



THE DISCURSIVE PERFORMANCE OF SELF IN SOCIAL NETWORK SITES

Mariza Georgalou

Department of Linguistics and English Language
Lancaster University

Email: m.georgalou@lancaster.ac.uk

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IDENTITY

- identity, self, selfhood, position, positioning, role, personality, category, person, person formulation, person description, subjectivity, subject, subject position, agent, agency, persona, soul, psyche (Ivanič 1998; Benwell and Stokoe 2006; Lemke 2008)

WHO AM I?

- what I think about who I am
- what stories I tell other people about myself
- what others think about who I am
- the stories they tell about me (Thurlow et al. 2004: 96)

Identity is viewed "as a process, as a condition of being or becoming, that is constantly renewed, confirmed or transformed, at the individual or collective level"
(Triandafyllidou & Wodak 2003: 210)



- **Social** identity = social circumstances one is born into (age, race, sex, religion, social class, occupation, family, geographical region, institutional setting)
- **Personal** identity (personality/individual identity) → later in life; ultimate goals; balance + prioritize socialization; subjective + unique wishes (Greatbatch & Dingwall 1998; Fairclough 2003; Donath 2006)
- Not one but **multiple identities** according to situation, people we interact, stage of life, mood (Thurlow et al. 2004: 97)
- “[A]s **discourse analysts**, we do not care whether there is a really core self or exactly what it is. We care about how people express their sense of who they are and their multiple other identities through language”.

(Gee 2010: 106-107)



IDENTITY THEORIES

- **Essentialist** (Descartes, Locke) → product of minds, cognition, psyche; taken-for-granted; absolute + knowable
- **Constructionist** (Freud, Lacan) → socially constructed. Whatever it is agreed in any given historical + cultural context
- **Postmodernist** (Giddens, Hall) → specifying impact of changes / processes driven us to postmodernity
(globalization → **communication technologies**, e.g. World Wide Web (Widdicombe 1998; Benwell & Stokoe 2006))

Online/virtual identity is “identity work performed and enacted online. In this sense, it is a unique product of the linguistic qualities and technological properties of CMC”.
(Benwell and Stokoe 2006: 278)



SOCIAL MEDIA / WEB 2.0

- Any website / app that facilitates interaction, data-sharing, exchange of information, and user-contributed content.

- **Popular Web 2.0 sites**

Microblogging applications: Twitter

News aggregators: Digg

Photo sharing sites: Flickr, Photobucket

Social network sites: MySpace, Facebook, LinkedIn

Video-sharing sites: YouTube, Vimeo

Blogging platforms: Tumblr, Blogger, WordPress

Mobile software: Foursquare

User-contributed content sites: Wikipedia, DeviantArt

Peer production marketplaces: Etsy, CafePress

(Marwick 2010)



SOCIAL NETWORK SITES (SNSs)

Web-based services which enable users to

- (1) create a public/semi-public **profile** within a bounded system
- (2) articulate a list of other users with whom they share a connection, "friendship"
- (3) view and browse not only their list of connections but also those made by others within the system

(boyd & Ellison 2007: 211)

Why so popular?

- Increased connection speeds + broadband → limitless access
- Daily exposure to CMC → Internet literacy
- User-friendly programs
- Interpersonal relationships rather than sharing interests
- Extra applications

(boyd & Ellison 2007; Ofcom 2008)



MOTIVATIONS FOR USING SNSs

- Entertainment
- Boredom relief
- Escape
- Privacy concerns
- Perceived usefulness
- Learning
- Interpersonal utility
- Convenience
- Perceived ease of use
- Innovativeness

(Cha 2010)

Categorization of **social networkers**

- **Alpha socializers:** new acquaintances, flirt and entertain
- **Attention seekers:** attention and comments from others
- **Followers:** what peers are doing
- **Faithful:** old friendships from school, university, previous jobs
- **Functional:** specific purpose

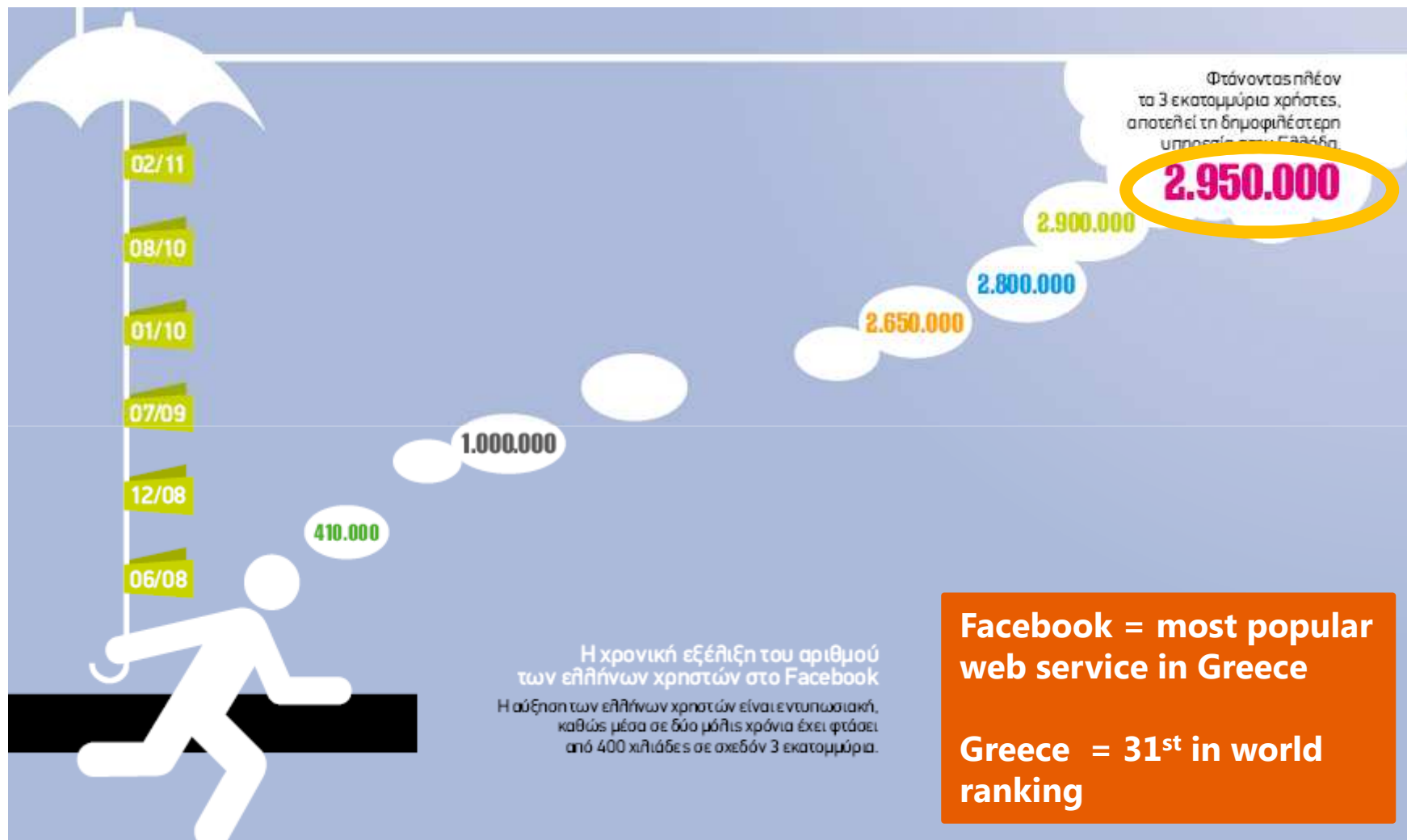
(Ofcom 2008)



PREVIOUS WORK ON LANGUAGE & SNSs

- Larsen (2007): id construction in **Arto** → mediated discourse analysis
- Thelwall (2008, 2009): swearing + gender; comments in **MySpace** → corpus linguistics
- Kushin and Kitchener (2009): political discourse in **Facebook** → computer-mediated discourse analysis
- Androutsopoulos (2009): comments on **YouTube** → sociolinguistics / discourse-centred online ethnography; (forthc.): heteroglossic relations in **MySpace**
- Das (2010): bilingual discourse in **Orkut** → code-switching
- Georgalou (2010): id construction in **Pathfinder** → CDA tools
- Page (2010): **Facebook** status updates → narrativity, stylistics; her current research: **Twitter**
- Discourse 2.0 – Language and New Media @ GURT 2011 → panels on **Facebook** + **Twitter**
www8.georgetown.edu/college/gurt/2011





(PC Magazine, Greek Edition, November 2010)

PROFESSIONAL STATUS

- ο μόνο στο γαλλικό μεταγλωττισμένο Grey's Anatomy λίγο πριν τον πρώτο πήδο στο πρώτο ραντεβού το ζευγάρι μιλάει μεταξύ του στον πληθυντικό! έλεος κύριε μεταγλωττιστά μου!

only in the french dubbed Grey's Anatomy just before the first fuck at the first date the couple talk to each other in formal plural! mercy my mister dubber!

μεταγλωττισά (metaglōtista)

μεταγλωττισή (metaglōtistī)



PERSONAL STATUS

- ο όλα του γάμου δύσκολα(*) κι η νύφη γκαστρωμένη :-)

(*) τρύπα στο καλσόν της νύφης την παραμονή - η τιτάνια δανεική καφετιέρα δεν δούλεψε ανήμερα - τελείωσαν τα φίλτρα της οικιακής καφετιέρας - ξεχάσαμε το γαμήλιο μπουκέτο και τη μπουτουιέρα!!!! ΑΛΛΑ το ελληνικό δαιμόνιο έσωσε την παράσταση στη γαλλική επικράτεια! γελάσαμε, κλάψαμε, συγκινηθήκαμε. άντε με το καλό και ο απόγονος της αυτοκρατορίας!

everything about the wedding is difficult (*) and the bride is pregnant :-)

(*) hole on bride's tights the previous day – the titanic borrowed coffee pot didn't work on the wedding day – we ran off filters for the domestic coffee pot – we forgot the wedding bouquet and the boutonniere!!!! BUT the greek flair saved the show in the french territory! we laughed, we cried, we were moved. may the empire's descendant [is born]!





Klean Patras



29 December 2010 at 03:54 · Like · Comment · Share

likes this.

Julian Furlan ti mou eferes?
29 December 2010 at 12:10 · Like

Klean Patras Johnny boy, emena sou efera :p
(kai 2 poura, ena prin ki ena meta, xo xo xo!)
30 December 2010 at 13:56 · Like · 1 person

Julian Furlan xaxaxa den kapnizo omos , you'll go to
dirty mind is thinking
31 December 2010 at 10:31 · Like

Klean Patras fine by me! see you there!
31 December 2010 at 20:17 · Like

CODE SWITCHING, LANGUAGE MIX, ORTHOGRAPHY

what did you bring me?

boy, i brought you myself :p (and 2 cigars,
one before and one after, ho ho ho!)

hahaha, but i don't smoke , you'll go to
hell for what your dirty mind is thinking

fine by me! see you there!



Something that I listened to, something I remembered, a favourite song. It can also be something like a "response" to a song that a friend has uploaded.

If I mention a lyric it is because a particular lyric usually means something to me, generally or at the given moment. Or it may be a "secret" message for a friend (however this is only my intent and the recipient may not get the message sometimes ... ;-)

*if you don't like my fire then
don't come around cause
I'm gonna burn one down*

SOCIAL STEGANOGRAPHY

hidden information in plain sight
culture-specific knowledge

+

Care about:

- privacy
- misinterpretation
- communications strategies

-

not always successful →
misinterpretation

(boyd 2010)

Albums

By ritafrank

Smiths's song "Panic"



panic in the streets of
77 photos

Spanish-Cuban film



Wall Photos
7 photos



Habana Blues
67 photos

The sky is seven times light blue = verse by Greek poet Yannis Ritsos



ο ουρανός είναι επτά φορές γαλάζιος
53 photos

Song by Tindersticks



city sickness II
12 photos

line from Casablanca



Profile pictures
2 photos



We'll always have Paris
106 photos



barcelona_2010
88 photos

Song by Big Sleep



creta_09
147 photos



city sickness
58 photos



my berlinale
60 photos



looking for a girl in a washing machine?
19 photos

Cuban road movie fairy tale



fotoVivaCuba
29 photos



fotoviva
58 photos



cuba (1)
5 photos



cuba (2) - cuban streets
60 photos

1) a 1946 British musical thriller film directed by Paul L. Stein. 2) A sequel to Wenders' 1982 film, The State of Things.



cuba (1) santiago de cuba
44 photos



Lisbon stories
60 photos

INTERTEXTUALITY

OTHER INTENSIFICATION

- ΟΙ ΦΩΤΟ ΕΙΝΑΙ ΑΠΙΣΤΕΥΤΕΣ!
THE PHOTOS ARE UNBELIEVABLE!
- That pic of the guy sitting on the parapet! AWESOME SIMPLY AWESOME
- Εύγε! Πολύ καλλιτεχνική. Είναι σαν καρτ ποστάλ
Good show! Very artistic. It's like a postcard
- Que bellas fotos, mi querida Carla.... ... Besotes!!!!:D))
What beautiful photos, my dear Carla.... ... Big kisses!!!!:D))
- Chica, this is BY FAR the best picture, the very best.
It's Cuba all the way
- me gustaaaaa!!!! – i like it!!!!, Τέλεια / Perfect , λόβλυ! – lovely!, ξανά-ουάου – again-wow, apsoges – faultless, interesting :D



WISHES & CO-CONSTRUCTION

- Χρόνια πολλά Καρλούλα, get your mojo working!
Happy birthday, Carla+DIM, get your mojo working!
- Χρονια polla bre treliara... kala na peraseis stin xora tou sex :-)
Happy birthday crazy+AUG [girl]... have a good time at the land of sex :-)
- Feliz cumpleaños, Carla querida!!!! Te deseo lo mejor de lo mejor y....cuidado con los cubanos!!!
Happy birthday, dear Carla!!!! I wish you the best of the best and.....be careful with the Cuban [men]!!!
- Χρόνια μουσικά, μεταφραστικά, ερωτικά κ δημιουργικά!
[Wish you] years [full of] music, translation, love n creativity!



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Useful resources

danah boyd [www.danah.org] is a leading expert in social media who focuses on youth practices, tensions between public and private, social network sites, and other intersections between technology and society. In her site you will find a rich bibliography of research on social network sites from different disciplines such as communications, information science, anthropology, sociology, economics, political science, cultural studies, computer science, etc. www.danah.org/researchBibs/sns.php

Mediatized Stories is an international research project investigating self-representation through various forms of digital storytelling (project leader: Knut Lundby). This dynamic is studied with theories of mediation and mediatization across media studies and education. The project focuses on youth, as young people tend to be innovative in their use of digital media. This international collaboration encompasses a range of studies in different parts of the world. www.uv.uio.no/intermedia/english/research/projects/mediatized-stories