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.

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