratio	3.357	4	.500	
N of Valid Cases	568			

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.31.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.077	.491	
	Cramer's V	.077	.491	
	Contingency Coefficient	.077	.491	
N of Valid Cases		568		

*[Phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	20	13	33
		% within What is your gender?	5.7%	5.9%	5.8%
	30-60 minutes	Count	56	27	83
		% within What is your gender?	16.0%	12.3%	14.6%
	10-30 minutes	Count	97	56	153
		% within What is your gender?	27.8%	25.6%	26.9%
	Less than 10 minutes	Count	151	105	256
		% within What is your gender?	43.3%	47.9%	45.1%
	I don't use this method	Count	25	18	43
		% within What is your gender?	7.2%	8.2%	7.6%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	2.381 <sup>a</sup>	4		.666
Likelihood Ratio	2.404	4		.662
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.72.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.065		.666
	Cramer's V	.065		.666
	Contingency Coefficient	.065		.666
N of Valid Cases		568		

*[Text messaging via mobile phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Text messaging via mobile phone] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	67	23	90
		% within What is your gender?	19.2%	10.5%	15.8%
	30-60 minutes	Count	61	34	95
		% within What is your gender?	17.5%	15.5%	16.7%
	10-30 minutes	Count	101	84	185
		% within What is your gender?	28.9%	38.4%	32.6%
	Less than 10 minutes	Count	114	65	179
		% within What is your gender?	32.7%	29.7%	31.5%
	I don't use this method	Count	6	13	19
		% within What is your gender?	1.7%	5.9%	3.3%
	Total	Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	17.925 <sup>a</sup>	4		.001
Likelihood Ratio	18.015	4		.001
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.33.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.178		.001
	Cramer's V	.178		.001
	Contingency Coefficient	.175		.001
N of Valid Cases		568		

*[Social networks and social media (Facebook, Twitter, etc.)] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Social networks and social media (Facebook, Twitter, etc.)] On average, how much time do you spend using the following methods each day in order to communicate with family, friends and acquaintances?	More than one hour	Count	100	55	155
		% within What is your gender?	28.7%	25.1%	27.3%
	30-60 minutes	Count	73	39	112
		% within What is your gender?	20.9%	17.8%	19.7%
	10-30 minutes	Count	77	56	133
		% within What is your gender?	22.1%	25.6%	23.4%
	Less than 10 minutes	Count	81	48	129
		% within What is your gender?	23.2%	21.9%	22.7%
	I don't use this method	Count	18	21	39
		% within What is your gender?	5.2%	9.6%	6.9%
	Total	Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	5.932 <sup>a</sup>	4		.204
Likelihood Ratio	5.819	4		.213
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.04.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.102		.204
	Cramer's V	.102		.204
	Contingency Coefficient	.102		.204
N of Valid Cases		568		

## 2AQ1Q14. [Q1] & [Q14]

*[Facebook] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Facebook] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	270	164	37	471
		% within How old are you?	86.3%	82.8%	62.7%	82.6%
	Occasionally	Count	28	18	11	57
		% within How old are you?	8.9%	9.1%	18.6%	10.0%
	No	Count	15	16	11	42
		% within How old are you?	4.8%	8.1%	18.6%	7.4%
Total		Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%



Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	21.389 <sup>a</sup>	4	.000	
Likelihood Ratio	18.091	4	.001	
Linear-by-Linear Association	16.550	1	.000	
N of Valid Cases	570			

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.35.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.194	.000	
	Cramer's V	.137	.000	
	Contingency Coefficient	.190	.000	
N of Valid Cases		570		

*[Twitter] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Twitter] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	93	62	20	175
		% within How old are you?	29.7%	31.3%	33.9%	30.7%
	Occasionally	Count	73	64	9	146
		% within How old are you?	23.3%	32.3%	15.3%	25.6%
	No	Count	147	72	30	249
		% within How old are you?	47.0%	36.4%	50.8%	43.7%
Total		Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	10.807 <sup>a</sup>	4		.029
Likelihood Ratio	11.070	4		.026
Linear-by-Linear Association	.645	1		.422
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.11.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.138		.029
	Cramer's V	.097		.029
	Contingency Coefficient	.136		.029
N of Valid Cases		570		

*[Google+] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Google+] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question.	Often	Count	23	19	11	53
		% within How old are you?	7.3%	9.6%	18.6%	9.3%
	Occasionally	Count	99	84	12	195
		% within How old are you?	31.6%	42.4%	20.3%	34.2%
	No	Count	191	95	36	322
		% within How old are you?	61.0%	48.0%	61.0%	56.5%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	18.564 <sup>a</sup>	4	.001	
Likelihood Ratio	17.809	4	.001	
Linear-by-Linear Association	4.742	1	.029	
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.49.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.180	.001	
	Cramer's V	.128	.001	
	Contingency Coefficient	.178	.001	
N of Valid Cases		570		

*[LinkedIn] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[LinkedIn] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	23	28	13	64
		% within How old are you?	7.3%	14.1%	22.0%	11.2%
	Occasionally	Count	107	94	18	219
		% within How old are you?	34.2%	47.5%	30.5%	38.4%
	No	Count	183	76	28	287
		% within How old are you?	58.5%	38.4%	47.5%	50.4%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	28.300 <sup>a</sup>	4	.000	
Likelihood Ratio	27.556	4	.000	
Linear-by-Linear Association	17.353	1	.000	
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.62.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.223	.000	
	Cramer's V	.158	.000	
	Contingency Coefficient	.217	.000	
N of Valid Cases		570		

*[Tumblr] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Tumblr] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	32	10	2	44
		% within How old are you?	10.2%	5.1%	3.4%	7.7%
	Occasionally	Count	63	43	7	113
		% within How old are you?	20.1%	21.7%	11.9%	19.8%
	No	Count	218	145	50	413
		% within How old are you?	69.6%	73.2%	84.7%	72.5%
Total		Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	9.648 <sup>a</sup>	4		.047
Likelihood Ratio	10.300	4		.036
Linear-by-Linear Association	7.042	1		.008
N of Valid Cases	570			

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 4.55.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.130		.047
	Cramer's V	.092		.047
	Contingency Coefficient	.129		.047
N of Valid Cases		570		

*[Instagram] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Instagram] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question.	Often	Count	61	28	5	94
		% within How old are you?	19.5%	14.1%	8.5%	16.5%
	Occasionally	Count	56	46	4	106
		% within How old are you?	17.9%	23.2%	6.8%	18.6%
	No	Count	196	124	50	370
		% within How old are you?	62.6%	62.6%	84.7%	64.9%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	15.458 <sup>a</sup>	4	.004	
Likelihood Ratio	16.861	4	.002	
Linear-by-Linear Association	7.243	1	.007	
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.73.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.165	.004	
	Cramer's V	.116	.004	
	Contingency Coefficient	.162	.004	
N of Valid Cases		570		

*[Academia] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Academia] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	11	10	3	24
		% within How old are you?	3.5%	5.1%	5.1%	4.2%
	Occasionally	Count	39	51	15	105
		% within How old are you?	12.5%	25.8%	25.4%	18.4%
	No	Count	263	137	41	441
		% within How old are you?	84.0%	69.2%	69.5%	77.4%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	18.170 <sup>a</sup>	4	.001	
Likelihood Ratio	18.167	4	.001	
Linear-by-Linear Association	10.915	1	.001	
N of Valid Cases	570			

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 2.48.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.179	.001	
	Cramer's V	.126	.001	
	Contingency Coefficient	.176	.001	
N of Valid Cases		570		

*[Myspace] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Myspace] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	1	1	0	2
		% within How old are you?	0.3%	0.5%	0.0%	0.4%
	Occasionally	Count	4	8	1	13
		% within How old are you?	1.3%	4.0%	1.7%	2.3%
	No	Count	308	189	58	555
		% within How old are you?	98.4%	95.5%	98.3%	97.4%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	4.621 <sup>a</sup>	4	.328	
Likelihood Ratio	4.578	4	.333	
Linear-by-Linear Association	.712	1	.399	
N of Valid Cases	570			

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .21.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.090	.328	
	Cramer's V	.064	.328	
	Contingency Coefficient	.090	.328	
N of Valid Cases		570		

*[DeviantArt] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[DeviantArt] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	4	2	0	6
		% within How old are you?	1.3%	1.0%	0.0%	1.1%
	Occasionally	Count	27	16	1	44
		% within How old are you?	8.6%	8.1%	1.7%	7.7%
	No	Count	282	180	58	520
		% within How old are you?	90.1%	90.9%	98.3%	91.2%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	



Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	4.286 <sup>a</sup>	4	.369	
Likelihood Ratio	6.180	4	.186	
Linear-by-Linear Association	2.878	1	.090	
N of Valid Cases	570			

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .62.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.087	.369	
	Cramer's V	.061	.369	
	Contingency Coefficient	.086	.369	
N of Valid Cases		570		

*[Pinterest] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* How old are you?*

Crosstab						
			How old are you?			Total
			18-24	25-34	35+	
[Pinterest] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	13	9	1	23
		% within How old are you?	4.2%	4.5%	1.7%	4.0%
	Occasionally	Count	43	37	13	93
		% within How old are you?	13.7%	18.7%	22.0%	16.3%
	No	Count	257	152	45	454
		% within How old are you?	82.1%	76.8%	76.3%	79.6%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	4.607 <sup>a</sup>	4	.330	
Likelihood Ratio	4.754	4	.314	
Linear-by-Linear Association	.917	1	.338	
N of Valid Cases	570			

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 2.38.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.090	.330	
	Cramer's V	.064	.330	
	Contingency Coefficient	.090	.330	
N of Valid Cases		570		

## 2AQ2Q14. [Q2] & [Q14]

*[Facebook] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Facebook] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question.	Often	Count	299	172	471
		% within What is your gender?	85.7%	78.5%	82.9%
	Occasionally	Count	28	28	56
		% within What is your gender?	8.0%	12.8%	9.9%
	No	Count	22	19	41
		% within What is your gender?	6.3%	8.7%	7.2%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	4.971 <sup>a</sup>	2		.083
Likelihood Ratio	4.873	2		.087
Linear-by-Linear Association	3.698	1		.054
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.81.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.094		.083
	Cramer's V	.094		.083
	Contingency Coefficient	.093		.083
N of Valid Cases		568		

*[Twitter] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Twitter] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol ( ) on the bottom of this question.	Often	Count	108	67	175
		% within What is your gender?	30.9%	30.6%	30.8%
	Occasionally	Count	86	60	146
		% within What is your gender?	24.6%	27.4%	25.7%
	No	Count	155	92	247
		% within What is your gender?	44.4%	42.0%	43.5%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.582 <sup>a</sup>	2	.748
Likelihood Ratio	.579	2	.748
Linear-by-Linear Association	.078	1	.780
N of Valid Cases	568		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 56.29.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.032	.748
	Cramer's V	.032	.748
	Contingency Coefficient	.032	.748
N of Valid Cases		568	

*[Google+] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Google+] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	34	19	53
		% within What is your gender?	9.7%	8.7%	9.3%
	Occasionally	Count	120	74	194
		% within What is your gender?	34.4%	33.8%	34.2%
	No	Count	195	126	321
		% within What is your gender?	55.9%	57.5%	56.5%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	.244 <sup>a</sup>	2	.885	
Likelihood Ratio	.245	2	.885	
Linear-by-Linear Association	.229	1	.632	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.43.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.021	.885	
	Cramer's V	.021	.885	
	Contingency Coefficient	.021	.885	
N of Valid Cases		568		

*[LinkedIn] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[LinkedIn] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	35	29	64
		% within What is your gender?	10.0%	13.2%	11.3%
	Occasionally	Count	135	83	218
		% within What is your gender?	38.7%	37.9%	38.4%
	No	Count	179	107	286
		% within What is your gender?	51.3%	48.9%	50.4%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	1.413 <sup>a</sup>	2	.493	
Likelihood Ratio	1.391	2	.499	
Linear-by-Linear Association	.923	1	.337	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.68.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.050	.493	
	Cramer's V	.050	.493	
	Contingency Coefficient	.050	.493	
N of Valid Cases		568		

*[Tumblr] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Tumblr] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	31	12	43
		% within What is your gender?	8.9%	5.5%	7.6%
	Occasionally	Count	66	47	113
		% within What is your gender?	18.9%	21.5%	19.9%
	No	Count	252	160	412
		% within What is your gender?	72.2%	73.1%	72.5%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	2.512 <sup>a</sup>	2	.285	
Likelihood Ratio	2.601	2	.272	
Linear-by-Linear Association	.642	1	.423	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.58.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.066	.285	
	Cramer's V	.066	.285	
	Contingency Coefficient	.066	.285	
N of Valid Cases		568		

*[Instagram] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Instagram] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	71	23	94
		% within What is your gender?	20.3%	10.5%	16.5%
	Occasionally	Count	66	40	106
		% within What is your gender?	18.9%	18.3%	18.7%
	No	Count	212	156	368
		% within What is your gender?	60.7%	71.2%	64.8%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	10.190 <sup>a</sup>	2	.006	
Likelihood Ratio	10.684	2	.005	
Linear-by-Linear Association	9.560	1	.002	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.24.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.134	.006	
	Cramer's V	.134	.006	
	Contingency Coefficient	.133	.006	
N of Valid Cases		568		

*[Academia] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Academia] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	16	8	24
		% within What is your gender?	4.6%	3.7%	4.2%
	Occasionally	Count	64	40	104
		% within What is your gender?	18.3%	18.3%	18.3%
	No	Count	269	171	440
		% within What is your gender?	77.1%	78.1%	77.5%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.294 <sup>a</sup>	2	.863
Likelihood Ratio	.300	2	.861
Linear-by-Linear Association	.180	1	.672
N of Valid Cases	568		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.25.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.023	.863
	Cramer's V	.023	.863
	Contingency Coefficient	.023	.863
N of Valid Cases		568	

*[Myspace] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Myspace] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	0	2	2
		% within What is your gender?	0.0%	0.9%	0.4%
	Occasionally	Count	7	5	12
		% within What is your gender?	2.0%	2.3%	2.1%
	No	Count	342	212	554
		% within What is your gender?	98.0%	96.8%	97.5%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.256 <sup>a</sup>	2	.196	
Likelihood Ratio	3.880	2	.144	
Linear-by-Linear Association	1.727	1	.189	
N of Valid Cases	568			

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .77.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.076	.196	
	Cramer's V	.076	.196	
	Contingency Coefficient	.075	.196	
N of Valid Cases		568		

*[DeviantArt] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[DeviantArt] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	3	3	6
		% within What is your gender?	0.9%	1.4%	1.1%
	Occasionally	Count	22	21	43
		% within What is your gender?	6.3%	9.6%	7.6%
	No	Count	324	195	519
		% within What is your gender?	92.8%	89.0%	91.4%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	2.462 <sup>a</sup>	2	.292	
Likelihood Ratio	2.407	2	.300	
Linear-by-Linear Association	2.294	1	.130	
N of Valid Cases	568			

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.31.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.066	.292	
	Cramer's V	.066	.292	
	Contingency Coefficient	.066	.292	
N of Valid Cases		568		

*[Pinterest] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Pinterest] Have you used any of the following social media? If there are any services that you use that are not included in the list below, you can add up to 5 more items by clicking the plus symbol (+) on the bottom of this question.	Often	Count	20	3	23
		% within What is your gender?	5.7%	1.4%	4.0%
	Occasionally	Count	77	16	93
		% within What is your gender?	22.1%	7.3%	16.4%
	No	Count	252	200	452
		% within What is your gender?	72.2%	91.3%	79.6%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	30.397 <sup>a</sup>	2		.000
Likelihood Ratio	33.580	2		.000
Linear-by-Linear Association	27.856	1		.000
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.87.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.231		.000
	Cramer's V	.231		.000
	Contingency Coefficient	.225		.000
N of Valid Cases		568		

## 2AQ1Q15. [Q1] & [Q15]

Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch? * How old are you? Crosstabulation						
		How old are you?			Total	
		18-24	25-34	35+		
Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch?	Facebook or other Social Media	Count	187	98	9	294
		% within How old are you?	62.1%	51.0%	15.5%	53.4%
	Phone number or Email	Count	114	94	49	257
		% within How old are you?	37.9%	49.0%	84.5%	46.6%
Total	Count	301	192	58	551	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	43.084 <sup>a</sup>	2		.000
Likelihood Ratio	45.821	2		.000
Linear-by-Linear Association	37.218	1		.000
N of Valid Cases	551			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.05.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.280		.000
	Cramer's V	.280		.000
	Contingency Coefficient	.269		.000
N of Valid Cases		551		

## 2AQ2Q15. [Q2] & [Q15]

Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch? * What is your gender? Crosstabulation					
			What is your gender?		Total
			Female	Male	
Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch?	Facebook or other Social Media	Count	190	104	294
		% within What is your gender?	56.7%	48.1%	53.4%
	Phone number or Email	Count	145	112	257
		% within What is your gender?	43.3%	51.9%	46.6%
Total		Count	335	216	551
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.874 <sup>a</sup>	1	.049		
Continuity Correction <sup>b</sup>	3.537	1	.060		
Likelihood Ratio	3.873	1	.049		
Fisher's Exact Test				.054	.030
Linear-by-Linear Association	3.867	1	.049		
N of Valid Cases	551				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 100.75.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.084	.049
	Cramer's V	.084	.049
	Contingency Coefficient	.084	.049
N of Valid Cases		551	

2AQ1Q16. [Q1] & [Q16]

Would it be a surprise for you if that person did not possess a Facebook or any other social media account? * How old are you? Crosstabulation						
		How old are you?			Total	
		18-24	25-34	35+		
Would it be a surprise for you if that person did not possess a Facebook or any other social media account?	Yes	Count 142	Count 59	Count 3	Count 204	
		% within How old are you? 78.5%	% within How old are you? 63.4%	% within How old are you? 33.3%	% within How old are you? 72.1%	
	No	Count 39	Count 34	Count 6	Count 79	
		% within How old are you? 21.5%	% within How old are you? 36.6%	% within How old are you? 66.7%	% within How old are you? 27.9%	
Total		Count 181	Count 93	Count 9	Count 283	
		% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	13.817 <sup>a</sup>	2	.001	
Likelihood Ratio	12.935	2	.002	
Linear-by-Linear Association	13.062	1	.000	
N of Valid Cases	283			

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.51.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.221	.001	
	Cramer's V	.221	.001	
	Contingency Coefficient	.216	.001	
N of Valid Cases		283		

## 2AQ2Q16. [Q2] & [Q16]

Would it be a surprise for you if that person did not possess a Facebook or any other social media account? * What is your gender? Crosstabulation					
			What is your gender?		Total
			Female	Male	
Would it be a surprise for you if that person did not possess a Facebook or any other social media account?	Yes	Count	132	71	203
		% within What is your gender?	71.4%	72.4%	71.7%
	No	Count	53	27	80
		% within What is your gender?	28.6%	27.6%	28.3%
Total		Count	185	98	283
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.038 <sup>a</sup>	1	.845		
Continuity Correction <sup>b</sup>	.003	1	.955		
Likelihood Ratio	.038	1	.845		
Fisher's Exact Test				.890	.480
Linear-by-Linear Association	.038	1	.846		
N of Valid Cases	283				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.70.					
b. Computed only for a 2x2 table					

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	-.012	.845	
	Cramer's V	.012	.845	
	Contingency Coefficient	.012	.845	
N of Valid Cases		283		



2AQ1Q18. [Q1] & [Q18]

[Facebook] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Facebook] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	249	155	33	437
		% within How old are you?	82.2%	82.0%	66.0%	80.6%
	No real full name (part of it, alias, nickname etc.)	Count	54	34	17	105
		% within How old are you?	17.8%	18.0%	34.0%	19.4%
Total		Count	303	189	50	542
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.547 <sup>a</sup>	2	.023
Likelihood Ratio	6.625	2	.036
Linear-by-Linear Association	3.926	1	.048
N of Valid Cases	542		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.69.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.118	.023
	Cramer's V	.118	.023
	Contingency Coefficient	.117	.023
N of Valid Cases		542	

*[Twitter] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Twitter] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	79	48	11	138
		% within How old are you?	43.9%	35.8%	36.7%	40.1%
	No real full name (part of it, alias, nickname etc.)	Count	101	86	19	206
		% within How old are you?	56.1%	64.2%	63.3%	59.9%
	Total	Count	180	134	30	344
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.244 <sup>a</sup>	2	.326
Likelihood Ratio	2.250	2	.325
Linear-by-Linear Association	1.758	1	.185
N of Valid Cases	344		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.03.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.081	.326
	Cramer's V	.081	.326
	Contingency Coefficient	.081	.326
N of Valid Cases		344	

*[Google+] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Google+] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	99	78	17	194
		% within How old are you?	70.7%	66.1%	58.6%	67.6%
	No real full name (part of it, alias, nickname etc.)	Count	41	40	12	93
		% within How old are you?	29.3%	33.9%	41.4%	32.4%
	Total	Count	140	118	29	287
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.808 <sup>a</sup>	2	.405
Likelihood Ratio	1.776	2	.411
Linear-by-Linear Association	1.752	1	.186
N of Valid Cases	287		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.40.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.079	.405
	Cramer's V	.079	.405
	Contingency Coefficient	.079	.405
N of Valid Cases		287	

*[LinkedIn] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[LinkedIn] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	122	118	31	271
		% within How old are you?	86.5%	92.9%	83.8%	88.9%
	No real full name (part of it, alias, nickname etc.)	Count	19	9	6	34
		% within How old are you?	13.5%	7.1%	16.2%	11.1%
	Total	Count	141	127	37	305
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.845 <sup>a</sup>	2	.146
Likelihood Ratio	3.977	2	.137
Linear-by-Linear Association	.140	1	.709
N of Valid Cases	305		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.12.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.112	.146
	Cramer's V	.112	.146
	Contingency Coefficient	.112	.146
N of Valid Cases		305	

*[Tumblr] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Tumblr] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	14	8	0	22
		% within How old are you?	12.6%	12.1%	0.0%	11.8%
	No real full name (part of it, alias, nickname etc.)	Count	97	58	10	165
		% within How old are you?	87.4%	87.9%	100.0%	88.2%
	Total	Count	111	66	10	187
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.418 <sup>a</sup>	2	.492
Likelihood Ratio	2.587	2	.274
Linear-by-Linear Association	.647	1	.421
N of Valid Cases	187		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.18.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.087	.492
	Cramer's V	.087	.492
	Contingency Coefficient	.087	.492
N of Valid Cases		187	

*[Instagram] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Instagram] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	38	15	4	57
		% within How old are you?	30.4%	17.9%	30.8%	25.7%
	No real full name (part of it, alias, nickname etc.)	Count	87	69	9	165
		% within How old are you?	69.6%	82.1%	69.2%	74.3%
	Total	Count	125	84	13	222
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.329 <sup>a</sup>	2	.115
Likelihood Ratio	4.488	2	.106
Linear-by-Linear Association	1.760	1	.185
N of Valid Cases	222		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.34.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.140	.115
	Cramer's V	.140	.115
	Contingency Coefficient	.138	.115
N of Valid Cases		222	

*[Academia] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Academia] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	30	54	17	101
		% within How old are you?	57.7%	79.4%	85.0%	72.1%
	No real full name (part of it, alias, nickname etc.)	Count	22	14	3	39
		% within How old are you?	42.3%	20.6%	15.0%	27.9%
	Total	Count	52	68	20	140
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.836 <sup>a</sup>	2	.012
Likelihood Ratio	8.739	2	.013
Linear-by-Linear Association	7.769	1	.005
N of Valid Cases	140		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.57.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.251	.012
	Cramer's V	.251	.012
	Contingency Coefficient	.244	.012
N of Valid Cases		140	

*[MySpace] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[MySpace] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	40	19	3	62
		% within How old are you?	37.4%	25.3%	33.3%	32.5%
	No real full name (part of it, alias, nickname etc.)	Count	67	56	6	129
		% within How old are you?	62.6%	74.7%	66.7%	67.5%
	Total	Count	107	75	9	191
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.924 <sup>a</sup>	2	.232
Likelihood Ratio	2.974	2	.226
Linear-by-Linear Association	1.859	1	.173
N of Valid Cases	191		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.92.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.124	.232
	Cramer's V	.124	.232
	Contingency Coefficient	.123	.232
N of Valid Cases		191	



*[DeviantArt] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[DeviantArt] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	6	4	1	11
		% within How old are you?	9.2%	11.1%	50.0%	10.7%
	No real full name (part of it, alias, nickname etc.)	Count	59	32	1	92
		% within How old are you?	90.8%	88.9%	50.0%	89.3%
	Total	Count	65	36	2	103
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.392 <sup>a</sup>	2	.183
Likelihood Ratio	2.083	2	.353
Linear-by-Linear Association	1.089	1	.297
N of Valid Cases	103		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .21.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.181	.183
	Cramer's V	.181	.183
	Contingency Coefficient	.179	.183
N of Valid Cases		103	

*[Pinterest] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Pinterest] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	17	13	5	35
		% within How old are you?	27.0%	22.0%	33.3%	25.5%
	No real full name (part of it, alias, nickname etc.)	Count	46	46	10	102
		% within How old are you?	73.0%	78.0%	66.7%	74.5%
	Total	Count	63	59	15	137
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.929 <sup>a</sup>	2	.628
Likelihood Ratio	.914	2	.633
Linear-by-Linear Association	.006	1	.939
N of Valid Cases	137		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.83.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.082	.628
	Cramer's V	.082	.628
	Contingency Coefficient	.082	.628
N of Valid Cases		137	

2AQ2Q18. [Q2] & [Q18]

*[Facebook] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[Facebook] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count		272	165	437
		% within What is your gender?		80.5%	81.3%	80.8%
	No real full name (part of it, alias, nickname etc.)	Count		66	38	104
		% within What is your gender?		19.5%	18.7%	19.2%
Total		Count		338	203	541
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.053 <sup>a</sup>	1	.818		
Continuity Correction <sup>b</sup>	.014	1	.906		
Likelihood Ratio	.053	1	.817		
Fisher's Exact Test				.910	.455
Linear-by-Linear Association	.053	1	.818		
N of Valid Cases	541				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 39.02.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	-.010	.818	
	Cramer's V	.010	.818	
	Contingency Coefficient	.010	.818	
N of Valid Cases		541		

*[Twitter] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[Twitter] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count		77	62	139
		% within What is your gender?		36.3%	47.3%	40.5%
	No real full name (part of it, alias, nickname etc.)	Count		135	69	204
		% within What is your gender?		63.7%	52.7%	59.5%
Total		Count		212	131	343
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.070 <sup>a</sup>	1	.044		
Continuity Correction <sup>b</sup>	3.626	1	.057		
Likelihood Ratio	4.054	1	.044		
Fisher's Exact Test				.054	.029
Linear-by-Linear Association	4.058	1	.044		
N of Valid Cases	343				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 53.09.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.109	.044
	Cramer's V	.109	.044
	Contingency Coefficient	.108	.044
N of Valid Cases		343	

*[Google+] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Google+] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	112	83	195
		% within What is your gender?	65.1%	72.8%	68.2%
	No real full name (part of it, alias, nickname etc.)	Count	60	31	91
		% within What is your gender?	34.9%	27.2%	31.8%
Total		Count	172	114	286
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.869 <sup>a</sup>	1	.172		
Continuity Correction <sup>b</sup>	1.532	1	.216		
Likelihood Ratio	1.890	1	.169		
Fisher's Exact Test				.196	.108
Linear-by-Linear Association	1.863	1	.172		
N of Valid Cases	286				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 36.27.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.081	.172
	Cramer's V	.081	.172
	Contingency Coefficient	.081	.172
N of Valid Cases		286	

*[LinkedIn] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[LinkedIn] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	164	106	270
		% within What is your gender?	89.6%	87.6%	88.8%
	No real full name (part of it, alias, nickname etc.)	Count	19	15	34
		% within What is your gender?	10.4%	12.4%	11.2%
Total		Count	183	121	304
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.297 <sup>a</sup>	1	.585		
Continuity Correction <sup>b</sup>	.129	1	.719		
Likelihood Ratio	.295	1	.587		
Fisher's Exact Test				.583	.357
Linear-by-Linear Association	.297	1	.586		
N of Valid Cases	304				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.53.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.031	.585
	Cramer's V	.031	.585
	Contingency Coefficient	.031	.585
N of Valid Cases		304	

*[Tumblr] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[Tumblr] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count		11	11	22
		% within What is your gender?		9.7%	15.1%	11.8%
	No real full name (part of it, alias, nickname etc.)	Count		102	62	164
		% within What is your gender?		90.3%	84.9%	88.2%
Total		Count		113	73	186
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	
Pearson Chi-Square	1.210 <sup>a</sup>	1	.271			
Continuity Correction <sup>b</sup>	.752	1	.386			
Likelihood Ratio	1.185	1	.276			
Fisher's Exact Test				.353	.192	
Linear-by-Linear Association	1.203	1	.273			
N of Valid Cases	186					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.63.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.081	.271
	Cramer's V	.081	.271
	Contingency Coefficient	.080	.271
N of Valid Cases		186	

*[Instagram] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[Instagram] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count		34	24	58
		% within What is your gender?		22.5%	33.8%	26.1%
	No real full name (part of it, alias, nickname etc.)	Count		117	47	164
		% within What is your gender?		77.5%	66.2%	73.9%
Total		Count		151	71	222
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.187 <sup>a</sup>	1	.074		
Continuity Correction <sup>b</sup>	2.629	1	.105		
Likelihood Ratio	3.104	1	.078		
Fisher's Exact Test				.101	.054
Linear-by-Linear Association	3.173	1	.075		
N of Valid Cases	222				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.55.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.120	.074
	Cramer's V	.120	.074
	Contingency Coefficient	.119	.074
N of Valid Cases		222	



*[Academia] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[Academia] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count		63	37	100
		% within What is your gender?		71.6%	72.5%	71.9%
	No real full name (part of it, alias, nickname etc.)	Count		25	14	39
		% within What is your gender?		28.4%	27.5%	28.1%
Total		Count		88	51	139
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.015 <sup>a</sup>	1	.904		
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.015	1	.903		
Fisher's Exact Test				1.000	.533
Linear-by-Linear Association	.015	1	.904		
N of Valid Cases	139				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.31.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.010	.904
	Cramer's V	.010	.904
	Contingency Coefficient	.010	.904
N of Valid Cases		139	

*[MySpace] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[MySpace] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	32	31	63
		% within What is your gender?	27.8%	41.3%	33.2%
	No real full name (part of it, alias, nickname etc.)	Count	83	44	127
		% within What is your gender?	72.2%	58.7%	66.8%
Total		Count	115	75	190
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.737 <sup>a</sup>	1	.053		
Continuity Correction <sup>b</sup>	3.152	1	.076		
Likelihood Ratio	3.704	1	.054		
Fisher's Exact Test				.060	.038
Linear-by-Linear Association	3.717	1	.054		
N of Valid Cases	190				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.87.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	-.140	.053	
	Cramer's V	.140	.053	
	Contingency Coefficient	.139	.053	
N of Valid Cases		190		

*[DeviantArt] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[DeviantArt] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	4	7	11
		% within What is your gender?	6.3%	18.9%	11.0%
	No real full name (part of it, alias, nickname etc.)	Count	59	30	89
		% within What is your gender?	93.7%	81.1%	89.0%
	Total	Count	63	37	100
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.762 <sup>a</sup>	1	.052		
Continuity Correction <sup>b</sup>	2.588	1	.108		
Likelihood Ratio	3.615	1	.057		
Fisher's Exact Test				.094	.056
Linear-by-Linear Association	3.724	1	.054		
N of Valid Cases	100				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.07.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	-.194	.052	
	Cramer's V	.194	.052	
	Contingency Coefficient	.190	.052	
N of Valid Cases		100		

*[Pinterest] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Pinterest] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	27	8	35
		% within What is your gender?	24.1%	30.8%	25.4%
	No real full name (part of it, alias, nickname etc.)	Count	85	18	103
		% within What is your gender?	75.9%	69.2%	74.6%
Total		Count	112	26	138
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.495 <sup>a</sup>	1	.482		
Continuity Correction <sup>b</sup>	.205	1	.650		
Likelihood Ratio	.479	1	.489		
Fisher's Exact Test				.465	.318
Linear-by-Linear Association	.491	1	.483		
N of Valid Cases	138				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.59.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.060	.482
	Cramer's V	.060	.482
	Contingency Coefficient	.060	.482
N of Valid Cases		138	

2AQ1Q24. [Q1] & [Q24]

Do you think that in todays networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.? * How old are you? Crosstabulation					
		How old are you?			Total
		18-24	25-34	35+	
Do you think that in todays networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.?	Yes	Count 214	Count 113	Count 28	Count 355
		% within How old are you? 82.6%	% within How old are you? 72.0%	% within How old are you? 65.1%	% within How old are you? 77.3%
	No	Count 45	Count 44	Count 15	Count 104
		% within How old are you? 17.4%	% within How old are you? 28.0%	% within How old are you? 34.9%	% within How old are you? 22.7%
Total		Count 259	Count 157	Count 43	Count 459
		% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	10.374 <sup>a</sup>	2	.006	
Likelihood Ratio	10.150	2	.006	
Linear-by-Linear Association	10.196	1	.001	
N of Valid Cases	459			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.74.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.150	.006	
	Cramer's V	.150	.006	
	Contingency Coefficient	.149	.006	
N of Valid Cases		459		

2AQ2Q24. [Q2] & [Q24]

Do you think that in todays networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.? * What is your gender? Crosstabulation				
		What is your gender?		Total
		Female	Male	
Do you think that in todays networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.?	Yes	Count 211	141	352
		% within What is your gender? 77.3%	76.6%	77.0%
	No	Count 62	43	105
		% within What is your gender? 22.7%	23.4%	23.0%
Total		Count 273	184	457
		% within What is your gender? 100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.027 <sup>a</sup>	1	.870		
Continuity Correction <sup>b</sup>	.003	1	.959		
Likelihood Ratio	.027	1	.870		
Fisher's Exact Test				.910	.478
Linear-by-Linear Association	.027	1	.870		
N of Valid Cases	457				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 42.28.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.008	.870	
	Cramer's V	.008	.870	
	Contingency Coefficient	.008	.870	
N of Valid Cases		457		

2AQ1Q25. [Q1] & [Q25]

Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past? \* How old are you?

Crosstabulation

		How old are you?			Total	
		18-24	25-34	35+		
Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past?	Yes, in the past I was very reluctant to post personal information online. Now, I'm used to it.	Count % within How old are you?	33 11.5%	14 7.4%	6 10.5%	53 9.9%
	Yes, in the past I was carelessly posting personal information online. Now, I am careful.	Count % within How old are you?	105 36.7%	83 43.7%	12 21.1%	200 37.5%
	No, I believe my overall behaviour has not significantly changed compared to the past.	Count % within How old are you?	148 51.7%	93 48.9%	39 68.4%	280 52.5%
Total	Count % within How old are you?	286 100.0%	190 100.0%	57 100.0%	533 100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.349 <sup>a</sup>	4	.023
Likelihood Ratio	11.897	4	.018
Linear-by-Linear Association	2.219	1	.136
N of Valid Cases	533		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.67.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.146	.023
	Cramer's V	.103	.023
	Contingency Coefficient	.144	.023
N of Valid Cases		533	

2AQ2Q25. [Q2] & [Q25]

Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past? \* What is your gender? Crosstabulation

		What is your gender?		Total
		Female	Male	
Considering your overall online experience so far, do you think that the ways that you present yourself online have changed compared with the past?	Yes, in the past I was very reluctant to post personal information online. Now, I'm used to it.	Count 30	23	53
		% within What is your gender? 9.1%	11.4%	10.0%
	Yes, in the past I was carelessly posting personal information online. Now, I am careful.	Count 122	77	199
		% within What is your gender? 37.1%	38.1%	37.5%
	No, I believe my overall behaviour has not significantly changed compared to the past.	Count 177	102	279
		% within What is your gender? 53.8%	50.5%	52.5%
Total		Count 329	202	531
		% within What is your gender? 100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.941 <sup>a</sup>	2	.625
Likelihood Ratio	.932	2	.628
Linear-by-Linear Association	.873	1	.350
N of Valid Cases	531		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.16.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.042	.625
	Cramer's V	.042	.625
	Contingency Coefficient	.042	.625
N of Valid Cases		531	



2AQ1Q50. [Q1] & [Q50]

As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts? \* How old are you? Crosstabulation

		How old are you?			Total	
		18-24	25-34	35+		
As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?	Always, whenever possible	Count	15	8	3	26
		% within How old are you?	4.9%	4.0%	5.6%	4.6%
	Only to selected websites	Count	103	57	12	172
		% within How old are you?	33.4%	28.8%	22.2%	30.7%
	Very rarely	Count	83	65	21	169
		% within How old are you?	26.9%	32.8%	38.9%	30.2%
	Never	Count	107	68	18	193
		% within How old are you?	34.7%	34.3%	33.3%	34.5%
	Total	Count	308	198	54	560
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.450 <sup>a</sup>	6	.488
Likelihood Ratio	5.484	6	.483
Linear-by-Linear Association	.691	1	.406
N of Valid Cases	560		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.51.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.099	.488
	Cramer's V	.070	.488
	Contingency Coefficient	.098	.488
N of Valid Cases		560	

2AQ2Q50. [Q2] & [Q50]

As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts? \* What is your gender? Crosstabulation

			What is your gender?		Total
			Female	Male	
As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?	Always, whenever possible	Count	10	16	26
		% within What is your gender?	2.9%	7.5%	4.7%
	Only to selected websites	Count	93	80	173
		% within What is your gender?	27.0%	37.6%	31.0%
	Very rarely	Count	109	58	167
		% within What is your gender?	31.6%	27.2%	29.9%
	Never	Count	133	59	192
		% within What is your gender?	38.6%	27.7%	34.4%
	Total	Count	345	213	558
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.134 <sup>a</sup>	3	.001
Likelihood Ratio	15.950	3	.001
Linear-by-Linear Association	14.783	1	.000
N of Valid Cases	558		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.92.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.170	.001
	Cramer's V	.170	.001
	Contingency Coefficient	.168	.001
N of Valid Cases		558	

2AQ1Q51. [Q1] & [Q51]

What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)? * How old are you? Crosstabulation		How old are you?			Total
		18-24	25-34	35+	
What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?	Very useful. They offer a unified and seamless experience. The advantages counterpart any concerns about privacy.	Count 15	Count 6	Count 2	Count 23
		% within How old are you? 6.4%	% within How old are you? 4.0%	% within How old are you? 5.1%	% within How old are you? 5.4%
	Useful, but I have some privacy concerns as external information is circulated through social networks.	Count 105	Count 81	Count 17	Count 203
		% within How old are you? 44.5%	% within How old are you? 53.6%	% within How old are you? 43.6%	% within How old are you? 47.7%
I find these tools of no true use, although I do not have any major concerns about the privacy issues they arise.		Count 36	Count 11	Count 5	Count 52
		% within How old are you? 15.3%	% within How old are you? 7.3%	% within How old are you? 12.8%	% within How old are you? 12.2%
I find these tools not only of no true use, but also an intrusion on my online daily activities.		Count 80	Count 53	Count 15	Count 148
		% within How old are you? 33.9%	% within How old are you? 35.1%	% within How old are you? 38.5%	% within How old are you? 34.7%
Total		Count 236	Count 151	Count 39	Count 426
		% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	7.754 <sup>a</sup>	6	.257	
Likelihood Ratio	8.134	6	.228	
Linear-by-Linear Association	.029	1	.865	
N of Valid Cases	426			

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.11.

		Symmetric Measures	
		Value	Approximate Significance
Nominal by Nominal	Phi	.135	.257
	Cramer's V	.095	.257
	Contingency Coefficient	.134	.257
N of Valid Cases		426	

## 2AQ2Q51. [Q2] & [Q51]

What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)? * What is your gender? Crosstabulation					
		What is your gender?		Total	
		Female	Male		
What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?	Very useful. They offer a unified and seamless experience. The advantages counterpart any concerns about privacy.	Count	10	13	23
		% within What is your gender?	4.0%	7.5%	5.4%
	Useful, but I have some privacy concerns as external information is circulated through social networks.	Count	125	77	202
		% within What is your gender?	50.0%	44.3%	47.6%
I find these tools of no true use, although I do not have any major concerns about the privacy issues they arise.	Count	28	24	52	
	% within What is your gender?	11.2%	13.8%	12.3%	
I find these tools not only of no true use, but also an intrusion on my online daily activities.	Count	87	60	147	
	% within What is your gender?	34.8%	34.5%	34.7%	
Total	Count	250	174	424	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	3.556 <sup>a</sup>	3		.314
Likelihood Ratio	3.507	3		.320
Linear-by-Linear Association	.024	1		.877
N of Valid Cases	424			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.44.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.092		.314
	Cramer's V	.092		.314
	Contingency Coefficient	.091		.314
N of Valid Cases		424		

## 2AQ1Q64. [Q1] & [Q64]

### Kruskal-Wallis Test

Ranks				
	How old are you?	N		Mean Rank
[ You can find almost anything about me My online ID is virtually non-existent] If someone used an Internet search engine to find things about you, how much information do you believe this person would find?	18-24	308		297.13
	25-34	194		263.64
	35+	58		248.59
	Total	560		

Test Statistics <sup>a,b</sup>	
	[[You can find almost anything about me My online ID is virtually non-existent] If someone used an Internet search engine to find things about you, how much information do you believe this person would find?
Kruskal-Wallis H	8.028
Df	2
Asymp. Sig.	.018
a. Kruskal Wallis Test	
b. Grouping Variable: How old are you?	

## 2AQ2Q64. [Q2] & [Q64]

### *Mann-Whitney Test*

		Ranks			
	What is your gender?	N	Mean Rank	Sum of Ranks	
[[You can find almost anything about me My online ID is virtually non-existent] If someone used an Internet search engine to find things about you, how much information do you believe this person would find?	Female	344	286.89	98688.50	
	Male	214	267.63	57272.50	
	Total	558			

Test Statistics <sup>a</sup>	
	[[You can find almost anything about me My online ID is virtually non-existent] If someone used an Internet search engine to find things about you, how much information do you believe this person would find?
Mann-Whitney U	34267.500
Wilcoxon W	57272.500
Z	-1.408
Asymp. Sig. (2-tailed)	.159
a. Grouping Variable: What is your gender?	

## Section 2B

### 2BQ20. [Q20]

Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other?							
		Frequency	Percent		Valid Percent		Cumulative Percent
Valid	Yes	302	52.9		53.8		53.8
	No	259	45.4		46.2		100.0
	Total	561	98.2		100.0		
Missing	System	10	1.8				
Total		571	100.0				

### 2BQ21. [Q21]

Statistics			
[ No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job			
N	Valid		571
	Missing		0
Mean			4.1103327495622
Median			4.0000000000000
Std. Deviation			1.79573033413793
Minimum			1.0000000000000
Maximum			7.0000000000000

[[No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	1.00000000000	67	11.7	11.7	11.7		11.7
	2.00000000000	56	9.8	9.8	21.5		21.5
	3.00000000000	80	14.0	14.0	35.6		35.6
	4.00000000000	99	17.3	17.3	52.9		52.9
	5.00000000000	136	23.8	23.8	76.7		76.7
	6.00000000000	79	13.8	13.8	90.5		90.5
	7.00000000000	54	9.5	9.5	100.0		100.0
	Total	571	100.0	100.0			

## 2BQ22. [Q22]

	Total number of users	Peers (e.g. friends, co-students, etc.)	Job perspectives	Media	None of these
Facebook	543	% n	86% 468	7% 36	15% 81
Twitter	345	% n	33.0% 114	20.9% 72	47.2% 163
Google+	288	% n	20.1% 58	12.2% 35	13.2% 38
LinkedIn	305	% n	13.8% 42	85.2% 260	6.6% 20
Tumblr	188	% n	17.0% 32	7.4% 14	34.6% 65
Instagram	223	% n	49.3% 110	3.1% 7	25.6% 57
Academia	140	% n	11.4% 16	60.0% 84	5.0% 7
Myspace	192	% n	49.5% 95	1.6% 3	10.9% 21
DeviantArt	103	% n	5.8% 6	6.8% 7	13.6% 14
Pinterest	138	% n	20.3% 28	4.3% 6	29.0% 40



2BQ1Q20. [Q1] & [Q20]

Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other? \* How old are you?

Crosstabulation

		How old are you?			Total
		18-24	25-34	35+	
Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other?	Yes	Count 171	Count 107	Count 23	Count 301
		% within How old are you? 55.5%	% within How old are you? 54.0%	% within How old are you? 42.6%	% within How old are you? 53.8%
	No	Count 137	Count 91	Count 31	Count 259
		% within How old are you? 44.5%	% within How old are you? 46.0%	% within How old are you? 57.4%	% within How old are you? 46.3%
Total		Count 308	Count 198	Count 54	Count 560
		% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.099 <sup>a</sup>	2	.212
Likelihood Ratio	3.092	2	.213
Linear-by-Linear Association	2.142	1	.143
N of Valid Cases	560		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.98.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.074	.212
	Cramer's V	.074	.212
	Contingency Coefficient	.074	.212
N of Valid Cases		560	

2BQ2Q20. [Q2] & [Q20]

Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other? \* What is your gender? Crosstabulation

			What is your gender?		Total
			Female	Male	
Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other?	Yes	Count	200	100	300
		% within What is your gender?	58.0%	46.9%	53.8%
Total	No	Count	145	113	258
		% within What is your gender?	42.0%	53.1%	46.2%
		Count	345	213	558
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.437 <sup>a</sup>	1	.011		
Continuity Correction <sup>b</sup>	6.001	1	.014		
Likelihood Ratio	6.435	1	.011		
Fisher's Exact Test				.011	.007
Linear-by-Linear Association	6.425	1	.011		
N of Valid Cases	558				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 98.48.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.107	.011
	Cramer's V	.107	.011
	Contingency Coefficient	.107	.011
N of Valid Cases		558	

2BQ3Q20. [Q3] & [Q20]

Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other? * Are you a British national? Crosstabulation						
				Are you a British national?		Total
				Yes	No	
Have you ever tried to convince a friend, who did not have a social media profile, to create one so you can communicate better between each other?	Yes	Count		141	161	302
		% within Are you a British national?		47.5%	61.0%	53.8%
Total	No	Count		156	103	259
		% within Are you a British national?		52.5%	39.0%	46.2%
		Count		297	264	561
		% within Are you a British national?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.264 <sup>a</sup>	1	.001		
Continuity Correction <sup>b</sup>	9.728	1	.002		
Likelihood Ratio	10.306	1	.001		
Fisher's Exact Test				.002	.001
Linear-by-Linear Association	10.246	1	.001		
N of Valid Cases	561				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 121.88.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	-.135	.001	
	Cramer's V	.135	.001	
	Contingency Coefficient	.134	.001	
N of Valid Cases		561		

2BQ1Q21. [Q1] & [Q21]

*Kruskal-Wallis Test*

		Ranks		
		How old are you?	N	Mean Rank
[No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job		18-24	313	307.66
		25-34	198	264.74
		35+	59	237.58
		Total	570	

		Test Statistics <sup>a,b</sup>	
		[No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job	
Kruskal-Wallis H			14.199
Df			2
Asymp. Sig.			.001
a. Kruskal Wallis Test			
b. Grouping Variable: How old are you?			

2BQ2Q21. [Q2] & [Q21]

*Mann-Whitney Test*

		Ranks			
		What is your gender?	N	Mean Rank	Sum of Ranks
[No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job		Female	349	286.72	100064.00
		Male	219	280.97	61532.00
		Total	568		

Test Statistics <sup>a</sup>	
	[[No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job
Mann-Whitney U	37442.000
Wilcoxon W	61532.000
Z	-.412
Asymp. Sig. (2-tailed)	.680
a. Grouping Variable: What is your gender?	

## 2BQ3Q21. [Q3] & [Q21]

### *Mann-Whitney Test*

		Ranks			
		Are you a British national?	N	Mean Rank	Sum of Ranks
[[No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job	Yes		306	299.77	91729.00
	No		265	270.10	71577.00
	Total		571		

Test Statistics <sup>a</sup>	
	[[No pressure at all Too much pressure] How would you rate the general social pressure to become a member of one or more social networks? e.g. friends and peers pressurising you to join them, feeling the need to promote yourself or your work to find a job
Mann-Whitney U	36332.000
Wilcoxon W	71577.000
Z	-2.173
Asymp. Sig. (2-tailed)	.030
a. Grouping Variable: Are you a British national?	

## Section 2C

### 2CQ39. [Q39]

Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts.							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	Yes	56	9.8	10.0	10.0		
	No	505	88.4	90.0	100.0		
	Total	561	98.2	100.0			
Missing	System	10	1.8				
Total		571	100.0				

### 2CQ40. [Q40]

	Total number of users		Multiple accounts
Facebook	543	%	4.60%
		n	25
Twitter	345	%	7.54%
		n	26
Google+	288	%	1.74%
		n	5
LinkedIn	305	%	0.98%
		n	3
Tumblr	188	%	4.79%
		n	9
Instagram	223	%	0.90%
		n	2
Academia	140	%	0.00%
		n	0
Myspace	192	%	0.00%
		n	0
DeviantArt	103	%	0.97%
		n	1
Pinterest	138	%	0.72%
		n	1

2CQ41. [Q41]

You told us that you have two or more accounts in at least one social network. Has the protection of your privacy and/or of your true identity a part in having multiple accounts?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Yes	27	4.7	48.2	48.2	
	No	23	4.0	41.1	89.3	
	I'm not sure / I can't tell	6	1.1	10.7	100.0	
	Total	56	9.8	100.0		
Missing	A4	515	90.2			
Total		571	100.0			

2CQ42. [Q42]

[Partner ended relationship] Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	561	98.2	98.2	98.2	
	Yes	10	1.8	1.8	100.0	
	Total	571	100.0	100.0		

[Got into a fight with a friend over content in your profile] Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	530	92.8	92.8	92.8	
	Yes	41	7.2	7.2	100.0	
	Total	571	100.0	100.0		

[Lost a job/employment opportunity] Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	570	99.8	99.8	99.8	
	Yes	1	.2	.2	100.0	
	Total	571	100.0	100.0		

[A family member objected to content in your profile] Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	533	93.3	93.3	93.3	
	Yes	38	6.7	6.7	100.0	
	Total	571	100.0	100.0		

[Lost a friend because of content in your profile] Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	558	97.7	97.7	97.7	
	Yes	13	2.3	2.3	100.0	
	Total	571	100.0	100.0		

[Had a conflict with a co-worker/co-student over content in your profile] Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	552	96.7	96.7	96.7	
	Yes	19	3.3	3.3	100.0	
	Total	571	100.0	100.0		

[N/A] Have your offline relationships ever suffered because of a social media profile of yours? If so, please tick any of the following ways in which an offline relationship has suffered.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	117	20.5	20.5	20.5	
	Yes	454	79.5	79.5	100.0	
	Total	571	100.0	100.0		



2CQ43. [Q43]

Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media?							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	Yes	184	32.2	32.2		32.2	
	No	387	67.8	67.8		100.0	
	Total	571	100.0	100.0			

2CQ44. [Q44]

You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident?							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	Yes	65	11.4	75.6		75.6	
	No	21	3.7	24.4		100.0	
	Total	86	15.1	100.0			
Missing	System	485	84.9				
Total		571	100.0				

2CQ45. [Q45]

[Deleted or edited your own post] Please tick any of the following activities that you have done in order to protect your online reputation.							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	Not selected	179	31.3	31.3		31.3	
	Yes	392	68.7	68.7		100.0	
	Total	571	100.0	100.0			

[Deleted comments others made] Please tick any of the following activities that you have done in order to protect your online reputation.							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	Not selected	344	60.2	60.2		60.2	
	Yes	227	39.8	39.8		100.0	
	Total	571	100.0	100.0			

[Untagged photo] Please tick any of the following activities that you have done in order to protect your online reputation.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	172	30.1	30.1	30.1	
	Yes	399	69.9	69.9	100.0	
	Total	571	100.0	100.0		

[Regretted something you posted] Please tick any of the following activities that you have done in order to protect your online reputation.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	372	65.1	65.1	65.1	
	Yes	199	34.9	34.9	100.0	
	Total	571	100.0	100.0		

[Deleted an account] Please tick any of the following activities that you have done in order to protect your online reputation.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	458	80.2	80.2	80.2	
	Yes	113	19.8	19.8	100.0	
	Total	571	100.0	100.0		

[None] Please tick any of the following activities that you have done in order to protect your online reputation.						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Not selected	494	86.5	86.5	86.5	
	Yes	77	13.5	13.5	100.0	
	Total	571	100.0	100.0		

2CQ48. [Q48]

[Rank 1] You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not neces					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		104	18.2	18.2	18.2
	To appear that I have more in common with other friends or groups of people.	6	1.1	1.1	19.3
	To look more like the person I want to be.	27	4.7	4.7	24.0
	To have more friends.	6	1.1	1.1	25.0
	It's fun to pretend to be someone else.	8	1.4	1.4	26.4
	Because I think that my real identity is boring.	4	.7	.7	27.1
	To protect all or some degree of my privacy.	368	64.4	64.4	91.6
	Other	48	8.4	8.4	100.0
	Total	571	100.0	100.0	

[Rank 2] You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not neces					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		388	68.0	68.0	68.0
	To appear that I have more in common with other friends or groups of people.	16	2.8	2.8	70.8
	To look more like the person I want to be.	48	8.4	8.4	79.2
	To have more friends.	8	1.4	1.4	80.6
	It's fun to pretend to be someone else.	9	1.6	1.6	82.1
	Because I think that my real identity is boring.	17	3.0	3.0	85.1
	To protect all or some degree of my privacy.	38	6.7	6.7	91.8
	Other	47	8.2	8.2	100.0
	Total	571	100.0	100.0	

[Rank 3] You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not neces					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		493	86.3	86.3	86.3
	To appear that I have more in common with other friends or groups of people.	13	2.3	2.3	88.6
	To look more like the person I want to be.	18	3.2	3.2	91.8
	To have more friends.	13	2.3	2.3	94.0
	It's fun to pretend to be someone else.	9	1.6	1.6	95.6
	Because I think that my real identity is boring.	11	1.9	1.9	97.5
	To protect all or some degree of my privacy.	6	1.1	1.1	98.6
	Other	8	1.4	1.4	100.0
	Total	571	100.0	100.0	

[Rank 4] You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not neces					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		516	90.4	90.4	90.4
	To appear that I have more in common with other friends or groups of people.	16	2.8	2.8	93.2
	To look more like the person I want to be.	8	1.4	1.4	94.6
	To have more friends.	6	1.1	1.1	95.6
	It's fun to pretend to be someone else.	7	1.2	1.2	96.8
	Because I think that my real identity is boring.	9	1.6	1.6	98.4
	To protect all or some degree of my privacy.	5	.9	.9	99.3
	Other	4	.7	.7	100.0
	Total	571	100.0	100.0	

[Rank 5] You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not neces					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		525	91.9	91.9	91.9
	To appear that I have more in common with other friends or groups of people.	11	1.9	1.9	93.9
	To look more like the person I want to be.	6	1.1	1.1	94.9
	To have more friends.	11	1.9	1.9	96.8
	It's fun to pretend to be someone else.	6	1.1	1.1	97.9
	Because I think that my real identity is boring.	4	.7	.7	98.6
	To protect all or some degree of my privacy.	4	.7	.7	99.3
	Other	4	.7	.7	100.0
	Total	571	100.0	100.0	

[Rank 6] You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not neces					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		528	92.5	92.5	92.5
	To appear that I have more in common with other friends or groups of people.	5	.9	.9	93.3
	To look more like the person I want to be.	4	.7	.7	94.0
	To have more friends.	7	1.2	1.2	95.3
	It's fun to pretend to be someone else.	7	1.2	1.2	96.5
	Because I think that my real identity is boring.	11	1.9	1.9	98.4
	To protect all or some degree of my privacy.	1	.2	.2	98.6
	Other	8	1.4	1.4	100.0
	Total	571	100.0	100.0	

[Rank 7] You told us earlier that you are obscuring or providing false information on some of your social media accounts. What are the reasons you do so? Please rate any of the following reasons in the order you think they apply most. You should not neces						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid		535	93.7	93.7		93.7
	To appear that I have more in common with other friends or groups of people.	2	.4	.4		94.0
	To look more like the person I want to be.	3	.5	.5		94.6
	To have more friends.	5	.9	.9		95.4
	It's fun to pretend to be someone else.	8	1.4	1.4		96.8
	Because I think that my real identity is boring.	6	1.1	1.1		97.9
	To protect all or some degree of my privacy.	3	.5	.5		98.4
	Other	9	1.6	1.6		100.0
	Total	571	100.0	100.0		

## 2CQ49. [Q49]

[Facebook] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	0	16	2.8	5.7		5.7
	1	264	46.2	94.3		100.0
	Total	280	49.0	100.0		
Missing	System	291	51.0			
Total		571	100.0			

[Facebook] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	0	5	.9	1.4		1.4
	1	354	62.0	98.6		100.0
	Total	359	62.9	100.0		
Missing	System	212	37.1			
Total		571	100.0			

[Facebook] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	8	1.4	2.2	2.2	
	1	352	61.6	97.8	100.0	
	Total	360	63.0	100.0		
Missing	System	211	37.0			
Total		571	100.0			

[Facebook] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	7	1.2	13.2	13.2	
	1	46	8.1	86.8	100.0	
	Total	53	9.3	100.0		
Missing	System	518	90.7			
Total		571	100.0			

[Facebook] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	1	.2	4.3	4.3	
	1	22	3.9	95.7	100.0	
	Total	23	4.0	100.0		
Missing	System	548	96.0			
Total		571	100.0			

[Twitter] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	10	1.8	14.1	14.1	
	1	61	10.7	85.9	100.0	
	Total	71	12.4	100.0		
Missing	System	500	87.6			
Total		571	100.0			

[Twitter] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	4	.7	3.0	3.0	
	1	129	22.6	97.0	100.0	
	Total	133	23.3	100.0		
Missing	System	438	76.7			
Total		571	100.0			

[Twitter] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	2	.4	1.6	1.6	
	1	120	21.0	98.4	100.0	
	Total	122	21.4	100.0		
Missing	System	449	78.6			
Total		571	100.0			

[Twitter] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	1	.2	2.3	2.3	
	1	43	7.5	97.7	100.0	
	Total	44	7.7	100.0		
Missing	System	527	92.3			
Total		571	100.0			



[Twitter] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	2	.4	1.7		1.7
	1	113	19.8	98.3		100.0
	Total	115	20.1	100.0		
Missing	System	456	79.9			
Total		571	100.0			

[Google+] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	9	1.6	10.6		10.6
	1	76	13.3	89.4		100.0
	Total	85	14.9	100.0		
Missing	System	486	85.1			
Total		571	100.0			

[Google+] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	3	.5	2.1		2.1
	1	143	25.0	97.9		100.0
	Total	146	25.6	100.0		
Missing	System	425	74.4			
Total		571	100.0			

[Google+] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	6	1.1	8.1		8.1
	1	68	11.9	91.9		100.0
	Total	74	13.0	100.0		
Missing	System	497	87.0			
Total		571	100.0			

[Google+] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	2	.4	8.3	8.3	
	1	22	3.9	91.7	100.0	
	Total	24	4.2	100.0		
Missing	System	547	95.8			
Total		571	100.0			

[Google+] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	3	.5	4.3	4.3	
	1	66	11.6	95.7	100.0	
	Total	69	12.1	100.0		
Missing	System	502	87.9			
Total		571	100.0			

[LinkedIn] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	10	1.8	20.0	20.0	
	1	40	7.0	80.0	100.0	
	Total	50	8.8	100.0		
Missing	System	521	91.2			
Total		571	100.0			

[LinkedIn] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	2	.4	.8	.8	
	1	241	42.2	99.2	100.0	
	Total	243	42.6	100.0		
Missing	System	328	57.4			
Total		571	100.0			

[LinkedIn] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	3	.5	2.1	2.1	
	1	140	24.5	97.9	100.0	
	Total	143	25.0	100.0		
Missing	System	428	75.0			
Total		571	100.0			

[LinkedIn] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	1	.2	2.8	2.8	
	1	35	6.1	97.2	100.0	
	Total	36	6.3	100.0		
Missing	System	535	93.7			
Total		571	100.0			

[LinkedIn] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	30	5.3	100.0	100.0	
Missing	System	541	94.7			
Total		571	100.0			

[Tumblr] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	4	.7	13.3	13.3	
	1	26	4.6	86.7	100.0	
	Total	30	5.3	100.0		
Missing	System	541	94.7			
Total		571	100.0			

[Tumblr] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	2	.4	9.5	9.5	
	1	19	3.3	90.5	100.0	
	Total	21	3.7	100.0		
Missing	System	550	96.3			
Total		571	100.0			

[Tumblr] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	1	.2	5.9	5.9	
	1	16	2.8	94.1	100.0	
	Total	17	3.0	100.0		
Missing	System	554	97.0			
Total		571	100.0			

[Tumblr] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	12	2.1	100.0	100.0	
Missing	System	559	97.9			
Total		571	100.0			

[Tumblr] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1	123	21.5		100.0		100.0
Missing	System	448	78.5				
Total		571	100.0				

[Instagram] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	0	4	.7		6.6		6.6
	1	57	10.0		93.4		100.0
	Total	61	10.7		100.0		
Missing	System	510	89.3				
Total		571	100.0				

[Instagram] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	0	2	.4		3.4		3.4
	1	57	10.0		96.6		100.0
	Total	59	10.3		100.0		
Missing	System	512	89.7				
Total		571	100.0				

[Instagram] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	0	1	.2		1.1		1.1
	1	92	16.1		98.9		100.0
	Total	93	16.3		100.0		
Missing	System	478	83.7				
Total		571	100.0				

[Instagram] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	1	14	2.5			
Missing	System	557	97.5	100.0		100.0
Total		571	100.0			

[Instagram] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	0	1	.2		1.4	1.4
	1	69	12.1		98.6	100.0
	Total	70	12.3		100.0	
Missing	System	501	87.7			
Total		571	100.0			

[Academia] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	0	3	.5		21.4	21.4
	1	11	1.9		78.6	100.0
	Total	14	2.5		100.0	
Missing	System	557	97.5			
Total		571	100.0			

[Academia] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	0	1	.2		1.2	1.2
	1	83	14.5		98.8	100.0
	Total	84	14.7		100.0	
Missing	System	487	85.3			
Total		571	100.0			

[Academia] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	1	.2	3.0	3.0		
	1	32	5.6	97.0	100.0		
	Total	33	5.8	100.0			
Missing	System	538	94.2				
Total		571	100.0				

[Academia] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	1	11	1.9	100.0	100.0		
Missing	System	560	98.1				
Total		571	100.0				

[Academia] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	1	45	7.9	100.0	100.0		
Missing	System	526	92.1				
Total		571	100.0				

[MySpace] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	6	1.1	22.2	22.2		
	1	21	3.7	77.8	100.0		
	Total	27	4.7	100.0			
Missing	System	544	95.3				
Total		571	100.0				

[MySpace] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	0	5	.9		12.2		12.2
	1	36	6.3		87.8		100.0
	Total	41	7.2		100.0		
Missing	System	530	92.8				
Total		571	100.0				

[MySpace] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	0	1	.2		2.6		2.6
	1	38	6.7		97.4		100.0
	Total	39	6.8		100.0		
Missing	System	532	93.2				
Total		571	100.0				

[MySpace] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1	3	.5		100.0		100.0
Missing	System	568	99.5				
Total		571	100.0				

[MySpace] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1	118	20.7		100.0		100.0
Missing	System	453	79.3				
Total		571	100.0				



[DeviantArt] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	1	.2	8.3	8.3		
	1	11	1.9	91.7	100.0		
	Total	12	2.1	100.0			
Missing	System	559	97.9				
Total		571	100.0				

[DeviantArt] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	1	4	.7	100.0	100.0		
Missing	System	567	99.3				
Total		571	100.0				

[DeviantArt] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	0	1	.2	16.7	16.7		
	1	5	.9	83.3	100.0		
	Total	6	1.1	100.0			
Missing	System	565	98.9				
Total		571	100.0				

[DeviantArt] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	1	5	.9	100.0	100.0		
Missing	System	566	99.1				
Total		571	100.0				

[DeviantArt] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	1	.2	1.3		1.3
	1	74	13.0	98.7		100.0
	Total	75	13.1	100.0		
Missing	System	496	86.9			
Total		571	100.0			

[Pinterest] [Private Profile] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or fi						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	4	.7	18.2		18.2
	1	18	3.2	81.8		100.0
	Total	22	3.9	100.0		
Missing	System	549	96.1			
Total		571	100.0			

[Pinterest] [I use my full-name] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone can see most of it or						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	4	.7	11.1		11.1
	1	32	5.6	88.9		100.0
	Total	36	6.3	100.0		
Missing	System	535	93.7			
Total		571	100.0			

[Pinterest] [I have identifiable pictures of myself] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If your profile is public (anyone c						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	1	.2	7.7		7.7
	1	12	2.1	92.3		100.0
	Total	13	2.3	100.0		
Missing	System	558	97.7			
Total		571	100.0			

[Pinterest] [There is at least one prominent link to another social media account or webpage that reveals my true identity] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that c						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	1	7	1.2	100.0		100.0
Missing	System	564	98.8			
Total		571	100.0			

[Pinterest] [No such personal information available on my profile / Not applicable] How identifiable are the social media profiles that you are maintaining? Check the appropriate boxes that correspond to your online behaviour. If y						
		Frequency	Percent	Valid Percent		Cumulative Percent
Valid	1	76	13.3	100.0		100.0
Missing	System	495	86.7			
Total		571	100.0			

## 2CQ63. [Q63]

Statistics			
[ Totally unwary Extremely cautious] How cautious do you think you are on the kind of personal information you upload online in general?			
N	Valid		561
	Missing		10
Mean			5.2103386809269
Median			5.0000000000000
Std. Deviation			1.26008789067797
Minimum			2.0000000000000
Maximum			7.0000000000000

[[Totally unwary Extremely cautious] How cautious do you think you are on the kind of personal information you upload online in general?							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	2.00000000000	11	1.9	2.0		2.0	
	3.00000000000	47	8.2	8.4		10.3	
	4.00000000000	97	17.0	17.3		27.6	
	5.00000000000	158	27.7	28.2		55.8	
	6.00000000000	154	27.0	27.5		83.2	
	7.00000000000	94	16.5	16.8		100.0	
	Total	561	98.2	100.0			
Missing	System	10	1.8				
Total		571	100.0				

2CQ1Q39. [Q1] & [Q39]

Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts. * How old are you? Crosstabulation							
			How old are you?			Total	
			18-24	25-34	35+		
Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts.	Yes	Count	23	23	9	55	
		% within How old are you?	7.5%	11.6%	16.7%	9.8%	
	No	Count	285	175	45	505	
		% within How old are you?	92.5%	88.4%	83.3%	90.2%	
Total		Count	308	198	54	560	
		% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Correlations			
		Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts.	How old are you?
Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts.	Pearson Correlation	1	-.099*
	Sig. (2-tailed)		.019
	N	561	560
	Pearson Correlation	-.099*	1
How old are you?	Sig. (2-tailed)	.019	
	N	560	570

\*. Correlation is significant at the 0.05 level (2-tailed).

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.504 <sup>a</sup>	2	.064
Likelihood Ratio	5.182	2	.075
Linear-by-Linear Association	5.472	1	.019
N of Valid Cases	560		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.30.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.099	.064
	Cramer's V	.099	.064
	Contingency Coefficient	.099	.064
N of Valid Cases		560	

2CQ2Q39. [Q2] & [Q39]

Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts. \* What is your gender? Crosstabulation

			What is your gender?		Total
			Female	Male	
Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts.	Yes	Count	29	26	55
		% within What is your gender?	8.4%	12.2%	9.9%
Total	No	Count	316	187	503
		% within What is your gender?	91.6%	87.8%	90.1%
		Count	345	213	558
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.141 <sup>a</sup>	1	.143		
Continuity Correction <sup>b</sup>	1.735	1	.188		
Likelihood Ratio	2.096	1	.148		
Fisher's Exact Test				.147	.095
Linear-by-Linear Association	2.137	1	.144		
N of Valid Cases	558				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.99.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	-.062	.143
	Cramer's V	.062	.143
	Contingency Coefficient	.062	.143
N of Valid Cases		558	

2CQ1Q43. [Q1] & [Q43]

Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media? * How old are you? Crosstabulation					
		How old are you?			Total
		18-24	25-34	35+	
Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media?	Yes	Count 107	Count 69	Count 8	Count 184
		% within How old are you? 34.2%	% within How old are you? 34.8%	% within How old are you? 13.6%	% within How old are you? 32.3%
	No	Count 206	Count 129	Count 51	Count 386
		% within How old are you? 65.8%	% within How old are you? 65.2%	% within How old are you? 86.4%	% within How old are you? 67.7%
Total		Count 313	Count 198	Count 59	Count 570
		% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%	% within How old are you? 100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	10.576 <sup>a</sup>	2	.005	
Likelihood Ratio	12.122	2	.002	
Linear-by-Linear Association	5.103	1	.024	
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.05.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.136	.005	
	Cramer's V	.136	.005	
	Contingency Coefficient	.135	.005	
N of Valid Cases		570		

2CQ2Q43. [Q2] & [Q43]

Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media? \* What is your gender? Crosstabulation

			What is your gender?		Total
			Female	Male	
Have you ever confronted a friend, partner, family, co-student or any acquaintance because of something related to you they posted on their social media?	Yes	Count	113	70	183
		% within What is your gender?	32.4%	32.0%	32.2%
	No	Count	236	149	385
		% within What is your gender?	67.6%	68.0%	67.8%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.011 <sup>a</sup>	1	.918		
Continuity Correction <sup>b</sup>	.000	1	.991		
Likelihood Ratio	.011	1	.918		
Fisher's Exact Test				.927	.497
Linear-by-Linear Association	.011	1	.918		
N of Valid Cases	568				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 70.56.

b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.004	.918
	Cramer's V	.004	.918
	Contingency Coefficient	.004	.918
N of Valid Cases		568	



2CQ1Q44. [Q1] & [Q44]

You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident? \* How old are you? Crosstabulation

		How old are you?		Total
		18-24	25-34	
You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident?	Yes	Count 38	25	63
		% within How old are you? 69.1%	89.3%	75.9%
	No	Count 17	3	20
		% within How old are you? 30.9%	10.7%	24.1%
Total		Count 55	28	83
		% within How old are you? 100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.137 <sup>a</sup>	1	.042		
Continuity Correction <sup>b</sup>	3.107	1	.078		
Likelihood Ratio	4.574	1	.032		
Fisher's Exact Test				.057	.035
Linear-by-Linear Association	4.087	1	.043		
N of Valid Cases	83				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.75.  
b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	-.223	.042
	Cramer's V	.223	.042
	Contingency Coefficient	.218	.042
N of Valid Cases		83	

2CQ2Q44. [Q2] & [Q44]

You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident? \* What is your gender? Crosstabulation

		What is your gender?		Total
		Female	Male	
You said that a relationship of yours has suffered due to content uploaded on your social media. Do you think that you have been more careful regarding the content you post on social media since that incident?	Yes	Count 36	29	65
		% within What is your gender? 81.8%	70.7%	76.5%
	No	Count 8	12	20
		% within What is your gender? 18.2%	29.3%	23.5%
Total		Count 44	41	85
		% within What is your gender? 100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.450 <sup>a</sup>	1	.229		
Continuity Correction <sup>b</sup>	.899	1	.343		
Likelihood Ratio	1.455	1	.228		
Fisher's Exact Test				.307	.172
Linear-by-Linear Association	1.433	1	.231		
N of Valid Cases	85				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.65.  
b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.131	.229
	Cramer's V	.131	.229
	Contingency Coefficient	.129	.229
N of Valid Cases		85	

2CQ1Q45. [Q1] & [Q45]

*[Deleted or edited your own post] Please tick any of the following activities that you have done in order to protect your online reputation. \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Deleted or edited your own post] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count 80	68	30	178	
		% within How old are you?	25.6%	34.3%	50.8%	31.2%
	Yes	Count 233	130	29	392	
		% within How old are you?	74.4%	65.7%	49.2%	68.8%
Total		Count 313	198	59	570	
		% within How old are you?	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.153 <sup>a</sup>	2	.000
Likelihood Ratio	15.510	2	.000
Linear-by-Linear Association	15.438	1	.000
N of Valid Cases	570		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.42.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.168	.000
	Cramer's V	.168	.000
	Contingency Coefficient	.166	.000
N of Valid Cases		570	

*[Deleted comments others made] Please tick any of the following activities that you have done in order to protect your online reputation. \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Deleted comments others made]	Not selected	Count	177	124	42	343
Please tick any of the following activities that you have done in order to protect your online reputation.		% within How old are you?	56.5%	62.6%	71.2%	60.2%
	Yes	Count	136	74	17	227
		% within How old are you?	43.5%	37.4%	28.8%	39.8%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.198 <sup>a</sup>	2	.074
Likelihood Ratio	5.313	2	.070
Linear-by-Linear Association	5.126	1	.024
N of Valid Cases	570		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 23.50.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.095	.074
	Cramer's V	.095	.074
	Contingency Coefficient	.095	.074
N of Valid Cases		570	

*[Untagged photo] Please tick any of the following activities that you have done in order to protect your online reputation. \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Untagged photo] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count	77	61	33	171
		% within How old are you?	24.6%	30.8%	55.9%	30.0%
	Yes	Count	236	137	26	399
		% within How old are you?	75.4%	69.2%	44.1%	70.0%
Total		Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.300 <sup>a</sup>	2	.000
Likelihood Ratio	21.625	2	.000
Linear-by-Linear Association	19.043	1	.000
N of Valid Cases	570		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.70.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.202	.000
	Cramer's V	.202	.000
	Contingency Coefficient	.198	.000
N of Valid Cases		570	

*[Regretted something you posted] Please tick any of the following activities that you have done in order to protect your online reputation. \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Regretted something you posted]	Not selected	Count	190	138	43	371
Please tick any of the following activities that you have done in order to protect your online reputation.		% within How old are you?	60.7%	69.7%	72.9%	65.1%
	Yes	Count	123	60	16	199
		% within How old are you?	39.3%	30.3%	27.1%	34.9%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.077 <sup>a</sup>	2	.048
Likelihood Ratio	6.138	2	.046
Linear-by-Linear Association	5.698	1	.017
N of Valid Cases	570		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.60.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.103	.048
	Cramer's V	.103	.048
	Contingency Coefficient	.103	.048
N of Valid Cases		570	

*[Deleted an account] Please tick any of the following activities that you have done in order to protect your online reputation. \* How old are you?*

		Crosstab			
		How old are you?			Total
		18-24	25-34	35+	
[Deleted an account] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count 251	156	50	457
		% within How old are you? 80.2%	78.8%	84.7%	80.2%
Total	Yes	Count 62	42	9	113
		% within How old are you? 19.8%	21.2%	15.3%	19.8%
		Count 313	198	59	570
		% within How old are you? 100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.015 <sup>a</sup>	2	.602
Likelihood Ratio	1.063	2	.588
Linear-by-Linear Association	.170	1	.680
N of Valid Cases	570		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.70.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.042	.602
	Cramer's V	.042	.602
	Contingency Coefficient	.042	.602
N of Valid Cases		570	

*[None] Please tick any of the following activities that you have done in order to protect your online reputation. \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[None] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count	280	173	41	494
		% within How old are you?	89.5%	87.4%	69.5%	86.7%
	Yes	Count	33	25	18	76
		% within How old are you?	10.5%	12.6%	30.5%	13.3%
Total		Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	17.256 <sup>a</sup>	2	.000	
Likelihood Ratio	14.023	2	.001	
Linear-by-Linear Association	11.881	1	.001	
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.87.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.174	.000	
	Cramer's V	.174	.000	
	Contingency Coefficient	.171	.000	
N of Valid Cases		570		



2CQ2Q45. [Q2] & [Q45]

*[Deleted or edited your own post] Please tick any of the following activities that you have done in order to protect your online reputation. \* What is your gender?*

Crosstab						
			What is your gender?		Total	
			Female	Male		
[Deleted or edited your own post] Please tick any of the following activities that you have done in order to protect your online reputation. Total	Not selected	Count	110	69	179	
		% within What is your gender?	31.5%	31.5%	31.5%	
	Yes	Count	239	150	389	
		% within What is your gender?	68.5%	68.5%	68.5%	
	Total		Count	349	219	568
			% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.000 <sup>a</sup>	1	.998		
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.000	1	.998		
Fisher's Exact Test				1.000	.537
Linear-by-Linear Association	.000	1	.998		
N of Valid Cases	568				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 69.02.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.000	.998	
	Cramer's V	.000	.998	
	Contingency Coefficient	.000	.998	
N of Valid Cases		568		

*[Deleted comments others made] Please tick any of the following activities that you have done in order to protect your online reputation. \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Deleted comments others made] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count 208	Count 133	Count 341	
		% within What is your gender? 59.6%	% within What is your gender? 60.7%	% within What is your gender? 60.0%	
Total	Yes	Count 141	Count 86	Count 227	
		% within What is your gender? 40.4%	% within What is your gender? 39.3%	% within What is your gender? 40.0%	
		Count 349	Count 219	Count 568	
		% within What is your gender? 100.0%	% within What is your gender? 100.0%	% within What is your gender? 100.0%	

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.072 <sup>a</sup>	1	.789		
Continuity Correction <sup>b</sup>	.032	1	.857		
Likelihood Ratio	.072	1	.789		
Fisher's Exact Test				.793	.429
Linear-by-Linear Association	.072	1	.789		
N of Valid Cases	568				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 87.52.					
b. Computed only for a 2x2 table					

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	-.011	.789	
	Cramer's V	.011	.789	
	Contingency Coefficient	.011	.789	
N of Valid Cases		568		

*[Untagged photo] Please tick any of the following activities that you have done in order to protect your online reputation. \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Untagged photo] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count	86	84	170
		% within What is your gender?	24.6%	38.4%	29.9%
Total	Yes	Count	263	135	398
		% within What is your gender?	75.4%	61.6%	70.1%
		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.068 <sup>a</sup>	1	.001		
Continuity Correction <sup>b</sup>	11.423	1	.001		
Likelihood Ratio	11.911	1	.001		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	12.047	1	.001		
N of Valid Cases	568				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 65.55.					
b. Computed only for a 2x2 table					

Symmetric Measures					
		Value		Approximate Significance	
Nominal by Nominal	Phi		-.146		.001
	Cramer's V		.146		.001
	Contingency Coefficient		.144		.001
N of Valid Cases			568		

*[Regretted something you posted] Please tick any of the following activities that you have done in order to protect your online reputation. \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[Regretted something you posted] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count		245	124	369
		% within What is your gender?		70.2%	56.6%	65.0%
Total	Yes	Count		104	95	199
		% within What is your gender?		29.8%	43.4%	35.0%
		Count		349	219	568
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.902 <sup>a</sup>	1	.001		
Continuity Correction <sup>b</sup>	10.314	1	.001		
Likelihood Ratio	10.809	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	10.883	1	.001		
N of Valid Cases	568				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 76.73.					
b. Computed only for a 2x2 table					

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.139	.001
	Cramer's V		.139	.001
	Contingency Coefficient		.137	.001
N of Valid Cases			568	

*[Deleted an account] Please tick any of the following activities that you have done in order to protect your online reputation. \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[Deleted an account] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count		277	178	455
		% within What is your gender?		79.4%	81.3%	80.1%
Total	Yes	Count		72	41	113
		% within What is your gender?		20.6%	18.7%	19.9%
		Count		349	219	568
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.308 <sup>a</sup>	1	.579		
Continuity Correction <sup>b</sup>	.200	1	.655		
Likelihood Ratio	.309	1	.578		
Fisher's Exact Test				.592	.329
Linear-by-Linear Association	.307	1	.579		
N of Valid Cases	568				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 43.57.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	-.023	.579	
	Cramer's V	.023	.579	
	Contingency Coefficient	.023	.579	
N of Valid Cases		568		

*[None] Please tick any of the following activities that you have done in order to protect your online reputation. \* What is your gender?*

		Crosstab		What is your gender?		Total
				Female	Male	
[None] Please tick any of the following activities that you have done in order to protect your online reputation.	Not selected	Count		305	186	491
		% within What is your gender?		87.4%	84.9%	86.4%
Total	Yes	Count		44	33	77
		% within What is your gender?		12.6%	15.1%	13.6%
		Count		349	219	568
		% within What is your gender?		100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.695 <sup>a</sup>	1	.404		
Continuity Correction <sup>b</sup>	.501	1	.479		
Likelihood Ratio	.688	1	.407		
Fisher's Exact Test				.450	.238
Linear-by-Linear Association	.694	1	.405		
N of Valid Cases	568				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 29.69.  
b. Computed only for a 2x2 table

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.035	.404
	Cramer's V	.035	.404
	Contingency Coefficient	.035	.404
N of Valid Cases		568	

2CQ1Q63. [Q1] & [Q63]

*Kruskal-Wallis Test*

		Ranks		
		How old are you?	N	Mean Rank
[ Totally unwary Extremely cautious] How cautious do you think you are on the kind of personal information you upload online in general?		18-24	307	271.00
		25-34	196	278.34
		35+	57	339.11
		Total	560	

		Test Statistics <sup>a,b</sup>	
		[ Totally unwary Extremely cautious] How cautious do you think you are on the kind of personal information you upload online in general?	
Kruskal-Wallis H			9.055
df			2
Asymp. Sig.			.011
a. Kruskal Wallis Test			
b. Grouping Variable: How old are you?			

2CQ2Q63. [Q2] & [Q63]

*Mann-Whitney Test*

		Ranks			
		What is your gender?	N	Mean Rank	Sum of Ranks
[ Totally unwary Extremely cautious] How cautious do you think you are on the kind of personal information you upload online in general?		Female	346	285.61	98821.50
		Male	212	269.53	57139.50
		Total	558		

Test Statistics <sup>a</sup>	
	[[Totally unwary Extremely cautious] How cautious do you think you are on the kind of personal information you upload online in general?
Mann-Whitney U	34561.500
Wilcoxon W	57139.500
Z	-1.176
Asymp. Sig. (2-tailed)	.240
a. Grouping Variable: What is your gender?	



## Section 2D

### 2DQ17. [Q17]

[Facebook] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	117	20.5	21.9	21.9	
	Some information is hidden / obscured	328	57.4	61.4	83.3	
	Some information is altered	78	13.7	14.6	97.9	
	All the information is altered	11	1.9	2.1	100.0	
	Total	534	93.5	100.0		
Missing	Not applicable	9	1.6			
	A6	28	4.9			
	Total	37	6.5			
Total		571	100.0			

[Twitter] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	72	12.6	26.2	26.2	
	Some information is hidden / obscured	138	24.2	50.2	76.4	
	Some information is altered	53	9.3	19.3	95.6	
	All the information is altered	12	2.1	4.4	100.0	
	Total	275	48.2	100.0		
Missing	Not applicable	70	12.3			
	A6	226	39.6			
	Total	296	51.8			
Total		571	100.0			

[Google+] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	57	10.0	26.9	26.9	
	Some information is hidden / obscured	113	19.8	53.3	80.2	
	Some information is altered	33	5.8	15.6	95.8	
	All the information is altered	9	1.6	4.2	100.0	
	Total	212	37.1	100.0		
Missing	Not applicable	76	13.3			
	A6	283	49.6			
	Total	359	62.9			
Total		571	100.0			

[LinkedIn] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	150	26.3	56.8	56.8	
	Some information is hidden / obscured	88	15.4	33.3	90.2	
	Some information is altered	19	3.3	7.2	97.3	
	All the information is altered	7	1.2	2.7	100.0	
	Total	264	46.2	100.0		
Missing	Not applicable	41	7.2			
	A6	266	46.6			
	Total	307	53.8			
Total		571	100.0			

[Tumblr] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	15	2.6	14.2	14.2	
	Some information is hidden / obscured	45	7.9	42.5	56.6	
	Some information is altered	29	5.1	27.4	84.0	
	All the information is altered	17	3.0	16.0	100.0	
	Total	106	18.6	100.0		
Missing	Not applicable	82	14.4			
	A6	383	67.1			
	Total	465	81.4			
Total		571	100.0			

[Instagram] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	52	9.1	30.1	30.1	
	Some information is hidden / obscured	79	13.8	45.7	75.7	
	Some information is altered	31	5.4	17.9	93.6	
	All the information is altered	11	1.9	6.4	100.0	
	Total	173	30.3	100.0		
Missing	Not applicable	50	8.8			
	A6	348	60.9			
	Total	398	69.7			
Total		571	100.0			

[Academia] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	58	10.2	55.8	55.8	
	Some information is hidden / obscured	37	6.5	35.6	91.3	
	Some information is altered	7	1.2	6.7	98.1	
	All the information is altered	2	.4	1.9	100.0	
	Total	104	18.2	100.0		
Missing	Not applicable	36	6.3			
	A6	431	75.5			
	Total	467	81.8			
Total		571	100.0			

[MySpace] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Everything is perfectly factual	9	1.6	12.7	12.7	
	Some information is hidden / obscured	29	5.1	40.8	53.5	
	Some information is altered	27	4.7	38.0	91.5	
	All the information is altered	6	1.1	8.5	100.0	
	Total	71	12.4	100.0		
Missing	Not applicable	121	21.2			
	A6	379	66.4			
	Total	500	87.6			
Total		571	100.0			

[DeviantArt] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everything is perfectly factual	3	.5	7.1	7.1
	Some information is hidden / obscured	19	3.3	45.2	52.4
	Some information is altered	11	1.9	26.2	78.6
	All the information is altered	9	1.6	21.4	100.0
	Total	42	7.4	100.0	
Missing	Not applicable	61	10.7		
	A6	468	82.0		
	Total	529	92.6		
Total		571	100.0		

[Pinterest] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everything is perfectly factual	26	4.6	36.6	36.6
	Some information is hidden / obscured	29	5.1	40.8	77.5
	Some information is altered	12	2.1	16.9	94.4
	All the information is altered	4	.7	5.6	100.0
	Total	71	12.4	100.0	
Missing	Not applicable	67	11.7		
	A6	433	75.8		
	Total	500	87.6		
Total		571	100.0		

## 2DQ34. [Q34]

Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very often	10	1.8	1.8	1.8
	Yes, but only on special occasions	74	13.0	13.0	14.7
	Yes, but very rarely	104	18.2	18.2	32.9
	No	356	62.3	62.3	95.3
	Don't know what these are	27	4.7	4.7	100.0
	Total	571	100.0	100.0	

2DQ36. [Q36]

Do you upload identifiable photos of yourself or people close to you from your day to day activities?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I do upload pictures of myself and other people (friends, relatives, bystanders, etc.)	343	60.1	60.1	60.1
	Yes, but I upload only identifiable pictures of myself and not others	72	12.6	12.6	72.7
	No, I do not upload pictures that can identify me or other people around me	156	27.3	27.3	100.0
	Total	571	100.0	100.0	

2DQ37. [Q37]

What are your usual privacy settings for the identifiable photos that you upload online?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All visible by anyone	16	2.8	3.9	3.9
	Some visible by anyone and others visible only by my closer acquaintances	107	18.7	25.8	29.6
	All visible by my closer acquaintances	292	51.1	70.4	100.0
	Total	415	72.7	100.0	
Missing		156	27.3		
Total		571	100.0		

2DQ52. [Q52]

[Relatives] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost all the time (several times every day)	10	1.8	1.9	1.9
	Very often (almost every day)	34	6.0	6.4	8.3
	Often (several times every weeeek)	67	11.7	12.6	20.9
	Frequently (a few times every week)	68	11.9	12.8	33.7
	Occasionally (a few times every month)	254	44.5	47.8	81.5
	Never	98	17.2	18.5	100.0
	Total	531	93.0	100.0	
Missing	System	40	7.0		
Total		571	100.0		

[Spouse/partner] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost all the time (several times every day)	11	1.9	3.1	3.1
	Very often (almost every day)	38	6.7	10.8	14.0
	Often (several times every weeeek)	42	7.4	12.0	25.9
	Frequently (a few times every week)	51	8.9	14.5	40.5
	Occasionally (a few times every month)	125	21.9	35.6	76.1
	Never	84	14.7	23.9	100.0
	Total	351	61.5	100.0	
Missing	System	220	38.5		
Total		571	100.0		

[Friends] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time (several times every day)	43	7.5	7.7	7.7	
	Very often (almost every day)	102	17.9	18.3	26.0	
	Often (several times every weeeek)	108	18.9	19.4	45.4	
	Frequently (a few times every week)	114	20.0	20.5	65.9	
	Occasionally (a few times every month)	160	28.0	28.7	94.6	
	Never	30	5.3	5.4	100.0	
	Total	557	97.5	100.0		
Missing	System	14	2.5			
Total		571	100.0			

[Employer/Teacher/Professor] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time (several times every day)	1	.2	.2	.2	
	Very often (almost every day)	5	.9	1.1	1.3	
	Often (several times every weeeek)	16	2.8	3.5	4.8	
	Frequently (a few times every week)	31	5.4	6.8	11.5	
	Occasionally (a few times every month)	137	24.0	29.8	41.4	
	Never	269	47.1	58.6	100.0	
	Total	459	80.4	100.0		
Missing	System	112	19.6			
Total		571	100.0			

[Co-workers and/or classmates] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time (several times every day)	11	1.9	2.1	2.1	
	Very often (almost every day)	34	6.0	6.4	8.4	
	Often (several times every weeeek)	74	13.0	13.8	22.2	
	Frequently (a few times every week)	104	18.2	19.4	41.7	
	Occasionally (a few times every month)	225	39.4	42.1	83.7	
	Never	87	15.2	16.3	100.0	
	Total	535	93.7	100.0		
Missing	System	36	6.3			
Total		571	100.0			



[People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time (several times every day)	5	.9	.9	.9	
	Very often (almost every day)	4	.7	.7	1.7	
	Often (several times every weeeek)	41	7.2	7.6	9.3	
	Frequently (a few times every week)	75	13.1	13.9	23.2	
	Occasionally (a few times every month)	283	49.6	52.6	75.8	
	Never	130	22.8	24.2	100.0	
	Total	538	94.2	100.0		
Missing	System	33	5.8			
Total		571	100.0			

[Random or unknown people] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Almost all the time (several times every day)	2	.4	.4	.4	
	Very often (almost every day)	7	1.2	1.4	1.8	
	Often (several times every weeeek)	25	4.4	4.9	6.6	
	Frequently (a few times every week)	30	5.3	5.8	12.5	
	Occasionally (a few times every month)	157	27.5	30.5	43.0	
	Never	293	51.3	57.0	100.0	
	Total	514	90.0	100.0		
Missing	System	57	10.0			
Total		571	100.0			

2DQ53. [Q53]

Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person. Will you search online for information available about this person on social media, webpages etc.?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Yes, I will do a thorough web research about this person.	161	28.2	28.2	28.2	
	Yes, but only a very quick search to gain a basic idea about this person.	327	57.3	57.3	85.5	
	No, I do not care. I'll meet this person anyway.	64	11.2	11.2	96.7	
	I'm not sure / I can't tell	19	3.3	3.3	100.0	
	Total	571	100.0	100.0		

2DQ54. [Q54]

Statistics			
[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?			
N	Valid	571	
	Missing	0	
Mean		3.1681260945709	
Median		3.0000000000000	
Std. Deviation		1.48315683648633	
Minimum		1.0000000000000	
Maximum		7.0000000000000	

[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1.0000000000000	53	9.3	9.3	9.3	
	2.0000000000000	183	32.0	32.0	41.3	
	3.0000000000000	125	21.9	21.9	63.2	
	4.0000000000000	92	16.1	16.1	79.3	
	5.0000000000000	74	13.0	13.0	92.3	
	6.0000000000000	31	5.4	5.4	97.7	
	7.0000000000000	13	2.3	2.3	100.0	
	Total	571	100.0	100.0		

2DQ55. [Q55]

Statistics	
[[Not at all Very much] In general, is your overall attitude to some people affected by what you see on their personal social media accounts?	
N	571
	Valid
	Missing
Mean	3.8949211908932
Median	4.0000000000000
Std. Deviation	1.57374024888836
Minimum	1.00000000000
Maximum	7.00000000000

[[Not at all Very much] In general, is your overall attitude to some people affected by what you see on their personal social media accounts?							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	1.00000000000	25	4.4	4.4	4.4		4.4
	2.00000000000	102	17.9	17.9	22.2		22.2
	3.00000000000	119	20.8	20.8	43.1		43.1
	4.00000000000	120	21.0	21.0	64.1		64.1
	5.00000000000	103	18.0	18.0	82.1		82.1
	6.00000000000	71	12.4	12.4	94.6		94.6
	7.00000000000	31	5.4	5.4	100.0		100.0
	Total	571	100.0	100.0			

2DQ56. [Q56]

Statistics	
[[Not at all Very much] How much do you think that the information you find online about any of your acquaintances has an effect on your opinion or attitude towards them?	
N	571
	Valid
	Missing
Mean	3.6777583187391
Median	4.0000000000000
Std. Deviation	1.45981705814190
Minimum	1.00000000000
Maximum	7.00000000000

[[Not at all Very much] How much do you think that the information you find online about any of your acquaintances has an effect on your opinion or attitude towards them?							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1.0000000000	21	3.7	3.7	3.7	3.7	3.7
	2.0000000000	130	22.8	22.8	22.8	26.4	26.4
	3.0000000000	111	19.4	19.4	19.4	45.9	45.9
	4.0000000000	143	25.0	25.0	25.0	70.9	70.9
	5.0000000000	100	17.5	17.5	17.5	88.4	88.4
	6.0000000000	48	8.4	8.4	8.4	96.8	96.8
	7.0000000000	18	3.2	3.2	3.2	100.0	100.0
	Total	571	100.0	100.0	100.0		

## 2DQ57. [Q57]

Statistics			
[[Not at all Very much] In what degree do you believe the information that you have uploaded online and links to your real identity, may have an effect on the opinions and attitudes of other people towards you.			
N	Valid		571
	Missing		0
Mean			4.1260945709282
Median			4.0000000000000
Std. Deviation			1.51421405176066
Minimum			1.00000000000
Maximum			7.00000000000

[[Not at all Very much] In what degree do you believe the information that you have uploaded online and links to your real identity, may have an effect on the opinions and attitudes of other people towards you.							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1.0000000000	14	2.5	2.5	2.5	2.5	2.5
	2.0000000000	81	14.2	14.2	14.2	16.6	16.6
	3.0000000000	105	18.4	18.4	18.4	35.0	35.0
	4.0000000000	142	24.9	24.9	24.9	59.9	59.9
	5.0000000000	115	20.1	20.1	20.1	80.0	80.0
	6.0000000000	76	13.3	13.3	13.3	93.3	93.3
	7.0000000000	38	6.7	6.7	6.7	100.0	100.0
	Total	571	100.0	100.0	100.0		

2DQ1Q17. [Q1] & [Q17]

*[Facebook] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Facebook] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please Total	Everything is perfectly factual	Count	65	38	13	116
		% within How old are you?	21.7%	20.3%	27.7%	21.8%
	Some information is hidden / obscured	Count	177	126	25	328
		% within How old are you?	59.2%	67.4%	53.2%	61.5%
	Some information is altered	Count	50	21	7	78
		% within How old are you?	16.7%	11.2%	14.9%	14.6%
	All the information is altered	Count	7	2	2	11
		% within How old are you?	2.3%	1.1%	4.3%	2.1%
		Count	299	187	47	533
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.240 <sup>a</sup>	6	.299
Likelihood Ratio	7.202	6	.303
N of Valid Cases	533		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is .97.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.117	.299
	Cramer's V	.082	.299
	Contingency Coefficient	.116	.299
N of Valid Cases		533	

*[Twitter] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Twitter] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	31	34	7	72
		% within How old are you?	22.3%	31.8%	25.0%	26.3%
	Some information is hidden / obscured	Count	63	57	17	137
		% within How old are you?	45.3%	53.3%	60.7%	50.0%
	Some information is altered	Count	39	11	3	53
		% within How old are you?	28.1%	10.3%	10.7%	19.3%
	All the information is altered	Count	6	5	1	12
		% within How old are you?	4.3%	4.7%	3.6%	4.4%
		Count	139	107	28	274
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	14.706 <sup>a</sup>	6	.023	
Likelihood Ratio	15.131	6	.019	
N of Valid Cases	274			

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 1.23.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.232	.023	
	Cramer's V	.164	.023	
	Contingency Coefficient	.226	.023	
N of Valid Cases		274		

*[Google+] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Google+] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea	Everything is perfectly factual	Count	29	22	5	56
		% within How old are you?	29.0%	25.0%	21.7%	26.5%
	Some information is hidden / obscured	Count	47	52	14	113
		% within How old are you?	47.0%	59.1%	60.9%	53.6%
	Some information is altered	Count	19	11	3	33
		% within How old are you?	19.0%	12.5%	13.0%	15.6%
	All the information is altered	Count	5	3	1	9
		% within How old are you?	5.0%	3.4%	4.3%	4.3%
	Total	Count	100	88	23	211
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.696 <sup>a</sup>	6	.718	
Likelihood Ratio	3.718	6	.715	
N of Valid Cases	211			

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .98.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.132	.718	
	Cramer's V	.094	.718	
	Contingency Coefficient	.131	.718	
N of Valid Cases		211		

*[LinkedIn] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[LinkedIn] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea	Everything is perfectly factual	Count	65	67	18	150
		% within How old are you?	54.2%	58.8%	60.0%	56.8%
	Some information is hidden / obscured	Count	39	39	10	88
		% within How old are you?	32.5%	34.2%	33.3%	33.3%
	Some information is altered	Count	10	8	1	19
		% within How old are you?	8.3%	7.0%	3.3%	7.2%
	All the information is altered	Count	6	0	1	7
		% within How old are you?	5.0%	0.0%	3.3%	2.7%
	Total	Count	120	114	30	264
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.744 <sup>a</sup>	6	.345
Likelihood Ratio	9.388	6	.153
N of Valid Cases	264		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .80.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.160	.345
	Cramer's V	.113	.345
	Contingency Coefficient	.158	.345
N of Valid Cases		264	



*[Tumblr] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Tumblr] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea	Everything is perfectly factual	Count	9	6	0	15
		% within How old are you?	13.4%	18.2%	0.0%	14.3%
	Some information is hidden / obscured	Count	28	14	3	45
		% within How old are you?	41.8%	42.4%	60.0%	42.9%
	Some information is altered	Count	19	9	0	28
		% within How old are you?	28.4%	27.3%	0.0%	26.7%
	All the information is altered	Count	11	4	2	17
		% within How old are you?	16.4%	12.1%	40.0%	16.2%
	Total	Count	67	33	5	105
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	4.961 <sup>a</sup>	6	.549	
Likelihood Ratio	6.460	6	.374	
N of Valid Cases	105			

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .71.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.217	.549	
	Cramer's V	.154	.549	
	Contingency Coefficient	.212	.549	
N of Valid Cases		105		

*[Instagram] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Instagram] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea	Everything is perfectly factual	Count	34	15	2	51
		% within How old are you?	33.3%	23.8%	28.6%	29.7%
	Some information is hidden / obscured	Count	41	35	3	79
		% within How old are you?	40.2%	55.6%	42.9%	45.9%
	Some information is altered	Count	20	10	1	31
		% within How old are you?	19.6%	15.9%	14.3%	18.0%
	All the information is altered	Count	7	3	1	11
		% within How old are you?	6.9%	4.8%	14.3%	6.4%
	Total	Count	102	63	7	172
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.547 <sup>a</sup>	6	.603
Likelihood Ratio	4.387	6	.624
N of Valid Cases	172		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .45.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.163	.603
	Cramer's V	.115	.603
	Contingency Coefficient	.160	.603
N of Valid Cases		172	

*[Academia] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Academia] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea	Everything is perfectly factual	Count	19	31	8	58
		% within How old are you?	54.3%	60.8%	44.4%	55.8%
	Some information is hidden / obscured	Count	9	18	10	37
		% within How old are you?	25.7%	35.3%	55.6%	35.6%
	Some information is altered	Count	5	2	0	7
		% within How old are you?	14.3%	3.9%	0.0%	6.7%
	All the information is altered	Count	2	0	0	2
		% within How old are you?	5.7%	0.0%	0.0%	1.9%
	Total	Count	35	51	18	104
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	12.356 <sup>a</sup>	6	.054	
Likelihood Ratio	13.186	6	.040	
N of Valid Cases	104			

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .35.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.345	.054	
	Cramer's V	.244	.054	
	Contingency Coefficient	.326	.054	
N of Valid Cases		104		

*[MySpace] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[MySpace] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea	Everything is perfectly factual	Count	3	4	1	8
		% within How old are you?	7.7%	14.8%	25.0%	11.4%
	Some information is hidden / obscured	Count	15	11	3	29
		% within How old are you?	38.5%	40.7%	75.0%	41.4%
	Some information is altered	Count	17	10	0	27
		% within How old are you?	43.6%	37.0%	0.0%	38.6%
	All the information is altered	Count	4	2	0	6
		% within How old are you?	10.3%	7.4%	0.0%	8.6%
	Total	Count	39	27	4	70
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.895 <sup>a</sup>	6	.557
Likelihood Ratio	6.428	6	.377
N of Valid Cases	70		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .34.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.264	.557
	Cramer's V	.187	.557
	Contingency Coefficient	.256	.557
N of Valid Cases		70	

*[DeviantArt] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab			
		How old are you?		Total	
		18-24	25-34		
[DeviantArt] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	3	0	3
		% within How old are you?	11.1%	0.0%	7.1%
	Some information is hidden / obscured	Count	11	8	19
		% within How old are you?	40.7%	53.3%	45.2%
	Some information is altered	Count	7	4	11
		% within How old are you?	25.9%	26.7%	26.2%
	All the information is altered	Count	6	3	9
		% within How old are you?	22.2%	20.0%	21.4%
		Count	27	15	42
		% within How old are you?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	2.029 <sup>a</sup>	3	.566	
Likelihood Ratio	3.006	3	.391	
N of Valid Cases	42			

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.07.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.220	.566	
	Cramer's V	.220	.566	
	Contingency Coefficient	.215	.566	
N of Valid Cases		42		

*[Pinterest] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Pinterest] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea	Everything is perfectly factual	Count	14	9	3	26
		% within How old are you?	42.4%	28.1%	50.0%	36.6%
	Some information is hidden / obscured	Count	8	18	3	29
		% within How old are you?	24.2%	56.3%	50.0%	40.8%
	Some information is altered	Count	7	5	0	12
		% within How old are you?	21.2%	15.6%	0.0%	16.9%
	All the information is altered	Count	4	0	0	4
		% within How old are you?	12.1%	0.0%	0.0%	5.6%
	Total	Count	33	32	6	71
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.451 <sup>a</sup>	6	.075
Likelihood Ratio	14.149	6	.028
N of Valid Cases	71		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .34.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.402	.075
	Cramer's V	.284	.075
	Contingency Coefficient	.373	.075
N of Valid Cases		71	

2DQ2Q17. [Q2] & [Q17]

*[Facebook] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			Total
			What is your gender?		
			Female	Male	
[Facebook] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	68	49	117
		% within What is your gender?	20.5%	24.5%	22.0%
	Some information is hidden / obscured	Count	210	117	327
		% within What is your gender?	63.3%	58.5%	61.5%
	Some information is altered	Count	49	28	77
		% within What is your gender?	14.8%	14.0%	14.5%
	All the information is altered	Count	5	6	11
		% within What is your gender?	1.5%	3.0%	2.1%
		Count	332	200	532
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	2.772 <sup>a</sup>	3	.428	
Likelihood Ratio	2.712	3	.438	
N of Valid Cases	532			

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.14.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.072	.428	
	Cramer's V	.072	.428	
	Contingency Coefficient	.072	.428	
N of Valid Cases		532		

*[Twitter] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab		
		What is your gender?		Total
		Female	Male	
[Twitter] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count 47	24	71
		% within What is your gender?	27.3%	25.9%
	Some information is hidden / obscured	Count 88	50	138
		% within What is your gender?	51.2%	50.4%
	Some information is altered	Count 28	25	53
		% within What is your gender?	16.3%	19.3%
	All the information is altered	Count 9	3	12
		% within What is your gender?	5.2%	4.4%
		Count 172	102	274
		% within What is your gender?	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.425 <sup>a</sup>	3	.331	
Likelihood Ratio	3.413	3	.332	
N of Valid Cases	274			

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.47.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.112	.331	
	Cramer's V	.112	.331	
	Contingency Coefficient	.111	.331	
N of Valid Cases		274		



*[Google+] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Google+] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	35	22	57
		% within What is your gender?	28.7%	24.7%	27.0%
	Some information is hidden / obscured	Count	64	49	113
		% within What is your gender?	52.5%	55.1%	53.6%
	Some information is altered	Count	18	15	33
		% within What is your gender?	14.8%	16.9%	15.6%
	All the information is altered	Count	5	3	8
		% within What is your gender?	4.1%	3.4%	3.8%
		Count	122	89	211
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	.582 <sup>a</sup>	3	.901	
Likelihood Ratio	.584	3	.900	
N of Valid Cases	211			

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.37.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.053	.901	
	Cramer's V	.053	.901	
	Contingency Coefficient	.052	.901	
N of Valid Cases		211		

*[LinkedIn] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			Total
		What is your gender?			
		Female	Male		
[LinkedIn] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	93	57	150
		% within What is your gender?	58.1%	55.3%	57.0%
	Some information is hidden / obscured	Count	55	33	88
		% within What is your gender?	34.4%	32.0%	33.5%
	Some information is altered	Count	9	10	19
		% within What is your gender?	5.6%	9.7%	7.2%
	All the information is altered	Count	3	3	6
		% within What is your gender?	1.9%	2.9%	2.3%
		Count	160	103	263
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	1.930 <sup>a</sup>	3	.587	
Likelihood Ratio	1.884	3	.597	
N of Valid Cases	263			

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.35.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.086	.587	
	Cramer's V	.086	.587	
	Contingency Coefficient	.085	.587	
N of Valid Cases		263		

*[Tumblr] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Tumblr] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then please Total	Everything is perfectly factual	Count	10	4	14
		% within What is your gender?	14.7%	11.1%	13.5%
	Some information is hidden / obscured	Count	33	11	44
		% within What is your gender?	48.5%	30.6%	42.3%
	Some information is altered	Count	14	15	29
		% within What is your gender?	20.6%	41.7%	27.9%
	All the information is altered	Count	11	6	17
		% within What is your gender?	16.2%	16.7%	16.3%
		Count	68	36	104
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	5.777 <sup>a</sup>	3	.123	
Likelihood Ratio	5.687	3	.128	
N of Valid Cases	104			

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.85.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.236	.123	
	Cramer's V	.236	.123	
	Contingency Coefficient	.229	.123	
N of Valid Cases		104		

*[Instagram] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Instagram] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	40	12	52
		% within What is your gender?	33.9%	22.2%	30.2%
	Some information is hidden / obscured	Count	50	28	78
		% within What is your gender?	42.4%	51.9%	45.3%
	Some information is altered	Count	21	10	31
		% within What is your gender?	17.8%	18.5%	18.0%
	All the information is altered	Count	7	4	11
		% within What is your gender?	5.9%	7.4%	6.4%
		Count	118	54	172
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	2.541 <sup>a</sup>	3	.468	
Likelihood Ratio	2.618	3	.454	
N of Valid Cases	172			

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.45.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.122	.468	
	Cramer's V	.122	.468	
	Contingency Coefficient	.121	.468	
N of Valid Cases		172		

*[Academia] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Academia] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	39	19	58
		% within What is your gender?	59.1%	51.4%	56.3%
	Some information is hidden / obscured	Count	26	11	37
		% within What is your gender?	39.4%	29.7%	35.9%
	Some information is altered	Count	1	6	7
		% within What is your gender?	1.5%	16.2%	6.8%
	All the information is altered	Count	0	1	1
		% within What is your gender?	0.0%	2.7%	1.0%
		Count	66	37	103
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	10.192 <sup>a</sup>	3	.017	
Likelihood Ratio	10.372	3	.016	
N of Valid Cases	103			

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .36.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.315	.017	
	Cramer's V	.315	.017	
	Contingency Coefficient	.300	.017	
N of Valid Cases		103		

*[MySpace] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[MySpace] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	4	5	9
		% within What is your gender?	10.3%	15.6%	12.7%
	Some information is hidden / obscured	Count	19	10	29
		% within What is your gender?	48.7%	31.3%	40.8%
	Some information is altered	Count	12	15	27
		% within What is your gender?	30.8%	46.9%	38.0%
	All the information is altered	Count	4	2	6
		% within What is your gender?	10.3%	6.3%	8.5%
		Count	39	32	71
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.246 <sup>a</sup>	3	.355	
Likelihood Ratio	3.273	3	.351	
N of Valid Cases	71			

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.70.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.214	.355	
	Cramer's V	.214	.355	
	Contingency Coefficient	.209	.355	
N of Valid Cases		71		

*[DeviantArt] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[DeviantArt] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	1	2	3
		% within What is your gender?	3.8%	12.5%	7.1%
	Some information is hidden / obscured	Count	12	7	19
		% within What is your gender?	46.2%	43.8%	45.2%
	Some information is altered	Count	7	4	11
		% within What is your gender?	26.9%	25.0%	26.2%
	All the information is altered	Count	6	3	9
		% within What is your gender?	23.1%	18.8%	21.4%
		Count	26	16	42
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	1.152 <sup>a</sup>	3	.765	
Likelihood Ratio	1.115	3	.773	
N of Valid Cases	42			

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.14.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.166	.765	
	Cramer's V	.166	.765	
	Contingency Coefficient	.163	.765	
N of Valid Cases		42		

*[Pinterest] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea \* What is your gender?*

		Crosstab			
		What is your gender?		Total	
		Female	Male		
[Pinterest] To what extent do you believe that your social media profiles are an accurate representation of your actual identity, based on the information you upload? If you have more than one account on the same service, then plea Total	Everything is perfectly factual	Count	23	3	26
		% within What is your gender?	38.3%	27.3%	36.6%
	Some information is hidden / obscured	Count	24	5	29
		% within What is your gender?	40.0%	45.5%	40.8%
	Some information is altered	Count	10	2	12
		% within What is your gender?	16.7%	18.2%	16.9%
	All the information is altered	Count	3	1	4
		% within What is your gender?	5.0%	9.1%	5.6%
		Count	60	11	71
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	.667 <sup>a</sup>	3	.881	
Likelihood Ratio	.655	3	.884	
N of Valid Cases	71			

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .62.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.097	.881	
	Cramer's V	.097	.881	
	Contingency Coefficient	.096	.881	
N of Valid Cases		71		



2DQ1Q34. [Q1] & [Q34]

		How old are you? Crosstabulation				Total
		18-24	25-34	35+		
Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day?	Yes, very often	Count	4	6	0	10
		% within How old are you?	1.3%	3.0%	0.0%	1.8%
	Yes, but only on special occasions	Count	39	31	4	74
		% within How old are you?	12.5%	15.7%	6.8%	13.0%
	Yes, but very rarely	Count	62	33	9	104
		% within How old are you?	19.8%	16.7%	15.3%	18.2%
	No	Count	194	123	38	355
		% within How old are you?	62.0%	62.1%	64.4%	62.3%
	Don't know what these are	Count	14	5	8	27
		% within How old are you?	4.5%	2.5%	13.6%	4.7%
Total	Count	313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.995 <sup>a</sup>	8	.015
Likelihood Ratio	17.207	8	.028
N of Valid Cases	570		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.04.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.183	.015
	Cramer's V	.129	.015
	Contingency Coefficient	.180	.015
N of Valid Cases		570	

2DQ2Q34. [Q2] & [Q34]

			What is your gender?		Total
			Female	Male	
Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day?	Yes, very often	Count	5	5	10
		% within What is your gender?	1.4%	2.3%	1.8%
	Yes, but only on special occasions	Count	49	25	74
		% within What is your gender?	14.0%	11.4%	13.0%
	Yes, but very rarely	Count	68	36	104
		% within What is your gender?	19.5%	16.4%	18.3%
	No	Count	210	143	353
		% within What is your gender?	60.2%	65.3%	62.1%
	Don't know what these are	Count	17	10	27
		% within What is your gender?	4.9%	4.6%	4.8%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.541 <sup>a</sup>	4	.637
Likelihood Ratio	2.545	4	.637
N of Valid Cases	568		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.86.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.067	.637
	Cramer's V	.067	.637
	Contingency Coefficient	.067	.637
N of Valid Cases		568	

2DQ1Q36. [Q1] & [Q36]

Do you upload identifiable photos of yourself or people close to you from your day to day activities? * How old are you? Crosstabulation					
		How old are you?			Total
		18-24	25-34	35+	
Do you upload identifiable photos of yourself or people close to you from your day to day activities?	Yes, I do upload pictures of myself and other people (friends, relatives, bystanders, etc.)	Count 193	118	31	342
		% within How old are you?	61.7%	59.6%	60.0%
	Yes, but I upload only identifiable pictures of myself and not others	Count 40	25	7	72
		% within How old are you?	12.8%	12.6%	12.6%
No, I do not upload pictures that can identify me or other people around me	Count 80	55	21	156	
	% within How old are you?	25.6%	27.8%	35.6%	27.4%
Total	Count 313	198	59	570	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	2.574 <sup>a</sup>	4	.631	
Likelihood Ratio	2.478	4	.648	
N of Valid Cases	570			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.45.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.067	.631	
	Cramer's V	.048	.631	
	Contingency Coefficient	.067	.631	
N of Valid Cases		570		

2DQ2Q36. [Q2] & [Q36]

Do you upload identifiable photos of yourself or people close to you from your day to day activities? * What is your gender? Crosstabulation					
		What is your gender?		Total	
		Female	Male		
Do you upload identifiable photos of yourself or people close to you from your day to day activities?	Yes, I do upload pictures of myself and other people (friends, relatives, bystanders, etc.)	Count	233	108	341
		% within What is your gender?	66.8%	49.3%	60.0%
	Yes, but I upload only identifiable pictures of myself and not others	Count	42	29	71
		% within What is your gender?	12.0%	13.2%	12.5%
	No, I do not upload pictures that can identify me or other people around me	Count	74	82	156
		% within What is your gender?	21.2%	37.4%	27.5%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	19.901 <sup>a</sup>	2	.000	
Likelihood Ratio	19.692	2	.000	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.38.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.187	.000	
	Cramer's V	.187	.000	
	Contingency Coefficient	.184	.000	
N of Valid Cases		568		

2DQ1Q37. [Q1] & [Q37]

What are your usual privacy settings for the identifiable photos that you upload online? * How old are you? Crosstabulation						
		How old are you?			Total	
		18-24	25-34	35+		
What are your usual privacy settings for the identifiable photos that you upload online?	All visible by anyone	Count	11	2	3	16
		% within How old are you?	4.7%	1.4%	7.9%	3.9%
	Some visible by anyone and others visible only by my closer acquaintances	Count	64	36	6	106
		% within How old are you?	27.5%	25.2%	15.8%	25.6%
	All visible by my closer acquaintances	Count	158	105	29	292
		% within How old are you?	67.8%	73.4%	76.3%	70.5%
Total	Count	233	143	38	414	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	6.640 <sup>a</sup>	4	.156	
Likelihood Ratio	7.191	4	.126	
N of Valid Cases	414			

a. 1 cells (11.1%) have expected count less than 5. The minimum expected count is 1.47.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.127	.156	
	Cramer's V	.090	.156	
	Contingency Coefficient	.126	.156	
N of Valid Cases		414		

2DQ2Q37. [Q2] & [Q37]

What are your usual privacy settings for the identifiable photos that you upload online? * What is your gender? Crosstabulation					
			What is your gender?		Total
			Female	Male	
What are your usual privacy settings for the identifiable photos that you upload online?	All visible by anyone	Count	7	8	15
		% within What is your gender?	2.5%	5.8%	3.6%
	Some visible by anyone and others visible only by my closer acquaintances	Count	64	42	106
		% within What is your gender?	23.3%	30.7%	25.7%
	All visible by my closer acquaintances	Count	204	87	291
		% within What is your gender?	74.2%	63.5%	70.6%
Total	Count	275	137	412	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	6.139 <sup>a</sup>	2	.046	
Likelihood Ratio	5.936	2	.051	
N of Valid Cases	412			

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.99.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.122	.046	
	Cramer's V	.122	.046	
	Contingency Coefficient	.121	.046	
N of Valid Cases		412		

2DQ1Q52. [Q1] & [Q52]

[Relatives] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* How old are you?

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Relatives] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	6	3	1	10
		% within How old are you?	2.0%	1.6%	1.9%	1.9%
	Very often (almost every day)	Count	13	15	6	34
		% within How old are you?	4.4%	8.2%	11.3%	6.4%
	Often (several times every weeeek)	Count	36	27	4	67
		% within How old are you?	12.2%	14.8%	7.5%	12.6%
	Frequently (a few times every week)	Count	46	18	4	68
		% within How old are you?	15.6%	9.8%	7.5%	12.8%
	Occasionally (a few times every month)	Count	136	94	23	253
		% within How old are you?	46.3%	51.4%	43.4%	47.7%
	Never	Count	57	26	15	98
		% within How old are you?	19.4%	14.2%	28.3%	18.5%
Total	Count	294	183	53	530	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.382 <sup>a</sup>	10	.089
Likelihood Ratio	16.273	10	.092
Linear-by-Linear Association	.133	1	.715
N of Valid Cases	530		

a. 3 cells (16.7%) have expected count less than 5. The minimum expected count is 1.00.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.176	.089
	Cramer's V	.124	.089
	Contingency Coefficient	.173	.089
N of Valid Cases		530	

*[Spouse/partner] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Spouse/partner] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	7	3	1	11
		% within How old are you?	4.0%	2.2%	2.3%	3.1%
	Very often (almost every day)	Count	20	14	4	38
		% within How old are you?	11.6%	10.4%	9.3%	10.8%
	Often (several times every weeeek)	Count	24	15	3	42
		% within How old are you?	13.9%	11.1%	7.0%	12.0%
	Frequently (a few times every week)	Count	27	20	4	51
		% within How old are you?	15.6%	14.8%	9.3%	14.5%
	Occasionally (a few times every month)	Count	62	54	9	125
		% within How old are you?	35.8%	40.0%	20.9%	35.6%
	Never	Count	33	29	22	84
		% within How old are you?	19.1%	21.5%	51.2%	23.9%
Total		Count	173	135	43	351
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.271 <sup>a</sup>	10	.014
Likelihood Ratio	19.795	10	.031
Linear-by-Linear Association	7.069	1	.008
N of Valid Cases	351		

a. 3 cells (16.7%) have expected count less than 5. The minimum expected count is 1.35.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.252	.014
	Cramer's V	.178	.014
	Contingency Coefficient	.244	.014
N of Valid Cases		351	



*[Friends] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* How old are you?*

		Crosstab				
		How old are you?			Total	
		18-24	25-34	35+		
[Friends] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	29	11	3	43
		% within How old are you?	9.4%	5.8%	5.3%	7.7%
	Very often (almost every day)	Count	56	39	6	101
		% within How old are you?	18.2%	20.4%	10.5%	18.2%
	Often (several times every weeeek)	Count	65	40	3	108
		% within How old are you?	21.1%	20.9%	5.3%	19.4%
	Frequently (a few times every week)	Count	66	34	14	114
		% within How old are you?	21.4%	17.8%	24.6%	20.5%
	Occasionally (a few times every month)	Count	82	55	23	160
		% within How old are you?	26.6%	28.8%	40.4%	28.8%
	Never	Count	10	12	8	30
		% within How old are you?	3.2%	6.3%	14.0%	5.4%
Total		Count	308	191	57	556
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.679 <sup>a</sup>	10	.003
Likelihood Ratio	27.180	10	.002
Linear-by-Linear Association	12.320	1	.000
N of Valid Cases	556		

a. 2 cells (11.1%) have expected count less than 5. The minimum expected count is 3.08.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.219	.003
	Cramer's V	.155	.003
	Contingency Coefficient	.214	.003
N of Valid Cases		556	

*[Employer/Teacher/Professor] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* How old are you?*

		Crosstab			
		How old are you?			Total
		18-24	25-34	35+	
[Employer/Teacher/Professor] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count 0	1	0	1
		% within 0.0%	0.6%	0.0%	0.2%
	Very often (almost every day)	Count 2	1	2	5
		% within 0.8%	0.6%	4.3%	1.1%
	Often (several times every weeeek)	Count 6	8	2	16
		% within 2.3%	5.1%	4.3%	3.5%
Frequently (a few times every week)	Count 18	11	2	31	
	% within 7.0%	7.1%	4.3%	6.8%	
Occasionally (a few times every month)	Count 74	49	14	137	
	% within 28.9%	31.4%	30.4%	29.9%	
Never	Count 156	86	26	268	
	% within 60.9%	55.1%	56.5%	58.5%	
Total	Count 256	156	46	458	
	% within 100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.422 <sup>a</sup>	10	.404
Likelihood Ratio	8.810	10	.550
Linear-by-Linear Association	2.736	1	.098
N of Valid Cases	458		

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .10.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.151	.404
	Cramer's V	.107	.404
	Contingency Coefficient	.149	.404
N of Valid Cases		458	

*[Co-workers and/or classmates] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Co-workers and/or classmates] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	8	2	1	11
		% within How old are you?	2.7%	1.1%	1.9%	2.1%
	Very often (almost every day)	Count	20	11	3	34
		% within How old are you?	6.7%	6.1%	5.6%	6.4%
	Often (several times every weeeek)	Count	50	21	3	74
		% within How old are you?	16.7%	11.6%	5.6%	13.9%
	Frequently (a few times every week)	Count	63	36	5	104
		% within How old are you?	21.1%	19.9%	9.3%	19.5%
	Occasionally (a few times every month)	Count	123	73	28	224
		% within How old are you?	41.1%	40.3%	51.9%	41.9%
	Never	Count	35	38	14	87
		% within How old are you?	11.7%	21.0%	25.9%	16.3%
Total		Count	299	181	54	534
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.728 <sup>a</sup>	10	.023
Likelihood Ratio	21.922	10	.016
Linear-by-Linear Association	12.740	1	.000
N of Valid Cases	534		

a. 3 cells (16.7%) have expected count less than 5. The minimum expected count is 1.11.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.197	.023
	Cramer's V	.139	.023
	Contingency Coefficient	.193	.023
N of Valid Cases		534	

*[People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	4	1	0	5
		% within How old are you?	1.3%	0.5%	0.0%	0.9%
	Very often (almost every day)	Count	2	2	0	4
		% within How old are you?	0.7%	1.1%	0.0%	0.7%
	Often (several times every weeeek)	Count	28	12	1	41
		% within How old are you?	9.4%	6.4%	1.9%	7.6%
	Frequently (a few times every week)	Count	49	20	6	75
		% within How old are you?	16.4%	10.7%	11.5%	14.0%
	Occasionally (a few times every month)	Count	152	104	26	282
		% within How old are you?	51.0%	55.6%	50.0%	52.5%
	Never	Count	63	48	19	130
		% within How old are you?	21.1%	25.7%	36.5%	24.2%
Total	Count	298	187	52	537	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	13.894 <sup>a</sup>	10		.178
Likelihood Ratio	15.293	10		.122
Linear-by-Linear Association	10.863	1		.001
N of Valid Cases	537			

a. 7 cells (38.9%) have expected count less than 5. The minimum expected count is .39.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.161		.178
	Cramer's V	.114		.178
	Contingency Coefficient	.159		.178
N of Valid Cases		537		

*[Random or unknown people] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* How old are you?*

		Crosstab				
			How old are you?			Total
			18-24	25-34	35+	
[Random or unknown people] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	1	1	0	2
		% within How old are you?	0.3%	0.6%	0.0%	0.4%
	Very often (almost every day)	Count	4	3	0	7
		% within How old are you?	1.4%	1.7%	0.0%	1.4%
	Often (several times every weeeek)	Count	15	8	2	25
		% within How old are you?	5.2%	4.5%	4.2%	4.9%
	Frequently (a few times every week)	Count	20	7	3	30
		% within How old are you?	7.0%	3.9%	6.3%	5.8%
	Occasionally (a few times every month)	Count	92	55	10	157
	% within How old are you?	32.2%	30.7%	20.8%	30.6%	
Never	Count	154	105	33	292	
	% within How old are you?	53.8%	58.7%	68.8%	56.9%	
Total	Count	286	179	48	513	
	% within How old are you?	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	6.585 <sup>a</sup>	10		.764
Likelihood Ratio	7.641	10		.664
Linear-by-Linear Association	2.659	1		.103
N of Valid Cases	513			

a. 8 cells (44.4%) have expected count less than 5. The minimum expected count is .19.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.113		.764
	Cramer's V	.080		.764
	Contingency Coefficient	.113		.764
N of Valid Cases		513		

*Kruskal-Wallis Test*

	Ranks		
	How old are you?	N	Mean Rank
[Relatives] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	18-24	294	272.74
	25-34	183	248.60
	35+	53	283.70
	Total	530	
[Spouse/partner] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	18-24	173	165.06
	25-34	135	175.86
	35+	43	220.44
	Total	351	
[Friends] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	18-24	308	266.64
	25-34	191	276.07
	35+	57	350.73
	Total	556	
[Employer/Teacher/Professor] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	18-24	256	236.38
	25-34	156	220.64
	35+	46	221.24
	Total	458	
[Co-workers and/or classmates] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	18-24	299	249.78
	25-34	181	285.03
	35+	54	306.83
	Total	534	
[People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	18-24	298	257.27
	25-34	187	275.14
	35+	52	314.14
	Total	537	
[Random or unknown people] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	18-24	286	249.25
	25-34	179	261.00
	35+	48	288.24
	Total	513	

	Test Statistics <sup>a,b</sup>						
	[Relatives]	[Spouse/partner]	[Friends]	[Employer/Teacher/Professor]	[Co-workers and/or classmates]	[People with a distant relation to you]	[Random or unknown people]
Kruskal-Wallis H	4.725	11.987	15.482	2.093	12.868	9.251	3.968
df	2	2	2	2	2	2	2
Asymp. Sig.	.094	.002	.000	.351	.002	.010	.138
a. Kruskal Wallis Test							
b. Grouping Variable: How old are you?							

## 2DQ2Q52. [Q2] & [Q52]

*[Relatives] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* What is your gender?*

		Crosstab			Total
		What is your gender?			
		Female	Male		
[Relatives] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	5	5	10
		% within What is your gender?	1.5%	2.5%	1.9%
	Very often (almost every day)	Count	26	8	34
		% within What is your gender?	7.9%	4.0%	6.4%
	Often (several times every weeeek)	Count	47	20	67
		% within What is your gender?	14.3%	10.0%	12.7%
	Frequently (a few times every week)	Count	44	24	68
		% within What is your gender?	13.4%	11.9%	12.9%
	Occasionally (a few times every month)	Count	152	100	252
		% within What is your gender?	46.3%	49.8%	47.6%
Never	Count	54	44	98	
	% within What is your gender?	16.5%	21.9%	18.5%	
Total	Count	328	201	529	
	% within What is your gender?	100.0%	100.0%	100.0%	



Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	8.015 <sup>a</sup>	5	.155	
Likelihood Ratio	8.240	5	.143	
Linear-by-Linear Association	4.684	1	.030	
N of Valid Cases	529			

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.80.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.123	.155	
	Cramer's V	.123	.155	
	Contingency Coefficient	.122	.155	
N of Valid Cases		529		

*[Spouse/partner] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Spouse/partner] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	7	4	11
		% within What is your gender?	3.3%	2.9%	3.2%
	Very often (almost every day)	Count	16	22	38
		% within What is your gender?	7.7%	15.7%	10.9%
	Often (several times every weeeek)	Count	30	12	42
		% within What is your gender?	14.4%	8.6%	12.0%
	Frequently (a few times every week)	Count	28	22	50
		% within What is your gender?	13.4%	15.7%	14.3%
	Occasionally (a few times every month)	Count	82	43	125
		% within What is your gender?	39.2%	30.7%	35.8%
Never	Count	46	37	83	
	% within What is your gender?	22.0%	26.4%	23.8%	
Total	Count	209	140	349	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	10.097 <sup>a</sup>	5	.073	
Likelihood Ratio	10.091	5	.073	
Linear-by-Linear Association	.307	1	.580	
N of Valid Cases	349			

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.41.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.170	.073	
	Cramer's V	.170	.073	
	Contingency Coefficient	.168	.073	
N of Valid Cases		349		

*[Friends] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Friends] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	26	17	43
		% within What is your gender?	7.7%	7.9%	7.7%
	Very often (almost every day)	Count	60	42	102
		% within What is your gender?	17.7%	19.4%	18.4%
	Often (several times every weeeek)	Count	76	31	107
		% within What is your gender?	22.4%	14.4%	19.3%
	Frequently (a few times every week)	Count	71	42	113
		% within What is your gender?	20.9%	19.4%	20.4%
	Occasionally (a few times every month)	Count	93	67	160
		% within What is your gender?	27.4%	31.0%	28.8%
Never	Count	13	17	30	
	% within What is your gender?	3.8%	7.9%	5.4%	
Total	Count	339	216	555	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	9.388 <sup>a</sup>	5		.095
Likelihood Ratio	9.436	5		.093
Linear-by-Linear Association	1.631	1		.202
N of Valid Cases	555			

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.68.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.130		.095
	Cramer's V	.130		.095
	Contingency Coefficient	.129		.095
N of Valid Cases		555		

*[Employer/Teacher/Professor] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* What is your gender?*

Crosstab			What is your gender?		Total
[Employer/Teacher/Professor] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?			Female	Male	
			Almost all the time (several times every day)	Count	0
	% within What is your gender?	0.0%	0.5%	0.2%	
Very often (almost every day)	Count	1	4	5	
	% within What is your gender?	0.4%	2.1%	1.1%	
Often (several times every weeeek)	Count	8	8	16	
	% within What is your gender?	3.0%	4.2%	3.5%	
Frequently (a few times every week)	Count	14	17	31	
	% within What is your gender?	5.2%	8.9%	6.8%	
Occasionally (a few times every month)	Count	82	55	137	
	% within What is your gender?	30.7%	28.9%	30.0%	
Never	Count	162	105	267	
	% within What is your gender?	60.7%	55.3%	58.4%	
Total	Count	267	190	457	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	7.829 <sup>a</sup>	5	.166	
Likelihood Ratio	8.188	5	.146	
Linear-by-Linear Association	5.162	1	.023	
N of Valid Cases	457			

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .42.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.131	.166
	Cramer's V	.131	.166
	Contingency Coefficient	.130	.166
N of Valid Cases		457	

*[Co-workers and/or classmates] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Co-workers and/or classmates] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	2	9	11
		% within What is your gender?	0.6%	4.3%	2.1%
	Very often (almost every day)	Count	21	13	34
		% within What is your gender?	6.5%	6.3%	6.4%
	Often (several times every weeeek)	Count	48	26	74
		% within What is your gender?	14.8%	12.5%	13.9%
	Frequently (a few times every week)	Count	62	42	104
		% within What is your gender?	19.1%	20.2%	19.5%
	Occasionally (a few times every month)	Count	140	83	223
		% within What is your gender?	43.1%	39.9%	41.8%
	Never	Count	52	35	87
		% within What is your gender?	16.0%	16.8%	16.3%
Total	Count	325	208	533	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.384 <sup>a</sup>	5	.095
Likelihood Ratio	9.411	5	.094
Linear-by-Linear Association	.850	1	.356
N of Valid Cases	533		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.29.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.133	.095
	Cramer's V	.133	.095
	Contingency Coefficient	.132	.095
N of Valid Cases		533	

*[People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	2	3	5
		% within What is your gender?	0.6%	1.4%	0.9%
	Very often (almost every day)	Count	1	3	4
		% within What is your gender?	0.3%	1.4%	0.7%
	Often (several times every weeeek)	Count	27	14	41
		% within What is your gender?	8.2%	6.8%	7.6%
	Frequently (a few times every week)	Count	46	29	75
		% within What is your gender?	14.0%	14.0%	14.0%
	Occasionally (a few times every month)	Count	184	97	281
		% within What is your gender?	55.9%	46.9%	52.4%
	Never	Count	69	61	130
		% within What is your gender?	21.0%	29.5%	24.3%
Total	Count	329	207	536	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	9.318 <sup>a</sup>	5	.097	
Likelihood Ratio	9.192	5	.102	
Linear-by-Linear Association	.295	1	.587	
N of Valid Cases	536			

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.54.

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.132	.097
	Cramer's V		.132	.097
	Contingency Coefficient		.131	.097
N of Valid Cases			536	

*[Random or unknown people] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them? \* What is your gender?*

Crosstab					
			What is your gender?		Total
			Female	Male	
[Random or unknown people] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Almost all the time (several times every day)	Count	1	1	2
		% within What is your gender?	0.3%	0.5%	0.4%
	Very often (almost every day)	Count	5	2	7
		% within What is your gender?	1.6%	1.0%	1.4%
	Often (several times every weeeek)	Count	9	16	25
		% within What is your gender?	2.9%	7.9%	4.9%
	Frequently (a few times every week)	Count	13	17	30
		% within What is your gender?	4.2%	8.4%	5.9%
	Occasionally (a few times every month)	Count	93	63	156
		% within What is your gender?	30.1%	31.2%	30.5%
	Never	Count	188	103	291
		% within What is your gender?	60.8%	51.0%	56.9%
Total	Count	309	202	511	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	12.520 <sup>a</sup>	5	.028	
Likelihood Ratio	12.277	5	.031	
Linear-by-Linear Association	7.227	1	.007	
N of Valid Cases	511			

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .79.

Symmetric Measures		Value	Approximate Significance
Nominal by Nominal	Phi	.157	.028
	Cramer's V	.157	.028
	Contingency Coefficient	.155	.028
N of Valid Cases		511	



## Mann-Whitney Test

	Ranks			
	What is your gender?	N	Mean Rank	Sum of Ranks
[Relatives] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Female	328	254.65	83524.50
	Male	201	281.89	56660.50
	Total	529		
[Spouse/partner] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Female	209	174.87	36548.00
	Male	140	175.19	24527.00
	Total	349		
[Friends] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Female	339	272.05	92224.50
	Male	216	287.34	62065.50
	Total	555		
[Employer/Teacher/Professor] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Female	267	235.32	62831.50
	Male	190	220.11	41821.50
	Total	457		
[Co-workers and/or classmates] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Female	325	268.11	87135.00
	Male	208	265.27	55176.00
	Total	533		
[People with a distant relation to you (e.g. individuals you just met or about to meet, etc.)] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Female	329	261.14	85913.50
	Male	207	280.21	58002.50
	Total	536		
[Random or unknown people] How much time do you think you are spending on viewing other peoples' profiles, depending on the type of relation you have with them?	Female	309	267.16	82551.00
	Male	202	238.94	48265.00
	Total	511		

	Test Statistics <sup>a</sup>						
	[Relatives]	[Spouse/partner]	[Friends]	[Employer/Teacher/Professor]	[Co-workers and/or classmates]	[People with a distant relation to you]	[Random or unknown people]
Mann-Whitney U	29568.500	14603.000	34594.500	23676.500	33440.000	31628.500	27762.000
Wilcoxon W	83524.500	36548.000	92224.500	41821.500	55176.000	85913.500	48265.000
Z	-2.268	-.032	-1.184	-1.400	-.238	-1.668	-2.412
Asymp. Sig. (2-tailed)	.023	.975	.236	.161	.812	.095	.016

a. Grouping Variable: What is your gender?

## 2DQ1Q53. [Q1] & [Q53]

Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person. Will you search online for information available about this person on social media, webpages etc.? * How old are you? Crosstabulation						
			How old are you?			Total
			18-24	25-34	35+	
Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person. Will you search online for information available about this person on social media, webpages etc.?	Yes, I will do a thorough web research about this person.	Count	76	63	22	161
		% within How old are you?	25.5%	32.1%	38.6%	29.2%
	Yes, but only a very quick search to gain a basic idea about this person.	Count	178	119	30	327
		% within How old are you?	59.7%	60.7%	52.6%	59.3%
	No, I do not care. I'll meet this person anyway.	Count	44	14	5	63
		% within How old are you?	14.8%	7.1%	8.8%	11.4%
Total		Count	298	196	57	551
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	10.601 <sup>a</sup>	4	.031	
Likelihood Ratio	10.781	4	.029	
Linear-by-Linear Association	8.282	1	.004	
N of Valid Cases	551			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.52.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.139	.031	
	Cramer's V	.098	.031	
	Contingency Coefficient	.137	.031	
N of Valid Cases		551		

## 2DQ2Q53. [Q2] & [Q53]

Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person. Will you search online for information available about this person on social media, webpages etc.? * What is your gender? Crosstabulation					
		What is your gender?			Total
		Female	Male		
Imagine that you are about to meet a person who has some importance regarding your work or studies. You do not know much about this person. Will you search online for information available about this person on social media, webpages etc.?	Yes, I will do a thorough web research about this person.	Count	97	64	161
		% within What is your gender?	28.8%	30.2%	29.3%
	Yes, but only a very quick search to gain a basic idea about this person.	Count	207	117	324
		% within What is your gender?	61.4%	55.2%	59.0%
	No, I do not care. I'll meet this person anyway.	Count	33	31	64
		% within What is your gender?	9.8%	14.6%	11.7%
Total		Count	337	212	549
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.550 <sup>a</sup>	2	.170	
Likelihood Ratio	3.495	2	.174	
Linear-by-Linear Association	.402	1	.526	
N of Valid Cases	549			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.71.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.080	.170	
	Cramer's V	.080	.170	
	Contingency Coefficient	.080	.170	
N of Valid Cases		549		

2DQ1Q54. [Q1] & [Q54]

[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles? * How old are you?						
Crosstabulation						
		How old are you?			Total	
		18-24	25-34	35+		
[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?	1.00000000000	Count	21	23	9	53
		% within How old are you?	6.7%	11.6%	15.3%	9.3%
	2.00000000000	Count	91	61	31	183
		% within How old are you?	29.1%	30.8%	52.5%	32.1%
	3.00000000000	Count	63	51	11	125
		% within How old are you?	20.1%	25.8%	18.6%	21.9%
	4.00000000000	Count	61	26	5	92
		% within How old are you?	19.5%	13.1%	8.5%	16.1%
	5.00000000000	Count	48	24	1	73
		% within How old are you?	15.3%	12.1%	1.7%	12.8%
	6.00000000000	Count	21	8	2	31
		% within How old are you?	6.7%	4.0%	3.4%	5.4%
	7.00000000000	Count	8	5	0	13
		% within How old are you?	2.6%	2.5%	0.0%	2.3%
Total		Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

*Kruskal-Wallis Test*

		Ranks			
		How old are you?	N	Mean Rank	
[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?		18-24	313		309.49
		25-34	198		273.87
		35+	59		197.26
		Total	570		

		Test Statistics <sup>a,b</sup>	
		[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?	
Kruskal-Wallis H			25.884
df			2
Asymp. Sig.			.000
a. Kruskal Wallis Test			
b. Grouping Variable: How old are you?			

2DQ2Q54. [Q2] & [Q54]

[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles? * What is your gender?					
Crosstabulation					
		What is your gender?			Total
		Female	Male		
[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?	1.00000000000	Count	22	31	53
		% within What is your gender?	6.3%	14.2%	9.3%
	2.00000000000	Count	109	73	182
		% within What is your gender?	31.2%	33.3%	32.0%
	3.00000000000	Count	80	43	123
		% within What is your gender?	22.9%	19.6%	21.7%
	4.00000000000	Count	65	27	92
		% within What is your gender?	18.6%	12.3%	16.2%
	5.00000000000	Count	46	28	74
		% within What is your gender?	13.2%	12.8%	13.0%
	6.00000000000	Count	21	10	31
		% within What is your gender?	6.0%	4.6%	5.5%
	7.00000000000	Count	6	7	13
		% within What is your gender?	1.7%	3.2%	2.3%
Total	Count	349	219	568	
	% within What is your gender?	100.0%	100.0%	100.0%	

*Mann-Whitney Test*

		Ranks			
		What is your gender?	N	Mean Rank	Sum of Ranks
[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?	Female		349	296.66	103534.00
	Male		219	265.12	58062.00
	Total		568		

Test Statistics <sup>a</sup>	
	[[Never Constantly] While you browse the web in your spare time, how often do you find yourself checking on other people's social media profiles?
Mann-Whitney U	33972.000
Wilcoxon W	58062.000
Z	-2.288
Asymp. Sig. (2-tailed)	.022
a. Grouping Variable: What is your gender?	

## 2DQ36Q38. [Q36] & [Q38]

Do you upload identifiable photos of yourself or people close to you from your day to day activities? * How often do you use your smartphone or tablet while on-the-move to check and upload content to your favourite social media accounts? Crosstabulation										
		How often do you use your smartphone or tablet while on-the-move to check and upload content to your favourite social media accounts?							Total	
		Constantly. I login via a mobile device more frequently than via a computer	Very often	Occasionally	Rarely	Never, although I am an owner of a smartphone or a tablet	Never, I am no longer a member in any online social networks or social media	I do not own any smartphones or tablets		
Do you upload identifiable photos of yourself or people close to	Yes, I do upload pictures of myself and other people	Count 90	111	60	37	25	2	17	342	
		% within How often do you use your smartphone	80.4%	71.2%	61.9%	46.3%	38.5%	25.0%	37.0%	60.6%
		Count	10	24	12	11	3	0	11	71



you from your day to day activities?	Yes, but I upload only identifiable pictures of myself and not others	% within How often do you use your smartphone	8.9%	15.4%	12.4%	13.8%	4.6%	0.0%	23.9%	12.6%
	No, I do not upload pictures that can identify me or other people around me	Count % within How often do you use your smartphones	12 10.7%	21 13.5%	25 25.8%	32 40.0%	37 56.9%	6 75.0%	18 39.1%	151 26.8%
Total		Count % within How often do you use your smartphone	112 100.0%	156 100.0%	97 100.0%	80 100.0%	65 100.0%	8 100.0%	46 100.0%	564 100.0%

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	93.229 <sup>a</sup>	12	.000
Likelihood Ratio	92.531	12	.000
N of Valid Cases	564		

a. 3 cells (14.3%) have expected count less than 5. The minimum expected count is 1.01.

#### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.407	.000
	Cramer's V	.287	.000
	Contingency Coefficient	.377	.000
N of Valid Cases		564	

## Section 2E

### 2EQ58. [Q58]

Have you ever browsed seeking information or advices about your online reputation regarding social media from online ID reputation or job recruiting websites, or other general guides related to the management of online identities and privacy?							
		Frequency	Percent	Valid Percent	Cumulative Percent		
Valid	Yes	100	17.5	17.5			17.5
	No	390	68.3	68.3			85.8
	Maybe / I'm not sure	81	14.2	14.2			100.0
	Total	571	100.0	100.0			

### 2EQ59. [Q59]

Statistics			
[I do not worry at all I am extremely worried] How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future?			
N	Valid		509
	Missing		62
Mean			3.5913555992141
Median			3.0000000000000
Std. Deviation			1.64759545900340
Minimum			1.0000000000000
Maximum			7.0000000000000

[I do not worry at all I am extremely worried] How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future?							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1.00000000000	32	5.6	6.3		6.3	
	2.00000000000	142	24.9	27.9		34.2	
	3.00000000000	89	15.6	17.5		51.7	
	4.00000000000	86	15.1	16.9		68.6	
	5.00000000000	87	15.2	17.1		85.7	
	6.00000000000	45	7.9	8.8		94.5	
	7.00000000000	28	4.9	5.5		100.0	
Total		509	89.1	100.0			
Missing	System	62	10.9				
Total		571	100.0				

## 2EQ60. [Q60]

Statistics			
[I do not worry at all I am extremely worried] How much do you worry about someone gaining unauthorised access in any of your social media profiles?			
N	Valid		510
	Missing		61
Mean			4.0019607843137
Median			4.0000000000000
Std. Deviation			1.68956001481029
Minimum			1.00000000000
Maximum			7.00000000000

[I do not worry at all I am extremely worried] How much do you worry about someone gaining unauthorised access in any of your social media profiles?							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1.00000000000	19	3.3	3.7		3.7	
	2.00000000000	103	18.0	20.2		23.9	
	3.00000000000	96	16.8	18.8		42.7	
	4.00000000000	93	16.3	18.2		61.0	
	5.00000000000	84	14.7	16.5		77.5	
	6.00000000000	69	12.1	13.5		91.0	
	7.00000000000	46	8.1	9.0		100.0	
Total		510	89.3	100.0			
Missing	System	61	10.7				
Total		571	100.0				

2EQ61. [Q61]

		Statistics		
		[(i) I am totally OK with that I'm completely against it] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree	[(ii) Not surprised at all Extremely surprised] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree or not wi	[(iii) Didn't do anything about it Took measures to protect my privacy] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i
N	Valid	547	406	385
	Missing	24	165	186
Mean		4.7861060329068	2.6748768472906	3.2415584415584
Median		5.0000000000000	2.0000000000000	3.0000000000000
Std. Deviation		1.63969442668817	1.32505182180735	1.70823302419051
Minimum		1.0000000000000	1.0000000000000	1.0000000000000
Maximum		7.0000000000000	7.0000000000000	7.0000000000000

		[(i) I am totally OK with that I'm completely against it] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree				
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1.0000000000000	10	1.8	1.8	1.8	
	2.0000000000000	49	8.6	9.0	10.8	
	3.0000000000000	74	13.0	13.5	24.3	
	4.0000000000000	92	16.1	16.8	41.1	
	5.0000000000000	109	19.1	19.9	61.1	
	6.0000000000000	116	20.3	21.2	82.3	
	7.0000000000000	97	17.0	17.7	100.0	
	Total	547	95.8	100.0		
Missing	System	24	4.2			
Total		571	100.0			

[(ii) Not surprised at all Extremely surprised] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree or not wi							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1.0000000000	59	10.3	14.5		14.5	
	2.0000000000	171	29.9	42.1		56.7	
	3.0000000000	83	14.5	20.4		77.1	
	4.0000000000	52	9.1	12.8		89.9	
	5.0000000000	26	4.6	6.4		96.3	
	6.0000000000	7	1.2	1.7		98.0	
	7.0000000000	8	1.4	2.0		100.0	
	Total	406	71.1	100.0			
Missing	System	165	28.9				
Total		571	100.0				

[(iii) Didn't do anything about it Took measures to protect my privacy] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1.0000000000	61	10.7	15.8		15.8	
	2.0000000000	99	17.3	25.7		41.6	
	3.0000000000	66	11.6	17.1		58.7	
	4.0000000000	71	12.4	18.4		77.1	
	5.0000000000	42	7.4	10.9		88.1	
	6.0000000000	25	4.4	6.5		94.5	
	7.0000000000	21	3.7	5.5		100.0	
	Total	385	67.4	100.0			
Missing	System	186	32.6				
Total		571	100.0				

2EQ62. [Q62]

		Statistics	
[I don't mind the collection of information about me for marketing purposes; this will enable me to enjoy advertisements that are closer to my needs.]I do mind the collection of information about me for marketing purposes; I do not care for targeted ads			
N	Valid		553
	Missing		18
Mean			5.6817359855335
Median			6.0000000000000
Std. Deviation			1.59140896319617
Minimum			1.00000000000
Maximum			7.00000000000

[I don't mind the collection of information about me for marketing purposes; this will enable me to enjoy advertisements that are closer to my needs.]I do mind the collection of information about me for marketing purposes; I do not care for targeted ads							
		Frequency	Percent	Valid Percent		Cumulative Percent	
Valid	1.00000000000	4	.7	.7		.7	
	2.00000000000	25	4.4	4.5		5.2	
	3.00000000000	46	8.1	8.3		13.6	
	4.00000000000	54	9.5	9.8		23.3	
	5.00000000000	67	11.7	12.1		35.4	
	6.00000000000	100	17.5	18.1		53.5	
	7.00000000000	257	45.0	46.5		100.0	
Total		553	96.8	100.0			
Missing	System	18	3.2				
Total		571	100.0				

2EQ65. [Q65]

Do you have any concerns about the information that may be available about you online and that is uploaded by third party institutions, organisations, committees etc.? Some examples: information available from your university or your work web pages, public					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	178	31.2	32.3	32.3
	Maybe, I haven't thought about it	184	32.2	33.4	65.7
	No	141	24.7	25.6	91.3
	I'm not sure / I can't tell	48	8.4	8.7	100.0
	Total	551	96.5	100.0	
Missing	System	20	3.5		
Total		571	100.0		

2EQ66. [Q66]

Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I use such tools to protect my privacy very often	21	3.7	3.9	3.9
	Yes, but only on certain occasions when I have to access more sensitive information	89	15.6	16.7	20.6
	No, I would like to use them but they sound too complicated for me	80	14.0	15.0	35.6
	No, I've never heard of such kind of tools before	261	45.7	48.9	84.5
	No, I do not need them	83	14.5	15.5	100.0
	Total	534	93.5	100.0	
Missing	System	37	6.5		
Total		571	100.0		

2EQ67. [Q67]

Would you use biometric features like e.g. fingerprint recognition in order to conveniently speed up access to your mobile phone, apps, transactions and social media accounts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	143	25.0	26.5	26.5
	No	254	44.5	47.1	73.7
	I'm not sure / I don't know	142	24.9	26.3	100.0
	Total	539	94.4	100.0	
Missing	System	32	5.6		
Total		571	100.0		

2EQ68. [Q68]

Statistics

[|Not concerned at all|Extremely concerned] How much do you worry about the potential privacy issues arising from the everyday implementations of advanced biometric technologies like the one described in the previous question?

N	Valid	493
	Missing	78
Mean		4.0344827586207
Median		4.0000000000000
Std. Deviation		1.58268950951966
Minimum		1.0000000000000
Maximum		7.0000000000000

[|Not concerned at all|Extremely concerned] How much do you worry about the potential privacy issues arising from the everyday implementations of advanced biometric technologies like the one described in the previous question?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0000000000000	20	3.5	4.1	4.1
	2.0000000000000	75	13.1	15.2	19.3
	3.0000000000000	93	16.3	18.9	38.1
	4.0000000000000	115	20.1	23.3	61.5
	5.0000000000000	100	17.5	20.3	81.7
	6.0000000000000	50	8.8	10.1	91.9
	7.0000000000000	40	7.0	8.1	100.0
	Total	493	86.3	100.0	
Missing	System	78	13.7		
Total		571	100.0		



2EQ69. [Q69]

More specifically, imagine a potential future use of biometrics for identification purposes on social media, even if it is voluntarily; e.g. users' biometric data (from fingerprint, iris, etc.) stored and linked with Facebook accounts in order to prevent f						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	I find this totally OK. It will speed-up and secure authentication process and will prevent abusive behaviour such as tr	42	7.4	7.7	7.7	
	I have some privacy concerns, but the advantages of this kind of technology overrules them.	102	17.9	18.6	26.2	
	I like the quicker and more secure authentication process that this kind of technology offers, but I have serious concer	185	32.4	33.7	59.9	
	I believe this is a major threat to privacy; I would avoid such uses of biometric technology as much as possible.	150	26.3	27.3	87.2	
	None of the above (please elaborate more in the comment box if you like)	14	2.5	2.6	89.8	
	I'm not sure / Haven't thought about it.	56	9.8	10.2	100.0	
	Total	549	96.1	100.0		
Missing	7	22	3.9			
Total		571	100.0			

2EQ70. [Q70]

Statistics			
[ Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?			
N	Valid		554
	Missing		17
Mean			4.6028880866426
Median			5.0000000000000
Std. Deviation			1.45743425564045
Minimum			1.00000000000
Maximum			7.00000000000

[ Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1.0000000000	4	.7	.7	.7	.7
	2.0000000000	45	7.9	8.1	8.8	8.8
	3.0000000000	77	13.5	13.9	22.7	22.7
	4.0000000000	134	23.5	24.2	46.9	46.9
	5.0000000000	141	24.7	25.5	72.4	72.4
	6.0000000000	87	15.2	15.7	88.1	88.1
	7.0000000000	66	11.6	11.9	100.0	100.0
	Total	554	97.0	100.0		
Missing	System	17	3.0			
Total		571	100.0			

## 2EQ1Q66. [Q1] & [Q66]

Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits? * How old are you? Crosstabulation						
			How old are you?			Total
			18-24	25-34	35+	
Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits?	Yes, I use such tools to protect my privacy very often	Count	13	6	2	21
		% within How old are you?	4.4%	3.2%	3.7%	3.9%
	Yes, but only on certain occasions when I have to access more sensitive information	Count	51	34	4	89
		% within How old are you?	17.4%	18.3%	7.4%	16.7%
No, I would like to use them but they sound too complicated for me		Count	35	37	7	79
		% within How old are you?	11.9%	19.9%	13.0%	14.8%
No, I've never heard of such kind of tools before		Count	146	86	29	261
		% within How old are you?	49.8%	46.2%	53.7%	49.0%
No, I do not need them		Count	48	23	12	83
		% within How old are you?	16.4%	12.4%	22.2%	15.6%
Total		Count	293	186	54	533
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	12.038 <sup>a</sup>	8	.150	
Likelihood Ratio	12.494	8	.130	
Linear-by-Linear Association	.597	1	.440	
N of Valid Cases	533			

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 2.13.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.150	.150	
	Cramer's V	.106	.150	
	Contingency Coefficient	.149	.150	
N of Valid Cases		533		

## 2EQ2Q66. [Q2] & [Q66]

Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits? * What is your gender? Crosstabulation					
		What is your gender?			Total
		Female	Male		
Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits?	Yes, I use such tools to protect my privacy very often	Count	7	14	21
		% within What is your gender?	2.1%	6.9%	4.0%
	Yes, but only on certain occasions when I have to access more sensitive information	Count	34	53	87
		% within What is your gender?	10.4%	26.0%	16.4%
	No, I would like to use them but they sound too complicated for me	Count	54	26	80
		% within What is your gender?	16.5%	12.7%	15.1%
	No, I've never heard of such kind of tools before	Count	190	71	261
		% within What is your gender?	58.1%	34.8%	49.2%
Total	No, I do not need them	Count	42	40	82
		% within What is your gender?	12.8%	19.6%	15.4%
		Count	327	204	531
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	44.484 <sup>a</sup>	4		.000
Likelihood Ratio	44.182	4		.000
Linear-by-Linear Association	13.552	1		.000
N of Valid Cases	531			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.07.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.289		.000
	Cramer's V	.289		.000
	Contingency Coefficient	.278		.000
N of Valid Cases		531		

## 2EQ1Q70. [Q1] & [Q70]

[[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies? \* How old are you?

		Crosstabulation				
		How old are you?			Total	
		18-24	25-34	35+		
[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	1.00000000000	Count	3	1	0	4
		% within How old are you?	1.0%	0.5%	0.0%	0.7%
	2.00000000000	Count	26	13	6	45
		% within How old are you?	8.6%	6.7%	10.3%	8.1%
	3.00000000000	Count	51	20	6	77
		% within How old are you?	16.9%	10.4%	10.3%	13.9%
	4.00000000000	Count	78	43	13	134
		% within How old are you?	25.8%	22.3%	22.4%	24.2%
	5.00000000000	Count	74	56	10	140
		% within How old are you?	24.5%	29.0%	17.2%	25.3%
	6.00000000000	Count	46	27	14	87
		% within How old are you?	15.2%	14.0%	24.1%	15.7%
	7.00000000000	Count	24	33	9	66
		% within How old are you?	7.9%	17.1%	15.5%	11.9%
Total		Count	302	193	58	553
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	21.229 <sup>a</sup>	12	.047	
Likelihood Ratio	21.499	12	.044	
Linear-by-Linear Association	8.595	1	.003	
N of Valid Cases	553			

a. 4 cells (19.0%) have expected count less than 5. The minimum expected count is .42.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.196	.047	
	Cramer's V	.139	.047	
	Contingency Coefficient	.192	.047	
N of Valid Cases		553		

### Kruskal-Wallis Test

Ranks				
	How old are you?	N	Mean Rank	
[ Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	18-24	302	257.16	
	25-34	193	301.07	
	35+	58	300.19	
	Total	553		

Test Statistics <sup>a,b</sup>			
	[ Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?		
Kruskal-Wallis H	10.675		
df	2		
Asymp. Sig.	.005		
a. Kruskal Wallis Test			
b. Grouping Variable: How old are you?			

2EQ2Q70. [Q2] & [Q70]

[|Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies? \* What is your gender?  
Crosstabulation

			What is your gender?		Total
			Female	Male	
[ Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	1.00000000000	Count	2	2	4
		% within What is your gender?	0.6%	0.9%	0.7%
	2.00000000000	Count	16	29	45
		% within What is your gender?	4.7%	13.7%	8.2%
	3.00000000000	Count	44	32	76
		% within What is your gender?	12.9%	15.2%	13.8%
	4.00000000000	Count	89	44	133
		% within What is your gender?	26.2%	20.9%	24.1%
	5.00000000000	Count	91	49	140
		% within What is your gender?	26.8%	23.2%	25.4%
	6.00000000000	Count	59	28	87
		% within What is your gender?	17.4%	13.3%	15.8%
	7.00000000000	Count	39	27	66
		% within What is your gender?	11.5%	12.8%	12.0%
Total		Count	340	211	551
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.459 <sup>a</sup>	6	.008
Likelihood Ratio	17.042	6	.009
Linear-by-Linear Association	5.180	1	.023
N of Valid Cases	551		

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is 1.53.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.178	.008
	Cramer's V	.178	.008
	Contingency Coefficient	.175	.008
N of Valid Cases		551	

**Mann-Whitney Test**

		Ranks			
	What is your gender?	N	Mean Rank	Sum of Ranks	
[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	Female	340	286.96	97568.00	
	Male	211	258.33	54508.00	
	Total	551			
		Test Statistics <sup>a</sup>			
					[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?
Mann-Whitney U				32142.000	
Wilcoxon W				54508.000	
Z				-2.094	
Asymp. Sig. (2-tailed)				.036	
a. Grouping Variable: What is your gender?					

## Section 2F

### 2FQ29. [Q29]

There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Authenticity	198	34.7	34.7	34.7	
	Anonymity	229	40.1	40.1	74.8	
	I do not know / I am not sure	144	25.2	25.2	100.0	
	Total	571	100.0	100.0		

### 2FQ31. [Q31]

Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Member #1	163	28.5	28.5	28.5	
	Member #2	233	40.8	40.8	69.4	
	Neither	175	30.6	30.6	100.0	
	Total	571	100.0	100.0		



2FQ1Q29. [Q1] & [Q29]

There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real \* How old are you? Crosstabulation

		How old are you?			Total	
		18-24	25-34	35+		
There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real identity via their real	Authenticity	Count	103	74	21	198
		% within How old are you?	32.9%	37.4%	35.6%	34.7%
	Anonymity	Count	126	79	23	228
		% within How old are you?	40.3%	39.9%	39.0%	40.0%
	I do not know / I am not sure	Count	84	45	15	144
		% within How old are you?	26.8%	22.7%	25.4%	25.3%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.543 <sup>a</sup>	4	.819
Likelihood Ratio	1.550	4	.818
N of Valid Cases	570		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.91.

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal	Phi	.052
	Cramer's V	.037
	Contingency Coefficient	.052
N of Valid Cases		570

2FQ2Q29. [Q2] & [Q29]

There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real \* What is your gender? Crosstabulation

		What is your gender?		Total	
		Female	Male		
There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real	Authenticity	Count	119	79	198
		% within What is your gender?	34.1%	36.1%	34.9%
	Anonymity	Count	133	94	227
		% within What is your gender?	38.1%	42.9%	40.0%
	I do not know / I am not sure	Count	97	46	143
		% within What is your gender?	27.8%	21.0%	25.2%
Total		Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	3.394 <sup>a</sup>	2	.183	
Likelihood Ratio	3.447	2	.178	
N of Valid Cases	568			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 55.14.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.077	.183	
	Cramer's V	.077	.183	
	Contingency Coefficient	.077	.183	
N of Valid Cases		568		

2FQ1Q31. [Q1] & [Q31]

Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing \* How old are you? Crosstabulation

		How old are you?			Total	
		18-24	25-34	35+		
Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing	Member #1	Count	106	50	6	162
		% within How old are you?	33.9%	25.3%	10.2%	28.4%
	Member #2	Count	123	85	25	233
		% within How old are you?	39.3%	42.9%	42.4%	40.9%
	Neither	Count	84	63	28	175
		% within How old are you?	26.8%	31.8%	47.5%	30.7%
	Total	Count	313	198	59	570
		% within How old are you?	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.305 <sup>a</sup>	4	.001
Likelihood Ratio	19.719	4	.001
N of Valid Cases	570		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.77.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.179	.001
	Cramer's V	.127	.001
	Contingency Coefficient	.176	.001
N of Valid Cases		570	

2FQ2Q31. [Q2] & [Q31]

Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing \* What is your gender? Crosstabulation

		What is your gender?		Total	
		Female	Male		
Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing	Member #1	Count	72	89	161
		% within What is your gender?	20.6%	40.6%	28.3%
	Member #2	Count	165	67	232
		% within What is your gender?	47.3%	30.6%	40.8%
	Neither	Count	112	63	175
		% within What is your gender?	32.1%	28.8%	30.8%
	Total	Count	349	219	568
		% within What is your gender?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.659 <sup>a</sup>	2	.000
Likelihood Ratio	28.410	2	.000
N of Valid Cases	568		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 62.08.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.225	.000
	Cramer's V	.225	.000
	Contingency Coefficient	.219	.000
N of Valid Cases		568	

2FQ15Q29. [Q15] & [Q29]

Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch? \* There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real

		There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real		Total	
		Authenticity	Anonymity		
Imagine that you just met an interesting person on a day out hanging with friends. Which of the following means of contact are you more likely to ask this person in order to keep in touch?	Phone number	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	67 33.8%	81 35.8%	148 34.9%
	Email	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	28 14.1%	26 11.5%	54 12.7%
	Facebook account	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	92 46.5%	103 45.6%	195 46.0%
	Any other social media account	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	4 2.0%	9 4.0%	13 3.1%
	I never ask / I don't know	Count	7	7	14

	% within There is a debate over anonymity and authenticity in online discussion sites and social media.	3.5%	3.1%	3.3%
Total	Count	198	226	424
	% within There is a debate over anonymity and authenticity in online discussion sites and social media.	100.0%	100.0%	100.0%

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.102 <sup>a</sup>	4	.717
Likelihood Ratio	2.144	4	.709
Linear-by-Linear Association	.001	1	.979
N of Valid Cases	424		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.07.

#### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.070	.717
	Cramer's V	.070	.717
	Contingency Coefficient	.070	.717
N of Valid Cases		424	

2FQ16Q29. [Q16] & [Q29]

Would it be a surprise for you if that person did not possess a Facebook or any other social media account? \* There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real Crosstabulation

		There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real		Total
		Authenticity	Anonymity	
Would it be a surprise for you if that person did not possess a Facebook or any other social media account?	Yes	Count 72 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 78.3%	Count 76 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 70.4%	148 74.0%
	No	Count 20 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 21.7%	Count 32 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 29.6%	52 26.0%
Total		Count 92 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 100.0%	Count 108 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 100.0%	200 100.0%

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	
Pearson Chi-Square	1.608 <sup>a</sup>	1	.205			
Continuity Correction <sup>b</sup>	1.224	1	.269			
Likelihood Ratio	1.621	1	.203			
Fisher's Exact Test				.258	.134	
Linear-by-Linear Association	1.600	1	.206			
N of Valid Cases	200					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 23.92.  
b. Computed only for a 2x2 table

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.090	.205
	Cramer's V		.090	.205
	Contingency Coefficient		.089	.205
N of Valid Cases			200	

## 2FQ18Q29. [Q18] & [Q29]

*[Facebook] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

Crosstab					
			There is a debate over anonymity and authenticity in online discussion sites and social media		Total
			Authenticity	Anonymity	
[Facebook] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	167	160	327
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	88.8%	74.4%	81.1%
	No real full name (part of it, alias, nickname etc.)	Count	21	55	76
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	11.2%	25.6%	18.9%
Total		Count	188	215	403
		% within There is a debate over anonymity and authenticity in online	100.0%	100.0%	100.0%



discussion sites and social  
media

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	13.613 <sup>a</sup>	1	.000		
Continuity Correction <sup>b</sup>	12.687	1	.000		
Likelihood Ratio	14.103	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	13.579	1	.000		
N of Valid Cases	403				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 35.45.  
b. Computed only for a 2x2 table

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.184	.000
	Cramer's V	.184	.000
	Contingency Coefficient	.181	.000
N of Valid Cases		403	

*[Twitter] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

		Crosstab		There is a debate over anonymity and authenticity in online discussion sites and social media		Total
				Authenticity	Anonymity	
[Twitter] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	69	39	108
				55.2%	29.5%	42.0%
	No real full name (part of it, alias, nickname etc.)	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	56	93	149
				44.8%	70.5%	58.0%
Total		Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	125	132	257
				100.0%	100.0%	100.0%

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	
Pearson Chi-Square	17.343 <sup>a</sup>	1	.000			
Continuity Correction <sup>b</sup>	16.306	1	.000			
Likelihood Ratio	17.538	1	.000			
Fisher's Exact Test				.000	.000	
Linear-by-Linear Association	17.276	1	.000			
N of Valid Cases	257					
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 52.53.						
b. Computed only for a 2x2 table						

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.260	.000
	Cramer's V		.260	.000
	Contingency Coefficient		.251	.000
N of Valid Cases			257	

*[Google+] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

Crosstab					
			There is a debate over anonymity and authenticity in online discussion sites and social media		Total
			Authenticity	Anonymity	
[Google+] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	81	67	148
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	74.3%	67.0%	70.8%
	No real full name (part of it, alias, nickname etc.)	Count	28	33	61
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	25.7%	33.0%	29.2%
Total		Count	109	100	209
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.349 <sup>a</sup>	1	.245		
Continuity Correction <sup>b</sup>	1.019	1	.313		
Likelihood Ratio	1.349	1	.245		
Fisher's Exact Test				.287	.156
Linear-by-Linear Association	1.343	1	.247		
N of Valid Cases	209				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 29.19.  
b. Computed only for a 2x2 table

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.080	.245
	Cramer's V		.080	.245
	Contingency Coefficient		.080	.245
N of Valid Cases			209	

*[LinkedIn] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

		Crosstab		There is a debate over anonymity and authenticity in online discussion sites and social media		Total
				Authenticity	Anonymity	
[LinkedIn] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	111	100	211
				95.7%	86.2%	90.9%
	No real full name (part of it, alias, nickname etc.)	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	5	16	21
				4.3%	13.8%	9.1%
Total		Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	116	116	232
				100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.335 <sup>a</sup>	1	.012		
Continuity Correction <sup>b</sup>	5.236	1	.022		
Likelihood Ratio	6.633	1	.010		
Fisher's Exact Test				.020	.010
Linear-by-Linear Association	6.308	1	.012		
N of Valid Cases	232				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.50.  
b. Computed only for a 2x2 table

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.165	.012
	Cramer's V		.165	.012
	Contingency Coefficient		.163	.012
N of Valid Cases			232	

*[Tumblr] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

Crosstab					
			There is a debate over anonymity and authenticity in online discussion sites and social media		Total
			Authenticity	Anonymity	
[Tumblr] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	10	4	14
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	17.5%	5.4%	10.7%
	No real full name (part of it, alias, nickname etc.)	Count	47	70	117
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	82.5%	94.6%	89.3%
Total		Count	57	74	131
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.970 <sup>a</sup>	1	.026		
Continuity Correction <sup>b</sup>	3.780	1	.052		
Likelihood Ratio	4.995	1	.025		
Fisher's Exact Test				.043	.026
Linear-by-Linear Association	4.932	1	.026		
N of Valid Cases	131				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.09.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.195	.026	
	Cramer's V	.195	.026	
	Contingency Coefficient	.191	.026	
N of Valid Cases		131		

*[Instagram] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

		Crosstab		There is a debate over anonymity and authenticity in online discussion sites and social media		Total
				Authenticity	Anonymity	
[Instagram] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	30	11	41
				36.6%	13.8%	25.3%
	No real full name (part of it, alias, nickname etc.)	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	52	69	121
				63.4%	86.3%	74.7%
Total		Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	82	80	162
				100.0%	100.0%	100.0%

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	
Pearson Chi-Square	11.170 <sup>a</sup>	1	.001			
Continuity Correction <sup>b</sup>	9.995	1	.002			
Likelihood Ratio	11.522	1	.001			
Fisher's Exact Test				.001	.001	
Linear-by-Linear Association	11.101	1	.001			
N of Valid Cases	162					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.25.  
b. Computed only for a 2x2 table



Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.263	.001
	Cramer's V		.263	.001
	Contingency Coefficient		.254	.001
N of Valid Cases			162	

*[Academia] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

Crosstab				
		There is a debate over anonymity and authenticity in online discussion sites and social media		Total
		Authenticity	Anonymity	
[Academia] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count 40	32	72
		% within There is a debate over anonymity and authenticity in online discussion sites and social media 80.0%	71.1%	75.8%
	No real full name (part of it, alias, nickname etc.)	Count 10	13	23
		% within There is a debate over anonymity and authenticity in online discussion sites and social media 20.0%	28.9%	24.2%
Total		Count 50	45	95
		% within There is a debate over anonymity and authenticity in online discussion sites and social media 100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.020 <sup>a</sup>	1	.313		
Continuity Correction <sup>b</sup>	.593	1	.441		
Likelihood Ratio	1.020	1	.313		
Fisher's Exact Test				.346	.221
Linear-by-Linear Association	1.009	1	.315		
N of Valid Cases	95				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.89.  
b. Computed only for a 2x2 table

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.104	.313	
	Cramer's V	.104	.313	
	Contingency Coefficient	.103	.313	
N of Valid Cases		95		

*[MySpace] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

		Crosstab		There is a debate over anonymity and authenticity in online discussion sites and social media		Total
				Authenticity	Anonymity	
[MySpace] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	28 43.1%	17 23.9%	45 33.1%
	No real full name (part of it, alias, nickname etc.)	Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	37 56.9%	54 76.1%	91 66.9%
Total		Count	% within There is a debate over anonymity and authenticity in online discussion sites and social media	65 100.0%	71 100.0%	136 100.0%

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	
Pearson Chi-Square	5.611 <sup>a</sup>	1	.018			
Continuity Correction <sup>b</sup>	4.780	1	.029			
Likelihood Ratio	5.646	1	.017			
Fisher's Exact Test				.028	.014	
Linear-by-Linear Association	5.570	1	.018			
N of Valid Cases	136					
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.51.						
b. Computed only for a 2x2 table						

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.203	.018
	Cramer's V		.203	.018
	Contingency Coefficient		.199	.018
N of Valid Cases			136	

*[DeviantArt] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

Crosstab				
		There is a debate over anonymity and authenticity in online discussion sites and social media		Total
		Authenticity	Anonymity	
[DeviantArt] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count 3	3	6
		% within There is a debate over anonymity and authenticity in online discussion sites and social media 15.0%	6.0%	8.6%
	No real full name (part of it, alias, nickname etc.)	Count 17	47	64
		% within There is a debate over anonymity and authenticity in online discussion sites and social media 85.0%	94.0%	91.4%
Total		Count 20	50	70
		% within There is a debate over anonymity and authenticity in online discussion sites and social media 100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.477 <sup>a</sup>	1	.224		
Continuity Correction <sup>b</sup>	.551	1	.458		
Likelihood Ratio	1.346	1	.246		
Fisher's Exact Test				.343	.222
Linear-by-Linear Association	1.455	1	.228		
N of Valid Cases	70				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.71.  
b. Computed only for a 2x2 table

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.145	.224
	Cramer's V		.145	.224
	Contingency Coefficient		.144	.224
N of Valid Cases			70	

*[Pinterest] Do you have your real full name in your social media profiles? \* There is a debate over anonymity and authenticity*

		Crosstab		There is a debate over anonymity and authenticity in online discussion sites and social media		Total
				Authenticity	Anonymity	
[Pinterest] Do you have your real full name in your social media profiles? If not, how do you identify yourself? Tick the option that best describes your online identity for each social media account. If you have stopped using a pa	Full name	Count		16	10	26
		% within There is a debate over anonymity and authenticity in online discussion sites and social media		43.2%	17.9%	28.0%
	No real full name (part of it, alias, nickname etc.)	Count		21	46	67
		% within There is a debate over anonymity and authenticity in online discussion sites and social media		56.8%	82.1%	72.0%
Total		Count		37	56	93
		% within There is a debate over anonymity and authenticity in online discussion sites and social media		100.0%	100.0%	100.0%

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	
Pearson Chi-Square	7.129 <sup>a</sup>	1	.008			
Continuity Correction <sup>b</sup>	5.924	1	.015			
Likelihood Ratio	7.046	1	.008			
Fisher's Exact Test				.010	.008	
Linear-by-Linear Association	7.052	1	.008			
N of Valid Cases	93					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.34.  
b. Computed only for a 2x2 table

2FQ18Q70. [Q18] & [Q70]

*[Facebook] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

		Crosstab								
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?								Total
		1	1	1	1	1	1	1	1	
[Facebook] Do you have your real full name in your social media profiles?	Full name	Count 4	35	69	107	104	63	43		425
		% within [[Not concerned at all Extremely concerned]	100.0%	85.4%	92.0%	81.7%	78.2%	75.9%	70.5%	80.5%
	No real full name (part of it, alias, nickname etc.)	Count 0	6	6	24	29	20	18		103
		% within [[Not concerned at all Extremely concerned]	0.0%	14.6%	8.0%	18.3%	21.8%	24.1%	29.5%	19.5%
Total		Count 4	41	75	131	133	83	61		528
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	13.477 <sup>a</sup>	6	.036	
Likelihood Ratio	15.243	6	.018	
Linear-by-Linear Association	11.123	1	.001	
N of Valid Cases	528			

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is .78.

		Symmetric Measures		
			Value	Approximate Significance
Nominal by Nominal	Phi		.160	.036
	Cramer's V		.160	.036
	Contingency Coefficient		.158	.036
N of Valid Cases			528	

*[Twitter] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

		Crosstab							
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?							
		Total							
		1	1	1	1	1	1	1	1
[Twitter] Do you have your real full name in your social media profiles?	Full name	Count 1	11	20	40	33	16	14	135
	% within [[Not concerned at all Extremely concerned]	100.0%	42.3%	43.5%	45.5%	37.5%	32.0%	37.8%	40.2%
	No real full name (part of it, alias, nickname etc.)	Count 0	15	26	48	55	34	23	201
	% within [[Not concerned at all Extremely concerned]	0.0%	57.7%	56.5%	54.5%	62.5%	68.0%	62.2%	59.8%
Total		Count 1	26	46	88	88	50	37	336
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	4.504 <sup>a</sup>	6		.609
Likelihood Ratio	4.866	6		.561
Linear-by-Linear Association	1.927	1		.165
N of Valid Cases	336			

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is .40.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.116		.609
	Cramer's V	.116		.609
	Contingency Coefficient	.115		.609
N of Valid Cases		336		

*[Google+] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

Crosstab										
			[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?						Total	
			1	1	1	1	1	1	1	
[Google+] Do you have your real full name in your social media profiles?	Full name	Count	1	16	33	51	50	18	18	187
		% within [[Not concerned at all Extremely concerned]	100.0%	66.7%	82.5%	77.3%	66.7%	48.6%	52.9%	67.5%
	No real full name (part of it, alias, nickname etc.)	Count	0	8	7	15	25	19	16	90
		% within [[Not concerned at all Extremely concerned]	0.0%	33.3%	17.5%	22.7%	33.3%	51.4%	47.1%	32.5%
Total		Count	1	24	40	66	75	37	34	277
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	16.770 <sup>a</sup>	6		.010
Likelihood Ratio	17.149	6		.009
Linear-by-Linear Association	10.131	1		.001
N of Valid Cases	277			

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is .32.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.246		.010
	Cramer's V	.246		.010
	Contingency Coefficient	.239		.010
N of Valid Cases		277		

*[LinkedIn] Do you have your real full name in your social media profiles? \* [Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

		Crosstab								
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?								Total
		1	1	1	1	1	1	1	1	
[LinkedIn] Do you have your real full name in your social media profiles?	Full name	Count 1	25	36	60	72	39	32		265
		% within [[Not concerned at all Extremely concerned]	100.0%	86.2%	92.3%	89.6%	90.0%	81.3%	91.4%	88.6%
	No real full name (part of it, alias, nickname etc.)	Count 0	4	3	7	8	9	3		34
		% within [[Not concerned at all Extremely concerned]	0.0%	13.8%	7.7%	10.4%	10.0%	18.8%	8.6%	11.4%
Total		Count 1	29	39	67	80	48	35		299
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.892 <sup>a</sup>	6	.691
Likelihood Ratio	3.713	6	.715
Linear-by-Linear Association	.180	1	.671
N of Valid Cases	299		

a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is .11.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.114	.691
	Cramer's V	.114	.691
	Contingency Coefficient	.113	.691
N of Valid Cases		299	

*[Tumblr] Do you have your real full name in your social media profiles? \* [Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in today's advanced technological societies?*

		Crosstab						
		[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in today's advanced technological societies?						Total
		1	1	1	1	1	1	
[Tumblr] Do you have your real full name in your social media profiles?	Full name	Count 2	4	5	5	2	3	21
		% within [Not concerned at all Extremely concerned]	15.4%	18.2%	9.1%	11.1%	6.9%	17.6%
	No real full name (part of it, alias, nickname etc.)	Count 11	18	50	40	27	14	160
		% within [Not concerned at all Extremely concerned]	84.6%	81.8%	90.9%	88.9%	93.1%	82.4%
Total		Count 13	22	55	45	29	17	181
		% within [Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.691 <sup>a</sup>	5	.748
Likelihood Ratio	2.602	5	.761
Linear-by-Linear Association	.157	1	.692
N of Valid Cases	181		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.51.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.122	.748
	Cramer's V	.122	.748
	Contingency Coefficient	.121	.748
N of Valid Cases		181	

*[Instagram] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

		Crosstab								
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?								
		Total								
		1	1	1	1	1	1	1	1	
[Instagram] Do you have your real full name in your social media profiles?	Full name	Count 1	8	10	19	9	3	5	55	
		% within [[Not concerned at all Extremely concerned]	100.0%	44.4%	37.0%	35.8%	15.5%	9.4%	19.2%	25.6%
	No real full name (part of it, alias, nickname etc.)	Count 0	10	17	34	49	29	21	160	
		% within [[Not concerned at all Extremely concerned]	0.0%	55.6%	63.0%	64.2%	84.5%	90.6%	80.8%	74.4%
Total		Count 1	18	27	53	58	32	26	215	
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.121 <sup>a</sup>	6	.004
Likelihood Ratio	19.586	6	.003
Linear-by-Linear Association	13.027	1	.000
N of Valid Cases	215		

a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is .26.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.298	.004
	Cramer's V	.298	.004
	Contingency Coefficient	.286	.004
N of Valid Cases		215	

*[Academia] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

		Crosstab								
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?								Total
		Count	1	1	1	1	1	1	1	
[Academia] Do you have your real full name in your social media profiles?	Full name	Count	1	4	11	30	23	12	17	98
		% within [[Not concerned at all Extremely concerned]	100.0%	57.1%	73.3%	85.7%	63.9%	60.0%	77.3%	72.1%
	No real full name (part of it, alias, nickname etc.)	Count	0	3	4	5	13	8	5	38
		% within [[Not concerned at all Extremely concerned]	0.0%	42.9%	26.7%	14.3%	36.1%	40.0%	22.7%	27.9%
Total		Count	1	7	15	35	36	20	22	136
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.350 <sup>a</sup>	6	.290
Likelihood Ratio	7.871	6	.248
Linear-by-Linear Association	.190	1	.663
N of Valid Cases	136		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is .28.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.232	.290
	Cramer's V	.232	.290
	Contingency Coefficient	.226	.290
N of Valid Cases		136	

*[MySpace] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

		Crosstab							
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?							
		1	1	1	1	1	1	1	Total
[MySpace] Do you have your real full name in your social media profiles?	Full name	Count 0	5	8	19	17	8	5	62
		% within [[Not concerned at all Extremely concerned]	0.0%	29.4%	33.3%	42.2%	34.7%	32.0%	18.5%
	No real full name (part of it, alias, nickname etc.)	Count 1	12	16	26	32	17	22	126
		% within [[Not concerned at all Extremely concerned]	100.0%	70.6%	66.7%	57.8%	65.3%	68.0%	81.5%
Total		Count 1	17	24	45	49	25	27	188
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.961 <sup>a</sup>	6	.549
Likelihood Ratio	5.474	6	.485
Linear-by-Linear Association	.921	1	.337
N of Valid Cases	188		

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is .33.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.162	.549
	Cramer's V	.162	.549
	Contingency Coefficient	.160	.549
N of Valid Cases		188	

*[DeviantArt] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

			Crosstab						
			[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?						Total
			1	1	1	1	1	1	
[DeviantArt] Do you have your real full name in your social media profiles?	Full name	Count	1	1	3	3	1	2	11
		% within [[Not concerned at all Extremely concerned]	16.7%	7.1%	11.1%	10.3%	9.1%	18.2%	11.2%
	No real full name (part of it, alias, nickname etc.)	Count	5	13	24	26	10	9	87
		% within [[Not concerned at all Extremely concerned]	83.3%	92.9%	88.9%	89.7%	90.9%	81.8%	88.8%
Total		Count	6	14	27	29	11	11	98
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.020 <sup>a</sup>	5	.961
Likelihood Ratio	.960	5	.966
Linear-by-Linear Association	.125	1	.723
N of Valid Cases	98		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .67.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.102	.961
	Cramer's V	.102	.961
	Contingency Coefficient	.101	.961
N of Valid Cases		98	



*[Pinterest] Do you have your real full name in your social media profiles? \* [[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?*

		Crosstab						
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?						Total
		1	1	1	1	1	1	
[Pinterest] Do you have your real full name in your social media profiles?	Full name	Count 5	7	12	5	3	3	35
		% within [[Not concerned at all Extremely concerned]	55.6%	36.8%	36.4%	12.8%	15.0%	18.8%
	No real full name (part of it, alias, nickname etc.)	Count 4	12	21	34	17	13	101
		% within [[Not concerned at all Extremely concerned]	44.4%	63.2%	63.6%	87.2%	85.0%	81.3%
Total		Count 9	19	33	39	20	16	136
		% within [[Not concerned at all Extremely concerned]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.382 <sup>a</sup>	5	.030
Likelihood Ratio	12.256	5	.031
Linear-by-Linear Association	8.169	1	.004
N of Valid Cases	136		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.32.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.302	.030
	Cramer's V	.302	.030
	Contingency Coefficient	.289	.030
N of Valid Cases		136	

2FQ24Q29. [Q24] & [Q29]

Do you think that in todays networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.? \* There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real

		There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real		Total
		Authenticity	Anonymity	
Do you think that in todays networked societies, a person who has no identifiable social media presence, may have a disadvantage in terms of socialisation, finding work, etc.?	Yes	Count 136 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 81.4%	Count 145 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 75.9%	281 78.5%
	No	Count 31 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 18.6%	Count 46 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 24.1%	77 21.5%
Total		Count 167 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 100.0%	Count 191 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 100.0%	358 100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.609 <sup>a</sup>	1	.205		
Continuity Correction <sup>b</sup>	1.298	1	.255		
Likelihood Ratio	1.619	1	.203		
Fisher's Exact Test				.246	.127
Linear-by-Linear Association	1.604	1	.205		
N of Valid Cases	358				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 35.92.  
b. Computed only for a 2x2 table

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		.067	.205
	Cramer's V		.067	.205
	Contingency Coefficient		.067	.205
N of Valid Cases			358	

## 2FQ29Q31. [Q29] & [Q31]

Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing \* There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real

		Crosstabulation			Total	
		There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real				
		Authenticity	Anonymity	I do not know / I am not sure		
Below are the profile tag captures of two supposed members of an online general discussion forum which are available on the left of each of their posts. Which one's statements would you be more likely to take seriously at the first glance without knowing	Member #1	Count	46	83	34	163
		% within There is a debate over anonymity and authenticity	23.2%	36.2%	23.6%	28.5%
	Member #2	Count	102	75	56	233
		% within There is a debate over anonymity and authenticity	51.5%	32.8%	38.9%	40.8%
	Neither	Count	50	71	54	175
		% within There is a debate over anonymity and authenticity	25.3%	31.0%	37.5%	30.6%
Total	Count	198	229	144	571	
	% within There is a debate over anonymity and authenticity	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	21.373 <sup>a</sup>	4	.000	
Likelihood Ratio	21.017	4	.000	
N of Valid Cases	571			
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 41.11.				

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.193	.000	
	Cramer's V	.137	.000	
	Contingency Coefficient	.190	.000	
N of Valid Cases		571		

## 2FQ29Q34. [Q29] & [Q34]

Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various places you visit throughout your day? *					
There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real Crosstabulation					
		There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real			Total
		Authenticity	Anonymity		
Do you use any social networking geo-tagging services (e.g. Four Square, Facebook Places etc.)? Do you often check-in at various	Yes, very often	Count	5	4	9
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	2.5%	1.7%	2.1%

places you visit throughout your day?	Yes, but only on special occasions	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	31 15.7%	25 10.9%	56 13.1%
	Yes, but very rarely	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	43 21.7%	30 13.1%	73 17.1%
	No	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	113 57.1%	160 69.9%	273 63.9%
	Don't know what these are	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	6 3.0%	10 4.4%	16 3.7%
Total	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	198 100.0%	229 100.0%	427 100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	9.963 <sup>a</sup>	4		.041
Likelihood Ratio	9.973	4		.041
N of Valid Cases	427			
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.17.				

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.153		.041
	Cramer's V	.153		.041
	Contingency Coefficient	.151		.041
N of Valid Cases		427		

2FQ29Q36. [Q29] & [Q36]

Do you upload identifiable photos of yourself or people close to you from your day to day activities? * There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real		Crosstabulation		Total
		There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real		
		Authenticity	Anonymity	
Do you upload identifiable photos of yourself or people close to you from your day to day activities?	Yes, I do upload pictures of myself and other people (friends, relatives, bystanders, etc.)	Count 136 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 68.7%	114 49.8%	250 58.5%
	Yes, but I upload only identifiable pictures of myself and not others	Count 25 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 12.6%	30 13.1%	55 12.9%
	No, I do not upload pictures that can identify me or other people around me	Count 37 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 18.7%	85 37.1%	122 28.6%
Total	Count 198 % within There is a debate over anonymity and authenticity in online discussion sites and social media. 100.0%	229 100.0%	427 100.0%	

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	19.126 <sup>a</sup>	2	.000	
Likelihood Ratio	19.547	2	.000	
N of Valid Cases	427			
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.50.				

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.212	.000	
	Cramer's V	.212	.000	
	Contingency Coefficient	.207	.000	
N of Valid Cases		427		



2FQ29Q39. [Q29] & [Q39]

Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts. * There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real Crosstabulation					
			There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real	Total	
			Authenticity	Anonymity	
Do you actively keep more than one personal profiles on the same social media? Even if this happens only in one instance, e.g. you have two Twitter accounts.	Yes	Count	12	27	39
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	6.2%	12.1%	9.3%
	No	Count	183	197	380
		% within There is a debate over anonymity and authenticity in online discussion sites and social media	93.8%	87.9%	90.7%
Total		Count	195	224	419
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.298 <sup>a</sup>	1	.038		
Continuity Correction <sup>b</sup>	3.628	1	.057		
Likelihood Ratio	4.428	1	.035		
Fisher's Exact Test				.043	.027
Linear-by-Linear Association	4.288	1	.038		
N of Valid Cases	419				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.15.  
b. Computed only for a 2x2 table

Symmetric Measures				
			Value	Approximate Significance
Nominal by Nominal	Phi		-.101	.038
	Cramer's V		.101	.038
	Contingency Coefficient		.101	.038
N of Valid Cases			419	

## 2FQ29Q50. [Q29] & [Q50]

As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts? * There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real Crosstabulation					
		There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real			Total
		Authenticity	Anonymity		
As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?	Always, whenever possible	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	17 8.7%	5 2.2%	22 5.3%
	Only to selected websites	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	48 24.6%	73 32.6%	121 28.9%
	Very rarely	Count	67	56	123

		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	34.4%	25.0%	29.4%
	Never	Count	63	90	153
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	32.3%	40.2%	36.5%
Total		Count	195	224	419
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	100.0%	100.0%	100.0%

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.526 <sup>a</sup>	3	.001
Likelihood Ratio	15.885	3	.001
Linear-by-Linear Association	1.995	1	.158
N of Valid Cases	419		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.24.

#### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.192	.001
	Cramer's V	.192	.001
	Contingency Coefficient	.189	.001
N of Valid Cases		419	

2FQ29Q51. [Q29] & [Q51]

What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)? \* There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real Crosstabulation

		There is a debate over anonymity and authenticity in online discussion sites and social media.		Total	
		Authenticity	Anonymity		
What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?	Very useful. They offer a unified and seamless experience. The advantages counterpart any concerns about privacy.	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	13 9.0%	4 2.3%	17 5.4%
	Useful, but I have some privacy concerns as external information is circulated through social networks.	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	69 47.9%	78 45.3%	147 46.5%
	I find these tools of no true use, although I do not have any major concerns about the privacy issues they arise.	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	26 18.1%	17 9.9%	43 13.6%
	I find these tools not only of no true use, but also an intrusion on my online daily activities.	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	36 25.0%	73 42.4%	109 34.5%
Total	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	144 100.0%	172 100.0%	316 100.0%	

Chi-Square Tests				
	Value	df		Asymptotic Significance (2-sided)
Pearson Chi-Square	17.415 <sup>a</sup>	3		.001
Likelihood Ratio	17.794	3		.000
Linear-by-Linear Association	8.962	1		.003
N of Valid Cases	316			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.75.

Symmetric Measures				
		Value		Approximate Significance
Nominal by Nominal	Phi	.235		.001
	Cramer's V	.235		.001
	Contingency Coefficient	.229		.001
N of Valid Cases		316		

2FQ29Q59. [Q29] & [Q59]

		There is a debate over anonymity and authenticity in online discussion sites and social media.		Total	
		Authenticity	Anonymity		
[[I do not worry at all I am extremely worried] How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future? * There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real	1.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	10 5.7%	14 6.7%	24 6.3%
	2.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	57 32.4%	47 22.6%	104 27.1%
	3.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	45 25.6%	27 13.0%	72 18.8%
	4.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	28 15.9%	34 16.3%	62 16.1%
	5.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	25 14.2%	45 21.6%	70 18.2%
	6.00000000000	Count	8	23	31

		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	4.5%	11.1%	8.1%
	7.00000000000	Count	3	18	21
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	1.7%	8.7%	5.5%
Total		Count	176	208	384
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	100.0%	100.0%	100.0%

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.923 <sup>a</sup>	6	.000
Likelihood Ratio	29.346	6	.000
Linear-by-Linear Association	17.654	1	.000
N of Valid Cases	384		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.63.

#### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.270	.000
	Cramer's V	.270	.000
	Contingency Coefficient	.260	.000
N of Valid Cases		384	

### Mann-Whitney Test

		Ranks		
		N	Mean Rank	Sum of Ranks
[[I do not worry at all I am extremely worried] How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future?	There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real			
	Authenticity	176	168.83	29713.50
	Anonymity	208	212.53	44206.50
	Total	384		

Test Statistics <sup>a</sup>	
	[[I do not worry at all I am extremely worried] How much do you worry, in general, about whether the information you upload online today may have a negative impact on you sometime in the future?
Mann-Whitney U	14137.500
Wilcoxon W	29713.500
Z	-3.919
Asymp. Sig. (2-tailed)	.000
a. Grouping Variable: There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real	



2FQ29Q66. [Q29] & [Q66]

Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits? \* There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real Crosstabulation

		There is a debate over anonymity and authenticity in online discussion sites and social media.		Total
		Authenticity	Anonymity	
Do you use any anonymising tools such as, e.g. TOR, to protect all or some of your web-browsing habits?	Yes, I use such tools to protect my privacy very often	Count 5 % within There is a debate over anonymity and authenticity in online discussion sites and social media.	13 6.1%	18 4.5%
	Yes, but only on certain occasions when I have to access more sensitive information	Count 22 % within There is a debate over anonymity and authenticity in online discussion sites and social media.	47 22.2%	69 17.3%
	No, I would like to use them but they sound too complicated for me	Count 24 % within There is a debate over anonymity and authenticity in online discussion sites and social media.	30 14.2%	54 13.5%
	No, I've never heard of such kind of tools before	Count 102 % within There is a debate over anonymity and authenticity in online discussion sites and social media.	95 44.8%	197 49.3%
	No, I do not need them	Count 35	27	62

	% within There is a debate over anonymity and authenticity in online discussion sites and social media.	18.6%	12.7%	15.5%
Total	Count	188	212	400
	% within There is a debate over anonymity and authenticity in online discussion sites and social media.	100.0%	100.0%	100.0%

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.169 <sup>a</sup>	4	.010
Likelihood Ratio	13.461	4	.009
Linear-by-Linear Association	12.633	1	.000
N of Valid Cases	400		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.46.

#### Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.181	.010
	Cramer's V	.181	.010
	Contingency Coefficient	.179	.010
N of Valid Cases		400	

2FQ29Q70. [Q29] & [Q70]

[[Not concerned at all|Extremely concerned] What are your overall concerns regarding privacy in today's advanced technological societies? \* There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real Crosstabulation

		There is a debate over anonymity and authenticity in online discussion sites and social media.		Total	
		Authenticity	Anonymity		
[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in today's advanced technological societies?	1.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	2 1.1%	1 0.4%	3 0.7%
	2.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	22 11.6%	15 6.7%	37 9.0%
	3.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	26 13.8%	25 11.2%	51 12.4%
	4.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	47 24.9%	50 22.4%	97 23.5%
	5.00000000000	Count % within There is a debate over anonymity and authenticity in online discussion sites and social media.	54 28.6%	52 23.3%	106 25.7%
	6.00000000000	Count % within There is a debate over anonymity and authenticity in	24 12.7%	42 18.8%	66 16.0%

	7.00000000000	online discussion sites and social media.			
		Count	14	38	52
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	7.4%	17.0%	12.6%
Total		Count	189	223	412
		% within There is a debate over anonymity and authenticity in online discussion sites and social media.	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)		
Pearson Chi-Square	15.091 <sup>a</sup>	6	.020		
Likelihood Ratio	15.493	6	.017		
Linear-by-Linear Association	11.736	1	.001		
N of Valid Cases	412				

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is 1.38.

Symmetric Measures					
		Value	Approximate Significance		
Nominal by Nominal	Phi	.191	.020		
	Cramer's V	.191	.020		
	Contingency Coefficient	.188	.020		
N of Valid Cases		412			

*Mann-Whitney Test*

		Ranks		
		N	Mean Rank	Sum of Ranks
[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real			
	Authenticity	189	185.69	35096.00
	Anonymity	223	224.13	49982.00
	Total	412		

		Test Statistics <sup>a</sup>	
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	
Mann-Whitney U			17141.000
Wilcoxon W			35096.000
Z			-3.330
Asymp. Sig. (2-tailed)			.001
a. Grouping Variable: There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real			

2FQ30Q31. [Q30] & [Q31]

*Mann-Whitney Test*

		Ranks		
		N	Mean Rank	Sum of Ranks
[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real			
	Authenticity	171	178.53	30528.50
	Anonymity	177	170.61	30197.50
	Total	348		

		Test Statistics <sup>a</sup>	
		[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	
Mann-Whitney U			14444.500
Wilcoxon W			30197.500
Z			-.758
Asymp. Sig. (2-tailed)			.449
a. Grouping Variable: There is a debate over anonymity and authenticity in online discussion sites and social media. Some believe that anonymity must be protected when posting on such sites, while others that authenticity (ie. the exposure of users' true identity via their real			

2FQ30Q61. [Q30] & [Q61]

		Correlations	
		[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	[[i] I am totally OK with that I'm completely against it] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree
Spearman's rho	[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	462
	[[i] I am totally OK with that I'm completely against it] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree	Correlation Coefficient	-.248**
		Sig. (2-tailed)	.000
		N	442
			442
			547

\*\* . Correlation is significant at the 0.01 level (2-tailed).

		Correlations	
		[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	[[ii) Not surprised at all Extremely surprised] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree or not wi
Spearman's rho	[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	462
	[[ii) Not surprised at all Extremely surprised] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i) Do you agree or not wi	Correlation Coefficient	.099
		Sig. (2-tailed)	.069
		N	339



		Correlations	
		[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	[[iii) Didn't do anything about it Took measures to protect my privacy] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i
Spearman's rho	[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	462
	[[iii) Didn't do anything about it Took measures to protect my privacy] There has been a lot of talk lately, following the disclosure of classified documents revealing how government agencies spied on their citizens and recorded their online activities. i	Correlation Coefficient	-.044
		Sig. (2-tailed)	.443
		N	312
			-.044
			.443
			312
			385

2FQ30Q70. [Q30] & [Q70]

		Correlations		
			[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?
Spearman's rho	[[Very liberal Very conservative] How would you classify yourself in terms of your general views or beliefs?	Correlation Coefficient	1.000	-.070
		Sig. (2-tailed)	.	.137
		N	462	448
	[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	Correlation Coefficient	-.070	1.000
		Sig. (2-tailed)	.137	.
		N	448	554

2FQ50Q51. [Q50] & [Q51]

As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts? \* What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?

			Crosstabulation				Total
			What is your opinion on the social media Universal IDs as well as their plugin tools that are integrated to third-party sites (Tweet buttons, Facebook Like, Google Plus +1 etc.)?				
			Very useful. They offer a unified and seamless experience. The advantages counterpart any concerns about privacy.	Useful, but I have some privacy concerns as external information is circulated through social networks.	I find these tools of no true use, although I do not have any major concerns about the privacy issues they arise.	I find these tools not only of no true use, but also an intrusion on my online daily activities.	
As a social media member, how often do you log into third-party sites using universal IDs such as Facebook Connect, Twitter, Google+, LinkedIn, etc. accounts?	Always, whenever possible	Count % within What is your opinion on the social media Universal IDs	9 39.1%	13 6.5%	1 2.0%	1 0.7%	24 5.7%
	Only to selected websites	Count % within What is your opinion on the social media Universal IDs	11 47.8%	110 54.7%	19 38.0%	19 12.9%	159 37.8%
	Very rarely	Count % within What is your opinion on the social media Universal IDs	2 8.7%	56 27.9%	17 34.0%	55 37.4%	130 30.9%
	Never	Count % within What is your opinion on the social media Universal IDs	1 4.3%	22 10.9%	13 26.0%	72 49.0%	108 25.7%
Total	Count	23	201	50	147	421	

% within What is your opinion on the social media Universal IDs	100.0%	100.0%	100.0%	100.0%	100.0%
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Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	
Pearson Chi-Square	151.591 <sup>a</sup>	9	.000	
Likelihood Ratio	138.146	9	.000	
Linear-by-Linear Association	115.836	1	.000	
N of Valid Cases	421			

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 1.31.

Symmetric Measures				
		Value	Approximate Significance	
Nominal by Nominal	Phi	.600	.000	
	Cramer's V	.346	.000	
	Contingency Coefficient	.515	.000	
N of Valid Cases		421		

2FQ64Q70. [Q64] & [Q70]

		Correlations	
		[[Not concerned at all Extremely concerned] What are your overall concerns regarding privacy in todays advanced technological societies?	[[You can find almost anything about me My online ID is virtually non-existent] If someone used an Internet search engine to find things about you, how much information do you believe this person would find?
Spearman's rho		Correlation Coefficient	1.000
		Sig. (2-tailed)	.001
		N	548
		Correlation Coefficient	.145**
		Sig. (2-tailed)	.001
		N	548

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Section 3A

The following table contains all responses to the open-ended questions ordered by question number and respondent id. The table includes complete and non-complete survey submissions. The abbreviations in the column header are as follows:

QR: Question-Respondent. It acts as an index combining the question number with the respondent id

N: Number. An ascending number that counts responses per question

Q: Question number. For detailed information about questions see Appendix 1

R: Respondent ID. A unique code that is attached to each respondent

C: Complete. If 'y' then the response corresponds to a complete survey submission that has been processed in the survey analysis.

If 'n' then the response corresponds to a non-complete submission which has not been processed in the survey analysis

A: Age group

G: Gender. If 'f' then the respondent is female. If 'm' is male. If it is blank then the respondent preferred not to give an answer to this question

QR	N	Q	R	C	A	G	Response
Q15R18	1	Q15	18	n	25-34	f	It depends in what way the person is 'interesting' - e.g. a nice person to hang out with (phone); a potential professional contact (email)
Q15R240	2	Q15	240	n	18-24	f	If i really want to meet up the person again, it will be the phonenumber and facebook (if they have that). If i loosely want to keep in touch (e.g., knowing if they need help with retrieving a paper or so), i will use facebook.
Q15R443	3	Q15	443	y	18-24	f	Text messaging
Q15R691	4	Q15	691	y	18-24	f	WhatsApp
Q15R747	5	Q15	747	y	18-24		Preferably Twitter
Q16R82	1	Q16	82	y	25-34	m	Depends on the person
Q16R649	2	Q16	649	y	25-34	m	It did before, but now there seems to be more people who actively choose to not engage with Facebook.
Q16R758	3	Q16	758	y	25-34	f	It depends on their age.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q19R6	1	Q19	6	y	18-24	m	blog name
Q19R16	2	Q19	16	y	25-34	f	Dangerous , could be cheated
Q19R17	3	Q19	17	y	25-34	m	I am not registered with these services
Q19R24	4	Q19	24	y	18-24	f	So in the future i can not be penalized for silly comments i might have made in my youth. Also, to prevent stalking.
Q19R30	5	Q19	30	y	18-24	f	I don't use DevianArt the same way I would use Facebook or Google+. DevianArt is to show my interests to people I do not know, whereas Facebook and Google+ are for people that i do know - they need to be my friends to view anything about me.
Q19R33	6	Q19	33	y	18-24	f	Real name should only be associated with work-related/professional platforms.
Q19R34	7	Q19	34	n	25-34	m	This way I can communicate with the people I want, without having acquaintances add me all the time.
Q19R36	8	Q19	36	y	18-24	f	NHope
Q19R43	9	Q19	43	y	18-24	f	For Pinterest, there is no need to use my real name as the account is just meant for myself, so I can 'save' things I come across online (e.g., recipes); for LinkedIn, my purpose is to be found; for Facebook, I do not mind if people were able to find me as I am careful with the information I do or do not choose to put online.
Q19R45	10	Q19	45	y	18-24	f	I don't want a stalker.
Q19R47	11	Q19	47	n	18-24	f	It had already been taken so I had to use a variation on my name
Q19R48	12	Q19	48	y	18-24	f	i think that is safer
Q19R51	13	Q19	51	y	25-34	m	privacy
Q19R59	14	Q19	59	y	18-24	m	Prefer to keep it private.
Q19R61	15	Q19	61	y	18-24	f	Privacy
Q19R66	16	Q19	66	y	25-34	f	I do not want to publicly link my other social media accounts to my Facebook.
Q19R67	17	Q19	67	n	18-24	f	Myspace- was younger when I created the account Tumblr- not sure why, it just seemed more common that people had alias
Q19R70	18	Q19	70	y	18-24	m	I was much younger

QR	N	Q	R	C	A	G	Response
Q19R73	19	Q19	73	n	25-34	f	Just do not want stranger to find my information.
Q19R75	20	Q19	75	y	25-34	f	monotony
Q19R78	21	Q19	78	y	18-24	m	HR people from companies may search me up.
Q19R80	22	Q19	80	y	18-24	m	I would only use my real name if it was required
Q19R82	23	Q19	82	y	25-34	m	Don't trust anyone
Q19R85	24	Q19	85	y	18-24	m	It is usually used, and I don't really care.
Q19R86	25	Q19	86	y	25-34	f	My friends didn't so I was led by them
Q19R91	26	Q19	91	y	18-24	f	Internet safety and to keep my online profile separate from my name.
Q19R94	27	Q19	94	y	18-24	m	Unnecessary to tell strangers, don't want to be doxxed/tracked down, want to keep online and real-world activities separate.
Q19R95	28	Q19	95	y	25-34	f	I prefer not to used name because I don't want to have a trackable online presence. I don't feel comfortable sharing my identity with strangers
Q19R96	29	Q19	96	y	60+	m	I do not reveal anything about myself on-line. Once there it is there forever and open to abuse
Q19R98	30	Q19	98	y	18-24	f	This is the name most people know me by.
Q19R99	31	Q19	99	y	18-24	f	So I'm less restricted in what I can post (e.g. from a job-hunting perspective)
Q19R102	32	Q19	102	n	18-24	m	I do not trust Facebook and I do not want people to access my profile
Q19R103	33	Q19	103	y	18-24	f	Don't currently use MySpace/DeviantArt  Used to use alias for DeviantArt as did not want the content/associations easily traceable to me.  Can't remember for MySpace: real or part of real name.  I have also used a fake name that looks like a real one on some forums where I wanted not be less easily traced but also appear personal
Q19R104	34	Q19	104	y	18-24	m	I don't want people i don't know being able to see my pics and videos etc.
Q19R106	35	Q19	106	y	25-34	f	security, fear of identity theft



<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q19R110	36	Q19	110	y	25-34	m	I don't use those social media accounts seriously, so I don't feel the need for people to identify me
Q19R112	37	Q19	112	y	35-44	f	The Tumblr account is only used as part of my blog which doesn't use my real name.
Q19R113	38	Q19	113	y	18-24	m	Prefer anonymity
Q19R114	39	Q19	114	n	25-34	f	Because I don't want people to find me on my other social media accounts e.g. by googling me.
Q19R116	40	Q19	116	y	18-24	f	Privacy; possible issues regarding career, professionalism
Q19R117	41	Q19	117	y	18-24	f	It's not commonly done, ie on tumblr, it would be unusual to post under your real name (perhaps because there's a lot of fanfic etc on tumblr).
Q19R118	42	Q19	118	y	25-34	m	flexibility
Q19R119	43	Q19	119	n	18-24	f	It is open completely to the public and world, they do not need to know my real name
Q19R125	44	Q19	125	n	18-24	m	Convention suggests not to use your real name.
Q19R127	45	Q19	127	y	18-24	f	Important on platforms such as instagram, which I intend to share only with close friends, so that I can share my interests without concern of how they are judged by another.
Q19R131	46	Q19	131	n	18-24	m	fake name is cooler
Q19R132	47	Q19	132	y	18-24	m	I don't have an account on those sites, but you can't answer that. Great survey design :)
Q19R133	48	Q19	133	n	18-24	f	Because I was very young when I used those two accounts.
Q19R141	49	Q19	141	y	18-24	f	Privacy
Q19R142	50	Q19	142	y	25-34	m	I don't want people to be able to view my entire life with a google search. Although it's not private, by changing the name it makes it a little more difficult to find all the aspects of my life.
Q19R143	51	Q19	143	y	18-24	m	Myspace was not a private webpage, but was used for personal information, therefore I obscured my identity.
Q19R145	52	Q19	145	y	25-34	f	i don't use any of these services, but there wasn't a "not applicable" option so i chose that
Q19R153	53	Q19	153	n	25-34	f	Not too sure of the safety and privacy settings of things like twitter.
Q19R155	54	Q19	155	y	18-24	m	Name taken already
Q19R156	55	Q19	156	y	25-34	f	fear of shame
Q19R157	56	Q19	157	y	25-34	m	I do not use Tubmlr
Q19R158	57	Q19	158	y	18-24	m	Someone will know

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q19R162	58	Q19	162	y	25-34	f	company name
							mortuseon - my username for everything because it is unique and easily identifiable as my own profile whilst removing accountability (for professional reasons)
Q19R165	59	Q19	165	y	18-24	f	An eating disorder recovery blog of mine has an alias as I don't wish people who know me in real life to read something so personal.
Q19R168	60	Q19	168	y	25-34	f	I'm not using these accounts for social use.
Q19R173	61	Q19	173	n	25-34	f	Privacy concerns and to limit who can find me in Facebook.
Q19R175	62	Q19	175	y	25-34	f	I do not use LinkedIn
							I do not want to get friend requests from people that I don't feel comfortable sharing political and personal views with. I have two Facebook and Twitter accounts, one with my real name and one with an alias.
Q19R177	63	Q19	177	y	25-34	f	
Q19R179	64	Q19	179	n	35-44	m	Privacy
Q19R190	65	Q19	190	y	18-24	f	Privacy, sounded cooler
Q19R191	66	Q19	191	y	35-44	m	I don't wish my internet- and computer-based interests to be trackable/searchable.
							I don't want strangers on the internet knowing what I am looking at. Just the other day, I realised that I now had a google+ account that showed what I liked and commented on YouTube. I was shocked and did not expect it. The main reason therefore is a desire for privacy, which should be my damn human right.
Q19R196	68	Q19	196	n	18-24	m	I don't want it obviously associated with me (although it could probably be linked back to me if someone tried)
Q19R200	69	Q19	200	y	18-24	m	I use a different spelling, which is more convenient for myself and my friends, but would confuse professional contacts such as on linkedin.
Q19R210	70	Q19	210	y	25-34	m	A friend created my profile, she chose the name for fun.
Q19R212	71	Q19	212	y	18-24	m	I was not using tumblr to connect with friends, so it was unnecessary to use my name
Q19R222	72	Q19	222	y	18-24	f	privacy concerns

QR	N	Q	R	C	A	G	Response
Q19R227	73	Q19	227	y	18-24	m	Previously I used my full name as my Twitter name, but not too long ago a prominent Finnish media person claimed that all Twitter users should use their full names because only those with nicknames only troll and don't contribute. That comment caused a backlash of people with their full names changing their screen names to aliases/nicknames, me included. I want to protect the idea that one can express himself/herself freely online without revealing any kind of personal information.
Q19R228	74	Q19	228	y	18-24	f	It's a nickname that incorporates my first name, which is sufficient for my friends. I do not feel it is necessary to give out my full details on Tumblr
Q19R237	75	Q19	237	y	18-24	f	it was a website in which everyone used their usernames
Q19R240	76	Q19	240	n	18-24	f	I don't want random people to be able to find me since i don't want them to intrude in my life.
Q19R242	77	Q19	242	y	18-24	f	I used Myspace when I was much younger and more concerned about privacy
Q19R246	78	Q19	246	n	18-24	f	I felt like I don't need to
Q19R247	79	Q19	247	y	18-24	m	I don't want to be associated with the website.
Q19R250	80	Q19	250	y	18-24	f	Because I did not want to be found/easily linked with the content.
Q19R251	81	Q19	251	y	18-24	m	On sites such as tumblr in my experience it is often the case that compared to other platforms personal information is not important or required as this is in many cases not relative to the sites function.
Q19R252	82	Q19	252	y	18-24	f	privacy reasons
Q19R256	83	Q19	256	y	18-24	f	Did not feel the need to. Also because I use the same username everywhere so my friends can recognise it.
Q19R257	84	Q19	257	y	18-24	m	It wasn't so much the 'done thing' back when I used to use Myspace. Most people in my social circles had aliases which weren't similar to real names until Facebook came along, as far as I can remember
Q19R260	85	Q19	260	y	18-24	m	Separation of private and public(working) life
Q19R265	86	Q19	265	y	18-24	f	So strangers cannot identify me or look up my other social networks (eg. Facebook) and so that anybody I know personally cannot look up my account.
Q19R271	87	Q19	271	y	25-34	f	Do not want the posts to be too closely linked to me as they aren't professional ones. Just 'fun' posts.
Q19R279	88	Q19	279	y	18-24	m	Some degree of anonymity
Q19R281	89	Q19	281	n	18-24	f	Privacy
Q19R282	90	Q19	282	y	18-24	f	Because my full name is really long.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q19R288	91	Q19	288	y	35-44	f	it was recommended by the website (I think...it was a while ago...)
Q19R293	92	Q19	293	y	25-34	f	Because it is more public, and you cannot choose who follows you.
Q19R298	93	Q19	298	y	18-24	f	I prefer to remain anonymous for professional reasons
Q19R299	94	Q19	299	y	18-24	f	To obscure my identity
Q19R301	95	Q19	301	y	18-24	f	I run the Twitter account for a charity- and use this to read (inc things of interest to me personally) and contribute (only in relation to the work of the charity), but other than those within the charity, people wouldn't know it was me- so not my identity, but not strictly speaking an alias either?
Q19R302	96	Q19	302	y	18-24	f	I publish as part of a group of people.
Q19R304	97	Q19	304	y	25-34	f	i don't use instagram very often and i do not want to be easily identifiable
Q19R307	98	Q19	307	y	25-34	f	Don't want people to google me and see my Facebook/other social media details!
Q19R313	99	Q19	313	y	25-34		Don't have an account with neither service.
Q19R316	100	Q19	316	y	18-24	f	our friendship group started using fake surnames on fb in secondary school - decided to keep it on out of habit
Q19R318	101	Q19	318	y	18-24	f	I don't want my real name attached to my comments.
Q19R320	102	Q19	320	y	18-24	f	I go by my nickname and it's what most people know me by socially.
Q19R321	103	Q19	321	y	18-24	f	I don't want too much info about me online, but having said that, I'm pretty sure someone could easily identify me very well with the information that is there. But no need to help them.
Q19R323	104	Q19	323	y	25-34	f	because I don't use them as a reflection of myself / think that my personality is the most important thing behind what I post on these accounts
Q19R327	105	Q19	327	y	18-24	f	I do not want it to be searchable and linked to my identity.
Q19R332	106	Q19	332	y	35-44	f	Privacy - I do not want random people following my tweets
Q19R336	107	Q19	336	y	35-44	m	I have a common name!
Q19R337	108	Q19	337	y	25-34	m	Wish to remain anonymous.
Q19R338	109	Q19	338	y	18-24	f	Use Pinterrest for business so use trade name.
Q19R340	110	Q19	340	y	25-34	f	Privacy
Q19R342	111	Q19	342	y	18-24	m	n/a

QR	N	Q	R	C	A	G	Response
Q19R344	112	Q19	344	n	25-34	f	Because my full name is too big and looks terrible as a username.
Q19R345	113	Q19	345	n	25-34	m	I use it for funart and have a name of a comic character that I like
Q19R347	114	Q19	347	y	18-24	m	To have an identity other than my own, to have a nickname, because it was prompted
Q19R348	115	Q19	348	y	18-24	m	I feel uncomfortable that people may find my profile by searching my name in a search engine. I would like to retain a certain degree of anonymity with people I don't know.
Q19R352	116	Q19	352	n	25-34	f	It's linked to my mail account, which was created some years ago. When I did it I began using mi nickname for it.
Q19R354	117	Q19	354	y	25-34	f	Rarely use these sites and nobody would look for me on them.  Please note that the question above demanded an answer for each network, and yet there is no choice for 'do not use'. I do not use DeviantArt.
Q19R359	118	Q19	359	n	18-24	f	so employers cannot look me up
Q19R364	119	Q19	364	y	18-24	m	Unnecessary for the intended use - I am not communicating with people I know personally on these accounts.
Q19R365	120	Q19	365	y	18-24	m	I don't want people I don't know to find out more about me. Reddit is based on anonymity
Q19R366	121	Q19	366	y	18-24	m	no reason
Q19R368	122	Q19	368	y	18-24	m	Anonymity allows me to feel less restraint online.
Q19R370	123	Q19	370	y	18-24	m	It was a nickname that I was using at the time, it seemed like a good idea
Q19R372	124	Q19	372	y	18-24	f	Don't want friends/family to find it unless I tell them
Q19R374	125	Q19	374	y	18-24	f	Mostly because I use those accounts for purposes other than networking with friends and other people don't need to know my real name
Q19R376	126	Q19	376	y	25-34	f	it is not a personal Google+ account. Instead it's a business one so it has the name of the business
Q19R377	127	Q19	377	y	25-34	f	I have a very nosy extended family and family friends, i dont want knowing my life and the things i do.

QR	N	Q	R	C	A	G	Response
Q19R378	128	Q19	378	y	18-24	f	As a teenager/child we were always being warned about not using your real name on the internet, and it just stuck. Plus if a future employer googles my name he won't get everything I've been doing on the internet for the past twenty years. Some of it is personal to me and I hide behind the anonymity.
Q19R391	129	Q19	391	y	25-34	f	I prefer using my nickname, it seems more friendly. Also it would be harder for people to find me who do not know me well enough.
Q19R395	130	Q19	395	y	25-34	f	Too long
Q19R396	131	Q19	396	y	25-34	f	Stalkers in the past. Blocking does not help as they open a new account or use another to help. This allows me to keep control of my life.
Q19R398	132	Q19	398	y	18-24	f	So my extended family cannot find me on facebook. I don't want them to friend me and "spy" on me.
Q19R402	133	Q19	402	y	25-34	m	I'm don't have a profile on these networks in the first place (see preceding question) but there was no corresponding answer available. "Other" came closest.
Q19R409	134	Q19	409	y	35-44	f	Privacy. It used to be to hide my gender but it's now to give myself freedom of speech without any work come back, and I have a longstanding name/handle which some people only know me by
Q19R410	135	Q19	410	y	18-24	f	I used to use a fake name on Facebook, mostly because at the time I began using Facebook, I was applying to university. There were rumors going around that universities looked you up as you applied to them, and I wanted universities to solely judge me on my merit as a scholar, not as a high school socialite (if you could call me that). I still don't really believe in using my real name, but the more people I meet, the more people want to friend me on Facebook. It's just easier to use a real name now instead of a fake name for that reason.
Q19R412	136	Q19	412	y	18-24	f	To stay anonymous and not reveal too much real information about myself
Q19R413	137	Q19	413	y	25-34	m	There is no reason to use my real name.
Q19R416	138	Q19	416	y	25-34	f	i want to keep it private
Q19R417	139	Q19	417	y	25-34	m	'Branded identity' in public / corporate accounts such as twitter. Facebook has an obscured name for security.
Q19R424	140	Q19	424	y	18-24	f	i want to remain anonymous
Q19R427	141	Q19	427	y	18-24	m	To avoid being easily found by potential employers and unpalatable acquaintances

QR	N	Q	R	C	A	G	Response
Q19R429	142	Q19	429	y	25-34	f	Privacy, I dont mind in Facebook because I have my profile set to private and only friends I invite can see it.
Q19R430	143	Q19	430	y	25-34	f	My tumblr is a street photography collection so it's named for the subject; I don't remember what I had for myspace because it was like 10 years ago. Usually I use the same name-based alias, but everyone knows who I am.
Q19R431	144	Q19	431	y	18-24	m	I only use it to browse, so I do not need my name to available.
Q19R432	145	Q19	432	y	18-24	f	Because I like using a pseudonym on tumblr - its the standard.  Also: I realise this probably isn't the place to voice concerns but I'm not sure if you're going to have a comment box at the end of the questionnaire: the question about identity above makes no sense. Or at least, it presumes that participants have a singular, unified identity they localise to themselves --- or think about identity in those sorts of ways. I frankly had no idea how to answer it. Everything I post is 'factual' in the sense that I don't lie, but just because the things I post are factually true does not mean that I think they represent my identity.
Q19R433	146	Q19	433	y	18-24	m	Privacy
Q19R436	147	Q19	436	y	18-24	f	Don't use it enough to post anything embarassing
Q19R438	148	Q19	438	y	18-24	f	I don't want people to know my identity on my blog
Q19R445	149	Q19	445	y	18-24	m	My name was give to me, I have the freedom to choose an alias that could represent who I really am. Besides the feel of annoyimity provided by an alias allows more creative and intellectual honesty.
Q19R451	150	Q19	451	y	18-24	m	Everyone other than friends will see them.
Q19R462	151	Q19	462	y	18-24	f	instagram uses usernames and does not require full name like facebook
Q19R463	152	Q19	463	y	18-24	f	Protect privacy
Q19R465	153	Q19	465	y	25-34	m	I don't necessarily want all of my choices in terms of the media that I consume to be associated with my real name. I do like some level of privacy and control over what information is available about me

QR	N	Q	R	C	A	G	Response
Q19R468	154	Q19	468	y	18-24	f	If I am not wrong those platforms display usernames, not full names, and I usually do not use my real name in my usernames. If given the option to display a username, I would prefer to do so. It is rather scary to think about how someone can track you down across all social media platforms if you use your real name.
Q19R474	155	Q19	474	y	25-34	m	name and close variants were taken
Q19R482	156	Q19	482	y	25-34	f	In case potential employers perform a search for my name
Q19R483	157	Q19	483	y	25-34	f	Prefer to be anonymous
Q19R486	158	Q19	486	y	25-34	f	I had a nickname in school and when I first signed up, I started to use that name. Now I only use it on platforms that I have for be in touch in with the very close friends.
Q19R491	159	Q19	491	y	25-34	m	because those pages are theme based rather than being about me
Q19R494	160	Q19	494	n	18-24	m	I don't connect with people i know. Just follow people of interest.
Q19R497	161	Q19	497	y	25-34	f	They are used for viewing pictures only.
Q19R499	162	Q19	499	y	18-24	m	I like the anonymity.
Q19R501	163	Q19	501	y	25-34	f	These accounts are not applicable.
Q19R504	164	Q19	504	y	18-24	m	I don't have an account with either DeviantArt or Pinterest, I just browse them so I don't actually use any name.
Q19R505	165	Q19	505	y	18-24	f	It is just a jokey name that I wanted it to display to my friends
Q19R507	166	Q19	507	y	18-24	f	Less formal
Q19R510	167	Q19	510	y	25-34	f	Applying for jobs (company's tend to investigate profiles) so I have one profile with my full name and another with my 'fake' name. Also, I prefer to keep professional connections and one-off people in the profile that does not have personal photos or any other activities (going out, holidays etc.) on it.
Q19R514	168	Q19	514	y	18-24	f	Only used social media begrudgingly - once you put information out there you can't get it back. Silly and slightly risky to use real name.
Q19R519	169	Q19	519	y	18-24	m	too personal for accounts that anyone can find.
Q19R520	170	Q19	520	y	18-24	m	In these cases privacy outweighed any advantages of using my real name. My real name is also quite uncommon, so unlike most people I could likely be uniquely identified just from my name and approximate location.



QR	N	Q	R	C	A	G	Response
Q19R522	171	Q19	522	n	18-24	f	Security reasons
							Privacy.
Q19R524	172	Q19	524	y	18-24	f	Also platforms like DeviantArt are less focused on social media and more focused on the proliferation of art. I don't need to reveal my full name to share my artwork.
Q19R529	173	Q19	529	y	25-34	f	Privacy
Q19R533	174	Q19	533	y	25-34	f	Its a twitter account for my band so it uses the bands name
Q19R539	175	Q19	539	y	18-24	f	People I know in real life might recognise me, mostly relatives/employers etc.
Q19R541	176	Q19	541	y	35-44	m	No actual benefit in using real name on those websites.
Q19R542	177	Q19	542	y	25-34	f	privacy
Q19R547	178	Q19	547	y	35-44	f	I don't like disclosing personal information on a public forum.
Q19R551	179	Q19	551	y	18-24	m	Privacy concerns, control who can find my profile
Q19R564	180	Q19	564	y	25-34	f	it just seems cool. also my first name was already taken.
Q19R566	181	Q19	566	y	18-24	f	I don't want to be easily found in real life since that may cause unexpected, problematic situations.
							Privacy - from family/friend & also potential employers etc.
							Safety - started using many of these accounts when underage; still a concern
Q19R571	182	Q19	571	y	18-24	f	Not necessary to share real name
Q19R580	183	Q19	580	n	35-44	m	I don't use twitter anymore so it's Not Applicable ;-)
Q19R589	184	Q19	589	y	18-24	f	I don't trust the people on that site with personal details
Q19R590	185	Q19	590	y	18-24	f	Privacy
Q19R602	186	Q19	602	y	25-34	f	i don't wish these sites to come up when my real name is searched online
Q19R607	187	Q19	607	y	18-24	m	I want to remain anonymous.
Q19R608	188	Q19	608	y	35-44	f	needed a shorter version of my own name
Q19R610	189	Q19	610	y	25-34	f	seems to formal for informal forums

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q19R612	190	Q19	612	y	18-24	f	I want those online identities to be separate from my real-world one
Q19R613	191	Q19	613	y	18-24	m	coolsam
Q19R615	192	Q19	615	y	25-34	m	security
Q19R617	193	Q19	617	y	35-44	f	Don't want to be added by people I don't want in my circle.
Q19R618	194	Q19	618	n	25-34	m	Privacy concerns.
Q19R621	195	Q19	621	y	25-34	f	To be able to interact without the pressure of having to "behave" in front of every random facebook friend and have the freedom to create an independent circle.
Q19R622	196	Q19	622	y	25-34	f	I was on twitter with my real name but I did not like the experience. I now have an alias account just for reading things of interest to me, I do not contribute.
Q19R629	197	Q19	629	y	35-44	m	I didn't say that.
Q19R633	198	Q19	633	y	25-34	f	I have an online stalker, and these platforms cannot be made completely private.
Q19R636	199	Q19	636	y	35-44	f	I use my English name
Q19R638	200	Q19	638	y	25-34	m	Didn't want my profile to be easy to find
Q19R639	201	Q19	639	y	25-34	m	Privacy
Q19R640	202	Q19	640	y	45-59	f	I guard my privacy and don't trust the motives of the organisations with using my data. Anyone I communicate with knows my given ID because I know them and so tell them - and vice versa
Q19R644	203	Q19	644	y	18-24	m	I use a nickname which sound funnier
Q19R655	204	Q19	655	y	18-24	f	Don't want to get in trouble with GMC/ people I have professional relationships with finding out my politics
Q19R656	205	Q19	656	y	25-34	m	Originally it was so that potential employers wouldn't be able to look me up (when I was unemployed). I've since realised that no one cares about what's on your profile, so I now have a false name in order to minimise my online personal details and make it hard for people to find me (whether or not I know them).
Q19R660	206	Q19	660	y	18-24	f	I feel more secure not having my real name on websites (such as tumblr) where people other than my friends and family would have extensive access to my account's contents
Q19R661	207	Q19	661	y	25-34	f	no real reason, just thought an account name was more like a nickname than actual real full name.
Q19R666	208	Q19	666	y	25-34	m	Why would I want to publish my real name?

QR	N	Q	R	C	A	G	Response
Q19R667	209	Q19	667	y	18-24	m	I didn't want people I know to be able to find the accounts.
Q19R668	210	Q19	668	y	25-34	m	Privacy
Q19R673	211	Q19	673	y	18-24	f	I feel that since I have quite an unusual name I do not feel comfortable having it available to anyone as it can be easily traced to me
Q19R677	212	Q19	677	y	18-24	f	Because it is not necessary for me to use a real name and I would like to keep my activities on this site separate/secret from my 'real' online presence.
Q19R678	213	Q19	678	n	18-24	m	In order not to be directly associated with what is showcased on the profile.
Q19R679	214	Q19	679	y	25-34	f	I have a single alias across Twitter, Tumblr, Instagram, DeviantArt (and LiveJournal and DreamWidth). I use these to keep in touch with friends I met via fandom. I am more honest about my true likes and dislikes on these accounts than I am on my accounts which use my full name. This is because I know the friends I made via these sites will not judge me. Whereas, on the accounts which are linked to my full name, I am constantly aware that work colleagues, family and many judgemental friends will be reading and so I do not feel comfortable on those.
Q19R684	215	Q19	684	y	25-34	f	I use pinterest but dont have an account myself.
Q19R688	216	Q19	688	y	18-24	m	It is not as interesting or as good an online identity as a nickname.
Q19R689	217	Q19	689	y	18-24	m	I post more private things on there.
Q19R692	218	Q19	692	y	18-24	f	not safe
Q19R693	219	Q19	693	y	18-24	m	It was the trend in the days of Myspace
Q19R694	220	Q19	694	y	25-34	m	As regards Twitter, because I tweet on behalf of an organisation.  As regards Tumblr and Myspace: it's actually not relevant because I don't sign into them anymore. Tumblr can be viewed without signing in, and Myspace I just do not use.
Q19R697	221	Q19	697	y	25-34	m	This is relating to ~10 years ago, I maintained a single nickname across forums and so this was my only alias.
Q19R703	222	Q19	703	y	18-24	m	don't want my surname to be identified with the content

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q19R706	223	Q19	706	y	45-59	m	I wanted to include part of my profession to link me to that industry
Q19R707	224	Q19	707	y	18-24	f	I like my nickname, I had it in IRC - before any other social network in which I registered. I do link it on Facebook and other social networks to my real name.
Q19R709	225	Q19	709	y	18-24	m	I only use my real name in contexts where I know whom I'm talking to- otherwise I remain anonymous with a screen name.
Q19R710	226	Q19	710	y	25-34	m	no one else does!
Q19R711	227	Q19	711	y	25-34	f	I avoid publishing personal information on the internet as much as possible. the only reason I have my full name on my facebook account is because that is the norm for facebook users.
Q19R718	228	Q19	718	y	25-34	m	no reason, i can easily go back to using my real name
Q19R719	229	Q19	719	y	25-34	m	To get people know who I am
Q19R724	230	Q19	724	y	13-17	m	It is for the reason that I am being perceived for my content not for me as a person.
Q19R726	231	Q19	726	y	18-24	m	I used Myspace when I was 14 for a year or so.
Q19R745	232	Q19	745	y	18-24	f	Some accounts I'm not sure I'm actually going to use and so I don't want to commit to it fully yet, like Instagram. Pintrest is more of a personal place to store stuff that I don't care about sharing, and my tumblr account was to start a blog that I didn't want to share unless it was decent -- also more of a personal project. And they aren't "necessary" social accounts like Facebook so not using my real name probably won't affect anything.
Q19R747	233	Q19	747	y	18-24		I actually have 2 Twitter accounts: one that is with my real name, and public, and another that is my old screen-name and is super locked down.  It is a horrible/wonderful online diary in which I vomit every stray thought that crosses through my head and yell in all caps about my job, TV shows, and how attractive I find celebrities. So...I would not like that be associated with my full name XD
Q19R749	234	Q19	749	y	25-34	f	I use my first and middle names as they aren't so common as my full name

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q19R750	235	Q19	750	y	35-44	f	I try to make some attempt to prevent my identity being linked across sites online in order to minimise how much any one site's users know about me.
Q19R752	236	Q19	752	y	35-44	m	It helps (or at least used to) to maintain some distance between real identity, especially at work, from personal identity: people I want to know who I am do so. That has however, largely broken down and am thinking of changing it.  I prefer using the username as a means of identity as it is consistent across web services and is more distinctive.
Q19R753	237	Q19	753	y	25-34	f	To have an identifiable presence that can't be linked to my real identity or to my professional online identity.
Q19R754	238	Q19	754	y	35-44	f	to avoid being tracked down by old unwanted acquaintances.
Q19R755	239	Q19	755	y	60+	f	On an openly available network I do not want unknown people having access to information about myself.
Q19R756	240	Q19	756	y	25-34	f	I have to curate a professional online presence and a personal one, and don't like them to be integrated.
Q19R762	241	Q19	762	y	25-34	m	Those accounts are specifically related to an online fan website I run. Though my name is common knowledge amongst many in the community, I still use the online pseudonym I am best known by in in that community as my identifier on those websites.
Q19R765	242	Q19	765	y	18-24	f	To keep online and real life presences separate.
Q19R768	243	Q19	768	y	25-34	f	Regarding Twitter and Pinterest, I chose to use a part only of my real name due to the majority of my followers are strangers. Twitter is 'open' as well, even not registered users can read posts. Regarding Tumblr, I would say that the main reason was that I wanted something more 'artistic' and non-personal.
Q23R6	1	Q23	6	y	18-24	m	communicate with friends  discover news and information (twitter)
Q23R9	2	Q23	9	n	35-44	f	I waited for a while before joining Twitter, in the end I joined to expand professional and research networks through discussing shared interests.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R14	3	Q23	14	y	18-24	m	a friend said he uses it
Q23R16	4	Q23	16	y	25-34	f	Contact friends
Q23R17	5	Q23	17	y	25-34	m	Planning group events
Q23R18	6	Q23	18	n	25-34	f	That they could potentially be fun and useful, but could also waste a lot of my time - and that therefore I would need to manage how much time I spent on them.
Q23R21	7	Q23	21	y	25-34	m	To better interact with colleagues.
Q23R23	8	Q23	23	y	25-34	f	There's some degree of convenience about them, for example, on Facebook we can share files, pictures, etc. plus there's the likeliness of a much faster reply since people seem to be connected for longer periods of time to this social networks.
Q23R24	9	Q23	24	y	18-24	f	Keeping up to date with celebrity gossip and viral videos.
Q23R28	10	Q23	28	n	18-24	m	Convenience
Q23R30	11	Q23	30	y	18-24	f	For Facebook the main reason was to keep in touch with my friends that are now sttudying all over the world. Facebook is also a good tool for group projects collaboration, courseworks and exam help.  Google+ is to keep in touch with people that do not have Facebook, I don't really use it that much.
Q23R32	12	Q23	32	y	25-34	f	DevianArt is to show off my interests.
Q23R33	13	Q23	33	y	18-24	f	communication with friends and family that don't live close friends, sharing, commenting, contact

QR	N	Q	R	C	A	G	Response
							Facebook is useful as it provides an integrated messaging platform. I like texting people from my computer and my smartphone and having a seamless conversation. That is why I keep a profile with only the people I want to text (around 10 friends).
							I joined Tumblr because I wanted to have a platform to publish my ideas/reviews about music, books, art in general, and have people see them, reblog them, and like them.
Q23R34	14	Q23	34	n	25-34	m	I am no longer active on other platforms, and just rarely check pictures on deviant art.
Q23R35	15	Q23	35	y	25-34	f	Keep in touch with friends who I now longer see often.
Q23R38	16	Q23	38	y	18-24	f	Friends told me about them
Q23R40	17	Q23	40	y	18-24	f	friends
Q23R41	18	Q23	41	y	18-24	f	keep in touch with friends, job offers
Q23R43	19	Q23	43	y	18-24	f	Social pressure, certainly in case of Facebook: in fact, most (useful!) degree-related discussion is carried out over Facebook and it gives me an opportunity to easily keep in touch with friends from my home country; not having such an account would feel 'harmful' to my social relations.
Q23R45	20	Q23	45	y	18-24	f	Everyone at school had MSN to start with. Which then progressed to Facebook.
Q23R48	21	Q23	48	y	18-24	f	the number of friends in that social media
Q23R51	22	Q23	51	y	25-34	m	communicate with friends
Q23R54	23	Q23	54	y	25-34	f	A good way to stay in touch with people I no longer live close to.
Q23R56	24	Q23	56	y	60+	f	In my fieldwork (archaeology in the Middle East) I encounter many students living worldwide, and it's far easier to FB them than to keep track of their email addresses
Q23R59	25	Q23	59	y	18-24	m	To keep in touch with old friends
Q23R61	26	Q23	61	y	18-24	f	To keep track of friends that I don't see daily

QR	N	Q	R	C	A	G	Response
Q23R64	27	Q23	64	y	18-24	f	I was quite behind - I didn't realise Facebook existed for quite some time and then was told to get an account. Twitter I don't use - only because my friend made me make an account. Same with Pinterest (I don't really know what it is). Instagram I thought was a photo editing app... didn't realise it was a social thing for years... and LinkedIn I got for work networking.
Q23R66	28	Q23	66	y	25-34	f	Stay connected with people around the world. To be exposed to all types of media.
Q23R67	29	Q23	67	n	18-24	f	Depends on the site, facebook was definitely about being invited to events (joined at 17), myspace about connecting to people who listened to the same music (used from age 13-16), pinterest wasn't really used by my friends, it was more to get ideas for hobbies and media representations suggested it would be good for that (cooking, interior design).
Q23R69	30	Q23	69	y	18-24	f	friends and family
Q23R70	31	Q23	70	y	18-24	m	Everyone organises everything on Facebook.
Q23R71	32	Q23	71	y	18-24	m	Ease of communication, keep events organised
Q23R75	33	Q23	75	y	25-34	f	keep in touch and keep updated on people's lives
Q23R76	34	Q23	76	y	25-34	m	friends and family pictures and future availability of contact
Q23R78	35	Q23	78	y	18-24	m	Everyone else is using it.
Q23R79	36	Q23	79	y	25-34	m	Contacting friends  Planning events  Hearing peoples thoughts on subjects
Q23R80	37	Q23	80	y	18-24	m	To keep better contact with friends and to stay up to date with culture.
Q23R82	38	Q23	82	y	25-34	m	Keep contacting with people
Q23R85	39	Q23	85	y	18-24	m	Because of keeping in touch with friends and find out things easily.
Q23R86	40	Q23	86	y	25-34	f	My friends had it and encouraged me to get it



QR	N	Q	R	C	A	G	Response
Q23R89	41	Q23	89	y	18-24	f	<p>I didn't have Facebook (fb) until about February last year, I was in Year 13 at school. Most of my friends had got fb in Year 8, I was the last one of my group to get it. I didn't want to get fb and resisted for well over 3 years of them trying to convince me to get it. My reasons for not wanting fb were that I couldn't be bothered, I liked my anonymity and didn't want others to see pictures (or their lack of) of me on fb.</p> <p>I still remember the day that I got fb. We were sat having lunch in our sixth form common room, probably talking about UCAS and universities. I think possibly someone mentioned a birthday party they were having and my friends all decided that I needed fb as it would make their life easier as they could create an event on it and not have to make extra effort to invite me off fb, also they argued it would be good with helping us stay in touch once we were at uni. I just gave in and my friend created my account on her iPhone. I wasn't 100% convinced that I wanted it, I'm still not, but I do check it quite regularly though, however, I never post anything, simply get tagged in other's photos.</p>
Q23R91	42	Q23	91	y	18-24	f	For facebook: communication with friends and family once I moved to university. For other social media: for fun.
Q23R92	43	Q23	92	y	18-24	m	To keep in touch with friends
Q23R94	44	Q23	94	y	18-24	m	Obligatory
Q23R95	45	Q23	95	y	25-34	f	To share what I find interesting with others. I think it's a cool way of connecting with people around the world with similar interests.
Q23R96	46	Q23	96	y	60+	m	I use facebook primarily to see/send family photographs. I also use Blinkbox and e-mails for similar purpose.
Q23R98	47	Q23	98	y	18-24	f	Roped into it by friends.
Q23R99	48	Q23	99	y	18-24	f	staying in the loop on friends' lives, pop culture.

QR	N	Q	R	C	A	G	Response
							keep in touch with friends
							see what other people are doing
Q23R101	49	Q23	101	y	18-24	f	find out about people you know of but not that well
Q23R102	50	Q23	102	n	18-24	m	Promoting myself and managing my e-reputation
							Honestly can't remember.
Q23R103	51	Q23	103	y	18-24	f	Most likely curiosity - both about the concept in general and the people I added.
Q23R104	52	Q23	104	y	18-24	m	Connect with old friends
Q23R105	53	Q23	105	y	18-24	f	Connecting with people, sharing my own experiences... As evangelism!
Q23R106	54	Q23	106	y	25-34	f	connecting to people that i would not keep in contact with otherwise
							-Easy to communicate with others (especially now that I am overseas)
Q23R107	55	Q23	107	y	18-24	f	-Can message, share photos, and keep in touch all in one place.
Q23R108	56	Q23	108	y	18-24	m	The forums with chat function (collaborative).
Q23R109	57	Q23	109	y	25-34	f	to comunicate easily,in anyway and often with friends considering that I'm abroad
Q23R110	58	Q23	110	y	25-34	m	It'll be a good way to keep in touch with school friends. Keep up to date with events.
Q23R111	59	Q23	111	n	18-24	m	Talk wit my friends and find out what they've been doing.
							Mainly to keep in touch with friends overseas, and friends who I wouldn't neccesarily write individual emails to, but still like them enough to want to stay in touch. In my line of work (archaeology) I meet people from all over the world, and may bump into them at a conference etc, so nice to have a vague idea what they are
Q23R112	60	Q23	112	y	35-44	f	
Q23R113	61	Q23	113	y	18-24	m	To see what the fuss was all about

QR	N	Q	R	C	A	G	Response
							- ease of communication  - you can find people and stay in contact without having to ask people for their number etc. (less formal and people might be embarrassed or just forget to ask you for your number)
Q23R114	62	Q23	114	n	25-34	f	- more options for communication: sharing photos, communicating with multiple people
Q23R116	63	Q23	116	y	18-24	f	Information gathering
Q23R117	64	Q23	117	y	18-24	f	Everyone had Myspace.
Q23R118	65	Q23	118	y	25-34	m	popularity
Q23R119	66	Q23	119	n	18-24	f	I have many family members and friends in another country and that is the cheapest way to keep in touch, to share images and information
Q23R122	67	Q23	122	y	18-24	m	Keeping in touch with friends and family living away
Q23R124	68	Q23	124	y	18-24	f	Communication with friends. Sharing photos. Over-seas contact.
Q23R126	69	Q23	126	y	18-24	m	Being able to contact friends without paying for phone charges and share photos
Q23R128	70	Q23	128	y	25-34	m	Keeping in touch with friends I rarely see, mainly because we live in different countries.
Q23R130	71	Q23	130	n	18-24	f	friends are there
Q23R131	72	Q23	131	n	18-24	m	jobs perspective
							Stay in touch with friends
Q23R132	73	Q23	132	y	18-24	m	Be cool
Q23R133	74	Q23	133	n	18-24	f	I joined facebook to stop receiving invitation emails, Twitter because I needed an account to link for lookbook.nu and I didn't want it to post on facebook, Google + because I thought it was cool, Tumblr because I broke my foot and I was bored, Instagram because I thought it was cool, Academia cause I needed access to some papers, Myspace I don't really remember, and DeviantArt to look for cool images
							to keep in touch/stalk people
Q23R136	75	Q23	136	y	18-24	f	sometimes its the only way to contact a business e.g. customer service

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R138	76	Q23	138	y	18-24	m	Everyone uses it.
Q23R140	77	Q23	140	y	18-24	f	fear of missing out
Q23R141	78	Q23	141	y	18-24	f	get informed - keep in touch with family&friends abroad
Q23R142	79	Q23	142	y	25-34	m	Friends. Uni. Sports. Girls
Q23R145	80	Q23	145	y	25-34	f	I created a linkedin profile to have a sort of an online cv.  I created a twitter account because it was part of a university assignment.  I created a google+ profile because i did not want to create a facebook profile, but i wanted to share work with my classmates at University.
Q23R146	81	Q23	146	y	25-34	f	I joined Facebook when I left sixth form college so that I could keep in contact with my friends before they went off to university.  I joined Instagram as I like the photo sharing aspect of it, and now my friends tend to share photos there more often than on Facebook. I also prefer to connect with family members on Instagram over Facebook as they don't have to see everything else that's going on, I don't mind them seeing photos!
Q23R150	82	Q23	150	y	18-24	m	Everyone else is on Facebook; student organisation (e.g. clubs and societies) usually happens through it.
Q23R151	83	Q23	151	y	25-34	m	I though was a good idea to get news about publications in the field and to keep up to date. But I rarely use it.
Q23R152	84	Q23	152	y	18-24	f	Keep in touch with people outside the country  Event invitations  Birthday reminders
Q23R153	85	Q23	153	n	25-34	f	To help maintain and sustain friendships and connections whilst at university and to decrease isolation.
Q23R154	86	Q23	154	n	25-34	m	Contacting friends  Meeting new people

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R155	87	Q23	155	y	18-24	m	Sharing images was the attraction. Photos of and with friends
Q23R156	88	Q23	156	y	25-34	f	peer pressure
Q23R157	89	Q23	157	y	25-34	m	Stay in touch with friends and networking
Q23R158	90	Q23	158	y	18-24	m	N/A
Q23R161	91	Q23	161	y	18-24	m	So as not to miss out on anything with my friends when I was a teenager (Myspace).
Q23R162	92	Q23	162	y	25-34	f	Connect with old friends
Q23R166	93	Q23	166	y	25-34	f	Wanted to keep in touch with new friends and be invited to social gatherings; wanted to network professionally, in order to get a job and create professional relationships; felt left out, because others were making professional contacts through social media.
Q23R168	94	Q23	168	y	25-34	f	Read more information.
Q23R169	95	Q23	169	y	25-34	f	n/a
Q23R171	96	Q23	171	y	25-34	f	Being able to communicate easily with my friends that live far away
Q23R174	97	Q23	174	y	18-24	m	Stalking.
Q23R177	98	Q23	177	y	25-34	f	Everyone started having it so I did too. Now I use Facebook to keep connected with friends and family since I have moved to another country and to create events and share clever and funny things. Twitter to get customised news and promote myself work related. LinkedIn only work related.
Q23R178	99	Q23	178	y	18-24	m	To keep in touch with people and see what they're up to.
Q23R179	100	Q23	179	n	35-44	m	News
Q23R181	101	Q23	181	y	18-24	f	To keep in the loop with friends
Q23R182	102	Q23	182	y	45-59	f	To keep up with friends abroad
Q23R183	103	Q23	183	n	18-24	m	Convenience to stay in touch
Q23R186	104	Q23	186	y	35-44	m	N/A
Q23R189	105	Q23	189	y	18-24	f	Out of curiosity
Q23R190	106	Q23	190	y	18-24	f	To share photos and join in with peers
Q23R191	107	Q23	191	y	35-44	m	A sad, desperate wish to participate and be accepted, validated, appreciated. Because I am just a consumer, but I need to be consumed.

QR	N	Q	R	C	A	G	Response
							<p>My sister created my first Facebook account for me when I was 13 in July of 2007 though I did not ask for it - it was no big deal. My mother even had Facebook which in 2007 was unusual.</p> <p>I deleted Facebook in 2013 because I grew a dislike towards but then had to reinstate a few months later as I had to advertise my flat - some dickbag dropped out in malicious circumstances.</p> <p>I currently have Facebook solely as a modern day phone book. I have also used it to enquire about a summer job with an old friend of mine. My opinion is that I hate the commercialisation and intrusion of the social network that never used to be there a few years ago. If Facebook died I would not miss it.</p>
Q23R195	108	Q23	195	y	18-24	m	I have not used Twatter since June of 2012 to advertise a chemistry textbook I was selling.
Q23R197	109	Q23	197	y	18-24	f	To connect with people, especially those who do not live nearby. Twitter i am using more as a way to experimentally cultivate a specific online presence - because it's funny.
Q23R203	110	Q23	203	y	25-34	f	dfkjerwrh
Q23R210	111	Q23	210	y	25-34	m	Communication with friends
Q23R212	112	Q23	212	y	18-24	m	Talking to friends I did not usually talk to irl
							Because everyone else had a profile
Q23R213	113	Q23	213	y	18-24	f	I lacked alternative contact details
Q23R214	114	Q23	214	n	25-34	m	Friends

QR	N	Q	R	C	A	G	Response
							to keep in contact with friends abroad
Q23R215	115	Q23	215	y	18-24	f	curiosity
Q23R216	116	Q23	216	y	18-24	f	Easy to communicate with people, can keep in touch with people far away
							West time,  have fine,  solitude,  meet people.
Q23R219	117	Q23	219	y	25-34	m	
Q23R222	118	Q23	222	y	18-24	f	share ideas
Q23R224	119	Q23	224	y	18-24	f	Staying in contact with people
Q23R227	120	Q23	227	y	18-24	m	Being able to communicate with my friends and family online, creating a profile because other people had one too
Q23R228	121	Q23	228	y	18-24	f	It seemed fun.
Q23R233	122	Q23	233	y	25-34	f	connect with old friends
							i find it easier to communicate online
Q23R237	123	Q23	237	y	18-24	f	it's fun
Q23R238	124	Q23	238	n	25-34	f	keep relationships with friends living in birth country
Q23R239	125	Q23	239	y	18-24	f	Group Mentality.
							i wanted to keep in touch with people, that i would not necessarily call every week. it is a different way of keeping in touch. sometimes, you need help with plotting a function or a comment on a political development and someone that you know can do it but you would never have called will help you. also, old friends from school that you would not call might get married and this is how you know.
Q23R240	126	Q23	240	n	18-24	f	

QR	N	Q	R	C	A	G	Response
Q23R241	127	Q23	241	y	18-24	f	Free communication compared to phoning/texting.
Q23R242	128	Q23	242	y	18-24	f	Keep in touch with friends, be included
Q23R244	129	Q23	244	y	18-24	m	Keeping in touch with people.
Q23R247	130	Q23	247	y	18-24	m	Keeping in touch with what was going on.
Q23R248	131	Q23	248	y	35-44	m	contact friends
Q23R250	132	Q23	250	y	18-24	f	I had just started university - was massively useful at making friends and an easy way of keeping in touch. Would have been excluded from a lot of goings on publicised only on Facebook if I did not have an account.
Q23R251	133	Q23	251	y	18-24	m	I was encouraged by my friends and having initially refused I eventually gave in.
Q23R253	134	Q23	253	y	25-34	f	initially to communicate with others. now to see what other people are up to.
Q23R254	135	Q23	254	y	18-24	f	Keeping in touch
Q23R255	136	Q23	255	y	18-24	f	Not be left out
Q23R256	137	Q23	256	y	18-24	f	Mostly to read things posted by other people.
Q23R257	138	Q23	257	y	18-24	m	<p>Facebook - good way to keep in touch with friends - though it was perhaps a little different when I *first* joined. Then, partly a reaction against the culture which had developed around Myspace within my social circle - a group of us were keen to adopt fb more or less as soon as it became generally available. One significant feature I remember seeming very attractive at that point was the ability to tag people in photos - this helped to make photo-sharing much more of a feature of the social media experience within my group.</p> <p>Twitter I joined initially mostly in order to keep in touch with people, back when you could text twitter and they'd sms alert all your followers it was a very handy way to send out mass texts. This feature obviously ceased and then my use became much more about getting information and news from people I don't know in person, with very little of the more traditional 'social' aspect.</p>
Q23R260	139	Q23	260	y	18-24	m	Online presence is a fact of life



QR	N	Q	R	C	A	G	Response
Q23R264	140	Q23	264	y	25-34	f	Community of like-minded people/shared interests
Q23R265	141	Q23	265	y	18-24	f	To keep in touch with people.
Q23R268	142	Q23	268	y	18-24	m	Maintaining contact with friend who live far away
Q23R269	143	Q23	269	y	18-24	m	My own personal interest in it
Q23R270	144	Q23	270	y	18-24	m	It just felt to good to know what other people were up to!
Q23R271	145	Q23	271	y	25-34	f	To read other peoples' comments directly, and to know more about their professional lives (CV, projects, etc.).
Q23R272	146	Q23	272	y	35-44	f	Contacting friends
Q23R275	147	Q23	275	y	25-34	f	Seemed a good idea at the time. Now it seems to be a platform for fakery, over-sharing, and superficial interaction that deludes people into thinking they are not alone.
Q23R277	148	Q23	277	y	45-59	f	I liked to have different ways to be in contact with friends who are far and cheap way to communicate with the family back home.
Q23R279	149	Q23	279	y	18-24	m	Greater ease of interaction; Fear of missing out
Q23R280	150	Q23	280	y	45-59	f	Learning and keeping up to date with previous colleagues
Q23R282	151	Q23	282	y	18-24	f	I can't really remember why I joined- probably for something to do or to see what the fuss was about.
Q23R286	152	Q23	286	y	25-34	f	easiest way to stay in contact with people
Q23R287	153	Q23	287	y	18-24	m	To communicate and share photos with friends. And to watch videos.
Q23R288	154	Q23	288	y	35-44	f	being able to access a useful source of information (goodreads, mumsnet). Being able to keep up with friends / family abroad (facebook)
Q23R291	155	Q23	291	y	18-24	f	Being connected with my friends from abroad easily
Q23R293	156	Q23	293	y	25-34	f	to connect with people I have lost touch with, and see how they are doing, and also to sort of have a record of my own life somewhere- something that keeps building (esp instagram and facebook)
Q23R294	157	Q23	294	y	18-24	m	Instant Communication
Q23R295	158	Q23	295	y	25-34	f	keeping in touch over long distance as just acquaintance Allowing for easy group messages/chats

QR	N	Q	R	C	A	G	Response
Q23R297	159	Q23	297	y	18-24	m	it was a way to contact friends and family that you probably normally don't keep up to date with. For example I was able to find some primary school friends that I lost in touch with via Facebook.
Q23R298	160	Q23	298	y	18-24	f	My boyfriend had Facebook and it seemed to be a cool thing to do. I think I was in his profile picture!
Q23R300	161	Q23	300	y	35-44	f	be in touch with friends who live far away or with those whom I otherwise would have lost contact with.
Q23R301	162	Q23	301	y	18-24	f	Facebook seemed very exclusive at the time- we thought it was only an American uni thing, and then realised we could join too
Q23R302	163	Q23	302	y	18-24	f	Communication, photos, event planning, stalking
Q23R304	164	Q23	304	y	25-34	f	to socialise
Q23R305	165	Q23	305	y	18-24	f	Trying to keep up with the new people I met from university and to "fit in" with the latest trends.
Q23R306	166	Q23	306	y	18-24	f	Keep contacts there
Q23R307	167	Q23	307	y	25-34	f	First year of undergrad, everyone was joining facebook, seemed like a fun way to share things with people, keep in touch, share photos... Then I joined Twitter when I went to Syria in 2009 - Facebook was illegal there but I wanted to update friends & family on what I was up to, so I joined twitter and linked it to my facebook account so my status would update with my tweets.  LinkedIn I joined because I thought it would increase my chances of getting a job, back when I was doing my undergrad.
Q23R308	168	Q23	308	y	18-24	f	It gives you the opportunity to share thoughts, blogs, pictures, articles, songs, and more with friends and becomes almost diary like.
Q23R309	169	Q23	309	y	25-34	f	Keeping in contact with old friends whom I no longer see regularly eg school friends; sharing photos easily; creating groups for events
Q23R311	170	Q23	311	y	25-34	f	Keep in touch with friends when I went to university and find information on new people
Q23R315	171	Q23	315	y	18-24	m	It has become essential to socializing. Other facebook or hermite.
Q23R316	172	Q23	316	y	18-24	f	Staying connected, organising pictures etc
Q23R317	173	Q23	317	y	18-24	m	not much on social media, more concerned about privacy.
Q23R318	174	Q23	318	y	18-24	f	I like voicing my opinion on random videos on YouTube, and LinkedIn is good for jobs.
Q23R320	175	Q23	320	y	18-24	f	Keeping in touch

QR	N	Q	R	C	A	G	Response
Q23R321	176	Q23	321	y	18-24	f	It's the easiest way for me to keep in touch with lots of my friends. They don't tend to email, and I can't be bothered with letters, so Facebook and Myspace were/are great because I have an account and my friends are there and I can ignore it when I don't need it, but when I need to get in touch with someone it's very easy as they check facebook all the time.
Q23R323	177	Q23	323	y	25-34	f	staying in touch with friends all over Europe
Q23R326	178	Q23	326	y	35-44	f	connect with friends and family
Q23R327	179	Q23	327	y	18-24	f	To keep in touch with friends and relatives overseas. To find out about events.
Q23R331	180	Q23	331	y	18-24	f	Do keep in contact with friends, share photos.
Q23R332	181	Q23	332	y	35-44	f	Keep in touch with old friends, organise meeting friends, keep up to date with things my favourite clubs or organisations are doing.
Q23R335	182	Q23	335	y	25-34	f	communicating with friends living many different countries (especially seeing their photos)
Q23R336	183	Q23	336	y	35-44	m	My friends are scattered all over the globe, makes staying in touch better
Q23R337	184	Q23	337	y	25-34	m	Communicate with old school friends.
Q23R338	185	Q23	338	y	18-24	f	Socialising, photo sharing, following peers
Q23R340	186	Q23	340	y	25-34	f	communication, sharing
Q23R342	187	Q23	342	y	18-24	m	To connect with friends, wondered what all the fuss was about. To further my career or see what's out there and network in a more formal way in the case of LinkedIn
Q23R343	188	Q23	343	y	25-34	f	Excellent way of keeping in touch with friends/family, facilitating greater connection with others and creating far more opportunities to communicate with/get to know/network with (and feel part of a community with) more people than we would be able to should they not exist. the above comments relate to Facebook (and probably Twitter but I'm too lazy to use it). LinkedIn is also a great tool but I don't use it enough. Instagram is more of an adjunct, just a tool to create better pictures (which I usually end up primarily sharing on Facebook).

QR	N	Q	R	C	A	G	Response
							<ul style="list-style-type: none"> <li>-friends, everyday contact with those who are physically far</li> <li>-exploring the internet</li> <li>-being in touch with what's new</li> <li>-finding interesting content</li> <li>-discussing even serious topics</li> </ul>
Q23R346	189	Q23	346	y	18-24	f	-trying out what it feels like to have a parallel existence online
Q23R347	190	Q23	347	y	18-24	m	I wasn't pressured to join for the most part so my experience with social media so far has been pleasurable.
							I joined myspace in order to follow my favourite bands.
Q23R348	191	Q23	348	y	18-24	m	I also joined social networking as a teenager (myspace and facebook) because my girlfriend made me an account, and I continue to use them now.
Q23R349	192	Q23	349	y	18-24	f	I joined tumblr and deviantart because I had online friends from internet forums who used them (I'm not sure whether that counts as 'peers' or not).
Q23R352	193	Q23	352	n	25-34	f	Friends in the FB case. Twitter was because my thesis supervisor suggested I as a means of having enough real-timed info from my research primary sources.
Q23R353	194	Q23	353	y	18-24	m	To keep up to date with latest news among my friends and family across the world.
Q23R354	195	Q23	354	y	25-34	f	Good way to stay in touch post graduation.

QR	N	Q	R	C	A	G	Response
							Connecting with people  Place to share my life
Q23R356	196	Q23	356	y	18-24	f	Store memories
Q23R357	197	Q23	357	y	18-24	m	News, know what people are doing
Q23R359	198	Q23	359	n	18-24	f	way of chatting to friends and sharing photos
Q23R360	199	Q23	360	y	18-24	f	Have all my photos in one place, keep in contact with people who live far away
Q23R362	200	Q23	362	y	18-24	f	Keeping in touch with friends from back home, after I moved away
Q23R363	201	Q23	363	y	18-24	m	Contavting friends (ex-MSN messenger)
Q23R364	202	Q23	364	y	18-24	m	Peers talking about them, media interest, technological curiosity.
Q23R365	203	Q23	365	y	18-24	m	Everyone else was using it, and it seemed like a good thing to do.
Q23R366	204	Q23	366	y	18-24	m	keep in touch with friends
Q23R368	205	Q23	368	y	18-24	m	This site wants to know too much about me...
							Keep in contact with old uni friends who don't live near.  Group conversation
Q23R369	206	Q23	369	y	25-34	f	Group for current uni course - arrange socials, qeustions re work for course
Q23R370	207	Q23	370	y	18-24	m	I thought it would help me communicate with friends more easily. Additionally, I felt that if I didn't, I wouldn't fit in.
Q23R371	208	Q23	371	y	18-24	f	It is easier to organize group events. Also, easy to share/discuss things we enjoy - books, videos, films, games - especially with people who I see once every few months
Q23R372	209	Q23	372	y	18-24	f	Keep in touch, and sometimes purely for the function of the "social media" which can be useful.

QR	N	Q	R	C	A	G	Response
							Automatic registration - with a gmail account you get a google + account.
Q23R373	210	Q23	373	y	25-34	f	Makes life a bit easier - using pinterest instead of favourites.
Q23R374	211	Q23	374	y	18-24	f	Mostly just as a way to waste free time or keep up with news/current events
							keep in touch with friends/family
Q23R376	212	Q23	376	y	25-34	f	keeping up to date with technological developments
Q23R377	213	Q23	377	y	25-34	f	To see what everyone else was doing
							Some of it was to have access to things my friends were discussing.  Also I move around a lot and therefore have a lot of friends abroad, and facebook is an easy way to stay in contact with people and get updates on their lives.
Q23R378	214	Q23	378	y	18-24	f	I got my LinkedIn account because my dad said it would improve my job prospects.
Q23R379	215	Q23	379	y	25-34	f	contact with distant friends and get to know more about my friends
Q23R382	216	Q23	382	y	18-24	m	Everyone else had them and are a great way to communicate
Q23R383	217	Q23	383	y	18-24	m	Keep in touch with people I've met or known who live around the world
							Free alternative to texting
Q23R384	218	Q23	384	y	18-24	f	Need to organise school prefect group
							See what friends are up to
Q23R385	219	Q23	385	y	18-24	m	Help in organising events/finding out about events being organised
Q23R386	220	Q23	386	y	35-44	m	Profession
Q23R388	221	Q23	388	y	18-24	m	contact with far-off acquaintances; interest; photo sharing; keeping up to date with news / current affairs
Q23R391	222	Q23	391	y	25-34	f	I can contact people better as well as spy on old acquaintances! A good way to keep up-to-date with the news and the latest cultural craze

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R393	223	Q23	393	y	18-24	f	To communicate easily with people
Q23R394	224	Q23	394	y	18-24	f	didn't want to miss out on any events or lectures in university and also it is the easiest way to communicate with university societies. i got rid of my facebook for 6 months last year but realised i was missing out on events and parties at university. other than that though, i wasn't missing out. the people who i really love and care about, i stay in contact with via text and phone
Q23R395	225	Q23	395	y	25-34	f	Information
Q23R396	226	Q23	396	y	25-34	f	Staying in touch with others. Not appearing like an anti-social a-hole. I didn't used to have an account but was pressured into doing so as I felt I was missing out and I was told I was missing out! Everyone thinks you're not making an effort, especially at university.
Q23R398	227	Q23	398	y	18-24	f	To stay in touch with people. To see other people's photos and keep up to date with what's going on with them.
Q23R401	228	Q23	401	y	18-24	f	Facebook: To stay in touch with friends and family, and share stories and photos.  Twitter: To see what certain celebrities are saying.  Tumblr: To see funny posts and share my opinions with people I don't know.
Q23R402	229	Q23	402	y	25-34	m	I didn't join any of these big social media. Instead, I joined a privacy-aware decentralized social media network (Friendica) at some point but even there I haven't touched my account in over a year. (Also I have profiles in things like university alumni networks etc.)
Q23R404	230	Q23	404	y	18-24	f	Connect with people.  Entertainment.  Alternative to email for more informal activities like clubs and societies.
Q23R405	231	Q23	405	y	25-34	m	Using it as a contact list
Q23R407	232	Q23	407	n	25-34	m	Being able to connect with all my friends around the world.
Q23R409	233	Q23	409	y	35-44	f	Friends

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R410	234	Q23	410	y	18-24	f	I first joined social media to keep up with some students that I met at a summer program funded by my state. After that, it just seemed practical to keep my social media for various purposes, not the least of which includes for pure enjoyment and for keeping up with societies at my home university.
Q23R411	235	Q23	411	y	18-24	m	Gather information, interact with friends
Q23R412	236	Q23	412	y	18-24	f	To stay in touch with friends  Social networking  Keeping up-to-date with news  Peer pressure  Site to store pictures/memories
Q23R413	237	Q23	413	y	25-34	m	To communicate and stay in contact with friends, both present and past.
Q23R415	238	Q23	415	y	25-34	m	Will my profile be impressive?
Q23R416	239	Q23	416	y	25-34	f	it's a great way to keep in touch with people but I'm a very private person so went off the idea quickly. it's also a huge procrastination risk!!
Q23R417	240	Q23	417	y	25-34	m	To connect with friends / peers and widen network.
Q23R419	241	Q23	419	y	18-24	f	to connect with friends
Q23R420	242	Q23	420	y	18-24	m	Join to communicate and be in touch more easily with my friends and families. Emails are less frequent and cannot always share videos or pictures all the time.
Q23R424	243	Q23	424	y	18-24	f	communication, friends, stalkers
Q23R427	244	Q23	427	y	18-24	m	To keep in contact with people outside my immediate geographic area e.g. school friends
Q23R429	245	Q23	429	y	25-34	f	Simple interest. I like looking at profiles of musicians, businesses, etc.



QR	N	Q	R	C	A	G	Response
Q23R430	246	Q23	430	y	25-34	f	I joined fb because it was really the first legitimate one. I joined Myspace before that to share photos with friends I met on a trip, but people on it were kinda sketchy. Twitter and tumblr were more to share random thoughts, and my twitter evolved to be more professional since then. Academia and LinkedIn are purely professional, although Academia is really great for reading relevant papers before they're been throughout the publishing mill. HabitRPG is the only RPG I've ever done, and it's about keeping good habits by "gamifying" life.
Q23R431	247	Q23	431	y	18-24	m	Contact with friends
Q23R432	248	Q23	432	y	18-24	f	I'm sure you would! Social connections - keeping in touch with friends and loved ones who live far away.
Q23R433	249	Q23	433	y	18-24	m	Being able to keep in contact with friends and family who I both see regularly and/or infrequently.
Q23R434	250	Q23	434	y	25-34	f	To feel connected to others. To avoid missing out on information and events that might be of interest.
Q23R436	251	Q23	436	y	18-24	f	Freshman year everyone had one
Q23R437	252	Q23	437	y	18-24	f	To communicate more with friends and stay in the loop
Q23R438	253	Q23	438	y	18-24	f	My friends encouraged me to-- for communication, pictures, events easy way to communicate and see what other people do
Q23R440	254	Q23	440	y	18-24	f	easy way to find old friends
Q23R441	255	Q23	441	y	25-34	f	Keeping in touch with people
Q23R442	256	Q23	442	y	25-34	m	Contact with family living in another country
Q23R443	257	Q23	443	y	18-24	f	To best organize meetings/rehearsals at with my uni society. I was expected to have one to be able to participate as expected.
Q23R444	258	Q23	444	y	18-24	f	Because I wanted to keep in touch with friends who lived far away
Q23R445	259	Q23	445	y	18-24	m	To stay in touch of people far away like my freinds abroad. Since I stopped using facebook I feel like I'm missing out on a lot of parties, since people are not used to inviting by phone or text message anymore, just set up a event page and invite everyone.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R446	260	Q23	446	y	25-34	f	keeping in touch with people easily
Q23R448	261	Q23	448	y	25-34	m	To communicate with a beautiful woman which was my neighbor
Q23R449	262	Q23	449	y	35-44	m	To be in contact with relatives and friends living in other countries.
Q23R450	263	Q23	450	y	25-34	f	Connectives, free,
Q23R452	264	Q23	452	y	35-44	m	At first it was probably due to curiosity and interest as social media was such a new and exciting concept which was being widely discussed in the media and which seemed to offer something radically different. Since then though I have more or less lost interest in social media, particularly new social media, as it is often over-hyped and just seems to offers variations on an existing theme. Also, most new social media is aimed at a much younger age group than myself, which is off-putting.
Q23R453	265	Q23	453	y	25-34	f	A friend created a profile for me before I really knew what facebook was.
Q23R455	266	Q23	455	n	18-24	f	Great to keep in touch with people who perhaps dont live in a similar geographic region. Also work colleagues on my scheme live across the country and we work on projects together so easy to communicate.
Q23R456	267	Q23	456	y	18-24	m	Keeping in contact with friends
Q23R457	268	Q23	457	y	18-24	f	Friends and family abroad
Q23R458	269	Q23	458	y	25-34	f	To stay in touch informally and at own participation level with friends around the world.
Q23R459	270	Q23	459	y	25-34	m	Networking
Q23R461	271	Q23	461	y	60+	m	Everyone's doing it  It's part of being online  Curiosity about friends/acquaintances
Q23R462	272	Q23	462	y	18-24	f	Friends joined.
Q23R463	273	Q23	463	y	18-24	f	I wanted to keep in touch with friends abroad or who I didn't see anymore.

QR	N	Q	R	C	A	G	Response
Q23R465	274	Q23	465	y	25-34	m	Social connection web
Q23R467	275	Q23	467	y	18-24	m	Staying in touch with friends.
Q23R468	276	Q23	468	y	18-24	f	To better connect with friends
Q23R469	277	Q23	469	y	25-34	f	peers
Q23R470	278	Q23	470	y	18-24	m	Everyone has it and I would "lose touch with everyone once I went to uni"
Q23R471	279	Q23	471	y	25-34	f	Keep in touch with friends (Facebook). Be more informed about social goings on (Twitter)
Q23R473	280	Q23	473	y	60+	f	None
Q23R475	281	Q23	475	y	25-34	f	Was at uni
Q23R477	282	Q23	477	y	25-34	f	Facebook - To keep in touch with friends more easily; to share photos more easily; to organise events more easily. Twitter - To keep up with current events/ news/ culture/ sport more easily.
Q23R482	283	Q23	482	y	25-34	f	I like to talk and keep in touch with people and the thought of being able to find people I hadnt seen for a long time was appealing
Q23R484	284	Q23	484	y	25-34	f	An interest in staying in touch with people who I would otherwise not keep in touch with. International friendships. Social events and information.
Q23R485	285	Q23	485	y	18-24	f	Staying in the loop about social gatherings, parties etc.
Q23R486	286	Q23	486	y	25-34	f	I am curious and I like to know about others.  Good to be in contact with friends, mostly for organizing events.  Easier to keep the contact from abroad.  LinkedIn and networks are good to build a professional network.

QR	N	Q	R	C	A	G	Response
Q23R487	287	Q23	487	y	18-24	m	Seemed to be good fun.
Q23R488	288	Q23	488	y	35-44	f	To keep in touch with friends and family in my country
Q23R489	289	Q23	489	y	35-44	f	to keep up to speed on what friends are up to.
Q23R490	290	Q23	490	y	25-34	f	Communication. Contact. Peer pressure. Keeping up to date.
Q23R491	291	Q23	491	y	25-34	m	communication and sharing
							Keep in contact.
Q23R493	292	Q23	493	y	18-24	f	See what other people are up to.
Q23R497	293	Q23	497	y	25-34	f	To stay connected.
							Fun
							Ease of Communication
Q23R499	294	Q23	499	y	18-24	m	Procrastination
Q23R501	295	Q23	501	y	25-34	f	Back in the day it was a small community for other university students and I mostly joined to get the party invites, pictures and memories from other people at uni then.
Q23R502	296	Q23	502	y	18-24	f	Being able to keep track of and record what I've done (i.e. via photo/ posts) in the past.
Q23R503	297	Q23	503	n	25-34	f	My sister said it was fun to look at people we used to go to school with (on facebook) and see what they look like years later. She set up my facebook page, it was for trivial reasons. She also said it was a good distraction from work when you need a break (I was writing my BA undergraduate dissertaion at the time)
Q23R504	298	Q23	504	y	18-24	m	Ease of communication
Q23R505	299	Q23	505	y	18-24	f	I just wanted to keep in contact with friends and share photos.
							Being able to keep in touch with people more easily.
Q23R507	300	Q23	507	y	18-24	f	Keep track of what other people are up to who you wouldn't normally keep in touch with on a regular basis.
Q23R508	301	Q23	508	y	18-24	f	Keep in touch with friends. Share pictures. Organise events. Network (LinkedIn)

QR	N	Q	R	C	A	G	Response
Q23R509	302	Q23	509	y	18-24	f	fast and effective way to keep in touch and learn about new people/ things
Q23R510	303	Q23	510	y	25-34	f	To keep in touch with friends easily. Setting up events and groups.
Q23R512	304	Q23	512	n	25-34	f	First joined Facebook to keep in touch with friends when I lived in Australia
Q23R514	305	Q23	514	y	18-24	f	Friend persuasion, not being left out.
Q23R515	306	Q23	515	y	25-34	m	CHECKED WHAT PEOPLE SAY ABOUT YOU AND CORRECT / ERASE THE INFORMATION
Q23R517	307	Q23	517	y	18-24	f	To keep in touch with friends
Q23R518	308	Q23	518	y	18-24	f	I was prompted by a friend. Picture sharing. Keeping in touch with people.
Q23R519	309	Q23	519	y	18-24	m	because i had to, miss out on too much stuff
Q23R520	310	Q23	520	y	18-24	m	Easier communications, joining communities of like-minded people.
							Communication
							Fun
							Pictures
Q23R521	311	Q23	521	y	18-24	f	Keeping contact with people who do not live in the same city
Q23R522	312	Q23	522	n	18-24	f	Improve connections.
Q23R523	313	Q23	523	y	18-24	f	To keep in touch with friends that you don't see very often and collectively share conversation and photographs.
Q23R524	314	Q23	524	y	18-24	f	Increased connectivity and networking opportunities. Easiest form of media proliferation; I can share and find information very quickly. Easiest form of communication with people across the globe or who live in far ends of the country.
Q23R528	315	Q23	528	y	35-44	f	Be in touch with my family and friends.
Q23R529	316	Q23	529	y	25-34	f	Friends are on there
Q23R530	317	Q23	530	y	18-24	m	To better keep in contact with different friends, also those I do not regularly see or live in another country.

QR	N	Q	R	C	A	G	Response
							find friends
							stay in touch
Q23R531	318	Q23	531	y	25-34	m	see what they are doing
Q23R532	319	Q23	532	y	18-24	f	Everyone else is on it.
							facebook- friends made me and good for the band
Q23R533	320	Q23	533	y	25-34	f	twitter - good for the band
Q23R534	321	Q23	534	y	18-24	m	connectivity
Q23R535	322	Q23	535	y	25-34	f	A friend invited me when I didn't know what Facebook was. Later on I thought it was a nice way to keep in touch with my friends abroad. It's a disgusting medium but it has its upsides for people living abroad or having relations abroad.
							- Wanted to stay in contact with people I have moved away from (facebook)
							- See what people are up to at home (facebook)
Q23R536	323	Q23	536	y	18-24	m	- I like taking photographs (instagram)
							open platform for discussion with like minded people
Q23R538	324	Q23	538	n	18-24	f	Anonymity in expressing your opinions
Q23R541	325	Q23	541	y	35-44	m	Use a new tool to discover potential uses
Q23R542	326	Q23	542	y	25-34	f	socialize
Q23R543	327	Q23	543	y	25-34	f	Fear of missing out socially or professionally.
Q23R547	328	Q23	547	y	35-44	f	To keep up with the times and keep in contact with friends and family in other countries at a low cost.
							To stay in better contact with people.
Q23R548	329	Q23	548	y	25-34	m	Perhaps to compare myself against my peers.

QR	N	Q	R	C	A	G	Response
Q23R550	330	Q23	550	y	18-24	m	Everyone talking about FB games. I stopped playing them after about a month. This about 6 six years ago.
Q23R551	331	Q23	551	y	18-24	m	Main method of contact at university, specially for social events and keeping in touch
Q23R553	332	Q23	553	y	25-34	m	To better keep in touch with a variety of people.
Q23R555	333	Q23	555	y	25-34	f	to keep in touch with ppl
Q23R556	334	Q23	556	y	35-44	f	keep in touch with friends
							my boyfriend had already joined without telling me :/
Q23R558	335	Q23	558	y	25-34	f	thats the only reason i joined fb. then it stuck
							Facebook: I'm a sheep.
Q23R559	336	Q23	559	y	18-24	m	Twitter: Music groups I like use it.
Q23R560	337	Q23	560	y	18-24	m	Keeping in touch with friends when I left for university.
							self-expression
							easier networking
							keeping in touch with old friends and relatives that no longer live nearby
Q23R561	338	Q23	561	y	18-24	f	
Q23R562	339	Q23	562	y	18-24	f	They help me keep in touch with current events, friends and family.
Q23R563	340	Q23	563	y	18-24	f	keep in touch with friends in other countries

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R564	341	Q23	564	y	25-34	f	it seemed like such a normal thing to do-joining social media. i didnt really think about it too much. In general I like to try new things (like f.ex. new products in store), so it was quite easy to try social media too. I have only recently joined twitter, and felt most pressure to do that. Regardless of the pressure, i still dont really know how to make most use of it.
Q23R566	342	Q23	566	y	18-24	f	To follow news and spread news.
Q23R570	343	Q23	570	y	18-24	m	better keep in touch with long-distance friends
Q23R571	344	Q23	571	y	18-24	f	Facebook - keep in touch with friends  Linkedin - employability  Everything else - related to my interests
Q23R574	345	Q23	574	y	25-34	f	How easy it is to say connected (and on top of) what is going on in the lives of my friends/peers.  However, as of late, my peer group has been using social media less and living more "off-line".
Q23R575	346	Q23	575	y	25-34	f	Keep in contact with loved ones when I activated facebook  Linkedin seemed a good way to build work networks  Academia seemed a good way to share my research and to be noticed by other researchers' and potential employers
Q23R576	347	Q23	576	y	25-34	m	keep in touch with people that live far away/ professional profile
Q23R577	348	Q23	577	y	18-24	f	To keep in contact with friends especially when we are studying in different places. For instagram, it is used to update daily life/ occurrence of other people not just friends, esp celebrities.



QR	N	Q	R	C	A	G	Response
							Knowing general things about what others are doing (what university they are at or where they have travelled etc).
Q23R579	349	Q23	579	y	18-24	f	Easily contacting my friends and sharing things with them like photos.
Q23R580	350	Q23	580	n	35-44	m	a mean of communication with friends
Q23R582	351	Q23	582	y	25-34	m	Peers
Q23R583	352	Q23	583	y	25-34	m	communication, information, staying in touch
							*great way to find out how friends who leave far away are doing (through thir posts)
Q23R584	353	Q23	584	y	25-34	m	*quick way to send "informal" messages to friends and family who live abroad
Q23R585	354	Q23	585	y	18-24	f	I'm an illustrator, so I want my work to reach as many people as possible. I try to keep Facebook for my friends only
Q23R587	355	Q23	587	y	60+	f	It seemed like a fun thing to do!
							To communicate with my friends
							To talk to a wider range of people based on similar interests
Q23R589	356	Q23	589	y	18-24	f	To keep up to date with news
Q23R590	357	Q23	590	y	18-24	f	Reconnecting with long lost friends.
Q23R591	358	Q23	591	y	25-34	f	When I left secondary school in 2007, it was the easiest method to keep in touch with school friends
Q23R598	359	Q23	598	y	18-24	f	friends
Q23R599	360	Q23	599	y	25-34	f	To keep in touch with people without having to use methods that could cost money (e.g. long distance phone calls, snail mail) or too much time (e.g. involved phone conversation, email).

QR	N	Q	R	C	A	G	Response
							Facebook: To communicate; to be part of something.  Twitter: to be connected to what is going on; to be up to date (both by knowing what Twitter is and receiving news via it)
Q23R600	361	Q23	600	y	25-34	m	Instagram: to be creative; to share creativity
Q23R602	362	Q23	602	y	25-34	f	Keep in touch with friends
Q23R603	363	Q23	603	y	25-34	m	Staying in touch with faraway friends.
Q23R605	364	Q23	605	y	25-34	m	friends
Q23R607	365	Q23	607	y	18-24	m	Connecting to friends
							-keep in contact with my family and friends in different continents
Q23R608	366	Q23	608	y	35-44	f	-share immediately with loved ones overseas
							1) Maintaining professional, academic and of course personal connections 2) A means of socialisation
Q23R609	367	Q23	609	y	25-34	f	3) platforms of information exchange
Q23R610	368	Q23	610	y	25-34	f	staying in contact. can be involved with peoples lives even if you cant see them / talk to them often
Q23R611	369	Q23	611	y	18-24	f	Staying in touch with friends, looking at pictures, communicating easily with more than one person at a time, spreading news/interesting accounts from all over the world
Q23R612	370	Q23	612	y	18-24	f	It's a way to connect with people
Q23R613	371	Q23	613	y	18-24	m	Meeting and talking to friends
Q23R614	372	Q23	614	y	25-34	f	Because I wanted to see what it all about
Q23R615	373	Q23	615	y	25-34	m	communication
Q23R617	374	Q23	617	y	35-44	f	stay in touch with my friends and family
Q23R620	375	Q23	620	y	18-24	m	Contact and communicate. Share experiences with friends who aren't nearby. Learn things from shares.
Q23R622	376	Q23	622	y	25-34	f	I was working in a place where facebook was a bit of craze in 2007, so I decided to join and join in!
Q23R623	377	Q23	623	y	35-44	m	To stay in touch, an online presence

QR	N	Q	R	C	A	G	Response
Q23R624	378	Q23	624	y	18-24	f	Being at school and wanting to express my personality through my MySpace page! I just think of how often we all changed our backgrounds and page music to try and be cool... I remember when everyone migrated to Facebook and I hated it because you couldn't have cool backgrounds and music!
Q23R626	379	Q23	626	y	25-34	m	socialization
Q23R627	380	Q23	627	y	25-34	f	Keeping in (occasional) touch with acquaintances that I would otherwise easily lose touch with.
Q23R629	381	Q23	629	y	35-44	m	Easier access to information
Q23R630	382	Q23	630	y	18-24	f	I joined facebook when I was in sixth form at school if I'm honest it was to show pictures of myself, show what I am doing and that I am a interesting person and I have a fun life and share this with people. I've never written a status but would often enjoy commenting videos and writing on people's walls. I also wanted to see what my friends were doing. Since a few years ago I've grown out of that and now never upload any new pictures and really only facebook message.
Q23R631	383	Q23	631	y	18-24	m	Easy to share pictures
Q23R632	384	Q23	632	y	18-24	f	To find old friends
Q23R633	385	Q23	633	y	25-34	f	To archive my life's experiences and have a digital scrapbook to reflect upon.
Q23R634	386	Q23	634	y	18-24	m	to get people to know me better
Q23R636	387	Q23	636	y	35-44	f	keep in touch with friends abroad
Q23R637	388	Q23	637	y	18-24	f	keeping up with society and what's going on; staying 'in the know'
Q23R638	389	Q23	638	y	25-34	m	Everyone was doing it at the time so I went along to fit in. Initially it was quite fun and novel.
Q23R639	390	Q23	639	y	25-34	m	Fun, communication
Q23R640	391	Q23	640	y	45-59	f	Facebook - to find an old friend and keep in touch with people, share photos; Twitter - to follow Olympics sports and athletes; Google+ to share files and create forms etc on Google Drive; Academia to find papers useful to my MA; Pinterest to curate and share images
Q23R641	392	Q23	641	y	25-34	f	Easier to get in touch as a follower online
Q23R642	393	Q23	642	y	25-34	f	To connect with friends
Q23R644	394	Q23	644	y	18-24	m	to interact with my friends more often

QR	N	Q	R	C	A	G	Response
Q23R645	395	Q23	645	y	25-34	f	Coonnections. To get more information. To keep in touch with friends in different parts of the world. To follow trens, news and ideas. To share, collaborate and display ideas.
Q23R646	396	Q23	646	y	18-24	f	To talk to friends
Q23R647	397	Q23	647	y	25-34	f	groups of university staying in contact with people i met during travels
Q23R649	398	Q23	649	y	25-34	m	Connection, friendship, sharing, promotion
Q23R650	399	Q23	650	y	25-34	f	It was a very good way of getting informed about the latest news in my field of study.
Q23R651	400	Q23	651	y	60+	m	To be part of a community with similar interests
Q23R652	401	Q23	652	y	25-34	f	keep in touch with friends and family living abroad
Q23R654	402	Q23	654	y	18-24	m	It keeps you connected the changes which society is undergoing. I feel I would be missing out on a lot of news without Facebook or twitter because people are talking less and less and typing more and more.
Q23R655	403	Q23	655	y	18-24	f	Random emails inviting the teenage me to join/friends telling teenage me to join
Q23R656	404	Q23	656	y	25-34	m	Everyone was doing it. To keep in touch with people/happenings.
Q23R657	405	Q23	657	y	18-24	f	Events that I would otherwise not know about. It makes it easier to keep in touch with people back home. People post interesting articles.
Q23R660	406	Q23	660	y	18-24	f	I joined because I thought that I would be better able to communicate with people who did not live near me via social media
Q23R661	407	Q23	661	y	25-34	f	can't remember.
Q23R662	408	Q23	662	y	25-34	f	For better communication between team members in school project and search for useful or interested information.
Q23R665	409	Q23	665	y	35-44	f	being socially accessible , getting in touch with my social networks, gossiping
Q23R666	410	Q23	666	y	25-34	m	I resent being forced into using social media in order to maintain communication parity with my peers.
Q23R667	411	Q23	667	y	18-24	m	I joined Twitter as part of my work as a freelancer because it was clearly going to become a source for breaking news. Facebook was implied to be mandatory by my university when I joined in 2008.
Q23R670	412	Q23	670	n	18-24	m	My friends made me an account.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R671	413	Q23	671	n	18-24	f	To keep in contact with family abroad
Q23R673	414	Q23	673	y	18-24	f	Having friends all over the world Facebook helps me keep in touch and know whats going on in their lives. I mostly use twitter for news as it has the most up to date updates
Q23R674	415	Q23	674	y	35-44	f	To keep in touch with friends that are now spread all over the world; both in knowing where and what my friends are doing as well as letting my friends know where and what I am doing.
Q23R677	416	Q23	677	y	18-24	f	To better keep in touch with friends when leaving school/university/job. Then to coordinate activities and socialise 'out of hours'.
Q23R678	417	Q23	678	n	18-24	m	To stay in touch on a daily basis with people who live in other countries.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
							<p>I joined sites such as LiveJournal &amp; DreamWidth in 2010 so that I could meet people with similar interests (in fandom, mostly). I then joined Twitter so that I could chat with the friends I met on LiveJournal. There has been a technological move from LiveJournal towards Tumblr (all those friends are now on that site).</p> <p>Joining Facebook happened when I was an undergrad (first year undergrad in 2006) since it was a great way to catch up with friends who had left for different unis.</p> <p>Google+ was foisted upon me due to having a Gmail email account.</p> <p>I joined LinkedIn because I attended a great summer internship in 2009 and I wanted to keep in touch with the other interns as well as keep links with my managers in the group I worked in.</p> <p>I joined Pinterest this year because of the convenience - I am helping a friend plan her wedding!</p> <p>Oh, and I joined DeviantArt just to follow awesome artists - mostly fandom ones - back in 2003.</p>
Q23R679	418	Q23	679	y	25-34	f	
Q23R680	419	Q23	680	y	18-24	m	To stay informed/ in the loop.
Q23R681	420	Q23	681	y	18-24	m	Communication

QR	N	Q	R	C	A	G	Response
							Curiosity
Q23R683	421	Q23	683	y	18-24	m	Friends are on there
Q23R684	422	Q23	684	y	25-34	f	A friend said 'oh! you should on facebook so we keep in touch'. So i did. I didn't even know what facebook is at the time! The debate on personal information being exposed came much later. I m not sure what I would have done if I was aware of the implications.
Q23R686	423	Q23	686	y	18-24	f	To stay up-to-date with everything going on and to share photos.
Q23R688	424	Q23	688	y	18-24	m	peer influence
Q23R691	425	Q23	691	y	18-24	f	Good for organising things, staying in touch, vital for communication
Q23R692	426	Q23	692	y	18-24	f	because other people have it
Q23R693	427	Q23	693	y	18-24	m	Easy way to keep in touch with friends who are scattered across the country/world
Q23R694	428	Q23	694	y	25-34	m	Keeping in touch with friends and family.
Q23R696	429	Q23	696	y	18-24	m	Keeping in contact with other people
Q23R697	430	Q23	697	y	25-34	m	I joined social media when I went to university. I don't know anyone who didn't at the time.
Q23R698	431	Q23	698	y	25-34	f	Friends
Q23R699	432	Q23	699	y	25-34	f	To communicate better with friends and also to be able to communicate with a group of friends at one time
Q23R700	433	Q23	700	y	25-34	f	Keep updated and communicate with overseas friends.
							Go with the flow
							Don't want to miss out
							Don't want to get left behind
Q23R702	434	Q23	702	y	25-34	f	Want to know what's going on
Q23R703	435	Q23	703	y	18-24	m	be connected to other people
Q23R704	436	Q23	704	y	25-34	f	Keeping up with people

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R706	437	Q23	706	y	45-59	m	Meet like minded people with similar interests
Q23R707	438	Q23	707	y	18-24	f	Fun! Also - finding new people and sharing ideas. Expressing yourself through words - you are less anxious than in real interactions.  Towards tumblr - this site saved my life once as there is this meme when people help those who are depressed or suicidal by listening to them. You can be connected and talk to someone immediately, no matter what time it is or where you are. Which is truly amazing, if you ask me.
Q23R709	439	Q23	709	y	18-24	m	Convenience! I avoid interacting through social media whenever I can, but it is useful for quickly getting in touch with people.
Q23R710	440	Q23	710	y	25-34	m	bullied into it by a friend
Q23R711	441	Q23	711	y	25-34	f	My friends all had facebook so I joined. It also seemed like a logical step on from MySpace. I joined twitter because I had to for my career prospects. I was encouraged by those in academia and politics. I joined MySpace because I was 15 years old and it was 2004. I joined Instagram because I had no filters on my smart phone. Google + came with my new smart phone and I cannot work out how to get rid of it. I am not a massive fan of social media and did try to delete my facebook account, but after 6 months cold turkey I realised that people were no longer sharing news (i.e.: pregnancy) on a face to face basis, or by texting, so I had to rejoin as I was missing out on important events in the lives of friends from Uni who had moved home etc. I have friends who do not have social media and they are perfectly happy well rounded individuals with friends aplenty. So I am annoyed that my career choice requires me to constantly publish what I am doing/interested in to prove that I am a person worth investing in.
Q23R713	442	Q23	713	y	35-44	f	Contacting family abroad.
Q23R715	443	Q23	715	y	25-34	m	Accessibility and interim convenience
Q23R716	444	Q23	716	y	18-24	f	Fear of missing out
Q23R717	445	Q23	717	y	60+	f	Reach things/people I couldn't in any other way
Q23R719	446	Q23	719	y	25-34	m	You are human being and hence you are a social creature
Q23R722	447	Q23	722	y	18-24	m	stalk exgirlfriends
Q23R723	448	Q23	723	y	18-24	m	Everyone else had facebook so I was missing out by not being on it.



<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q23R724	449	Q23	724	y	13-17	m	I want to reach out to people who I can't in my daily social life.
Q23R725	450	Q23	725	y	18-24	m	need to be accepted, fear of exclusion
Q23R726	451	Q23	726	y	18-24	m	Facebook, as all my friends were and it seemed like the best site to keep in touch. Twitter as I wanted to contribute my thoughts. Google+ as I wanted to be an early member, but I don't use it now. LinkedIn as it helps me develop my CV whilst I'm procrastinating. Myspace because I was 14.
Q23R727	452	Q23	727	y	25-34	f	To follow what my friends are doing.
Q23R728	453	Q23	728	y	18-24	m	To keep in touch with friends and family around the world, at my old schools and with acquaintances I would not otherwise make the effort to keep in touch with.
Q23R730	454	Q23	730	y	25-34	f	connect and communicate easily with friends and acquaintances
Q23R733	455	Q23	733	y	35-44	f	To keep in touch with friends.
Q23R742	456	Q23	742	y	45-59	f	being in touch helps
Q23R743	457	Q23	743	y	45-59	f	Contact with old friends (FB). Twitter to create an academic profile.
Q23R744	458	Q23	744	y	35-44	m	to keep in contact with distant friends. To promote my professional profile
Q23R745	459	Q23	745	y	18-24	f	To hear about things, whether it be news or just feeling connected to friends I haven't seen in a while. I also find it a very convenient way to find new things on the web or anywhere, really. My twitter feed is filled with cool links everyday, which is nice since I didn't have to find them myself.
Q23R746	460	Q23	746	y	25-34	f	Building/maintaining an online professional presence to network/interact with not only friends but also fellow scholars.

QR	N	Q	R	C	A	G	Response
Q23R747	461	Q23	747	y	18-24		<p>Social media is to me about my self-representation! I think A LOT about how I depict myself online and how everything is a performance and it's so nice to have a sphere where you so much control over that performance, and it's so /fun/, too.</p> <p>It's also a great place for externalizing everything. I joke that I use Twitter as therapy, but it's also incredibly true. There is such a difference between writing down something in a diary and writing it online and publishing it where people will see it and where it is contributing to an image of yourself. I feel like it's easier to work through yourself as a person (and work towards changing yourself as a person!) when it's /visible/, when it's this externalized construction. As opposed to in a diary or somesuch--if the me and my diary isn't consistent, what do I care? It doesn't feel real there.</p> <p>(Sorry this is so filled with feelings and my psychological problems, seriously. I get pretty emotional about my social media! &lt;3)</p>
Q23R748	462	Q23	748	y	35-44	m	Finding out what the fuss was about.
Q23R750	463	Q23	750	y	35-44	f	To keep in touch with family and friends who are now scattered across the globe
Q23R752	464	Q23	752	y	35-44	m	I always liked trying things out although I feel now that I have things that work for me and don't want to keep signing up to new things, e.g. Pinterest or Tumblr which have largely passed me by and which I can live without.
Q23R753	465	Q23	753	y	25-34	f	Keeping up with news and opinions. Meeting professional contacts.
Q23R754	466	Q23	754	y	35-44	f	to promote a blog
Q23R755	467	Q23	755	y	60+	f	Opportunity to broaden contact with people and to have access to up to date information about current issues.
Q23R756	468	Q23	756	y	25-34	f	Sharing photos with friends; staying in touch after university.
Q23R757	469	Q23	757	y	25-34	f	It became the most convenient way to communicate with friends.

QR	N	Q	R	C	A	G	Response
Q23R758	470	Q23	758	y	25-34	f	I joined because it made it easier to communicate with friends who do not live in the same country as me anymore.
Q23R759	471	Q23	759	y	35-44	f	I honestly can't remember whether I thought I would find it easier to keep up with people or if I was just curious (with Facebook). With Twitter I resisted it until I had to follow an account in order to keep up with something but was amazed at the professional links I made. Linked In was part of my trying to see if social media had a place in the workplace.
Q23R761	472	Q23	761	y	45-59	f	Need to be part of networks
Q23R762	473	Q23	762	y	25-34	m	I first joined social media sites to keep in touch with friends I had met online. Over time, my uses of social media have more been for the purposes of activism and job networking.
Q23R763	474	Q23	763	n	18-24	f	Especially easily staying in touch with friends from overseas and family members.
Q23R764	475	Q23	764	y	25-34	f	novelty at that time - 2006
Q23R765	476	Q23	765	y	18-24	f	Stay in touch with friends  Communicate with the public  Make new friends
Q23R767	477	Q23	767	y	18-24	f	#NAME?
Q23R768	478	Q23	768	y	25-34	f	To connect with no cost with friends and family, to 'gossip' people, to show to the world that I exist!!!
Q23R769	479	Q23	769	y	18-24	f	-
Q29R6	1	Q29	6	y	18-24	m	I would rather hide my information from view than have a fake name/information
Q29R9	2	Q29	9	n	35-44	f	I would rather know who I'm talking to, eg on Twitter, especially when liaising with health professionals.
Q29R14	3	Q29	14	y	18-24	m	there is place for both
Q29R17	4	Q29	17	y	25-34	m	Generally, I think the option of anonymity should be present so that it is the individual user's choice whether to self-disclose their identity.
Q29R23	5	Q29	23	y	25-34	f	Internet is open to everyone, plus there are identity thieves ad hackers of all sorts. Getting a tricky password for an email account isn't that safe anymore.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R24	6	Q29	24	y	18-24	f	I think Anonymity as in this day and age you can never be sure who you are talking to online. Once they have your details, there is no guarantee that the person is real and now a stalker
Q29R30	7	Q29	30	y	18-24	f	It's up to the users to be authentic, and also showing their real names does not make them authentic. Noone actually knows who they are if they are not their friends.
Q29R33	8	Q29	33	y	18-24	f	Even though both sides of the argument are valid, it is still important and within one's power to protect oneself. If the acts of others are negative towards someone, he can still, in most cases, have the option to leave or avoid certain sites. However, if his information is published every time he would like to join an online conversation, nobody knows who is out there that can use these information in a harmful way.
Q29R34	9	Q29	34	n	25-34	m	Trolling is a small price to pay for internet privacy.
Q29R43	10	Q29	43	y	18-24	f	I think both must be kept in mind, and both are up to the individual; trolling is a problem but hard to keep under control in an environment such as the world wide web. Anonymity should be provided in the sense, that websites should take care not to publish more information than the individual themselves chooses to put online (think: 'hidden information' needed to register with the website but not shown on profile should be kept secret, although this often does not seem to be the case - anymore).
Q29R46	11	Q29	46	y	18-24	f	I am authentic online, but am careful who I share this information with.
Q29R56	12	Q29	56	y	60+	f	On a particular forum, I have two personas - my real one, under my real name, and an alias which I use when contributing to a discussion where I think I might get bad comments face-to-face from people if they knew who I was.
Q29R61	13	Q29	61	y	18-24	f	People can be scary, and I think its anonymity is important so that strangers don't know exactly who you are.
Q29R63	14	Q29	63	y	18-24	m	Without anonymity, it would be dangerous to post anything at all.
Q29R64	15	Q29	64	y	18-24	f	Don't want to ruin job prospects
Q29R67	16	Q29	67	n	18-24	f	In between, I keep my profiles as anonymous as sites allow but I do not post lies/construct online identities through them.
Q29R71	17	Q29	71	y	18-24	m	It depends, well moderated sites can get rid of trolls (see r/science and climate change deniers). No anonymity changes the nature of forums etc. it might get rid of trolls, but it could stifle open debate.
Q29R79	18	Q29	79	y	25-34	m	It is better to be careful on the internet to prevent issues arising from controversial statements or giving out unwanted information that could be used by others (e.g. fraud)

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R85	19	Q29	85	y	18-24	m	Anonymity can be traded for better advertisement/recommendation campaigns, and so on (so non-anonymity can have benefits). Non-authenticity is fraud.
Q29R91	20	Q29	91	y	18-24	f	For safety issues (to prevent contact with malicious people in person, and to protect my identity), and also privacy.
Q29R94	21	Q29	94	y	18-24	m	Authenticity is a false economy. I find anonymous forums/sites promote the most free exchange of ideas and opinions. Authenticity tends to encourage populist views and eventually has a somewhat chilling effect on the discourse.
Q29R95	22	Q29	95	y	25-34	f	Why should I have to disclose my identity when dealing with strangers
Q29R96	23	Q29	96	y	60+	m	I fear identity theft and always reveal as little as possible to the world at large.
Q29R98	24	Q29	98	y	18-24	f	Trolls can usually be spotted so even with anonymity these can be disregarded and the real comments not. Anonymity is more likely to get people involved.
Q29R103	25	Q29	103	y	18-24	f	I find the entire debate somewhat pointless; in almost all cases authenticity can never be verified and equally anonymity can be broken if people particularly wish to identify a person. Neither is a real option.
Q29R107	26	Q29	107	y	18-24	f	I like to share online, but I know any information I share can be tracked back to me which I why I heavily filter what I post.
Q29R109	27	Q29	109	y	25-34	f	I think that the authenticity can reduce bad behaviour...
Q29R110	28	Q29	110	y	25-34	m	Don't have to use it so if you do you should be identifiable
Q29R111	29	Q29	111	n	18-24	m	Even If not public it is important to be able to trace the true author of a message. I do not find it imperative for one to identify himself online, but think that website owners should be able to collect and provide real identities for "screen names"
Q29R112	30	Q29	112	y	35-44	f	People should have a choice whether they wish to be anonymous or authentic. It's a personal decision that's no business of anyone else's.
Q29R113	31	Q29	113	y	18-24	m	There is a place for both but anonymity should always be an option

QR	N	Q	R	C	A	G	Response
Q29R114	32	Q29	114	n	25-34	f	I don't think authenticity is a problem when communicating with friends as you can verify the information as you meet them in real life. Authenticity (and therefore anyonymity) is more important when you're talking to strangers e.g. dating websites or health forums, the latter of which you're reliant on accurate information (especially if accuracy of information is based upon the poster's claim that they are an expert e.g. a doctor)
Q29R117	33	Q29	117	y	18-24	f	I don't think that it's easy to say either way. People should be punished for making death threats on Twitter, and it's wrong to think that if you hide behind a handle, you're not accountable for your crimes. But one of the best things about the internet is the freedom to be a different/better version of yourself and try out new identities based on a handle and identity that you have created.
Q29R124	34	Q29	124	y	18-24	f	If people are truthful, then there is no need for anonymity
Q29R128	35	Q29	128	y	25-34	m	To me, and for my purposes, it's authenticity. But there is no all-encompassing to this question. Geographical and social contexts impact greatly on a person's ability to disclose information under their proper name.
Q29R143	36	Q29	143	y	18-24	m	I usually post publically under a pseudonymn, however I often use the same pseudonymm, and anyone who knows me personally is likely to be able to guess.
Q29R145	37	Q29	145	y	25-34	f	the question, i think, is not complete.  there is no such thing as authenticity. anyone can use any name they like and you wouldn't know it.  however, there is no such thing as anonymity either, because if someone (say the authorities) need to find you, they will.
Q29R146	38	Q29	146	y	25-34	f	I think that if people are trolling on the internet, does it matter if you can see their real name or not? Whether it is just a username or from an actual person I don't think it makes a difference. I also believe that you should be able to present yourself however you would like on the internet, and if that means staying anonymous then so be it.
Q29R148	39	Q29	148	y	18-24	m	What I place more importance on is what that person is saying, I want the comment to be authentic. otherwise people may be discouraged from posting their true thoughts

QR	N	Q	R	C	A	G	Response
							Events such as Wikileaks and Snowden's case had brought to our attention the use of this information to unfairly prosecute those who express disagreement with governments and companies in a variety of issues, usually without legal basis.
Q29R151	40	Q29	151	y	25-34	m	Anonymity can be our last resort the not-so-hypothetical case of tyranny.
Q29R162	41	Q29	162	y	25-34	f	security
Q29R166	42	Q29	166	y	25-34	f	I think authenticity is important, but we also have to be careful to protect some personal, private information.
Q29R170	43	Q29	170	y	25-34	f	Both anonymity and authenticity
Q29R174	44	Q29	174	y	18-24	m	This is the essence of the Internet
Q29R176	45	Q29	176	y	18-24	m	People should go for authenticity, but many times people will need anonymity. I don't think there should be anything stopping people from being anonymous if they prefer to remain that way.
Q29R183	46	Q29	183	n	18-24	m	It is not about those who contribute, it is how conscious those who observe are.
Q29R190	47	Q29	190	y	18-24	f	Names given to database put not published online and only accessible by police if malicious behaviour
Q29R191	48	Q29	191	y	35-44	m	I despise Mark Zuckerberg's comment that having an anonymised online identity is somehow "dishonest". I massively resent Google's continuous social media intrusions into their other services. My next phone will not be an Android phone.
Q29R195	49	Q29	195	y	18-24	m	Privacy is a right. Trolling will always happen and using authenticity will not stamp it out as people will troll regardless - see Twatter. The whole authenticity v anonymity is simply used by governments as an impetus to brainwash consumers in order to justify spying on them and selling their information onto corporations.
Q29R197	50	Q29	197	y	18-24	f	I think it really depends on the platform.
Q29R200	51	Q29	200	y	18-24	m	I believe people should be able to choose anonymity when they do not wish information about them to be exposed. As an example, I find Android applications that require signing in via google annoying and violating my privacy.
Q29R203	52	Q29	203	y	25-34	f	vcsddsfgshd
Q29R213	53	Q29	213	y	18-24	f	Not that it matters because you can still fake a profile

QR	N	Q	R	C	A	G	Response
Q29R216	54	Q29	216	y	18-24	f	Hackers are only waiting for people to post their name everywhere
Q29R219	55	Q29	219	y	25-34	m	With anonymity people shows their own evil nature. Better no,
Q29R227	56	Q29	227	y	18-24	m	Why should complete strangers be able to find out what I have said in social media? Social media is a part of my life, and as I don't wish to share my whole life with the world I don't want to share my social media activities to everyone either.
Q29R228	57	Q29	228	y	18-24	f	I am possibly in favour of anonymity but I think it only really works if all users are anonymous, and there are definite plus sides to authenticity too to help find friends and so on.
Q29R237	58	Q29	237	y	18-24	f	definitely agree authenticity is important. anonymity encourages cowards to bully others online. if someone has an opinion, they shouldn't hide between a computer screen and anonymous name as it gives freedom to attack others with negative comments, which they probably would be less likely to do if it were in person.
Q29R240	59	Q29	240	n	18-24	f	anonymity is a part of our freedom. no one has the right to know who we are.
Q29R250	60	Q29	250	y	18-24	f	I want to pick authenticity but I don't think it is the right word – I think accountability is probably the opposite of anonymity in this context and that is what I mean. I think there should be avenues of anonymity on the internet that we all want to use on occasion – there should be the choice. But I think a push towards making people accountable (by having their online presence linked with their offline identity) is good for some platforms (e.g. comments on news stories, and things like that).
Q29R253	61	Q29	253	y	25-34	f	there is an argument for both. if someone is making a general comment there is no need to identify themselves. negative comments should never be acceptable.
Q29R254	62	Q29	254	y	18-24	f	If people are sharing "acceptable" and non-personal information, I don't really see the need for anonymity.
Q29R256	63	Q29	256	y	18-24	f	Depends on the site, if it's a safe site like Facebook where you can set the settings for your info to be only viewed by friends, it's better to be authentic.
Q29R257	64	Q29	257	y	18-24	m	I don't generally think in terms of anonymity and authenticity. I place a high value on being able to control information, though, and I generally try to keep control of any non-anonymous information.
Q29R265	65	Q29	265	y	18-24	f	I think that there should be a balance. Anonymity is important so that the users identity is protected, but they should be identifiable by regulators of the website to protect other users from malicious behaviour.
Q29R268	66	Q29	268	y	18-24	m	Depends on the situation



QR	N	Q	R	C	A	G	Response
Q29R276	67	Q29	276	y	18-24	f	It depends on the context - anonymity is often preferred for blogging and microblogging but on Facebook, LinkedIn or anything professional, authenticity is better because those exist so that people can find and contact you.
Q29R287	68	Q29	287	y	18-24	m	If you have nothing to hide then there shouldn't be a problem.
Q29R288	69	Q29	288	y	35-44	f	I personally prefer anonymity - I never encounter bullying on the sites I visit so it's not a personal issue. But I know for young people it can be a real problem with tragic consequences so wouldn't be resistant to more authenticity if it was felt that was the solution
Q29R293	70	Q29	293	y	25-34	f	i think if people wanted others to see thier identity then they would give it to them, and not have it taken without permission- it shouldnt be allowedthat companies can use your personal information without actual permission
Q29R297	71	Q29	297	y	18-24	m	both really, that's a difficult one
Q29R298	72	Q29	298	y	18-24	f	I don't think that anyone should be under the illusion that what is posted on social medial us a good representation if the truth. Everyone should have the option of anonymity if that is what they prefer.
Q29R302	73	Q29	302	y	18-24	f	Ensures you have some responsibility for posts, can't troll or catfish.
Q29R308	74	Q29	308	y	18-24	f	I believe people are much more likely to say hurtful things or misuse the internet when they're allowed to hide behind a fake name. At the same time, I understand that someone should be able to protect their identity if it makes them feel safer.
Q29R309	75	Q29	309	y	25-34	f	Part of my activity is professional - this would not be possible with anonymity. I don't think giving yourself a nickname prevents trolling
Q29R320	76	Q29	320	y	18-24	f	If we can be held accountable for things we say in real life, why not also online?
Q29R321	77	Q29	321	y	18-24	f	They're of equal importance. Education about social media is probably more important - education about the risks of making your identity known online, and education that anonymous abuse is unacceptable. I think it's an extremely fine line. But anonymity gives abusers a sense of safety, and helps to encourage extremist behaviour, so that's not good, but nor is it wise (methinks) to have a fully available personal profile online - what if a future employer looks you up and sees your party photos, or what if a paedophile starts grooming children online? So both are important, and the best way to protect people is to educate them so they don't get caught out.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R335	78	Q29	335	y	25-34	f	could be dangerous if it is all authentic, but a site should have the system to reject people with malicious behaviour at the same time
Q29R338	79	Q29	338	y	18-24	f	I think it must be down to the individual to use the internet as they wish.
Q29R343	80	Q29	343	y	25-34	f	Best to be authentic but selective i.e. present only what you want people to see.
Q29R346	81	Q29	346	y	18-24	f	I can always control who sees which of the content and information that I post, I'm able to stay within a relatively relevant circle. I don't see a point in not sharing any information, not like it's hard to find either way if one wants to :)
Q29R347	82	Q29	347	y	18-24	m	A combination of the two. If the user is known to be a troublemaker, it would help to be able to identify them.
Q29R348	83	Q29	348	y	18-24	m	I believe that trolling is a terrible symptom of social networking, and that were crimes have been committed, the police reserve the right to waive the users' anonymity, however I also believe that users' should not be obliged to disclose any personal information publicly. I do not want much of my personal information on the internet.
Q29R353	84	Q29	353	y	18-24	m	It must be clear as to who the actual person is. If one needs anonymity then they're at the wrong place, they shouldn't be online. They must go inside a box room and enjoy their anonymity. Hence, my verdict is authenticity.
Q29R360	85	Q29	360	y	18-24	f	Maybe not a fake name but keep certain things private
Q29R362	86	Q29	362	y	18-24	f	I think it depends on the type of site you're on, or the topic that's being discussed.
Q29R363	87	Q29	363	y	18-24	m	This is the base of the internet
Q29R368	88	Q29	368	y	18-24	m	My business is my business. I do not enjoy an online record of my most intimate thoughts, experiences and opinions.
Q29R369	89	Q29	369	y	25-34	f	Pros and cons to both ... Just think children need to be educated about them
Q29R371	90	Q29	371	y	18-24	f	As long as their opinion is truthful, I couldn't care less who they are.
Q29R373	91	Q29	373	y	25-34	f	I prefer to communicate with people online that I have met face to face.
Q29R378	92	Q29	378	y	18-24	f	There are loads of things that I say online on my Tumblr or my blog, that I wouldn't post with my real name. Not because its anything bad, just because I feel safer that way. I have an online nickname that I use for all my blogs, tumblrs, twitter etc. That doesn't make me or what I say less 'authentic'.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R383	93	Q29	383	y	18-24	m	Anonymity tends to lead to crazy racist, sexist, misogynist, homophobic rants
Q29R386	94	Q29	386	y	35-44	m	Depends on the social context. Privacy needs to be safeguarded, but web policies should be revised in order to avoid malicious behaviour
Q29R388	95	Q29	388	y	18-24	m	Must be context-specific
Q29R391	96	Q29	391	y	25-34	f	I think that people do not realise the implications of posting so much information of themselves that can be easily accessed by anyone. We need to learn how to protect ourselves online better.
Q29R396	97	Q29	396	y	25-34	f	This is an irrelevance to me. I don't care about trolls or trolling and I have no interest in finding out who is trolling. Trolling is unfortunately a fact of the modern world and too much time spent talking about it gives the trolls power. Just quit the network and move on is what I would do.
Q29R401	98	Q29	401	y	18-24	f	Safety is of primary concern - if you do become a victim of anonymous malicious behaviour, it is pretty easy to leave the website, create a new account, or block them.
Q29R402	99	Q29	402	y	25-34	m	Social media have been used amongst others during the Arab Spring to organize protests etc. if I'm not mistaken. The possibility for activists under oppressive regimes to disseminate information without fear of persecution must not be compromised.
Q29R404	100	Q29	404	y	18-24	f	I believe that it depends on the situation. Social media should insist on authenticity as many malicious comments are usually made here. However for forums, it would be good to have a certain degree of anonymity. This would allow a better platform for the discussion of more sensitive issues. However, to prevent trolling, those who maintain the sites should ask for the details of their users.
Q29R407	101	Q29	407	n	25-34	m	Anonymity is way more important than authenticity because information can always be verified against other sources but using a person's real name might bring real harm to him/her if that person's opinion is quite controversial to the status quo.
Q29R409	102	Q29	409	y	35-44	f	I avoid places that require me to use my real name
Q29R412	103	Q29	412	y	18-24	f	It depends on the website
Q29R413	104	Q29	413	y	25-34	m	Anonymity is superior and allows for free expression without fear of moderation or immediate consequence
Q29R416	105	Q29	416	y	25-34	f	in an ideal world both would be present - authenticity verified and protected by the host and anonymity to the wider community.
Q29R417	106	Q29	417	y	25-34	m	It's generally unacceptable to wear a balaclava in most social situations. Digital reality is still reality.

QR	N	Q	R	C	A	G	Response
Q29R420	107	Q29	420	y	18-24	m	People don't want to expose their flaws or bring disadvantage to themselves, but want to contribute to speaking out their experience, opinions and complains. Anonymity allows people to feel comfortable to contribute their ideas without hurting themselves.
Q29R422	108	Q29	422	y	18-24	f	Depends on what the person posting it really wants, if he wants anonymity then that should be respected
Q29R427	109	Q29	427	y	18-24	m	The anonymity view is based on an idea of the internet as a normless place where normal rules of social behaviour don't apply - you can say something, positive OR negative, to someone online which you may not dare otherwise say. It seems to me that this attitude yields more trolls than overly nice people, and I think it often goes too far.
Q29R430	110	Q29	430	y	25-34	f	I think people are nicer when there's a social contract.
Q29R431	111	Q29	431	y	18-24	m	Authenticity and anonymity need to be balanced. In some situations, anonymity is crucial, but personal accountability is also important.
Q29R433	112	Q29	433	y	18-24	m	I would feel more comfortable if my identity was protected at all times.
Q29R434	113	Q29	434	y	25-34	f	It depends on the circumstances. Anonymity can be used to protect vulnerable people (e.g. speaking out against an oppressive government) but could also be used to provide cover for malicious behaviour.
Q29R443	114	Q29	443	y	18-24	f	I feel exposed if my things (photographs, friendships, etc) are there for everyone to see.
Q29R445	115	Q29	445	y	18-24	m	Allows more authentic expression of emotions and opinions. Freedom of expression will not be limited by societal pressures, or taboos. We need a anything goes discussion on current topics without the venter of political correctness or fear of judgement. I believe its the best way to heal society.
Q29R456	116	Q29	456	y	18-24	m	n/a
Q29R461	117	Q29	461	y	60+	m	Anonymity gives too many people the temptation to be malicious - and unfortunately there's enough malice about to make it rather common. Anything that can deter it seems good.  But then, in some societies, anonymity is essential protection.
Q29R465	118	Q29	465	y	25-34	m	I am a frequent user of 4chan and subscribe to its (and it's founder's) philosophy of anonymity, exploration of different personas and a more fluid social dynamic
Q29R468	119	Q29	468	y	18-24	f	Perhaps it is because I grew up in a time before social media that I feel like it is more natural to want to remain anonymous online. It almost feels like a right that everyone has to remain secret if they wish to as they utilize the internet.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R471	120	Q29	471	y	25-34	f	I feel both should be respected depending on the platform. For instance, I use my full name on Facebook so people can find me but only my first name on my blog.
Q29R477	121	Q29	477	y	25-34	f	I like to be able to keep anonymous on public forums; but am happy to have my real identity on more private networks. Of course there is some cross over.
Q29R482	122	Q29	482	y	25-34	f	I think there should be protection as in anonymity in the sense of not displaying data which could be stolen but that there must be a way of tracing people if they break the law
Q29R484	123	Q29	484	y	25-34	f	At present I do not feel that anyone would have any reason to troll me, or that people knowing details of my personal life would have a negative impact on my professional life. However, if I worked in certain sectors I would most likely anonymise my profile to ensure colleagues/clients etc would not have access to information about me.
Q29R485	124	Q29	485	y	18-24	f	Depends on the type of discussion site
Q29R486	125	Q29	486	y	25-34	f	Of course it depends on the situation, but overall, I think in opened forums and platforms where everybody can see the post, everyone should use his own name. If there is something that you would never say but you do it anonymously, then think first and do not say it. The freedom of speech and careless behavior is two different thing.
Q29R487	126	Q29	487	y	18-24	m	I think people should be responsible for their actions online.
Q29R489	127	Q29	489	y	35-44	f	you can be authentic and anonymous at the same time.
Q29R493	128	Q29	493	y	18-24	f	Very easy for people to hide behind a fake alias and be unpleasant.
Q29R497	129	Q29	497	y	25-34	f	I think that it depends on the context of where you are posting. If it is a personal blog related to research it's important that you post your real name. If you are using facebook and you know your friends you can use your real friends, subject that you know what information you keep private etc. On the other hand you can be anonymous if you are not interacting with close friends or people who you know.
Q29R499	130	Q29	499	y	18-24	m	I prefer it, but I don't deem it to be a necessity in all online communities.
Q29R502	131	Q29	502	y	18-24	f	I do not "friend" anyone on social media if I'm not friends with them in real life. So authenticity doesn't really matter to me - I will know who I'm talking to. But anonymity gives me the option to protect (or at least attempt to protect) my personal informations.
Q29R505	132	Q29	505	y	18-24	f	It is more important to me to know who someone is rather than have all of my details private.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R507	133	Q29	507	y	18-24	f	I believe that we should only let people who we know and trust outside of the internet know our real identity online.
Q29R509	134	Q29	509	y	18-24	f	Everything online about me is true, but it is all very impersonal
Q29R512	135	Q29	512	n	25-34	f	I think it it up to the individual, despite portraying who I am on a social media site, I am very careful not to put up information that is too personal for example phone number, email, address. Facebook constantly asks for these details but I decline.
Q29R519	136	Q29	519	y	18-24	m	in theory i'm for authenticity but it's the anonymous collection of all our data that concerns me
Q29R520	137	Q29	520	y	18-24	m	This very much depends on the service - something like facebook, which is designed primarily for communication with "real-life" friends obviously benefits from the use of a real name. Likewise LinkedIn as a professional networking tool. However, for most discussion sites the requirement for a real name would a) be useless as it is not meaningfully enforceable and b) increase risks for users in some contexts. For example it would facilitate online bullying and in some cases would require users to self-censor due to professional obligations (e.g. employment contracts which state that an employee must present the "company line" in any public communications).
Q29R521	138	Q29	521	y	18-24	f	Authenticity makes it a little bit harder for people who have bad intentions to use the internet
Q29R523	139	Q29	523	y	18-24	f	I believe in authenticity as it is my opinion that if remaining anonymous, you are posting something that you do may not want to be directly linked to if it has negative consequences.
Q29R524	140	Q29	524	y	18-24	f	Anonymous individuals are less likely to engage politely and more likely to troll. On platforms like Facebook, I am very very unlikely to add people with an anonymous identity- I can't trust someone with my personal information if I don't know who they are.
Q29R527	141	Q29	527	y	18-24	m	It obviously depends on the media you're discussing; Facebook wouldn't work anonymously, whereas forums can and do.
Q29R530	142	Q29	530	y	18-24	m	The problems caused by anonymity can be solved by simply being very careful in reading information and not overly trustful, as using a filter to recognise what information to accept. Authenticity produces problems which cannot be solved, like privacy problems.
Q29R536	143	Q29	536	y	18-24	m	Don't want something to come along and bite me in the bum years down the line
Q29R553	144	Q29	553	y	25-34	m	I want to know who is sharing the information. But I also believe legal action should be taken against anyone who promotes malicious behavior.

QR	N	Q	R	C	A	G	Response
Q29R558	145	Q29	558	y	25-34	f	I am not a fan of anonymity. anyone can say whatever they want without being checked by anyone. on the other hand, i am very concerned with my personal details or even personal views and interests being free in the internet without any kind of protection. i don t like the thought of someone for example a prospective employer being able to 'spy' on me, and my personal life. Hence, i have to say that i am not really sure.
Q29R561	146	Q29	561	y	18-24	f	there are pros and cons to both. I think we should encourage people to be responsible online first and foremost. online bullying should be prevented in the first place, but until then people will want to protect their identity for security and safety
Q29R562	147	Q29	562	y	18-24	f	It depends on the website. For some anonymity is more important, whereas for some others authenticity is important.
Q29R564	148	Q29	564	y	25-34	f	the conversations on forums and comments-fields have gone too far. also net-bullying is a growing phenomenon, so anonymity is not good
Q29R566	149	Q29	566	y	18-24	f	Their significance depends on the situation. In some cases authenticity may be important, and in others cases anonymity...
Q29R579	150	Q29	579	y	18-24	f	My facebook friends are people I know - I am anonymous in terms of public users that I do not know (my profile is private to anyone I am not friends with - I think this is important because it's safer, you are authentic to friends but anonymous to public users.)
Q29R580	151	Q29	580	n	35-44	m	depends on the context, media etc
Q29R600	152	Q29	600	y	25-34	m	But I don't think people should be pressured to reveal more information about themselves than they want to. Facebook is constantly asking for more information from me other than the basic information that I have already supplied, and I hate it.
Q29R603	153	Q29	603	y	25-34	m	Choice, privacy, anonymity
Q29R608	154	Q29	608	y	35-44	f	Authenticity is always better, but it doesn't mean it's safer. I can troll using my own name, if I were not to really care about anything.
Q29R611	155	Q29	611	y	18-24	f	I think it's quite a close decision, but anonymity allows users to be more free with what they say, which prevents backlash, but this can be both good (freedom of expression) and bad (abuse, cyberbullying, etc.).
Q29R621	156	Q29	621	y	25-34	f	Authenticity of expression can require anonymity in identity

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R622	157	Q29	622	y	25-34	f	I don't believe people ought to be able to use anonymity to be able to attack others, but it is useful for protecting yourself.
Q29R623	158	Q29	623	y	35-44	m	Depends on the forum: professional or fir private use
Q29R624	159	Q29	624	y	18-24	f	Although there are problems with "trolling" on online discussion sites, I think anonymity is more important because people feel able to express their opinions without worrying about personal or professional consequences.
Q29R630	160	Q29	630	y	18-24	f	I think that most people start using social media now when they are at school. There are so many things you think say do as a teenager that you may not agree with later. I don't think people should carry around what they say as something as being attached to their identity and who they are in later life. I understand that for criminal reasons and malicious behavior knowing the identity of that person is important. However I do think that everything we put online is stored and controlled by so many firms and companies that anonymity is good as it gives us control over what we expose online and whether or not it is attached to our identity in the future.
Q29R631	161	Q29	631	y	18-24	m	Why does one need anonymity?
Q29R633	162	Q29	633	y	25-34	f	I attempt to have a balance of both, but must be careful as I have been stalked online.
Q29R636	163	Q29	636	y	35-44	f	with exceptions when you participate in petition, etc.
Q29R638	164	Q29	638	y	25-34	m	Neither, having a real identifiable name won't stop trolling
Q29R645	165	Q29	645	y	25-34	f	I am worried about larger entities such as states and corporations accessing so easily everybody's identity, ideas, preferences and private conversations. This information can be used to manipulate and potentially destroy a person's well being. So, although I enjoy a more authentic experience online I am worried about the wrong people accesing such details.
Q29R649	166	Q29	649	y	25-34	m	I think everyone should have the option of being anonymous as a form of protection. Digital information is practically indestructible and very easy to find, so people are investing much more when they divulge information, and should thus have the option of disclosing their identity or not. While I, myself, am authentic online, I understand and respect that not everyone may have the same luxury (perhaps due to political laws in their country). I think that trolling or other forms of malicious behaviour are a small price to pay if it means a person remains able to post valuable content under an alias.
Q29R650	167	Q29	650	y	25-34	f	I believe that authenticity is essential when you use social media for career related reasons.



QR	N	Q	R	C	A	G	Response
Q29R654	168	Q29	654	y	18-24	m	It depends entirely on the site and the topic that the comment/posts are debating. But somebody out there may wish to discuss something personal but have nobody they feel comfortable talking to about it; anonymous posting would be the perfect solution. I think this is a bigger advantage than the consequence of malicious behaviour.
Q29R655	169	Q29	655	y	18-24	f	I used to love posting on forums but have stopped as they all use my name
Q29R656	170	Q29	656	y	25-34	m	I don't really care. Half the point of online stuff is that you can be someone that you're not in real life. I think that if you're going to be a part of an online society then you have to accept that you're exposed to everyone's different opinions and that they're exposed to yours. I feel that you also have to accept that things may not be portrayed online in a totally accurate way.
Q29R662	171	Q29	662	y	25-34	f	I believe the authenticity might prevent issues like internet bully because people will be more careful of their posts. However, in less democratic nation like China, the anonymity might protect people if they want to make a complaint about the government.
Q29R666	172	Q29	666	y	25-34	m	Free speech is essential, and therefore so is anonymity.  "Authenticity" as presented in this context, is a false construct and is meaningless. A rose by any other name would smell as sweet.
Q29R667	173	Q29	667	y	18-24	m	These two things are not exclusive. You should not have to declare your name or details publicly to access services.
Q29R673	174	Q29	673	y	18-24	f	In some sense authenticity is important to prevent trolling however if someones real identity is available then it makes them open to attack in other areas
Q29R676	175	Q29	676	y	35-44	f	I find some people's behaviour appalling and there is an aspect that people will write things that they would never say in person. I do not think that authenticity alone would be enough, education is also needed.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R678	176	Q29	678	n	18-24	m	In a society that obliges us to constantly decline our identities in our everyday lives, allowing to gather information about our behavioral changes and patterns, I believe it is vital for anonymity to survive on the world wide web as a last 'free island'.
Q29R679	177	Q29	679	y	25-34	f	<p>I understand that anonymity allows people to be unbearably cruel without consequences - hate speech, death threats, rape threats, and many more abhorrent behaviour are unfortunately all too common.</p> <p>However, I have been using a single pseudonym online for many years - since 2003 - and have been able to be my true self by using this. If I was forced to only use my real name, I would not be able to speak freely with my online friends about the politics of the day, or my views which do not fit in with the general community I live and work in. This online identity of mine is really the only way I can really be true to myself. I can talk about depression, pressures of work and life, without the thought that this will be found by an aunt, or a potential future employer who will Google me. Having anonymity under my pseudonym has been a very worthwhile experience.</p>
Q29R684	178	Q29	684	y	25-34	f	We need a balance. It s ok for someone not wanting to share their full personal details with the whole online community. However, when it comes to opinion sharing, signing with full, real name, even with the professional capacity sometimes, provides support to ones arguments/statements.
Q29R688	179	Q29	688	y	18-24	m	Trolling may be stopped with policing, but crimes resulting from a release of personal information may be more difficult to stop. More dangerous than malicious behaviour is the common result that anonymity leads to imperfect information; as to which sources/identities to trust. Vocal but less experienced people may come across as experts when their identities are hidden. But this is something we have to live with to protect real identities.
Q29R689	180	Q29	689	y	18-24	m	It depends on the purpose of the website.
Q29R692	181	Q29	692	y	18-24	f	web safety
Q29R693	182	Q29	693	y	18-24	m	I don't think authenticity prevents trolling. If someone is going to be abusive online they're going to be abusive, whether they use their real name or not. I do think it makes sense to limit your online contact somehow to people you actually know.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R694	183	Q29	694	y	25-34	m	I do not trust anonymity, because you do not know the source of the information. Perhaps it is because I work in academia, but I always require sources to trust information.
Q29R697	184	Q29	697	y	25-34	m	Anonymity may lead to purely free discussion (bad as some of that may be), but with a limitless outlet for ideas some great networking and achievements can be made. Besides which, bad ideas always fall foul of chronic in-fighting on the internet.
Q29R699	185	Q29	699	y	25-34	f	You should be held accountable for what you say- just because its on an online platform does not give you the right to say whatever you want without consequences
Q29R700	186	Q29	700	y	25-34	f	Depends on the platform, or the subject of the forum.
Q29R707	187	Q29	707	y	18-24	f	There is NO WAY you can be sure that a person is who he claims he is. Both in real life and online. Unless you ask him for his passport. Which is weird.
Q29R711	188	Q29	711	y	25-34	f	I have never been a victim of trolling. But I am firmly in the belief that if you use social media sites you are in acknowledgement that there are people out there who will use these sites maliciously. Honestly though, there are people who are malicious in the real world so everyone is always open to the risks.
Q29R715	189	Q29	715	y	25-34	m	Both
Q29R716	190	Q29	716	y	18-24	f	Trolling is disgusting and cowardly behaviour, but with the common culture of friends 'fraping' your online accounts, it could be embarrassing if people saw your name but you did not in truth write whatever it was.
Q29R719	191	Q29	719	y	25-34	m	Because the trends now are letting people to discuss through online (time and location barriers), so Authenticity is important in a sense of protect you to get the random information
Q29R722	192	Q29	722	y	18-24	m	dialogue is a democratic element which is based on mutual respect, something that to be built you need to know the background of your interlocutor
Q29R724	193	Q29	724	y	13-17	m	It depends on the type of the forum we are talking about.
Q29R726	194	Q29	726	y	18-24	m	I want to know that the account I'm looking at is genuine and not made by someone who is not who they say they are. If you want to be anonymous, don't sign up to it, or say that you're anonymous and don't steal an identity.
Q29R743	195	Q29	743	y	45-59	f	I believe that people do need a choice. There are strong and compelling arguments on both sides and it would be a retrograde step to withdraw choice in this matter,

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q29R744	196	Q29	744	y	35-44	m	I think that social media is the same as the real world, you wouldn't put a mask on to make a comment at a conference or a debate. Everyone should be open as to who they are, if they are not open they I do not want to listen to them and will actively ignore them.
Q29R747	197	Q29	747	y	18-24		Anonymity is INCREDIBLY IMPORTANT, and Google+ needs to stop. There are obviously spaces where authenticity is appropriate (e.g., Linked In), but for everything else, I value being given the option to be something other than my birthname.
Q29R750	198	Q29	750	y	35-44	f	I think the possibility of being anonymous could be balanced with the ability of the network provider being able to identify you in case of abuse.  It's also platform-dependent. On Facebook, I only add people I know and am only visible to them (I used to do the same on twitter), but on twitter and even more so on forums online I don't see the need to reveal your real identity. Perhaps the distinction is what level of "social" you use the platform for.
Q29R752	199	Q29	752	y	35-44	m	I find this more difficult now. I think anonymity is less important than it was, although one can still build up a different authenticity and personality based on contributions and behaviour, even if anonymous.
Q29R756	200	Q29	756	y	25-34	f	It bothers me that it's too easy to find out everything about a person (and it doesn't matter how private I have my settings if everyone else shares their data because I can be triangulated on). You don't need to end anonymity to stop trolling, you need harsher measures against abuse on the internet, and prevention of the gamification of harassment.
Q29R758	201	Q29	758	y	25-34	f	I can see the point that anonymity can protect people in certain cases. However, I also believe that if people are at any point concerned about their safety they can just decide not to post in such websites. Of course, this reasoning has as assumption that only people of a certain age and maturity level should be allowed to create accounts in said websites (which unfortunately seems not to be the case in many circumstances).
Q29R761	202	Q29	761	y	45-59	f	I question the definitions given here. Also, anonymity to whom? IMO Public-facing name can vary but publisher/editor/ISP has to know real ID

QR	N	Q	R	C	A	G	Response
Q29R762	203	Q29	762	y	25-34	m	I personally believe that a real name is not necessary for authenticity. There are many people I have associated with who I only know by a screen name that they have retained over the course of a decade or more. That I don't know their real name doesn't make their behaviour or expressed beliefs any more or less authentic.
Q29R764	204	Q29	764	y	25-34	f	well, it is complex i suppose. private life seems to be very important to keep safe but i can see why fake online identities can be frustrating and annoying.
Q29R768	205	Q29	768	y	25-34	f	Challenging debate...
Q42R94	1	Q42	94	y	18-24	m	People criticise me for not publishing more on Facebook and instead having a 'bare' profile
Q42R110	2	Q42	110	y	25-34	m	Only using text means it is sometimes hard to tell whether people being sarcastic etc, but this hasn't caused significant problems yet
Q42R114	3	Q42	114	n	25-34	f	No
Q42R170	4	Q42	170	y	25-34	f	No
Q42R212	5	Q42	212	y	18-24	m	Girlfriend annoyed I did not reply to her after I had "seen" her message on facebook
Q42R253	6	Q42	253	y	25-34	f	Boyfriends friend had an issue of pictures of me with an ex. Conversation had to be had outside of fb to tell him off!
Q42R257	7	Q42	257	y	18-24	m	A girlfriend 'X' found a negative comment made about her by a non-mutual friend of mine 'Y' to a friend of hers (i.e. a friend of Y's whom I didn't know). This caused some drama - my girlfriend was quite angry in general, and with hindsight probably rather annoyed with me for not de-friending Y.
Q42R264	8	Q42	264	y	25-34	f	Not lost friends, but have lost facebook friends over profile content/comments etc
Q42R305	9	Q42	305	y	18-24	f	embarrassment
Q42R348	10	Q42	348	y	18-24	m	None
Q42R367	11	Q42	367	y	35-44	m	no
Q42R371	12	Q42	371	y	18-24	f	No, never
Q42R474	13	Q42	474	y	25-34	m	CEO felt I wasn't using social media enough, and not promoting myself + the company on twitter enough. Caused some tension.
Q42R529	14	Q42	529	y	25-34	f	Got upset by content in a friend's profile
Q42R530	15	Q42	530	y	18-24	m	Problems at school for content relating a teacher.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q42R603	16	Q42	603	y	25-34	m	Reprimanded for not checking/replying to messages on social network
Q42R634	17	Q42	634	y	18-24	m	Temporary suspension from volunteering
Q42R638	18	Q42	638	y	25-34	m	Had a fight wit GF over content in someone else's profile
Q42R640	19	Q42	640	y	45-59	f	No
Q42R683	20	Q42	683	y	18-24	m	Too many messages sent
Q42R744	21	Q42	744	y	35-44	m	no they haven't suffered
Q42R755	22	Q42	755	y	60+	f	None
Q42R761	23	Q42	761	y	45-59	f	Had conflict with coworker over content in *their* profile
Q45R18	1	Q45	18	n	25-34	f	Stopped using account (without deleting it)
Q45R39	2	Q45	39	y	18-24	m	Not creating a facebook
Q45R89	3	Q45	89	y	18-24	f	I have not untagged photos of myself to 'protect my online reputation' as such, simply untagged unflattering photos.
Q45R102	4	Q45	102	n	18-24	m	Change for a fake name
Q45R114	5	Q45	114	n	25-34	f	edit anonymity settings so only friends can see my profile
Q45R305	6	Q45	305	y	18-24	f	Made my account private
Q45R394	7	Q45	394	y	18-24	f	I untag any photos I have a double chin in (the elusive double chin appears sometimes in candid photos!)
Q45R468	8	Q45	468	y	18-24	f	Filtering all posts others tag me in before they appear on my tkmeline
Q45R603	9	Q45	603	y	25-34	m	Asked others to remove photos of me/untag me.
Q45R650	10	Q45	650	y	25-34	f	Deleted a tweet because I misspelled a word
Q51R167	1	Q51	167	y	18-24	m	I do not use social media at all!!! you need to make the section of not using these medium carry forth to your questionnaire!!
Q51R288	2	Q51	288	y	35-44	f	try to actively disengage from this type of plug in - i want to give these companies as little info as possible to use and find it all a bit sinister and scary

QR	N	Q	R	C	A	G	Response
Q51R402	3	Q51	402	y	25-34	m	<p>1. I do not use any of these Universal IDs.</p> <p>2. I use browser plugins to block trackers etc.</p> <p>Therefore, I personally do not have concerns about my own privacy as I protect it; I am concerned for users' privacy in general though.</p>
Q51R474	4	Q51	474	y	25-34	m	<p>I'm perfectly happy using google ( as an openid provider, not as google plus ) to log in to sites, i'm less happy about twitter but if i trust the service/site and think the permissions it is asking for are resonable then I will use it, i would never use facebook to log into a service. I just wont use a service or app that requires a facebook login.</p> <p>federated / delegated identities are in some ways more convenient and secure than passwords, but fb and twitter are not just identity providers, they give permissions to do stuff - i don't really care about people collecting data about me, but i do object to apps posting on my behalf or FB showing my activity to others.</p>
Q51R508	5	Q51	508	y	18-24	f	Somewhat useful, I have no concerns
Q51R547	6	Q51	547	y	35-44	f	Unnecessary for my personal use, and unnecessary link to my social media profile.
Q51R603	7	Q51	603	y	25-34	m	I find them a cluttering nuisance, and have grave concerns regarding the privacy issues they create.
Q51R638	8	Q51	638	y	25-34	m	I don't use these
Q65R103	1	Q65	103	y	18-24	f	As long as I know what/where it is, no
Q65R275	2	Q65	275	y	25-34	f	Only mild concern
Q65R332	3	Q65	332	y	35-44	f	Notconcerned currently, but it is something I am conscious of
Q65R351	4	Q65	351	y	35-44	f	I would prefer total anonimity
Q65R623	5	Q65	623	y	35-44	m	sometimes, when the information is not correct
Q66R70	1	Q66	70	y	18-24	m	No, but i have been considering them

QR	N	Q	R	C	A	G	Response
Q66R94	2	Q66	94	y	18-24	m	Can use them and have before but a lot of hassle, only partly effective as other ways to be compromised e.g. ISP records
Q66R103	3	Q66	103	y	18-24	f	As far as I know they are bypassable if someone actually wanted to look so why bother?
Q66R227	4	Q66	227	y	18-24	m	I do occasionally check out of curiosity if there's anything fun or interesting on certain TORnet messageboards
Q66R261	5	Q66	261	y	25-34	m	No. While I may feel considerable concern about online security and surveillance at a societal level, I worry little about my individual, meagre output
Q66R351	6	Q66	351	y	35-44	f	I have not got round to trying, but like the idea
Q66R365	7	Q66	365	y	18-24	m	I have thought about using them but never seemed to really need them.
Q66R402	8	Q66	402	y	25-34	m	I was planning to start using TOR at some point, haven't gotten around to it yet.
Q66R431	9	Q66	431	y	18-24	m	Minor experimentation.
Q66R524	10	Q66	524	y	18-24	f	Would like to use TOR. I currently use Ghostery to protect my privacy from advertising companies..
Q66R550	11	Q66	550	y	18-24	m	Private Browsing
Q66R630	12	Q66	630	y	18-24	f	don't know what it is
Q66R679	13	Q66	679	y	25-34	f	Only when I am visiting a country that has internet filters. I use these to circumvent the filters.
Q66R686	14	Q66	686	y	18-24	f	Startpage which does not show my IP address
Q66R750	15	Q66	750	y	35-44	f	occasionally
Q66R753	16	Q66	753	y	25-34	f	No, I'm too lazy to investigate them
Q66R759	17	Q66	759	y	35-44	f	No, but I would consider find out more about them.
Q69R17	1	Q69	17	y	25-34	m	Assuming the system is set up properly, I imagine that Facebook could implement biometric logins without storing users' biometric data on their servers (in a similar way that they use passwords without storing them in plaintext).
Q69R36	2	Q69	36	y	18-24	f	I wouldn't want someone taking my biometric data by cutting off my finger or pinching my eye.
Q69R43	3	Q69	43	y	18-24	f	Speed it not of my concern; however, if employed correctly I suppose it would lower the risk of hacking, which would be a good thing.
Q69R63	4	Q69	63	y	18-24	m	I don't think it's wise to let one entity hold that much powerful information



QR	N	Q	R	C	A	G	Response
Q69R71	5	Q69	71	y	18-24	m	The internet as it stands is getting less secure all the time. There is no guarantee at all that your biometric data would be safe - there's no way I'd want it on-line.
Q69R78	6	Q69	78	y	18-24	m	N/A
Q69R85	7	Q69	85	y	18-24	m	I will find it OK regarding privacy. Regarding security would be a disaster, since biometrics can identify a person but not authenticate they: they can't act as passwords because they can't be changed. Anyway, from the point of view of privacy, that would be all right.
Q69R94	8	Q69	94	y	18-24	m	I would need to be satisfied that the biometric information never leaves the device itself and instead only passes the security token to the software involved – e.g. as in latest iOS. Primary reason to use would be for speed only to replace typing a password on my device. I would be horrified at the thought of Facebook or similar having access to my fingerprint information.
Q69R96	9	Q69	96	y	60+	m	I shall always cease to use any media that insists on collecting too much information about me (biometric or other). I assiduously protect my identity.
Q69R143	10	Q69	143	y	18-24	m	The problem with biometrics is not its use for access to a service, but the storage of the biometric data by that service. Problems have occurred with fingerprint scanners where the data used to check the individual's ID is not encrypted, and can therefore be accessed by a reasonably competent user.
Q69R148	11	Q69	148	y	18-24	m	my laptop has a fingerprint scanner and i find it extremely useful and easy to use i think wider use would be of great benefit
Q69R151	12	Q69	151	y	25-34	m	I believe is a direct violation to basic humans rights. I'd find the idea outrageous. That would prove that there is no difference between western "democracies" and totalitarian regimes whatsoever.
Q69R191	13	Q69	191	y	35-44	m	I simply wouldn't use this kind of service, but I don't agree that it's a major threat to privacy - it's no worse than what has already happened.
Q69R213	14	Q69	213	y	18-24	f	I think biometric tests are so easy to trick there is no point having them.
Q69R227	15	Q69	227	y	18-24	m	I would like to keep social media and my physical self apart from each other.
Q69R239	16	Q69	239	y	18-24	f	Is it quicker? My secondary school brought 'paying with your finger' in and it was far slower than just paying with money.
Q69R264	17	Q69	264	y	25-34	f	My main concern is how biometric data is stored, who has access to it, how safe it is, and how easy it might be to steal or hack.
Q69R265	18	Q69	265	y	18-24	f	I would delete my social media accounts if this was made mandatory.

QR	N	Q	R	C	A	G	Response
Q69R353	19	Q69	353	y	18-24	m	There is nothing wrong with technological advances.
Q69R372	20	Q69	372	y	18-24	f	It's a protection of personal privacy on both hands. There are concerns that fingerprint records could get into the wrong hands somehow, but at the same time the process would protect all other social media accounts to a higher degree.
Q69R373	21	Q69	373	y	25-34	f	I am more concerned about security of this data rather than the privacy.
Q69R427	22	Q69	427	y	18-24	m	I think many people don't worry about this issue as much as they should, so it might end up happening sooner than people realise, and the adverse effects associated with it.
Q69R474	23	Q69	474	y	25-34	m	No privacy concerns, however security concerns - biometrics are not appropriate for authentication ( as opposed to identification ) , as they are effectively public information ( eg, you leave your fingerprints on everything you touch ) , and compromised biometrics cannot be revoked - you cant chop your finger off and replace it if someone is using a cast of your fingerprints to log into something.
Q69R482	24	Q69	482	y	25-34	f	I dont know, Im not sure its really necessary... Although it may be more secure than passwords. I am of the ilk that if you have nothing to hide, why worry about people knowing what Im up to? Im sure the government arent interested in what I had for lunch...!
Q69R501	25	Q69	501	y	25-34	f	The biometric data needs to be stored somewhere for the system to work - what is preventing someone from hacking this database and gaining access to all this very personal data?  What happens if you say cut your finger and your finger print won't work because of a plaster or scar?
Q69R510	26	Q69	510	y	25-34	f	Fingerprint can be easily re-created by the adversary via different methods. When the finger is sweaty or there is another problem then it is useless and the password is required. The whole process is costly.
Q69R514	27	Q69	514	y	18-24	f	If it's voluntary, people can do what they want, though I would think it ill-advised.
Q69R518	28	Q69	518	y	18-24	f	I feel they slow the logging in process down/dont work very well.
Q69R520	29	Q69	520	y	18-24	m	Of course this would entirely depend on the implementation used - if the implementation was technically sound (e.g. biometric identifiers only stored in hashed and salted form), and open to independent security audit my concerns are much alleviated. Even better would be something based on e.g. the OpenID standard, which would allow users to choose an authentication platform which they trust, rather than being forced to rely on each service's own implementation

QR	N	Q	R	C	A	G	Response
Q69R524	30	Q69	524	y	18-24	f	Security measures are never absolute; they can still be broken through gaps in the system. If this sort of security is ever compromised though, it won't be difficult to steal this biometric data alongside the associated social media identities. Also concerned with the fact that Facebook will most likely have to store this biometric data themselves.
Q69R527	31	Q69	527	y	18-24	m	I have no concerns about this except that I don't think it would be plausible any time in the near future due to 1) The cost of hardware to make this possible & 2) the potential for these measures to be circumvented
Q69R550	32	Q69	550	y	18-24	m	I don't mind. Whatever will be will be.
Q69R576	33	Q69	576	y	25-34	m	I would use it for personal devices such as a phone or computer but not for facebook or email.
Q69R603	34	Q69	603	y	25-34	m	Jesus Christ please NO!
Q69R624	35	Q69	624	y	18-24	f	I would worry about government use of this kind of data. We don't know that e.g. Facebook wouldn't give or sell the biometric data to the govt, in fact it would even be likely. We already know our govt would love to keep DNA of people who have been proven innocent of crimes, so this scares me. Not just govt... any private company could pay to have our name, details and biometric data. The more I think about it the more frightening it is!
Q69R649	36	Q69	649	y	25-34	m	If it became universal, I don't think I'd stop using the internet. If it were an option, however, I would choose not to use biometric scans. I don't know much on the pros and cons though.
Q69R666	37	Q69	666	y	25-34	m	Biometric data are tied to an individual: once these are leaked, they are forever usable and unalterable. You can change your password, but you can't change your fingerprints or irises.
Q69R668	38	Q69	668	y	25-34	m	Facebook should not be in possession of people's biometric data
Q69R679	39	Q69	679	y	25-34	f	There have been many instances of websites being hacked and passwords being stolen.  In response, passwords can be changed, accounts can be deleted and new ones created, but you cannot change your biometric ID! Once it's stolen, you can't ask for a new fingerprint! I would not want to use a website that requires me to upload biometric data.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q69R680	40	Q69	680	y	18-24	m	I understand that complete information about a fingerprint or iris pattern is not stored in biometric ID systems, so I am not concerned about the information being used to re-construct my fingerprint/iris.
Q69R683	41	Q69	683	y	18-24	m	However there are ways of overcoming this
							what next? DNA samples to send an email?!
Q69R684	42	Q69	684	y	25-34	f	Biometric identification will only speed up the process of collecting all kinds of personal information from every internet user voluntarily. I m sure there are alternative means to promote internet security.
Q69R692	43	Q69	692	y	18-24	f	I would avoid it as much as possible because I think it poses a danger to my personal safety.
Q69R697	44	Q69	697	y	25-34	m	It's a nice idea, but inevitably some government will lean on the social media provider in order to obtain details about individuals or groups without the consent of the detail-ee and against the user policy agreed upon.
Q69R715	45	Q69	715	y	25-34	m	The moment there is an imperceptible gradation in the erosion of privacy to an intolerable level, all accounts will be deleted.
Q69R747	46	Q69	747	y	18-24		It's tricky. In value efficiency and technological progress and the idea of more data--more easily accessible data--more linked data--is a good thing with a myriad of amazing applications (e.g., for medical research). When I think about FB knowing my thumb print, my basic response is: "why do I care?" and at the end of the day, I really don't care all that much. At the same time, I do feel a little uncomfortable about the uses this may (eventually) be put to.
Q69R750	47	Q69	750	y	35-44	f	There would have to be strict reassurances about how the data were stored
Q69R758	48	Q69	758	y	25-34	f	I think it would eventually pose a possible threat for other people to gain more (not less) access to one's personal information.
Q71R6	1	Q71	6	y	18-24	m	if I don't want people to know it I try not to upload it. I keep things like year of birth private but the day available. I think I will soon hide my facebook account from searches. Both my twitter and instagram are private and content can only be viewed if I authorise it.
Q71R14	2	Q71	14	y	18-24	m	Take it seriously, don't put everything online.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R23</i>	3	Q71	23	y	25-34	f	On facebook, no tags and only closest relatives/friends can see my profile/posts.
<i>Q71R27</i>	4	Q71	27	y	25-34	f	As a doctor I am very reluctant to have an online social media presence with easily identifiable personal information, as I do not think it would be appropriate for patients to be able to find that. For that reason, although I rarely use social media, I have the strictest privacy settings and very little personal information. But mostly I don't use social media because I can't be bothered!
<i>Q71R30</i>	5	Q71	30	y	18-24	f	It wasn't. I upload very little information onto Facebook and such, I use it more for closed groups and group conversations. Although, i think that most people just don't care what I post, so if anything is out there, there is no need to hide it. I try to be sensible, but data that Facebook and Google gathers about me is used so that those services are still free... I am accepting the lesser evil.
<i>Q71R32</i>	6	Q71	32	y	25-34	f	On social media I make sure I have only friends I actually know, and people other than friends cannot see my activities or photos.
<i>Q71R38</i>	7	Q71	38	y	18-24	f	Filter what I put online. My Facebook profile is invisible to search engines and my twitter profile is purely professional and hasn't got personal details.
<i>Q71R39</i>	8	Q71	39	y	18-24	m	Don't have facebook account, try to keep my private life offline. Almost all of my social media activities are related to my professional career.
<i>Q71R40</i>	9	Q71	40	y	18-24	f	I am aware of the friends I approve on social media, all my social media accounts are private and will only allow access for close friends and family. Contact numbers, addresses, emails are not posted on social media means.
<i>Q71R41</i>	10	Q71	41	y	18-24	f	this survey was way too long, I know that's not related to this, but the length of the survey certainly affected my answers as I stopped reading the questions thoroughly towards the end
<i>Q71R43</i>	11	Q71	43	y	18-24	f	I have always been rather careful, not disclosing too much on forums or social media; I do occassionally edit posts, sa I frequently re-read to check, but have never actually really regretted posting something. I do find the internet of great use for socializing and occassionally, networking, but am wary of the possible consequences of revealing too much information.
<i>Q71R48</i>	12	Q71	48	y	18-24	f	nerve upload private things

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R60</i>	13	Q71	60	y	18-24	m	Despite being a computer scientist, and being very interested - almost evangelistic - during the rise of the web, web 2.0 etc, social media truly disturbs me due to the obvious lack of privacy. It goes against basic principles such as not sharing personal details with complete strangers, and actively encourages online snooping, stalking and harassment. I blame the media in large part, as social media is such a useful tool for journalists they fully succumb to using it on a constant basis. I am pleased to hear of the recent decline in teenage facebook users, and hope this trend continues.
<i>Q71R61</i>	14	Q71	61	y	18-24	f	Apparently somebody has used my facebook profile picture and name on Tinder. I do not have a Tinder account. However, this doesn't really bother me, as it is not my full name and I do not believe I will be harmed by it. I just feel bad for the people they're fooling, thinking they are a different person. If anything it is a compliment to me!
<i>Q71R63</i>	15	Q71	63	y	18-24	m	Social media sites and companies which require you to hold one has forced me to upload more information that I would have liked
<i>Q71R66</i>	16	Q71	66	y	25-34	f	Make sure my privacy settings are adjusted to my preferences and have full control over them.
<i>Q71R69</i>	17	Q71	69	y	18-24	f	regular change of passwords
<i>Q71R70</i>	18	Q71	70	y	18-24	m	Highest security and privacy settings on profiles. Manage personal website through department servers to increase security.
<i>Q71R71</i>	19	Q71	71	y	18-24	m	I use Disconnectme to search and browse the web and now rarely publish things to facebook/twitter that aren't fairly quotidian.
<i>Q71R75</i>	20	Q71	75	y	25-34	f	I prefer posting opinions and ideas fr the sake of conversation with known people as opposed to personal information, keeping unknown people out of the picture. I think privacy settings must be made more clear, I have not made the effort to find out more about what information is collected about me even though I constantly intend to get to it. The "skip" option is dangerous, and people using social media must be asked to make those choices before continuing, default choices with respect to privacy should be minimized.
<i>Q71R76</i>	21	Q71	76	y	25-34	m	very wary of pushing things online
<i>Q71R78</i>	22	Q71	78	y	18-24	m	I believe it is very dangerous to put personal information online, no matter what privacy settings you have in place. Someone is going to find those information if they intend to, so don't risk.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R79</i>	23	Q71	79	y	25-34	m	For social media I try to be honest but not make controversial statements or give out any private information about myself or others. I have become more aware of what I post or put on social media so as not to offend or post anything that could be misinterpreted by others.
<i>Q71R81</i>	24	Q71	81	y	18-24	f	I do not use social media websites.
<i>Q71R85</i>	25	Q71	85	y	18-24	m	I try to control which information is on my social media sites, so I try not to worry about it because I know what can be found out there about me (or, at least, I think I know!).
<i>Q71R89</i>	26	Q71	89	y	18-24	f	I rarely post photos onto fb, never post statuses or use geotagging, but I do allow others to tag me in these and for those to appear on my timeline. However, all my privacy settings are for friends only - I think person I am not friends with can only see my name and profile picture.
<i>Q71R91</i>	27	Q71	91	y	18-24	f	I maintain two online profiles: my public one under my full name (with full privacy on facebook and a professional profile on linkedin) and an anonymous profile on other social websites (that I keep separate from any references to my name, but may occasionally post a picture). I only reveal my full name if I can set the privacy settings to exclude the public, or only display what I would like employers to see.
<i>Q71R93</i>	28	Q71	93	y	25-34	f	It is a constant battle between the advantages of social media sites and the invasion of privacy, even more so because I currently live far away from home. I do my best to maintain some balance without being paranoid, or acting so. I keep the barest minimum number of online profiles that I think I need to enjoy life.
<i>Q71R94</i>	29	Q71	94	y	18-24	m	Eventually realised I was embarrassed by the information I had published – both because it was banal nonsense anyway but also because the practice of constantly broadcasting your activities seems somehow vain and arrogant? Deleted everything I had posted as much as Facebook and other sites would allow. Only use Facebook to interact with classmates in a FB group and never post photos or status updates. Currently interact with close circle of friends also in a FB group as no need for outsiders to see all our laddish jokes etc. Currently learning PHP and have almost finished building a site that replicates FB group functionality so that once university is finished I can delete my account and instead use a private website which allows me control over the information. I will then have the minimum possible presence online. It sounds mad when you explain it but I feel like that's just because we have been quickly trained to enjoy shouting about ourselves to whoever will listen and not doing so is now seen as weird, despite that being the norm not 10 years ago.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R95	30	Q71	95	y	25-34	f	I'm very wary of uploading personal pictures off or my family. Even though I like the convenient link between my iPad, iPhone and Mac, it does worry me that my information is also accessible by apple and where they might use it. The whole big brother scenario seems to be dismissed due to the convenience of new technology but recent hacking and government agent spying via webcam is quite a scary reality.
Q71R96	31	Q71	96	y	60+	m	I reveal as little as possible about myself on-line and where I have to use a password protected site, I always use a new alpha-numeric random password recorded in my safe on paper!
Q71R98	32	Q71	98	y	18-24	f	I only ever publish things about myself which I'm completely comfortable with and don't think will compromise me. Having said that, I don't have anything to hide.
Q71R103	33	Q71	103	y	18-24	f	I've been most affected by a series of online harrassment instances (triggered by IRL events) which have caused me to tighten my security.
Q71R104	34	Q71	104	y	18-24	m	I was already careful before this.
Q71R107	35	Q71	107	y	18-24	f	On fb i have everything open to the public, but since my name is unusual i have shortened it. I have not changed my approach to social media after hearing the news about privacy etc.
Q71R112	36	Q71	112	y	35-44	f	I make sure to only post things I would be comfortable with any member of my family seeing; if someone tags me in something on Facebook I must approve the tag first before it shows up on my profile; I only disclose limited personal information that would be easy to gain anyway (current location, uni, birthday, etc. - nothing about political views, religion, etc.).
Q71R113	37	Q71	113	y	18-24	m	Mainly concerning Facebook, I often untag photos people upload of me, and have the highest security settings they'll let. It is annoying that they keep changing privacy settings, so I am always pro-active about making sure I know what the facebook developers release that affects my privacy
Q71R117	38	Q71	117	y	18-24	f	Always have vetted the information published (if I'm fine with volunteering certain information about myself to strangers in real life, I'm fine to do so online as well)
							I am less concerned about privacy than some, as I try not to post anything on Twitter/Facebook etc that I would be unhappy for a boss or a colleague to read. I have an unusual name, which means that it is very easy to find me in Google. To some extent this is helpful as my academia profile and good things like exam results in the newspaper come up early, which might be to my advantage in an interview. But it also means that my terrible teenage poetry is irrefutably mine.



<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R122	39	Q71	122	y	18-24	m	I rarely publish personal information about myself. Therefore, I am less worried that someone would gain access to information about me. That said, I am highly concerned about the non-supervised, non-contested and unchecked accumulation of private data by the state or other organizations
Q71R126	40	Q71	126	y	18-24	m	I will set all privacy settings to their highest setting and make sure that I post no personal information on any social networks, nor show any information about me that could potentially cause problems with employers/acquaintances.
Q71R128	41	Q71	128	y	25-34	m	I try to put as little private information about myself online as possible. Most of the personal information I have online is out of necessity--related to my interests/ research/ career etc. But it is clear to me that for a significant portion of my peer group, it is not just a source of mind-numbing gratification and a shortcut to filling the nihilistic gaps of insecurity with instant self-verification, but an addiction.
Q71R136	42	Q71	136	y	18-24	f	I try not to think about it, it's too late
Q71R138	43	Q71	138	y	18-24	m	There seems to be a trend that people are getting more conscious about privacy.
Q71R142	44	Q71	142	y	25-34	m	I try not to put too much online about myself. Just enough to make myself an attractive potential employee for a company and to stay in contact with my family and friends overseas.
Q71R145	45	Q71	145	y	25-34	f	Privacy from whom? I manage my privacy from other internet users, by not having social media profiles, and not posting things about myself online, other than anything that has to do with my university, like blogging and paper publications, thinking that this online presence might help my career. But I do not take any extra measures, because I believe it is useless. If someone wants to find something that is beyond a typical google search, and knows how to do it (eg. authorities or security agencies) they will find it no matter what.
Q71R150	46	Q71	150	y	18-24	m	I only put up what I want people to know about me!
Q71R151	47	Q71	151	y	25-34	m	I actively try to reduce to a minimum my usage of social media, proprietary software, enclosed formats, and software known for running data-collection scripts without consent.  I feel constantly pushed (and even forced) to use these kind of tools by friends, relatives, governmental bodies, and co-workers.
Q71R155	48	Q71	155	y	18-24	m	Don't include personal info unless required.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R156</i>	49	Q71	156	y	25-34	f	I take extra care on what I publish, better less than more. I don't understand the second part of the question, please rephrase.
<i>Q71R158</i>	50	Q71	158	y	18-24	m	n/a
<i>Q71R166</i>	51	Q71	166	y	25-34	f	I have become more aware over the past few years that others can find what I post on social media sites; nowadays, I try to only post things that are likely to make me look employable, build professional relationships, or that serve another purpose (such as petitions that I want to encourage people to sign). However, I still use message functions to discuss private things with friends; the extent to which I used to do this concerns me, because that information is now available to the social media websites in question.
<i>Q71R167</i>	52	Q71	167	y	18-24	m	I don't have social media accounts because I'll be easily identifiable especially if I want to become a vigilantly like Batman when I pass my degree.
<i>Q71R168</i>	53	Q71	168	y	25-34	f	Try to not use full name and pictures with people. Try to not show the location of myself. Try to disconnect different types of social network accounts.
<i>Q71R169</i>	54	Q71	169	y	25-34	f	n/a
<i>Q71R177</i>	55	Q71	177	y	25-34	f	I wish I had the knowledge to be more private in surfing etc. I also wish I had not revealed things earlier on, on Facebook. I am once in a while considering deleting my Facebook account. I do however also worry that the information is stored there anyway, not for the public but accessible to companies and governments. I am worried that the technology society we have got ourselves into will have a negative impact on democracy in the future.
<i>Q71R178</i>	56	Q71	178	y	18-24	m	I make sure anything self-published by me in the public domain would not disappoint my parents or put off potential employers.
<i>Q71R185</i>	57	Q71	185	y	25-34	m	I try to never upload a photo of myself. My only activity in social networks is work-related (LinkedIn, ResearchGate, dissemination of publication, etc.)
<i>Q71R186</i>	58	Q71	186	y	35-44	m	n/a
<i>Q71R189</i>	59	Q71	189	y	18-24	f	I am a private person and seek to minimise my internet profile or what can be found easily about me by minimising subscription to social media sites and controlling privacy settings. This is not in a suspicious bid as if to say I do not trust such sites but more from a personal point of view that I live to keep my life private between friends and family
<i>Q71R190</i>	60	Q71	190	y	18-24	f	Do not upload address, phone number, friends-only can see profile. Do not store card details on websites.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R191</i>	61	Q71	191	y	35-44	m	I'm constantly aware of being "marketed to". I hate the idea of being in a "filter bubble". I'm a former web programmer and go to some lengths to try and access an unfiltered internet experience, but this is becoming harder with each passing year. Sometimes I wish the internet would fragment into competing networks and I would like people to take ownership of new physical networks. But on the other hand, I have a blog and use it to get things off my chest: I have the illusion that because it's on my own hosted service, I have control of it.
<i>Q71R195</i>	62	Q71	195	y	18-24	m	My name is very common so I believe that fortunately it is hard to gain access to my personal information on the internet. I attend meetings as part of a student committee but I always choose to have my name erased from all meetings.  Having an online identity is just another extension of one's ego and it is very hard and fruitless to maintain.
<i>Q71R197</i>	63	Q71	197	y	18-24	f	I think not giving 100% accurate information about yourself all the time is wise.
<i>Q71R203</i>	64	Q71	203	y	25-34	f	n/a
<i>Q71R213</i>	65	Q71	213	y	18-24	f	I think because of social media I put more information about myself (hobbies and experiences etc) than I ever did before. I am however careful not to publish my mobile number, address or any financial information.
<i>Q71R217</i>	66	Q71	217	y	60+	f	Cautious. Concerns are the reasons I do not use social media, preferring to stay in touch by e-mail and phone. With neither work - I am retired - nor children I do not feel the need, but understand that others are prepared to take the risk.
<i>Q71R227</i>	67	Q71	227	y	18-24	m	I try to not disclose too much information about myself, I don't upload my whole life story online.
<i>Q71R228</i>	68	Q71	228	y	18-24	f	I try to keep my facebook profile reasonably private, and I try not to share more information than I feel is necessary about personal details. I try to be cautious regarding my posts and so on, but I do not generally worry overly much about my privacy online. I have generally found my online experience unproblematic.
<i>Q71R233</i>	69	Q71	233	y	25-34	f	Don't post anything identifiable, and that you wouldn't want to read about yourself

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R236	70	Q71	236	y	25-34	m	I've been more careful about information I put online and have kept my privacy settings at my most active social media profiles at the highest possible.
Q71R244	71	Q71	244	y	18-24	m	I don't publish a lot of information and I am a bit careful about my online activities. For these reasons I am not concerned about what can be found of my online activity & identity
Q71R247	72	Q71	247	y	18-24	m	Whitelisting website scripts. I think about how permanent information I may reveal might be before I interact online.
Q71R253	73	Q71	253	y	25-34	f	In terms of my fb use it has decreased significantly and I very rarely post anything. I also changed the security settings. I always ensure that if I am signing up for something I make sure the box is un-ticked to receive third party information. Unfortunately, I am not tech savvy though so there is probably more out there about me than I would wish for.
Q71R254	74	Q71	254	y	18-24	f	I don't publish much information about myself online so I don't see privacy as much of an issue.
Q71R256	75	Q71	256	y	18-24	f	I think as long as one is conscious about the information that one is posting then it's fine.
Q71R257	76	Q71	257	y	18-24	m	I am concerned about privacy online, but of course it's a trade-off between privacy and functionality/participation. I take the basic precautions (trying not to share anything especially sensitive; taking note of privacy settings; etc.) but I don't think I'm as proactive as I should be. There's a certain fatalism about it - it's hard to imagine that much you could do will prevent some of the worst scenarios, and the more likely scenarios seem less worrying. Still, I think I should do more than I do. It's not like I'm particularly inclined towards self-disclosure anyway, though. Even if I had no privacy worries of the sort which relate specifically to social media (i.e. potential lack of control over or knowledge about who's accessing your information) I don't think I'd share all that much more than I do, that just doesn't gel that well with my personality in general, I don't think.
Q71R265	77	Q71	265	y	18-24	f	All of my accounts are private. Except for my Tumblr blog where I use a nickname however this is the norm for this particular social network.

QR	N	Q	R	C	A	G	Response
Q71R271	78	Q71	271	y	25-34	f	Where it is for professional purposes, I am happy to share only the most basic information about myself. Any other information that may link to my personal life (address, phone number, other details) are never uploaded. While I do my best to keep private details private, I understand that governments/agencies that have the technology may be able to find out anyway - I do not agree with this and am opposed to secret use of my data in any form for any purposes without my consent.
Q71R272	79	Q71	272	y	35-44	f	not good
Q71R277	80	Q71	277	y	45-59	f	I tend to be quite honest in what I disclose and whenever possible I do not take sides strongly on social media; I tend to show my opinions, I'm not worry to show who I am and what I believe in.
Q71R282	81	Q71	282	y	18-24	f	I just try and work out the privacy settings and hide as much as I can from strangers. (I'm not very tech I'm afraid)
Q71R287	82	Q71	287	y	18-24	m	I don't publish anything that I fear will incriminate me when I'm older.
Q71R288	83	Q71	288	y	35-44	f	I'm not a heavy user of social media, I generally only post innocuous pics on facebook, only use pinterest as a tool to collate interior design ideas, goodreads to get book ideas and mumsnet to get other mum's opinions. So all bland stuff and nothing I don't mind anyone knowing about
Q71R291	84	Q71	291	y	18-24	f	<p>On Facebook I made sure that my profile is visible only to my friends and I never accept friends requests from people that I do not know personally, so only those who are close to me have access to my details. I post things/comment very rarely as I do not find people who post status updates/pics/links to other websites very amusing and I have better things to do than bore all my friends with this; if I want to share something I rather sent them a personal message. I changed my privacy settings after I read an article about this topic but do not think I post things that could be misused. Anyone can see my profile on instagram as I do not post things that are too personal. Tumblr is my moodboard and is accessible to anyone.</p> <p>I use my nickname (which is just a version of my original name in my language, such as Kimberly - Kim) and surname in most cases when I register to different sites as I think I do not post anything that could be misused and am very aware of what I have on my profiles so it should not cause any harm to me or my family.</p>

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R293	85	Q71	293	y	25-34	f	I do like to look at facebook, but do not do much on it really because I dont really want to, also I really dislike seeing people bragging or expressing brash opinions on it, and so refrain from doing it even if sometimes I really would like to. I dont want to create a conversation that so many people can read. I like instagram because it is just what you see rather than what you think
Q71R298	86	Q71	298	y	18-24	f	My profile is only open to friends so I am not overly worried about people accessing information about me. I upload photos fairly liberally but am more reserves about uploading other information. The idea if other people uploading information about me makes me uneasy and I so witness find it annoying if people upload photos of me when I have little control over them and might not have uploaded such a picture myself. On the whole though, I would say that this is largely due to vanity because there aren't very many photos if me doing things which I would be worried about people seeing from a privacy perspective.
Q71R300	87	Q71	300	y	35-44	f	It is all useful and fun, as long as you make sure that you use your privacy settings correctly and make sure that 'strangers' can't access your account.
Q71R304	88	Q71	304	y	25-34	f	Apart from the settings and cautious use of the social media there is no other way to manage my privacy. The information about myself are affected by social media resources, in order to be more liked form others.
Q71R305	89	Q71	305	y	18-24	f	I feel that I cannot upload many comments or photos about myself/friends on Facebook because of how many people can read my comments. I made a private account on Facebook to stop people who I have not selected as my friends from looking at my photos. I have often had to detag photos of myself that I don't like on Facebook. All this means I have some anxiety using Facebook.
Q71R307	90	Q71	307	y	25-34	f	I once worked for a market research company freelance, and was asked to form profiles (name, age, spouse, kids, hobbies etc) of 4 French consumers based only on their amazon.fr usernames. The amount of info I was able to find in only 2h of searching (including naked photos from a gay hookup website one was a member of & pictures of his child at school from his facebook - this from the same member!!!) has made me EXTREMELY cautious about what I post and how it is linked. I use different usernames for different sites, try not to have any info that could identify one from the other, and frequently ask new friends to test this (go see if you can find me on Facebook then).

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R308	91	Q71	308	y	18-24	f	I am very careful about what I put online, I keep profiles private, and I have checked myself to see how much information someone could find on me by searching. I also keep a close eye on anything friends could put up that would negatively affect me, and have anything taken down that could be harmful, but this has almost never been an issue.
Q71R309	92	Q71	309	y	25-34	f	If you use a site for free you should expect them to be using your information to turn a profit - it shouldn't come as a massive surprise.  I don't worry too much because I don't post/upload embarrassing things
Q71R311	93	Q71	311	y	25-34	f	I am very awarr of photos and posts people may upload to facebook. I have to approve before they go on my wall etc. I am very aware of my profession working with adolescents and the need to maintain my privacy settings but also to monitor my posts, tags etc in case these are seen by anyone associated with me professionally
Q71R315	94	Q71	315	y	18-24	m	The average individual is able to manage his privacy in respect to other individuals, but is powerless against commercial or governmental entities.
Q71R317	95	Q71	317	y	18-24	m	It is time to focus on the privacy issues.
Q71R318	96	Q71	318	y	18-24	f	I am not very active on social media and when I am, I always use an alias.
Q71R320	97	Q71	320	y	18-24	f	I try to upload as little as possible.
Q71R321	98	Q71	321	y	18-24	f	I could be more careful, but I think I'm pretty good. I try to keep aware of media and internet problems, and I avoid going online too much, not just because of the privacy stuff, but also because I have a real life to get on with.
Q71R332	99	Q71	332	y	35-44	f	I always imagine my boss is reading anything I write. I have seen other people lose jobs over rash comments on websites, and it is not worth the risk. I also do not want my patients finding out about my private life by googling.
Q71R335	100	Q71	335	y	25-34	f	never put my phone numbers or address, limit people who can access to my page
Q71R336	101	Q71	336	y	35-44	m	I use a TOR browser for anything sensitive. My online presence is as much as I want it to be.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R338</i>	102	Q71	338	y	18-24	f	<p>Working in film, where you are to some extent your own brand, it is essential to have a strong social media presence to make sure that brand is widely accessible. However it does concern me, and if there seemed to be an alternative I would seek to use it.</p> <p>My flatmate is a musician, and is doing very well, in large part due to his exceptional use of social media to build a following. Some of his more obsessive fans used his tweets to and from friends to work out who else lived in our house, what we all did for work/study etc and then did video blogs about our group of friends and our activity using solely information from twitter and instagram. I was proud that they didn't quite get what I do right (they thought I studied film, when in fact I study Biochemistry but have a film production company!), but they correctly worked out all of the others. Another even more obsessive fan used a youtube recording of the musician, which he had shot outside our house, to track down our street (presumably using google map street view!?) and left a bag of his favourite chocolate and a card on our front door.</p>
<i>Q71R342</i>	103	Q71	342	y	18-24	m	<p>I try to limit my social media presence to be only truly visible to those I know or have already accepted through the social media platform. I do not believe that I put up any information that can be of particular use to anyone trying to gain detailed contact or personal information about me.</p>
<i>Q71R343</i>	104	Q71	343	y	25-34	f	<p>I try to keep my information restricted to my 'friends' and be careful to even then not publish anything inappropriate or which would have negative consequences on people's impressions of me.</p> <p>I probably have not thought enough about the potential for security measures infringing on people's rights to privacy, etc.</p>



<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R346	105	Q71	346	y	18-24	f	i'm quite open with my friends on facebook (share some factual information, opinions etc., but mostly personal comments, funny events, pictures that only have relevance/meaning to several to a few dozen people), which, thinking about it now, means several hundred people whom I don't know extremely well have in theory access to this information. However, I don't post anything that seems too personal, and I don't believe anything I post has any potential to be abused or anything like that. On my blog I sometimes express my opinion more pointedly/am aware that it might annoy certain people, but then again, it's my opinion, plus not that many people actually read it.
Q71R347	106	Q71	347	y	18-24	m	I am generally more wary if people post content that can be linked back to me and occasionally I am hesitant to upload certain media on social networks
Q71R348	107	Q71	348	y	18-24	m	I don't like the idea that people can post photographs of me without my permission on facebook. I have not taken any steps to address this, other than to un-tag myself in photos. I do not like to disclose any information about myself on facebook and I do not post statuses. I find that having a facebook profile is an unfortunate burden that I have to have in order to use it for communicating with others. I therefore make my profile private.
Q71R349	108	Q71	349	y	18-24	f	I think there's a big difference between the online identity that you adopt in regards to people you know in real life (e.g. using Facebook, MySpace, Google+, email) and an online identity if you're going on forums or blogging with an audience who doesn't know you. The information I publish on sites where people know me is relatively careful and restricted. On sites where people don't know me I'd care less about how I come across but keep my full name etc private.
Q71R351	109	Q71	351	y	35-44	f	I posted my identity only with university study related posts (i.e. research summary, minimal web page). I have posted on question/answer forums with a pseudonym. I don't know if anyone has posted anything about me without my knowledge on social media sites - though don't like the idea as am highly private. Thankfully not much online posting behavior to need to change with increased awareness of the problems associated with online personal disclosure.
Q71R353	110	Q71	353	y	18-24	m	Its all totally fine. I take caution to turn off my location sometimes while messaging on Facebook for private reasons.
Q71R357	111	Q71	357	y	18-24	m	I do not, only some restrictions on Facebook.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R360	112	Q71	360	y	18-24	f	I try to make everything on my Facebook only available for friends, I don't publish anything that isn't real online but I am careful about what I post.
Q71R362	113	Q71	362	y	18-24	f	When I publish information about myself, I think about whether my grandparents would approve. If not, I won't post/will remove information. This is partly for future employment purposes, and also because I don't really want people I don't know to know that much about me.
Q71R363	114	Q71	363	y	18-24	m	Most websites are not yet transparent enough. However, used correctly, I think you can manage to set the correct settings to protect your privacy from other individuals. It is not clear at all if information I upload can be used for commercial or governmental purposes. The privacy settings should by the way be set to default to minimize the privacy concerns.
Q71R364	115	Q71	364	y	18-24	m	I use additional email and Facebook accounts to use Universal IDs and enter marketing competitions. My actual Facebook account is set so that only my friends can see my posts and images.
Q71R366	116	Q71	366	y	18-24	m	I will upload different things to different social medias, because each media related to different people.
Q71R367	117	Q71	367	y	35-44	m	I try to be low profile, few pics few info
Q71R368	118	Q71	368	y	18-24	m	I try to avoid having any information about me posted on social sites. I even have agreements with my friends not to post stuff about me that may contain any overly personal details about me. I find the idea of an online catalog of my life unsettling.  Biometrics are promising, however that level of information eg DNA, retina etc could be abused if attained by a third party.
Q71R369	119	Q71	369	y	25-34	f	Restricted settings
Q71R370	120	Q71	370	y	18-24	m	In regard to personal information, I tend to only put my name, city, and occasionally university online, and some photos of myself and friends (though only those that place us in a positive light). I try to not write/post anything that could 'come back to haunt me' in the future.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R371	121	Q71	371	y	18-24	f	In general, I believe that "anybody cares" about me with respect of my own personal information. The information I have provided is mostly related to my interests (films, books, etc), (small) list of friends and details regarding my education and occupation which I don't regard as a particularly sensitive information. In addition, I've gone through the privacy settings and think that they are sufficiently strict to protect a cyper-nobody like myself.
Q71R372	122	Q71	372	y	18-24	f	It's annoying that many social media sites haven't really developed their security settings to a satisfactory degree to allow protection of the online profile. It would be possible for me to just stop using the account, but that wouldn't be desirable because I do feel there are useful functions for it.
Q71R373	123	Q71	373	y	25-34	f	I have significantly reduced the amount of pictures I post of myself online from when I first started.
Q71R374	124	Q71	374	y	18-24	f	By being careful about what I post online. If I want it private, I don't post it.
Q71R377	125	Q71	377	y	25-34	f	i dont have a blog and my facebook account is on highest level of privacy whereby photos can only seen by selected friends. I never disclose very personal information.
Q71R379	126	Q71	379	y	25-34	f	I do not post anything that may be harmful
Q71R383	127	Q71	383	y	18-24	m	I don't post much... when I do it's not usually about my personal life. Sometimes I post things regarding my opinions, but if someone doesn't want to hire me/be my friend because of my opinion, I don't want to be hired by them/be their friend
Q71R385	128	Q71	385	y	18-24	m	I would like to be more careful about my privacy but often think websites/social media sites are designed to make it as difficult as possible to really protect yourself, and find it very frustrating.
Q71R386	129	Q71	386	y	35-44	m	I'm very cautious about disclosure of personal issues online and I think that generally people do not really realise how it can be dangerous allowing access to private sphere.
Q71R388	130	Q71	388	y	18-24	m	I try to keep personal information online to a minimum - don't let shopping websites remember card details, don't online bank on public wi-fi etc. On social media I tend to put up only selected pictures / information, try to avoid appearing on public searches and keep activity minimal, though I do use Facebook in particular for keeping up with globally-distributed friends. I use Twitter almost exclusively for following news stories that are targeted to me and do not post on this platform.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R391</i>	131	Q71	391	y	25-34	f	I feel a little overwhelmed by it all in the sense that I do not even know what kind of information someone could potentially find about me. I think that social media sites have given us the idea of freedom of expression without a real understanding of the consequences of how it could be misinterpreted, misrepresented or could damage your future prospects due to a lack of professionalism. Society is becoming more and more individualistic so it seems to be up to us to figure everything out, usually too late.
<i>Q71R395</i>	132	Q71	395	y	25-34	f	It's hard to balance your professional profile and your personal profile.
<i>Q71R396</i>	133	Q71	396	y	25-34	f	I am very aware of my presence online. None of my accounts, apart from those that I must have for work, have my real name although the friends on there know who I am and what my real name is! Even then, I never post anything publicly on Facebook. I have 2 separate accounts, one for family and one for friends. The Family account - I am free to share photos of me and my life without worrying. The Friends account I am more private with as you cannot trust anyone, no matter how long you've known them. I post photos rarely and only of me. I try not to give away too much about my private life. This is nothing to do with government or technology or spying but a cultural issue. I think today people are too concerned about other peoples' lives. We're too nosy, too gossipy and too interested in drama. Having one foot in the door means I do not sign up to drama and I keep that out of my life. I think many people in this study have chosen to stay away from Facebook because of the problems it causes. It is addictive, harms relationships, because it becomes very easy to check someone out without being caught. This is damaging and can ruin people's lives. It would be better if Facebook did not exist in the world, but it is a necessary evil.
<i>Q71R398</i>	134	Q71	398	y	18-24	f	I limit my facebook profile, and avoid making things available to the public

QR	N	Q	R	C	A	G	Response
							I do not use social media sites (exceptions: see that one previous question) and disclose very little information about myself. I haven't gotten around to using TOR yet but I do block commercial tracking&analytics (Google Analytics etc.) and use an anonymous search engine.  Life without Facebook is no problem at all, despite the Zeitgeist claiming that "nowadays there's no way around". I do pay a little price by not being able to stay in touch as easily but that I accept. The fatalism in regard to privacy I sometimes encounter is just horrific.
Q71R402	135	Q71	402	y	25-34	m	Good luck for your study!
Q71R404	136	Q71	404	y	18-24	f	I think I am a rather dull person so it is likely that no one would like to misuse my information.
Q71R405	137	Q71	405	y	25-34	m	I don't like the restrictive privacy options allowed by some services but occasionally the ease of access to some people is worth it.
Q71R409	138	Q71	409	y	35-44	f	I use a constant online handle for anonymity.
Q71R413	139	Q71	413	y	25-34	m	I would always prefer to be anonymous; however, some social media makes this impossible and actively seeks out to eliminate fake or anonymous accounts. This bothers me. Google has been pushing in this direction quite a lot lately, and it is the only reason I have a Google+ account. The company essentially forces it on me if I wish to continue to use things like email or youtube.
Q71R419	140	Q71	419	y	18-24	f	not smart enough
Q71R420	141	Q71	420	y	18-24	m	The information in the media is for my friends only, whom i met in real life, to know more about me. Therefore, my information has not been affected by use of social media sites
Q71R424	142	Q71	424	y	18-24	f	in all honesty i feel like social media is like marmite. You either love it or hate it. Social media is great for people to stay connected with their friends/family and share their views/opinions about certain topics etc. However, social media has created a lot of problems between relationships (friends/family) via certain uploading of pictures, messages and causes paranoia. Social media is becoming so addictive that people no longer use their time in a productive manner. As for me, im not a great fan of all these social media sites, but then again im quite anti social and prefer to have a small group of real/true friends rather than hundreds of virtual friends or acquaintances.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R427	143	Q71	427	y	18-24	m	I use add-ons for my internet browser (DoNotTrackMe and BetterPrivacy) in order to avoid tracking software and also use search engines like duckduckgo.com rather than less trustworthy sites like Google.
Q71R430	144	Q71	430	y	25-34	f	I recently googled myself as I was sending out CVs and discovered that because of privacy settings for cross-linking things, all my comments on blogs were public and linked to my name. So if you're looking for my academic work, yes, it's the first hit, but below that are my comments about menstrual cups and asexuality and things like "THIS IS SO AWESOME", all totally out of context. I think blog comments are often valuable discussions, but I had to go through and delete them all because I don't want an interviewer talking about academics and all they can think is "menstrual cups". I'm careful about what I post online (my volunteer position doesn't like us to fb/tweet about what we do, so I avoid that), but the privacy I'm more concerned about is articles of daily life that I prefer to share with friends and not the whole world.
Q71R431	145	Q71	431	y	18-24	m	In recent years, I have not uploaded anything to Facebook that I would not be happy for potential employers to see. I nevertheless have strong privacy settings.
Q71R432	146	Q71	432	y	18-24	f	Please see my comment within the questionnaire.  To answer your question: the overarching word that comes to mind is ambivalence.
Q71R433	147	Q71	433	y	18-24	m	I am careful in terms of what I reveal in regards to my online presence. Privacy settings are always adjusted to my liking and I make sure to carefully monitor what I post and who can see it. I recently lost my phone, so I am more careful about security settings on my accounts.
Q71R434	148	Q71	434	y	25-34	f	I limit the information I that post online then don't worry any further about it.
Q71R437	149	Q71	437	y	18-24	f	I take care not to publish important personal information although I do publish interesting things about my life and my views.
Q71R438	150	Q71	438	y	18-24	f	One site that I really don't like is LinkedIn. I really do not like the idea of all my work experience being online for anyone to see or criticize. To me, it is personal, and I wish not to share it. However, I do feel like it is a bit of a disadvantage in the hiring process.
Q71R441	151	Q71	441	y	25-34	f	Like to have an online presence but keep things very vague for privacy

QR	N	Q	R	C	A	G	Response
Q71R443	152	Q71	443	y	18-24	f	I dont care about using - contributing - to my facebook account other than profile picture and cover photo. Though I recpgnize its value to organizegroups, keep in touch, chatting. But, I am uneasy about being tagged or having things posted on my wall so I have actovated the option to review posts am tagged in. I dont use other social media. Only linkedin and for work purposes only - something I feel much more comfortable with.
Q71R445	153	Q71	445	y	18-24	m	I no longer use any social media after the NSA revelations, as a matter of principle, I believe privacy is an inalienable right that should never be compromised by any degree for whatever reason no matter how trivial. Before when I did use Facebook a lot I liberally gave out information because it's so easy and feels harmless since it was the norm.
Q71R448	154	Q71	448	y	25-34	m	Control what kind of information you upload and in which websites.You cannot blame facebook or any other social media if you upload information or photos from your personal life and afterwards claim that facebook intrudes to your private space
Q71R449	155	Q71	449	y	35-44	m	I do not care of privacy and self-disclosure issues with the use of social media.
Q71R450	156	Q71	450	y	25-34	f	Just 2 years ago I realised how easily is for anyone know about your life, since then I've stopped publishing personal photos or opinions on political matters or other subjects that could cause discussion
Q71R454	157	Q71	454	y	25-34	m	Fingerprints are not secure methods for accounts, they are more akin to usernames than they are to passwords. The idea of securing a glass iphone with a fingerprint is hilarious.  In general I've nothing to hide in my online information. I'm private enough to avoid identity theft but my friends, etc could probably find out most things about me. Nonetheless the idea of government monitoring all of this is a breach of privacy and also, a waste of resources.
Q71R456	158	Q71	456	y	18-24	m	n/a
Q71R459	159	Q71	459	y	25-34	m	Occasional usage of privacy tools while thinking twice before uploading/publishing anything personal.
Q71R461	160	Q71	461	y	60+	m	I'm probably slightly more cautious than I used to be. But I like to think I have nothing significant to hide.
Q71R462	161	Q71	462	y	18-24	f	I think being online in the first place jeopardizes your privacy. Everything from the pages you are on, things you search and people you talk to can be recorded. However, as a student or as a working person how can you not use the internet in today's world?
Q71R463	162	Q71	463	y	18-24	f	Don't use my full name; never publish address/phone number/email

QR	N	Q	R	C	A	G	Response
							<p>With such universal acceptance of social media, there is increasing pressure to have an 'authentic' presence online. In my opinion, one of the most useful and interesting things about the internet is that it provides users with the capability to 'try out' new personas in a way that is nearly impossible 'in real life'. This is being reduced by social media now and I believe this is a real loss.</p> <p>We all also incorrectly assume that only the people we want to are accessing information about us that we make freely available online. This is simply not true. I have changed, and have many friends who have as well, privacy settings on Facebook because we know that employers now routinely search those sorts of sites for information before hiring. I consider this an invasion of privacy. However, if one makes that sort of information freely available, then one cannot be mad when it is freely accessed. There is a tension here between information and access.</p>
Q71R465	163	Q71	465	y	25-34	m	
Q71R467	164	Q71	467	y	18-24	m	I am careful that nothing embarrassing about me is posted online.
							I tend to post very little about myself on social media. My Facebook wall mostly consists of things others have posted for me. As far as I know the content is innocent, and I filter everything that appears on my timeline, so I have little concerns about that. I have been very annoyed by google+ because of how google is trying to force us to integrate our YouTube and other accounts with our google accounts. I feel very uncomfortable with this idea because it feels like it would make it easy for people who hold my information to access all of my information across accounts, and also for someone who wishes to track me down to identify me easily across accounts.
Q71R468	165	Q71	468	y	18-24	f	
Q71R473	166	Q71	473	y	60+	f	I am very sceptical about really being able to manage these issues. I believe that the state and business already have it stitched up. I try not to think about it!
							I am careful about what I put online and aware that when it is there it could be found should anyone feel compelled to look. I have quite a common name (surname Smith) which makes me more difficult to find online.
Q71R477	167	Q71	477	y	25-34	f	
Q71R480	168	Q71	480	y	18-24	m	I do not publicly post - to friends only. I have no privacy concerns.



<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R482	169	Q71	482	y	25-34	f	Hmm... I hadnt really thought about it too much until I did this survey!! I am trying to be wary but before I was older and wiser, i set up some accounts that I dont know how to delete! Will have to look into it again
Q71R484	170	Q71	484	y	25-34	f	I am relatively comfortable and confident that I have control over my online identity. I see social media as a predominantly positive thing, as long as the user is thoughtful in what they post and who they allow to see the things they have posted. I think that frank discussions need to be had with younger people about the issues of online privacy, as they may be more naive and less conscious of the consequences of sharing information about themselves. However, the young people I know personally are pretty careful about these things.
Q71R486	171	Q71	486	y	25-34	f	My main protection is that I do not upload to much thing about my life and I use social networks prohibitively. I try to keep as much personal information as much I can away form the internet.  Of course I use passwords, serious privacy settings and ect.
Q71R487	172	Q71	487	y	18-24	m	My privacy settings are set quite high, as I am a medical student, but I don't believe I have anything to hide.
Q71R491	173	Q71	491	y	25-34	m	I don't use social media in a serious or political way. I just share what I think would be harmless
Q71R497	174	Q71	497	y	25-34	f	I use mainly facebook, and have set the privacy status to friends only. On the other hand twitter and pinterest are open to public because the way they are designed requires that they are open but I don't share personal information on them. LinkedIn and Academia have basic personal information but they are more oriented towards my research. The other accounts are dormant.
Q71R499	175	Q71	499	y	18-24	m	I'd hope that I was careful, but I worry how much can be seen behind the scenes. I do however, think that all information online should be free, and no government or organisation should have any control over what we can see or do.
Q71R502	176	Q71	502	y	18-24	f	I set all informations about myself in private setting (so that only my friends could view them) and constantly use "view as pubic" option (on Facebook) to make sure I haven't left out anything in changing them to private viewing.  However I still have concerns about my private informations being leaked out via third party.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R505	177	Q71	505	y	18-24	f	I think everyone publishes quite a lot of personal information these days so posting things on social media becomes the norm. I think that day-to-day I do not really consider managing privacy.
Q71R507	178	Q71	507	y	18-24	f	<p>I never share information about personal relationships, I see other people do it and realise I don't want people knowing this information about me such as family matters or personal things happening between my partner and me. I allow only people I am friends with on Facebook to see my whole profile. Public can see a few of my images, but only for people who want to add me to verify that it is me as I only accept friend requests from people I have met face to face.</p> <p>The only things I publish are things I have been doing, such as sharing photos of days out with friends. Or interesting things I have found on the internet such as music, news stories etc. It's more about me expressing who I am through sharing the things I like and keeping in touch with people than sharing personal things.</p>
Q71R508	179	Q71	508	y	18-24	f	I try not to put too much personal information online. I don't think my attitudes have changed by the use of social media.
Q71R509	180	Q71	509	y	18-24	f	As long as people aren't stupid about themselves or their valuable information I think it's fine. Teach people not to wipe their personal info all over the internet
Q71R510	181	Q71	510	y	25-34	f	Having two accounts for close friends and not-close friends works for me. If posting on Twitter or any other public forum then carefully thinking about what you are about to say is important. It will hunt you later...
Q71R514	182	Q71	514	y	18-24	f	I am very lucky to have a very common first and surname combination (like "Tom Brown"). I like this fact because it means it is somewhat easier to lose information about me if anyone posts about me using my real name (which I don't). I hate the fact that it is seen as ok for my friends to post pictures of me on facebook etc without asking me.
Q71R519	183	Q71	519	y	18-24	m	I consider myself a passive user of social media and try to keep my digital footprint to a minimum. I think the real world has more to offer !

QR	N	Q	R	C	A	G	Response
Q71R520	184	Q71	520	y	18-24	m	<p>My view is that most information posted online is best regarded as publicly available, and I try to conduct myself on this basis.</p> <p>Given the compromise of basic internet security technologies by the NSA and others which has recently been revealed, I would consider that the use of most online channels for communications which are either commercially sensitive or otherwise risky (e.g. political activism in repressive countries) to be very tricky from a security standpoint.</p>
Q71R521	185	Q71	521	y	18-24	f	I never write where I work, study or live and neither when I am at these places. My facebook profile can only be found by friends of friends. I always read the privacy settings before opening an account. I publish more pictures online now that I have an Instagram account than I did in the past.
Q71R523	186	Q71	523	y	18-24	f	My online presence is an accurate reflection of my interests and how I conduct myself on a day-to-day basis and would not post something that was a false representation or had the potential for negative consequences.
Q71R530	187	Q71	530	y	18-24	m	My private information is easier to find in the internet, but I tend to avoid sharing or even privately messaging information that I would not like a third party to know. Whatever I am posting on social media, I take into account that everybody can read it, so I avoid posting what I judge to be very private.
Q71R531	188	Q71	531	y	25-34	m	I avoid exposing my personal life in social media sites. However, I do post accurate information about my professional life on sites such as Academia and LinkedIn.
Q71R535	189	Q71	535	y	25-34	f	Even though I take some care in protecting my data, I think it's possible for a stranger to find more information about me than I would like. To prevent this from happening you need to be a hacker or stop using anything that's connected to the Internet, or, at the very least, social media.
Q71R536	190	Q71	536	y	18-24	m	Have just been watching Black Mirror recently so this is especially pertinent... It's all a bit scary
Q71R541	191	Q71	541	y	35-44	m	I try to separate my professional and personal identities on web with as much of an "air gap" between them as possible. This allows me to focus without nagging doubts about my privacy. I think that's the way the social networking and identity handling tools should be designed (like blackberry 10), but I guess they still have to catch up and people have to manage for their deficiencies by having multiple accounts.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R547	192	Q71	547	y	35-44	f	Still learning how to balance it and be wise about what gets disclosed.
Q71R548	193	Q71	548	y	25-34	m	I don't believe I have much of an online presence. All I use is the privacy setting on facebook to limit my account to friends and family
Q71R550	194	Q71	550	y	18-24	m	I only use Facebook, and my photos and status are only available to my friends. Apart from that I'm not the worrying type.
Q71R553	195	Q71	553	y	25-34	m	I realise whatever I post may come back to haunt me, so I only publish online things I support and/or believe in.
Q71R558	196	Q71	558	y	25-34	f	I am extremely concerned about the privacy of the information I upload online, and not because i have something to hide, but as a matter of principle.  I try to use complicated passwords, I dont share things like my phone number, my adress and my specific political views or relationship status. unfortunately, as time goes by, i register to more and more sites - shopping, university related etc- so my passwords are common many of the times and not too long because i log in many times a day. i also try not to save my passwords. that is not always possible when i want to access my email account 20 times a day for example
Q71R559	197	Q71	559	y	18-24	m	I rarely use social media for anything other than seeing other people's posts; I do not need to share my largely irrelevant opinions and life with the wider world!!
Q71R562	198	Q71	562	y	18-24	f	For starters I don't upload anything I'm not okay with others seeing. I think privacy is important.
Q71R564	199	Q71	564	y	25-34	f	I know I should be more careful. My social-media behaviour became mo9re careful after my email got hacked.
Q71R566	200	Q71	566	y	18-24	f	I try not to use my full name or give some fundamental information about my identity as a citizen etc. (mainly to avoid government surveillance).
Q71R571	201	Q71	571	y	18-24	f	Generally dislike social media sites, which is influenced by lack of privacy. Apart from Facebook, my privacy level and self-disclosure is reasonable.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R574	202	Q71	574	y	25-34	f	I think I am overly trusting in that I don't feel any threat to my privacy. I have also never had an account hacked or a negative consequence to my online content. I have friends who have had different experiences though who would argue differently.
Q71R576	203	Q71	576	y	25-34	m	I use private profiles for most social media and am careful about uploading personal data.
Q71R577	204	Q71	577	y	18-24	f	I generally don't upload anything much on Facebook nowadays because of instagram. Instagram does not require any personal information on the personal profile and i believe it's in privacy. Therefore, i have less concern about invasion of privacy. Although i use my own pic on the profile, i don't usually upload the picture of myself and friends frequently.
Q71R579	205	Q71	579	y	18-24	f	I only share personal information such as pictures / where I have been with friends on my private facebook account. On twitter my account is public and I do not share many pictures. I also only use it to contact friends and follow celebrities to see what they are doing and it does not include any personal information.
Q71R582	206	Q71	582	y	25-34	m	Much more careful now than in the past
Q71R585	207	Q71	585	y	18-24	f	I've got a kind love/hate relationship with social media. It can be extremely handy and helpful if you want to showcase your work, in my case, as an illustrator. But then also, everybody knows everything about you.. I feel like I have to represent myself this way, but at what cost?
Q71R587	208	Q71	587	y	60+	f	I wouldn't dream of putting anything on facebook that I'm not prepared to share with the world - as I presume that is precisely what I will be doing!!!!
Q71R590	209	Q71	590	y	18-24	f	I manage my privacy by telling some but not all information about myself online and only to my friend list.
Q71R598	210	Q71	598	y	18-24	f	Not aware of that. But when unknown people found me, kind of angry

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R600	211	Q71	600	y	25-34	m	I am ok with having social media profiles in general, with myself identified by name and photo. However, I am very reluctant to add any further information about myself apart from the bare minimum required as I feel it will only be used for marketing purposes or for more sinister surveillance purposes (see recent leaks, etc.), which I am against. I am very uncomfortable with other information about me, such as tweets, status updates and photos being used to profile me in this way, although it has not (yet) stopped me using the service. A couple of days ago I noticed a promoted tweet in my twitter feed which I felt sure had been targeted to me, and can only have been based on the organisations I follow on twitter or something I tweeted. This made me very uncomfortable, since I had not knowingly volunteered this information for marketing purposes. I am cagey about entering my personal details into web account forms, and feel annoyed/frustrated when I have to create an account, adding my information, to obtain a basic service such as using a website or buying a ticket.
Q71R603	212	Q71	603	y	25-34	m	Keep things private as much as possible. Use fake names, email addresses, phone numbers, birthdates for those pesky sites that provide a useful service but to which I do not want to provide personal information to. Avoid social media unless it's along the lines of Diaspora, and then use so with little plainly identifiable information. Keep trying to convince people to use PGP for emailing with me. Set up own home server (Raspberry Pi/Linux) for secure photo sharing, in the future also for own email server. Use skype less. Try to set up with proper encrypted (ZRTP) video chatting. Keep telling people to get the hell away from Facebook etc.
Q71R611	213	Q71	611	y	18-24	f	I don't post too much in general to FB. I don't think anybody could get any more information from my online habits/presence than they could if they talked to me for five minutes randomly on the street.
Q71R613	214	Q71	613	y	18-24	m	I would want to restrict what people see a lot more by controlling all the data which is about me on any website.
Q71R617	215	Q71	617	y	35-44	f	I am trying to keep things between me and people who are close to me, yet I can find my addresses, telephone numbers, university details and everything between on Google search...
Q71R620	216	Q71	620	y	18-24	m	I think social media like facebook has normalised the online publication of information about ourselves. I am less wary than I used to be. I think the main thing i think about is that once information is online, its online forever.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R622	217	Q71	622	y	25-34	f	I don't post anything very personal myself. However I cannot control what other people post. I am aware my personal information is held by numerous companies but I cannot see how I could change that now.
Q71R624	218	Q71	624	y	18-24	f	Since I was a teenager and started using the internet, my dad always made me very aware that what goes on the internet CAN NEVER BE DELETED. (Even if there is a delete button!) This means I have always avoided posting anything incriminating/embarrassing e.g. drunk photos that could resurface in the future. Mostly my Facebook account is personal and I use it to keep in touch with friends and family and coursemates, so they all know which city I live in, where I come from, my birthday, which university I'm at, and I think my photos indicate what I've been up to over the last few years. I only joined Twitter last year and I still don't totally understand how it works. I think on there I have been more careful about who I "follow" as I wanted to present more of an employable appearance without seeming fake. I try not to live my life like an open wound and post ABOUT things rather than about myself, e.g. on Facebook I would rarely post a status about something I'm doing, e.g. going to a gig, I would be more likely to be congratulating someone on their engagement or posting a link to a news story. It's more about being part of a network than disseminating information about my own life.
Q71R627	219	Q71	627	y	25-34	f	I do not share personal content (pictures, trips, daily activities...) but only content that can have a wider social/political interest (articles, blog posts, news...). However, I don't delete content about me that other friends or family members upload/share (even though I have considered it, it feels a bit awkward to ask or do, as most people in my network seem to be rather relaxed with sharing personal information through social media). As a result there is much more personal (meaning not work-related) information about me online than I'd like.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R630</i>	220	Q71	630	y	18-24	f	I've been meaning to delete some parts of my facebook profile like pictures e.t.c however as I know that facebook will keep them anyway and they will be online some where I also don't see the point. I no longer upload photos and only really message people on facebook. As I dont really like anyone and everyone being able to see holiday photos etc. I don't have many facebook friends just people who I have met and like as people. One of the reasons I don't upload pictures on facebook or comment/write statuses as I think it seems like a way just to show off sometimes and present your life to others. I'd rather not do that. I think it seems too individualistic and you waste a lot of time thinking about your appearance to others in the real world, we don't want to have to do it on the web as well! I am worried about things like i phones GPS and the fact it stores where you are where you have been e.t.c I think that is a big invasion of privacy. There should be a choice of whether or not you want it to track that. My main concern is how young people and if I have any kids how they will use social media, I know that I think although people need to be more aware about how their data is used and stored online, there comes a point when people just think and live for the instant present so no matter how much we are told about data protection and how we should consider what we upload, people don't often think of the future consequences of their actions.
<i>Q71R632</i>	221	Q71	632	y	18-24	f	I will make sure I private my data only fir friends and someone I know
<i>Q71R634</i>	222	Q71	634	y	18-24	m	I watch what I post.
<i>Q71R638</i>	223	Q71	638	y	25-34	m	Social media is useful but I don't have the time or interest to use it. If I want to contact someone I'll ring them of email them rather than send a message of post on their wall.
<i>Q71R640</i>	224	Q71	640	y	45-59	f	I keep profiles private, check settings regularly, do not have an image of myself as my profile picture, only post identifiable photographs of people to selected people, never tag others, never authorise tags of myself etc
<i>Q71R641</i>	225	Q71	641	y	25-34	f	There are online thefts through software or email system. I am more concerned about how ids are unconsciously disclosed to people and I am worried about what might they do with it, i.e. for commercial or criminal purposes.
<i>Q71R642</i>	226	Q71	642	y	25-34	f	Only disclose what is absolutely necessary.
<i>Q71R644</i>	227	Q71	644	y	18-24	m	I choose what I put online and social media has affected what I put online.



<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R645</i>	228	Q71	645	y	25-34	f	I tend to publish silly posts and share silly memes from the web, but I also share academic or news articles that are relevant for me and to my profession and are interesting. Sometimes I worry about making my political ideology too obvious so I limit my comments. I also try to protect my photographs and the things I publish specifically when using Instagram. I avoid publishing locations unless it's a large space with a lot of people (for example concerts, festivals). I don't share feelings, emotions or relationship status. I don't share much from origins. I never share anything private in a public manner (Twitter).
<i>Q71R647</i>	229	Q71	647	y	25-34	f	publish as less as possible
<i>Q71R650</i>	230	Q71	650	y	25-34	f	I upload only information related to my professional identity. However, I should note that before I started using social media, I was more concerned about privacy issues than after I started using them. It seems that I kind of got used to them, although I still insist to use them strictly for professional reasons.
<i>Q71R652</i>	231	Q71	652	y	25-34	f	I create passwords difficult to steal and not related to my person. I also try to avoid too personal information about personal issues/situations, avoid check in places that I visit, and I check regularly the privacy settings on Facebook
<i>Q71R654</i>	232	Q71	654	y	18-24	m	I personally think I manage my privacy to a good level online. You can find a lot out about me on Twitter but I know that anybody can access that so I always think twice before tweeting. My Facebook is very private, but even then I try and only post things that will not come back to haunt me.
<i>Q71R656</i>	233	Q71	656	y	25-34	m	Badly. Despite wanting to manage it well. It's difficult to have an online social presence these days without compromising privacy.
<i>Q71R660</i>	234	Q71	660	y	18-24	f	I have taken measures to be cautious about the amount of information I share about myself on social media sites, mostly for my own peace of mind
<i>Q71R661</i>	235	Q71	661	y	25-34	f	private accounts, photos only visible by friends, not to public
<i>Q71R666</i>	236	Q71	666	y	25-34	m	I handle the risk mostly by not participating and contributing. This makes me a social pariah, but I believe that until fundamental aspects of data storage and transmission are resolved, it is simply unsafe to divulge anything.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R667	237	Q71	667	y	18-24	m	With the exception of sites I use for work reasons (LinkedIn, Twitter) all my profiles are at the highest security setting possible. Self-disclosure online has been a part of several of my previous jobs, therefore a huge amount of information about my employment and what I did in that employment is available. No personal, identifiable information about my current location, age, political opinion or interests is available.
Q71R669	238	Q71	669	y	18-24	m	I m trying to limit the amount of data I upload that can be used in a way to harm me. I often look up my name to check what comes up and taylor my content
Q71R673	239	Q71	673	y	18-24	f	The only people that can see majority of personal information about me are the people I have specifically chosen so I have little concern. I am also aware of what I post online so I don't feel that I have any information available that has potential to cause me any harm
Q71R674	240	Q71	674	y	35-44	f	<p>I believe that the use of social media sites and having a web-presence is for the most part a very positive thing. The way I navigate my usage and image on the web has to be a very conscious one and deliberate one. I believe in having integrity so therefore what I post is authentic. But I also grew up in a time before there were these social networks and understand the importance of personal privacy. Therefore the things I post are the things that I am okay with being public, such as personal achievements and in the nature of self-promotion for professional reasons. I view my usage of any information about my person in support of my professional life. Facebook is perhaps the only media tool that I do open to some more personal information, although I still do limit it very much to what I am willing to have public on a site that still hundreds of friends will see.</p> <p>I rarely post 'selfies' and the majority of photos of myself are posted from other friends that have tagged me. I am still quite reserved on this public display. But in an age when there are global networks, social media makes it an easy and also fun way to communicate with friends and family in various time zones. I think it is a positive influence but certainly the new ideas of private and public need to be reevaluated.</p>
Q71R676	241	Q71	676	y	35-44	f	<p>I closed my Facebook account earlier this year as I was speding too much tim on it. I do not think that people generally would be that interested in reading it, but I am concerned by the taking of data from apps and other means by companies.</p> <p>I have no way of managing this though!</p>

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
							<p>I like to be aware of privacy changes - for example, when Facebook changed their privacy policy, I made sure to alter my settings to the strictest level.</p> <p>I don't disclose much on my accounts that are linked to my full name. I use my pseudonym on several sites and it is on those sites where I am the most truthful about myself - about my likes and dislikes, my opinions on everything from current affairs, to controversial issues (marriage equality, international politics, feminism), etc. If not for the pseudonym, I would not feel comfortable expressing my views in such a public sphere, since I would dread the consequences.</p> <p>I am grateful for the existence of social media sites, since I have found friends around the world with whom I am very close - they visit me whenever they're in town &amp; vice versa. The way I use social media, there is a sense of community and that is wonderful.</p>
<i>Q71R679</i>	242	Q71	679	y	25-34	f	
<i>Q71R683</i>	243	Q71	683	y	18-24	m	Do not sign up to untrusted sites and think twice before you upload to social media sites
							Overall, in the early days I used to post more on Facebook. It s years now that I use it mainly for professional reasons (I found my current job through facebook) and ask colleagues their opinion/help on certain occasions. It always works. I therefore use it more as a problem-solving kit.
<i>Q71R684</i>	244	Q71	684	y	25-34	f	I avoid uploading personal pictures and I would only post something funny, but rarely anything personal.
<i>Q71R686</i>	245	Q71	686	y	18-24	f	I am always aware that I need to be careful what I do/upload online, and my privacy is becoming ever more stringent, though I feel somewhat helpless, as though those in real power or tech-savvy will always be able to access everything about me.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
<i>Q71R688</i>	246	Q71	688	y	18-24	m	We may be concerned about privacy even if we do not do anything extreme to protect privacy. Such people might be apathetic about how well they can protect themselves against a determined effort to dig information on them.
<i>Q71R689</i>	247	Q71	689	y	18-24	m	I post a good amount of information on Facebook, but I will only ever add people as friends on Facebook who I have met in person first. Only friends can see my pictures and information, so I feel relatively private. I do not use websites such as twitter and tumblr regularly, but the accounts I have on them have an identifiable photo of myself as the profile picture. I do not feel that a picture of myself invades my privacy.
<i>Q71R693</i>	248	Q71	693	y	18-24	m	I am very passive social network user. I chat with friends abroad mostly and post very little. I try to be private and honestly could do without facebook, but I stay out of habit. It's become a procrastination tool more than anything. I am very aware of what other people publish and it bothers me that many of my facebook friends feel the need to document and share their every move. A bigger concern of mine is the amount of pictures of their children people post and I know that if I'm still using facebook when I have children I will not be sharing every photo I take of them on the internet.

Q71R694	249	Q71	694	y	25-34	m	<p>I try to have high privacy settings, and I check them every now and again because I am worried that my settings get changed without my permission/knowledge. I completely disagree with settings being changed.</p> <p>I worry that employers and people I do not know are checking my details, and I think this is wholly inappropriate. Friends have commented about how they have made a decision about candidates when they have been interviewing before interviews took place after checking their social media. I have also been in the office when colleagues checked the Facebook profile of a newly-appointed member of staff. I strongly objected. I almost see social media as online diaries. You wouldn't sift through someone's diary, and the argument that if you don't want people to know information, you don't put it online does not wash with me, as privacy settings allow us to believe that our information IS private.</p> <p>I fell out with my research supervisor after posting some negative comments on TripAdvisor about a conference venue. Again, I objected to the fact that my opinion was being used against me and censored since we live in a digital age, where customer feedback is important. However, I also think that that people do not fully know how to use technology, and we are still learning about what is appropriate. The lack of facial expression/immediate response from a computer enables us to be uninhibited in expressing our opinions, where social conventions and physical interactions may cause us to think twice before saying/doing something in 'real life'. The conference venue threatened legal action, which I also thought was outrageous, as you would not say that to a customer at a customer service desk in 'real life'!!!</p> <p>I have a very dry humour, and people who do not know me very well often criticise me on Facebook. It means that I try to keep my Facebook as private as possible, with only close friends who understand me on it. Yet, I get criticised for deleting people.</p>
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<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R696	250	Q71	696	y	18-24	m	I don't publish anything I don't want people to know, and make sure people who don't know me can't see it
Q71R697	251	Q71	697	y	25-34	m	I have my name, my email address and in some cases date of birth (day and month only) available online. It is very easy to find myself online, due to university and work, but I don't mind having these details. I would not wish to expose any further private details and I have avoided signing up to some services due to the level of information that they either wanted, or wanted to make public.
Q71R700	252	Q71	700	y	25-34	f	I try to keep my birthday and location off social media sites as far as I can help it. However, I do tend to use my real name.
Q71R702	253	Q71	702	y	25-34	f	<p>Ideally I would be invisible online except to close friends and family, with a limited profile available to less close friends/acquaintances and a professional profile viewable through twitter/linkedin. But I feel very uncomfortable with the amount of data that is stored about us, our search history, emails etc. I would consider moving from google if another platform offered the same services but with anonymity. I accept the terms and conditions of most apps because I want to use the services the apps offer, but I think the terms and conditions regarding privacy are totally unacceptable and would prefer anonymous alternatives if they exist. Despite these preferences I have done very little to look for anonymous alternatives.</p> <p>I am very careful with what I publish online and have a minimal facebook profile, but I do see that this also disadvantages me socially - other friends have a much more interesting and complete online presense and I do feel that I am underselling myself/disadvantaged by not participating more fully in social media. I feel torn between the attraction of a more complete/full/interesting online identity and concerns about privacy.</p>
Q71R703	254	Q71	703	y	18-24	m	I do manage my privacy quite well but that is relative to what we can really manage. Im aware of the consequences of my self-disclosure, however, at the same time given that we're all in this together I think that I don't stand out and it won't harm me in the future, because it's becoming a wide-social phenomenon.

QR	N	Q	R	C	A	G	Response
Q71R707	255	Q71	707	y	18-24	f	<p>First, interesting survey, thank you!</p> <p>Second, I wouldn't say I am concerned about privacy that much. I have thought about it and came to a conclusion that it is inevitable that we disclose more and more personal information about ourselves on the net.</p> <p>I am a pretty open person myself, I might be saying more than needed, but that happens both in real life and online. I have not had any problems with that so far, though.</p> <p>Also, my accounts are more like a bookshelf at home rather than a personal diary.</p>
Q71R709	256	Q71	709	y	18-24	m	<p>I don't like participating in social media and avoid using it unless I need to urgently contact someone I know. In the past I used Facebook far more frequently but have since realised how much of my life I was wasting on it!</p>
Q71R711	257	Q71	711	y	25-34	f	<p>I am as cautious as is possible. I even deleted my DOB from facebook to prevent my identity being published online. I keep things on facebook as private as possible and use many different coded passwords for different accounts. I don not share passwords. I also rarely update my photos, posts and personal information.</p>
Q71R713	258	Q71	713	y	35-44	f	<p>I reveal as little as possible and only things I do not think will threaten my security or reputation in the future nor those close to me</p>
Q71R715	259	Q71	715	y	25-34	m	<p>Watch but do not participate. Be aware that all digital and electronic methods of communication are a potential backdoor to latent surveillance administered by the CIA/NSA/GCHQ and their sub contractors.</p>
Q71R716	260	Q71	716	y	18-24	f	<p>I have a private Facebook account and only my friends can access it. I don't really use Facebook to post things, more just to read my newsfeed to see what the current affairs are. Also a lot of event invites are sent via Facebook, so if i didn't have an account i would miss out on a lot of social events.</p>
Q71R717	261	Q71	717	y	60+	f	<p>I try to keep my "public" persona detached from things to do with friends &amp; family.</p>
Q71R719	262	Q71	719	y	25-34	m	<p>It depends on what kind of information you try to keep on private. Facebook has already had a features for picture privacy view, but so did all other social networks.</p>

QR	N	Q	R	C	A	G	Response
Q71R725	263	Q71	725	y	18-24	m	Ultimately it is impossible for anybody to fully and authentically disclose their identities over social media - any avatar is a projection, and projection is coloured by what we wish we were, so even the most well-intentioned and "truest" representations of myself have little in common with who I really am.
Q71R727	264	Q71	727	y	25-34	f	I am not using any smart phone or geotracking device.
Q71R728	265	Q71	728	y	18-24	m	I don't put any information in social media profiles except for date of birth..
Q71R730	266	Q71	730	y	18-24	m	Only friends can view my profile.
Q71R730	266	Q71	730	y	25-34	f	I avoid publishing compromising information about myself, such as my address an personal information. My profiles are private.
Q71R733	267	Q71	733	y	35-44	f	I keep my online accounts private to people I know and refuse requests from people I don't know. I don't provide full information that Facebook asks for, e.g. school, university, work details.
Q71R734	268	Q71	734	y	45-59	m	I would never publish a photograph of myself online, or allow someone to tag me in a photo.
Q71R743	269	Q71	743	y	45-59	f	I am concerned and think carefully about public postings on Twitter. I manage my Facebook friends - I have rules about who can be my friend. People find this surprising.
Q71R744	270	Q71	744	y	35-44	m	feel free to contact me [ <i>email removed for privacy reasons</i> ]  and lets see what you can find out about me too. :-)  In general I am relatively unconcerned about web privacy, but do take measures to protect myself. I think it is fairly similar to real world privacy, for example I do worry about people reading bank statements that I threw in the trash and would shred them first.



QR	N	Q	R	C	A	G	Response
Q71R745	271	Q71	745	y	18-24	f	My parents have taught me to be very careful, and I myself don't like sharing about myself online very much. I use social media as a way to glean information about other people and organizations rather than share info about myself. When I search for myself online, however, I am always surprised at how much comes up from some account I barely use. And the most personal info out there was not put online by me, which I dislike. I am becoming more used to posting online through social media, but it's still difficult for me, especially when I want to appear clever and so am too nervous to post anything at all for fear it will be taken wrong or imply something about myself that I didn't want to. I am very interested in studying digital humanities, but I am put off by how much it appears I would have to be online and have "a presence." I guess ultimately I think social media is pretty beneficial, but I think it becomes bad when others simply assume everyone else wants to be online and then makes the decision to share something about them to the public. I think people need to remember common courtesies with the we even though we may not see the other person face-to-face.
Q71R747	272	Q71	747	y	18-24		I've already written way too much but I do want to quickly say that for someone with quite liberal opinions, I know I'm unusually unbothered by privacy concerns. But I really do think they are somewhat inflated. Anonymity matters to me, but not for privacy reasons, more for identity-creation-related ones. Yes, my relationships have suffered occasionally due to what I have posted online but /that is a good thing/, because I am /more/ honest in my online personas than off and if people do not like what I post online...then they do not like me and we should stop being friends. So, good riddance, in that respect. I don't want to have to be careful about what I post online and in fact I refuse to be. I /do/ want to be careful about how traceable that is to the "real" (used incredibly loosely) me, the legal-name me, which is in fact considerably faker than the other mes, but I digress. Obviously, what I put online can tarnish my RL identity, and also vice versa. I think what I would like is not more privacy, but more flexibility in managing two identities /and keeping them separate/. I don't mind Facebook knowing my real name, or my age, or my hair colour. I don't mind my private Twitter account knowing my intimate thoughts about life and happiness and whatever random garbage I throw up on there. I mind, DEEPLY, about those two things ever being connected. So I suppose I care much, much more about anonymity, than I do about privacy.
Q71R748	273	Q71	748	y	35-44	m	I am generally very conservative about what I disclose online, and maintain a professional online persona that may or may not have anything to do with how I actually consider my identity, though I take responsibility for my online actions and have my name associated with them

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
							For the most part I have become more private online and careful about what information I provide to an unrestricted audience.
<i>Q71R750</i>	274	Q71	750	y	35-44	f	That said, I recently decided to venture beyond a private Twitter account to a new public one. However, I still try to remain not-easily identifiable on there. The main drivers were that I felt ready to safely post without revealing my info and also because of the restriction of not being able to comment on discussions on Twitter without a public account (I don't think that restriction is fair, btw!)
<i>Q71R754</i>	275	Q71	754	y	35-44	f	I manage it as carefully as I can.
<i>Q71R755</i>	276	Q71	755	y	60+	f	I only post things which I would be happy with most people being able to read about me and always check privacy settings on accounts. I don't use mobile phones to access social media.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
							<p>I've always maintained the opinion that you don't put anything on a profile that you're not happy for everyone in the world to know. I never tell anyone online when I'm on holiday, for example. I'm more concerned by the things that I don't put on, but that others have access to without my knowledge (e.g. I'm on a closed email list which discusses sensitive information and the emails went through a platform which was harvested by an online search engine, so anyone could search the content of these emails until we found out and shut it down).</p> <p>I also have a big problem with the integration of the different facets of my life. I have to do a lot of work online for my job and that has negative impacts on my personal internet use.</p> <p>One thing I'd like to add is that I don't think it's so much social media that's affected my online privacy/disclosure, but online financial transactions (shopping, banking), which pretty much forces you to share personal details and you can only trust that their security will be sufficient to protect you (and in many cases it's not).</p>
Q71R756	277	Q71	756	y	25-34	f	
Q71R757	278	Q71	757	y	25-34	f	Mostly by being extremely circumspect about what I say which is my inclination offline too.
Q71R758	279	Q71	758	y	25-34	f	I try to keep my profiles as private as possible and disclose information about myself only to people whom I know well enough. Also, I tend to use social media websites simply to communicate with others, not to advertise any information about myself to the world.

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
							<p>I have found myself protecting myself more in Facebook and less in Twitter. In both cases I do generally think 'would I be happy for my spouse, family, employer' etc to see before I post. Sometimes I think I've misjudged it and I have occasionally gone back and deleted a tweet. I once deleted a lot of material over a period of 18 months from my facebook profile (and as far back as was then available from twitter) related to work as my former employer was asking to see a printout of my facebook page and twitter feed as part of a settlement. Although there was nothing on my home page at the time, it made me aware that among my friends / followers there were probably people I couldn't trust.</p> <p>I originally removed the lock from my twitter account because I was live tweeting an event. I didn't put it back partly because of the advantages of connecting to more people and partly because I realised most of my objections were to do with being followed by bots, which doesn't actually damage me (in the way that a real person could).</p> <p>I accept pretty much all connections on Linked In - you never know if they could be useful from a career point of view in the future. I have already interviewed for a job based on a headhunter finding me in a linked in search.</p>
Q71R759	280	Q71	759	y	35-44	f	
Q71R761	281	Q71	761	y	45-59	f	I apply my professional skills in imagining all the different possible audiences

<b>QR</b>	<b>N</b>	<b>Q</b>	<b>R</b>	<b>C</b>	<b>A</b>	<b>G</b>	<b>Response</b>
Q71R762	282	Q71	762	y	25-34	m	I am highly concerned about the use of my information. I believe that the value of my information to any firm which has it is far far more than whatever value I may have received in return for them acquiring my information. Sadly, I was careless in my youth about the information I posted online, and I have very little if any privacy left. Though I try to not make too many revealing disclosures online, I know that it would be childs play for someone to build up a highly detailed personal profile about me. Social networking sites themselves were probably not the big thing which influenced me to change my behaviours however. I had been using social networking sites long before I considered the real ramifications of my disclosures. It's only more recently that things have changed, in the last 5 years or so, as more people became aware of exactly how your information is being used by firms and governments.
Q71R764	283	Q71	764	y	25-34	f	it is a complicated issue really, as in the fast rhythm of our lives, I can't be bothered to be worried or be constantly aware of my online persona or how to protect my privacy. the same time, moments of anxiety certainly occur when I post something or I realise how much of my info exist in the web. I really don't know. I am aware that we are the products of google, the alternation of our being through the online existence but I feel I dont have time to deal with it
Q71R765	284	Q71	765	y	18-24	f	The more I understand about technology, the more I wish to remain anonymous.
Q71R768	285	Q71	768	y	25-34	f	Generally, I am not very concerned for now about my online privacy. However, I tend to get affected by others' opinions on this, especially family and partner, so from time to time I understand that I have to be more careful. I do not post many personal things on Facebook, and I tend to edit or delete very often posts I wrote.

