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SONIC Speaker Series

Friday, October 21, 2011
2:00-3:00 p.m. CDT

Room 1-483
Frances Searle Building
Northwestern University
Evanston Campus

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If you would like a copy of the background reading please contact the SONIC Program Assistant: mjlogan@northwestern.edu

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Personal Networks and the Rise of the Real Name Web

Social networks on Facebook mirror offline networks, albeit not perfectly. This has several consequences for both our understanding of social networks and online identity. First, social network sites 'collapse contexts' meaning that individuals from multiple social contexts all appear within the same account and tend to have access to the same photos, updates and content. Second, individuals have a single point of access for multiple forms of social capital and support. Third, the pattern of connections between friends affect both social support and self-presentation.

This presentation will give an overview of several studies that explore these phenomena using a hybrid of surveys, interviews and data collected from Facebook servers using a custom built application.

Bernie Hogan is a research fellow at the University of Oxford's Internet Institute. His work focuses on online identity via real names and pseudonyms. He has published methods for analyzing networks and names in City & Community; Information, Communication & Society; Field Methods and elsewhere. His tool for downloading Facebook networks (namegenweb) is used worldwide. His 2009 dissertation under Barry Wellman at the University of Toronto won best Dissertation from ICA's Communication and Technology Section.