

Faculty of Social Studies, Masaryk University

Institute for Research on Children, Youth and the Family



Youth and social media I: Identity, relationships and online risks

Youth Development

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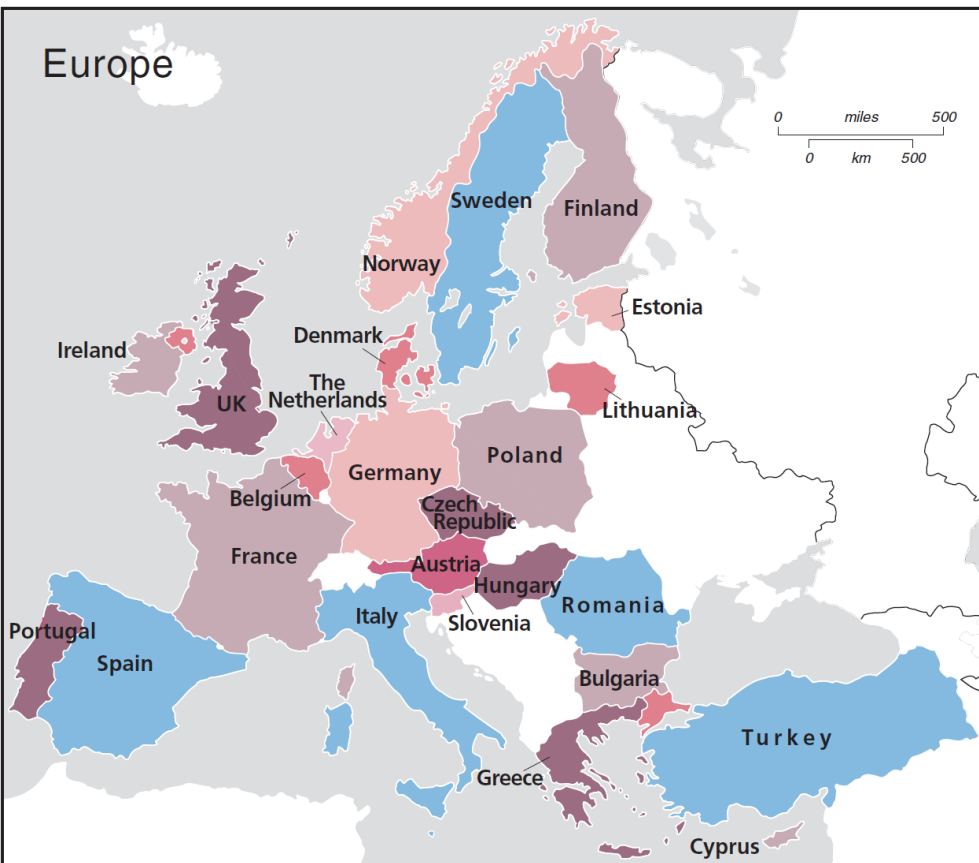
Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



Structure of the presentation

1. How much do youths use the internet and technology?
2. What youths do online?
3. Internet and developmental context.
4. Identity and online identity.
5. Intimacy and relationships on the internet.
6. Gains and risks – classification, examples.
7. Conclusions.

EU Kids Online: Researching Kids in Europe

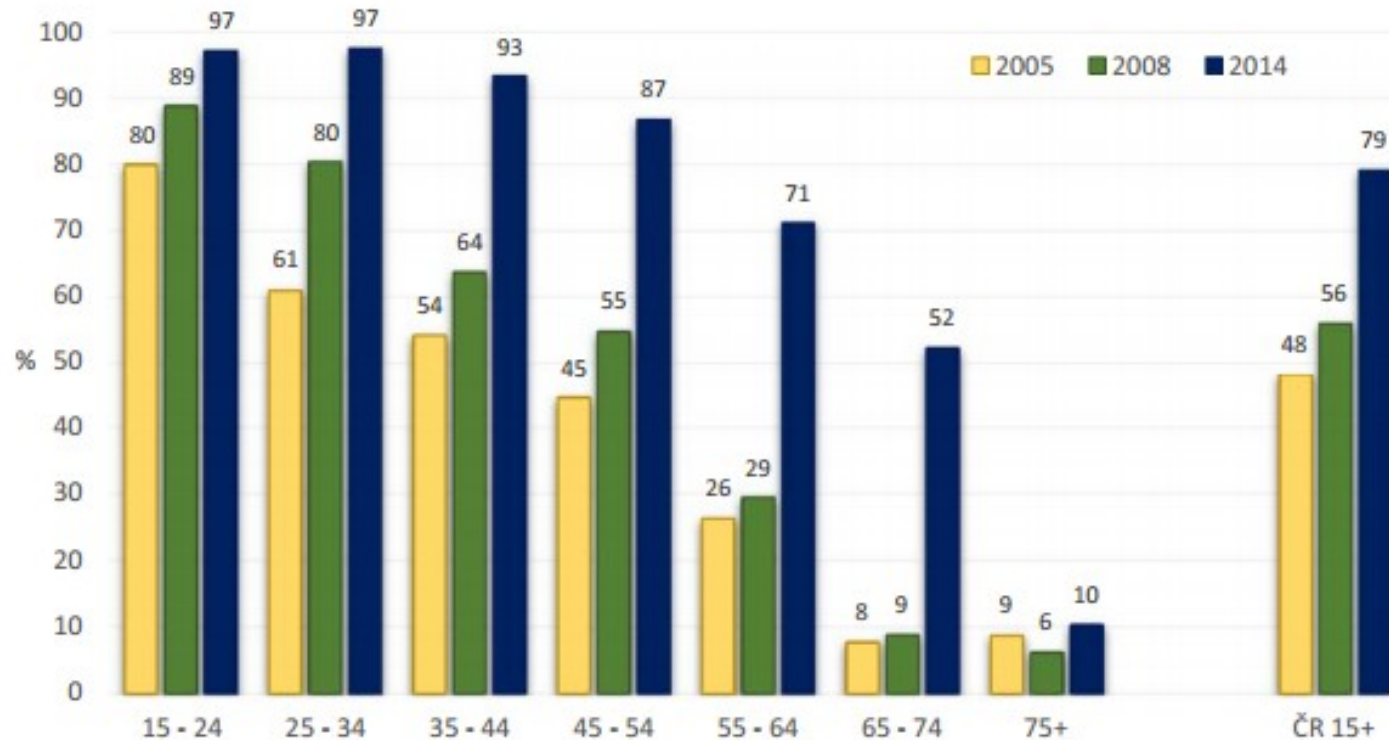


Quantitative research – 2010:

- See figure for 25 participating countries
- Random stratified sample
- 1000 9-16 year olds per country
- Interviews at home, face-to-face
- Self-completion for sensitive questions
- Data from child and parent

Qualitative research – 2013: 9 countries (Belgium, the Czech Republic, Greece, Malta, Italy, Portugal, Romania, Spain, and the United Kingdom), interviews and focus groups, 57 groups, 113 interviews: N = 380 children

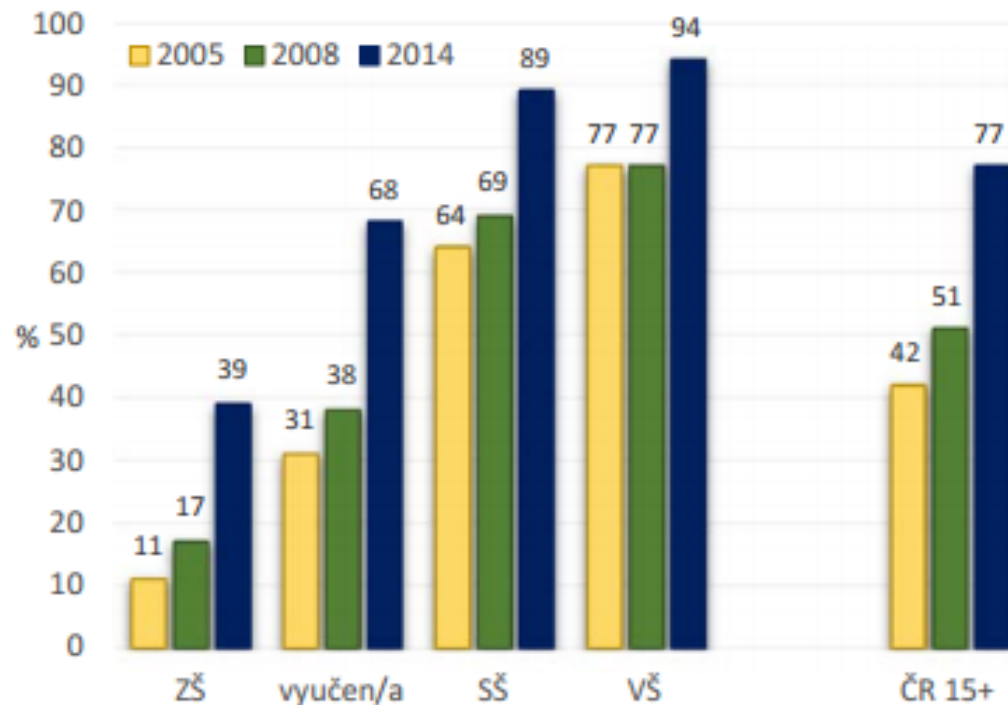
Internet in different age groups 2014



N(2005)=1749; N(2008)=2161; N(2014)=1316 (všichni)

(World Internet Project – Lupač, Chrobáková, Sládek, 2014)

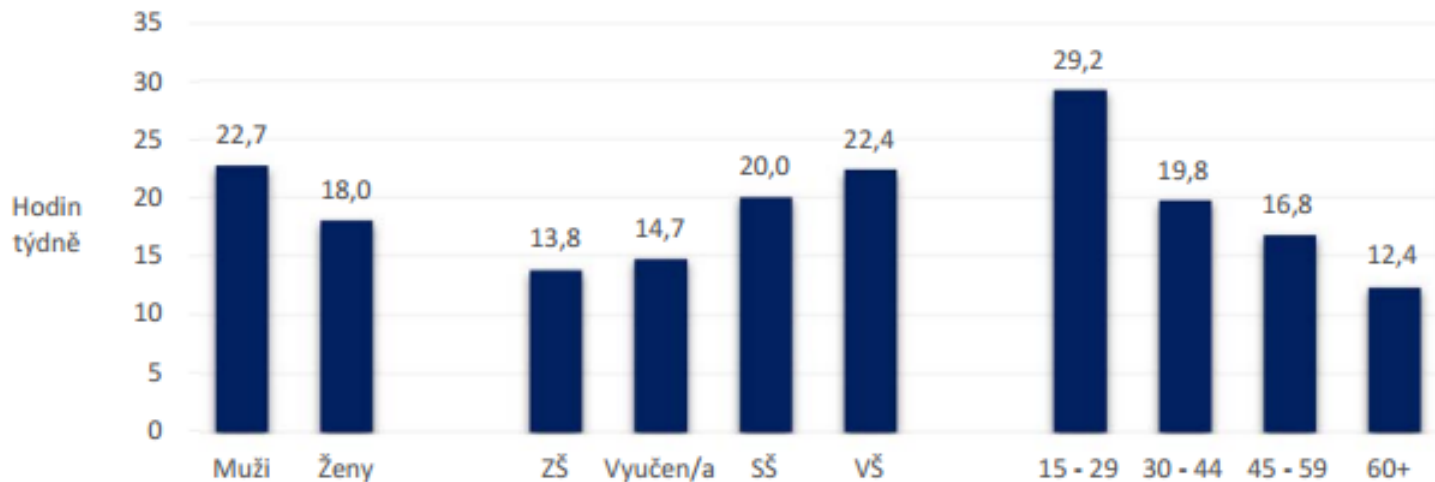
Internet and education in 2014



N(2005)=1520; N(2008)=1853; N(2014)=1188 (všichni vyjma studujících)

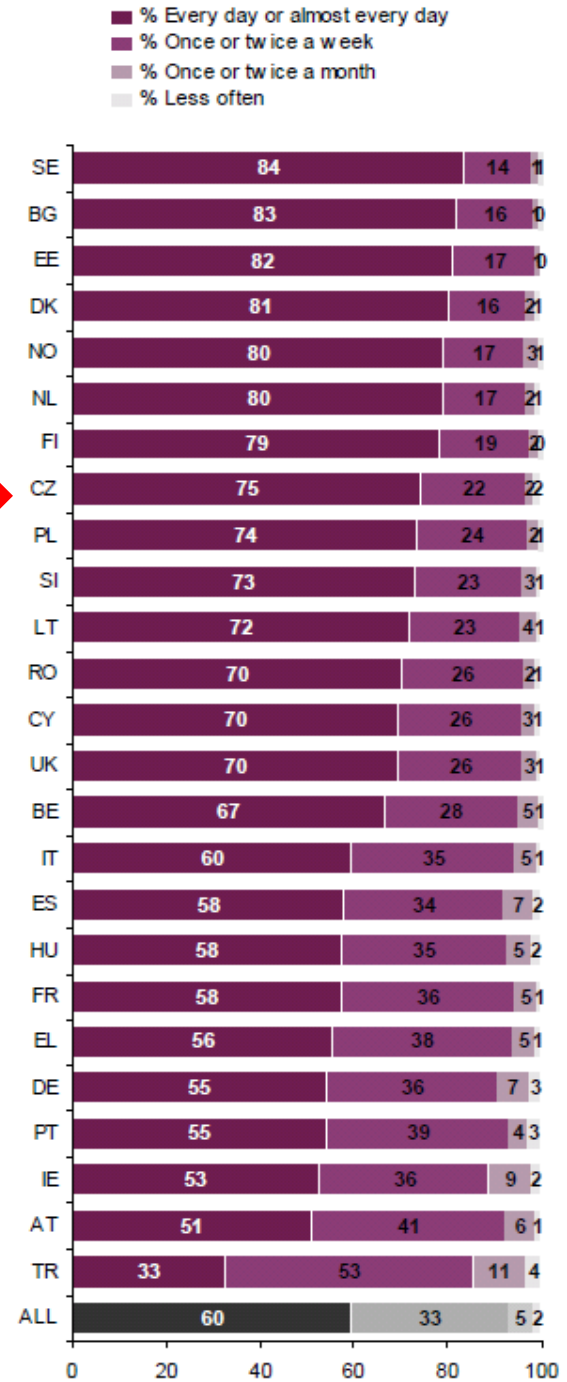
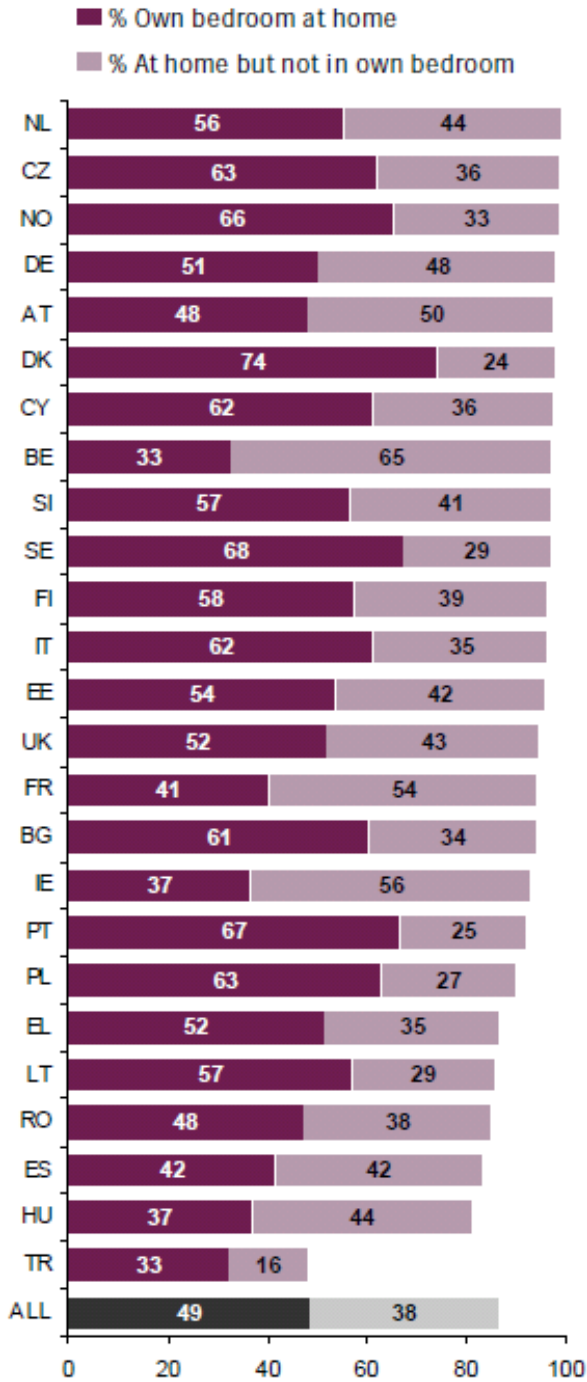
(World Internet Project – Lupač, Chrobáková, Sládek, 2014)

Hours online weekly in 2014



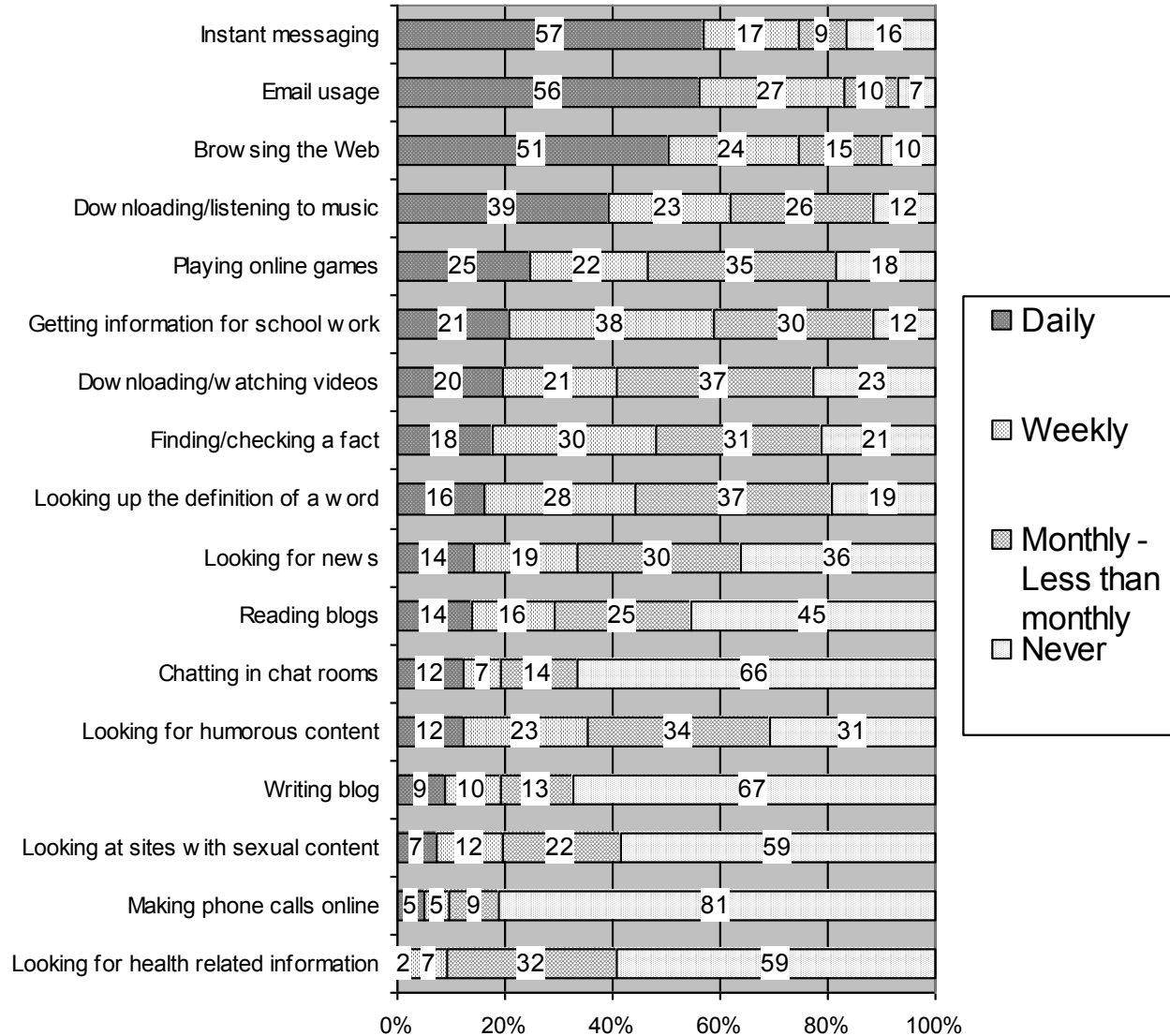
N(2014)= 1041 (uživatelé)

(World Internet Project – Lupač, Chrobáková, Sládek, 2014)



(Livingstone, Haddon, Görzig & Ólafsson, 2011):

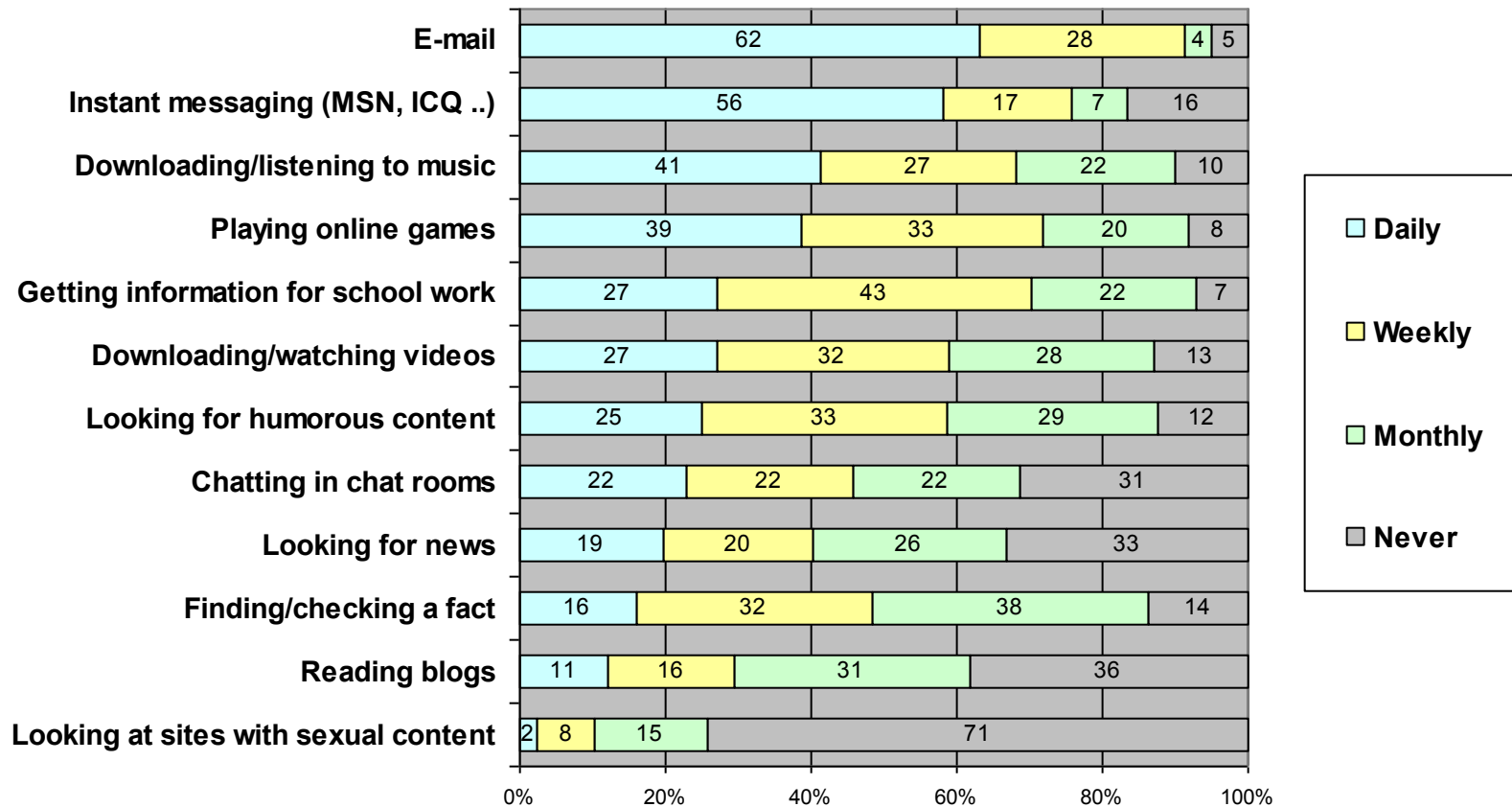
What youth do online? (Canada + USA)



What youth do online? (the Czech Republic)



Children activities online
World Internet Project 2007: the Czech republic (12 to 18 years)



Internet and developmental context

What role has the Internet in adolescents' development?

- Identity development
- Sexuality (will be mentioned in next lessons by Anna Sevcikova)
- Intimacy and relationships
- Well being and health issues
- Ethic development

Dark sides: risks of the internet use – cyberbullying, meeting strangers, addictive behavior on the Internet

Characteristics of Digital Communication

- *Disembodied Users*
- *Anonymity*
- *Text-based Communication*
- *Self-disclosure and Disinhibition*
- *Use of Emoticons*

Differences? ... :-), :-(), ;-), :-o, :-D, :D, :- P, =O, :-O;

- *Media-multitasking and Multitasking*

Virtual identity



What is identity and
virtual identity?

Identity in psychological context

“An identity is, at least in part, an explicit theory of oneself as a person” (Moshman, 2005,p. 89).

According to this view, one’s identity is a sophisticated conception of the self, one which should help to answer questions such as “who am I?”, “where do I belong?”, and “where am I headed?”

What is virtual identity and representation

Online identity - two meanings:

- a) Set of data representing person (= virtual representation)
- b) Identity in psychological sense

Virtual representation: is a “cluster” of digital data about a user in a virtual context and includes a name or more accurately, a nickname/username, email address, online history, and status within that virtual setting.

Individuals can have different digital representations in different online contexts (e.g. multiple email addresses such as teacher@university.cz and stampcollector@something.cz).

Virtual identity: comprises the thoughts, ideas, visions, or fantasies that users attribute to their virtual representations. It is the transfer, perhaps unconsciously, of the thoughts, emotions, and other aspects of their self to their online selves (Smahel, 2003). Virtual identity is also comprised of personal and social aspects.

Tools for Online Identity Construction

Nicknames (usernames). In some online applications such as chat rooms, discussion forums, or textual online games, identity is often established through a nickname or username, which may convey information about users' gender (e.g., prettygirl245), sexual identity (straitangel), etc.

a/s/l code. In an effort to share basic facts about their identity in the Internet environment, young Internet users have come up with creative strategies. One such strategy that we found in our own research on online teen chat rooms is the “a/s/l” (age/sex/location) slot filler code (Greenfield & Subrahmanyam, 2003).

Photos and videos. Photographs and videos can be used for online self-presentation and are easy to upload in blogs, social networking profiles, and other similar user-generated sites.. Our study of 195 English blogs maintained by self-declared adolescents revealed that 60% of bloggers published their user pictures and younger bloggers were more likely to post pictures than older ones (Subrahmanyam, Garcia, Harsono, Li, & Lipana, 2009).

Tools for Online Identity Construction



Avatars. Within computer games (e.g., MMORPGs) and complex virtual worlds (e.g., Second Life), players' online identities or personae are avatars, which are adjustable, motion-enabled graphical representations. Depending on the online space, avatars can assume a variety of forms, ranging from human-like to fantastical creatures, and are typically 3D and animated.

Virtual identity: theory x empirical research



**Theoretical view: Turkle, Kendall, Wallace ...
experimenting with identity, MAMA cycle
(Moratorium Achievement ...)**

X

**Empirical view: Greenfield, Subrahmanyam,
Jochen, Valkenburg etc. ...results from empirical
data**

A ona vážně neví,
že jsi pes?

Já jí to říkal
a ona jen:
Ty divochu!

I said it to her
but she just
answered:
„You devil!“

She really does
not know you are
a dog?



Pretending: age comparison

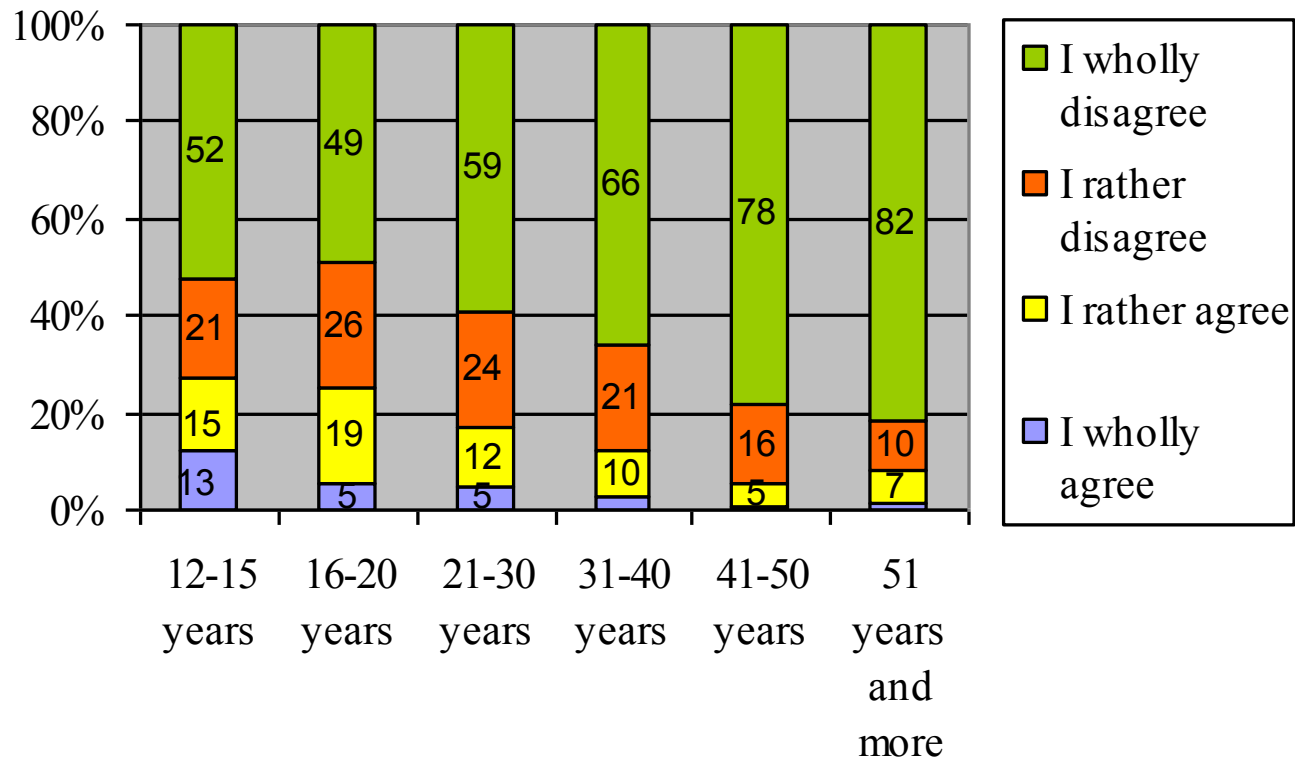
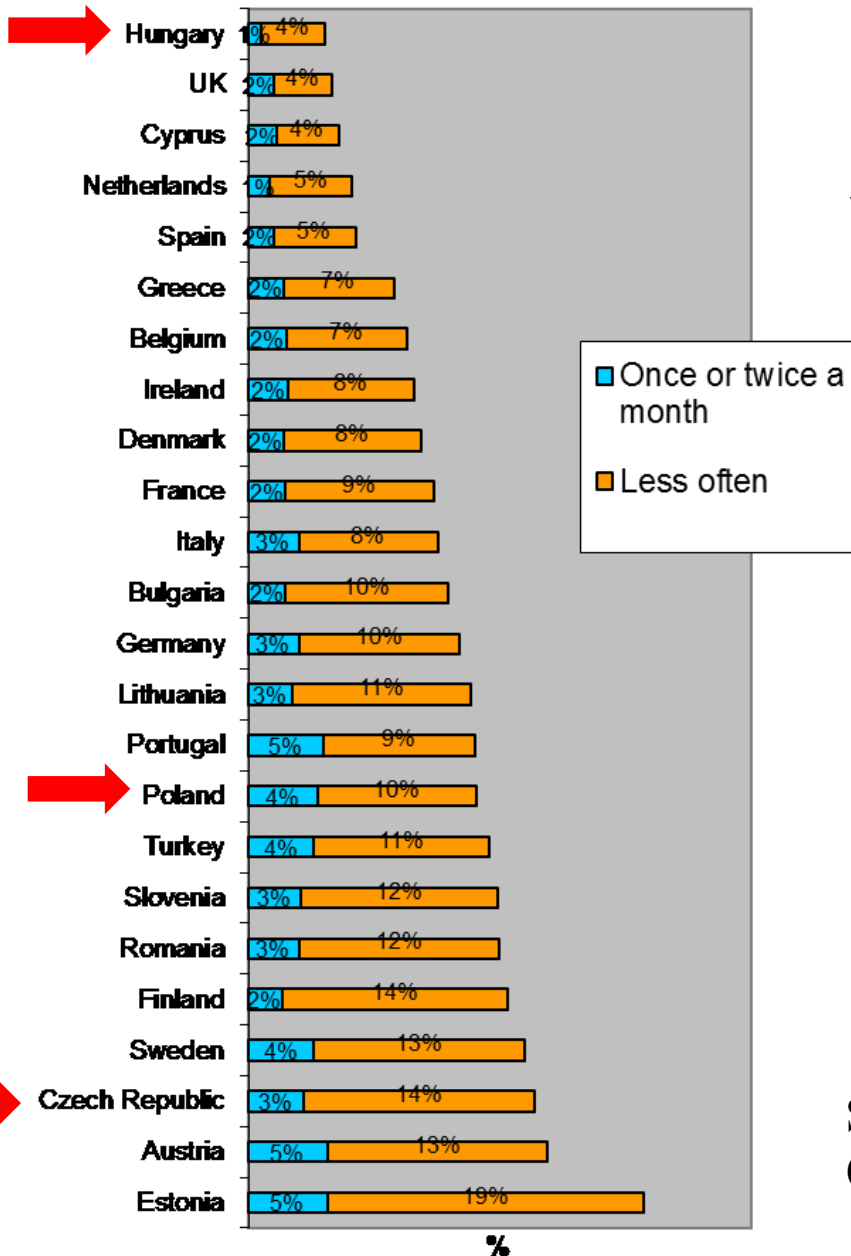


Figure 2: "Sometimes I passed myself off as someone else on the Internet" according to the age

„Pretended to be a different kind of person on the internet from what I really am“



Source: (Livingstone, Haddon, Görzig & Ólafsson, 2011):

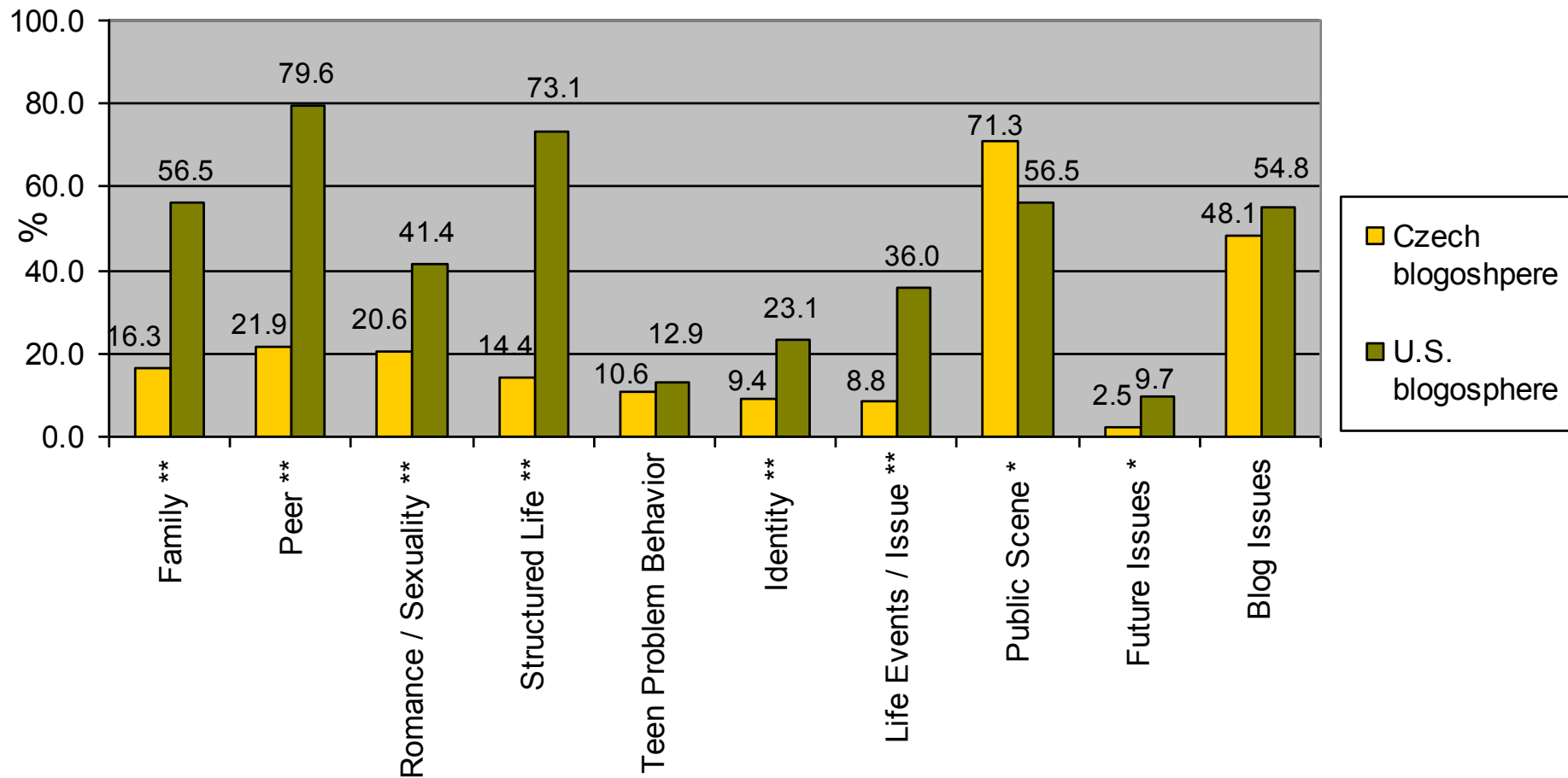
Experimenting with identity

Experimenting with identity in sense of pretending to be someone else seems to be very rare.

→ so how youths deal with identity issues online?

Experimenting versus self-presentation

What youths blog about?



Online friendship

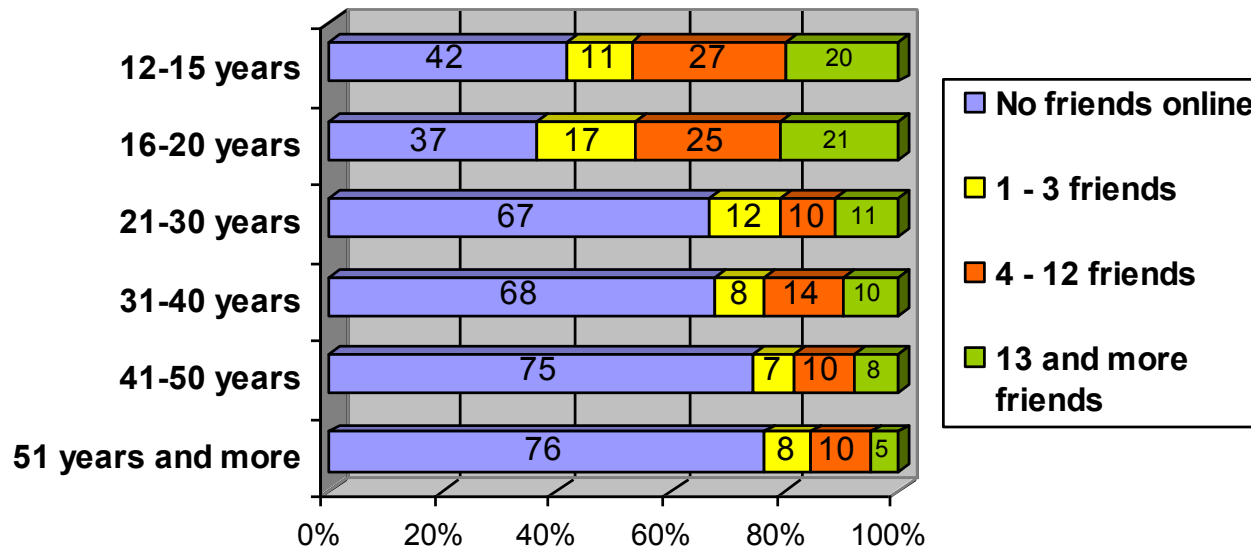


Does internet bring something new or it is just analogy to meetings in pubs?

Number of online friends

„How many online friends who you have not met in person have you got?“ 38% of Czech Internet users have such friends, corresponding to 21% from the whole population. No significant difference between men and women.

Numbers of friends online which people have according to the age



$\chi^2 (15, N = 917) = 95.9, p = .000, \phi = 0.323$

Meeting strangers (from interviews with children)

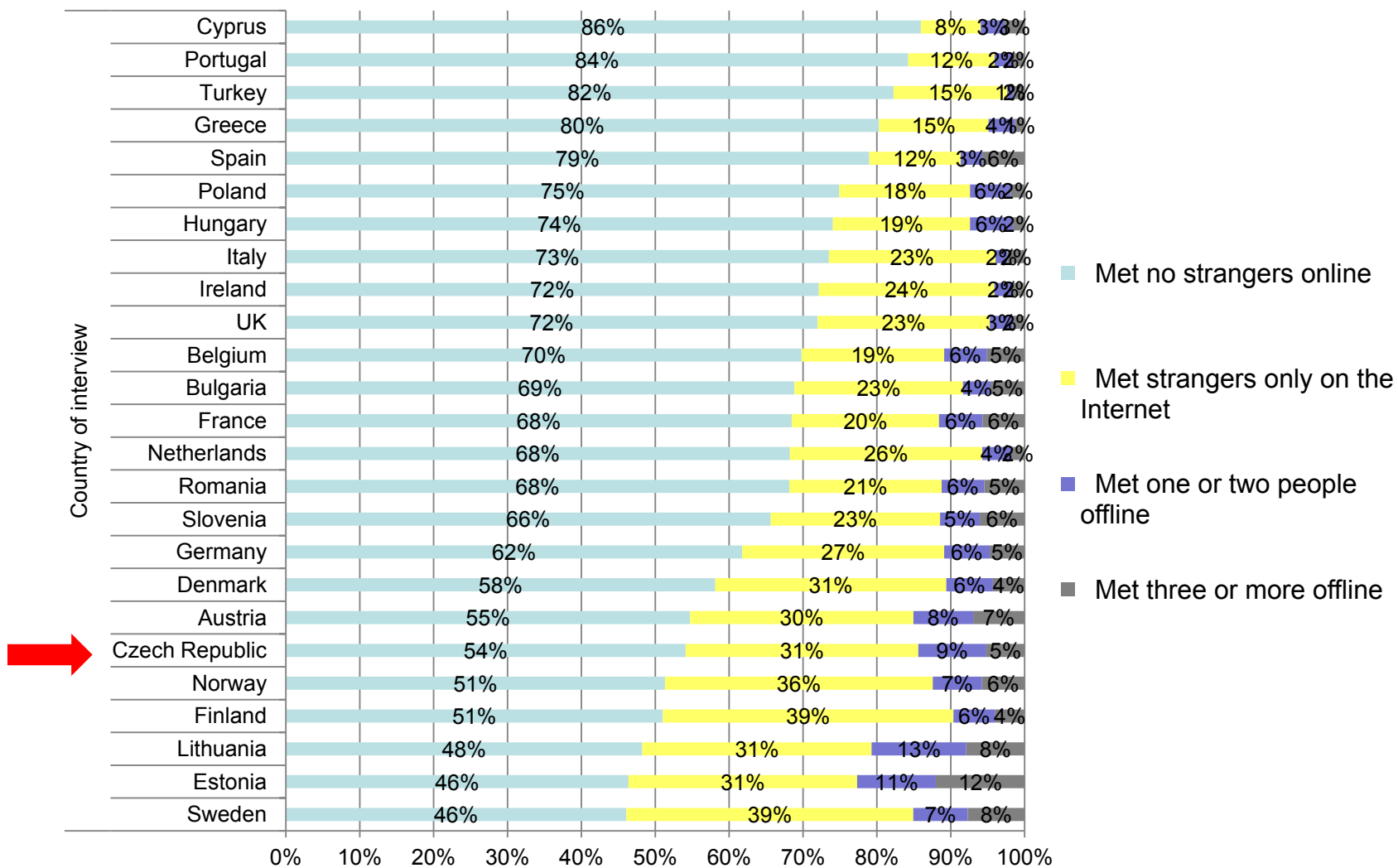
I was accessing the internet and YouTube when someone showed up wanting to talk to me. I felt scared and called my mother. I thought the person could stalk or harm me. I was afraid. My parents told me to ignore it, but it didn't help. I still felt very bothered by the experience. (girl, 9, Portugal)

In blogs and Tumblr, I was contacted by others, but their identity was not disclosed. I was scared and bothered by this contact. I was scared because I felt exposed. (girl, 16, Portugal)

A stranger was asking me to meet up. I was scared and he kept contacting me as soon as he went online asking me to meet up. I did not speak to him and I blocked him. (boy, 9-10, Malta)

Meeting strangers online

Meeting strangers on the Internet



Source: (Livingstone, Haddon, Görzig & Ólafsson, 2011)

Meeting strangers online



Figure 2: Contacted strangers online

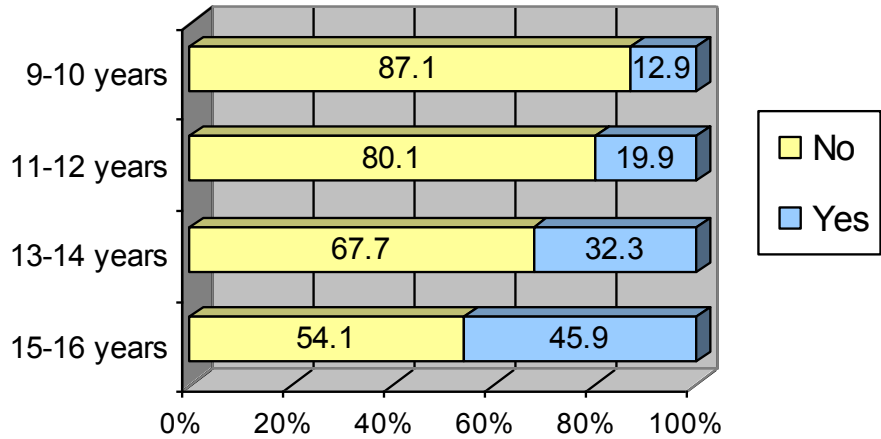
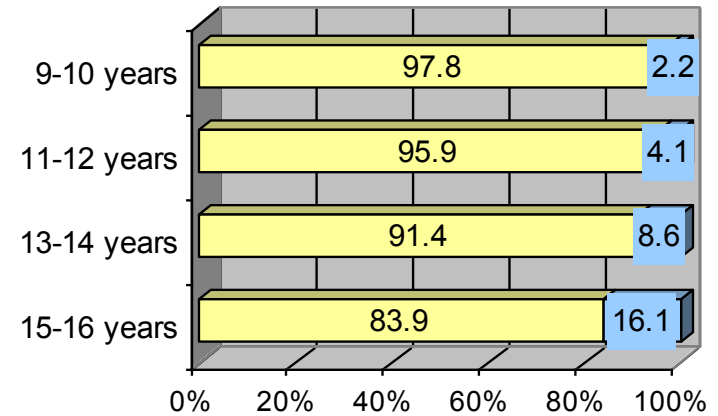


Figure 3: Met strangers from the internet offline



Online relationships – new patterns?

- **In the context of different culture, the internet can bring new patterns in the behavior of people.**
- **For example a study from Mauricia revealed (Rambaree, 2008) that „dating“ is tabu for younger youth – parents do not allow it and sexual education does not exists**
- **=> the internet becomes the place of „virtual dating“, youths search for information about sex, share such information, speak about it etc.**
- **Developmental need versus risks online**

Conclusions - online relationships

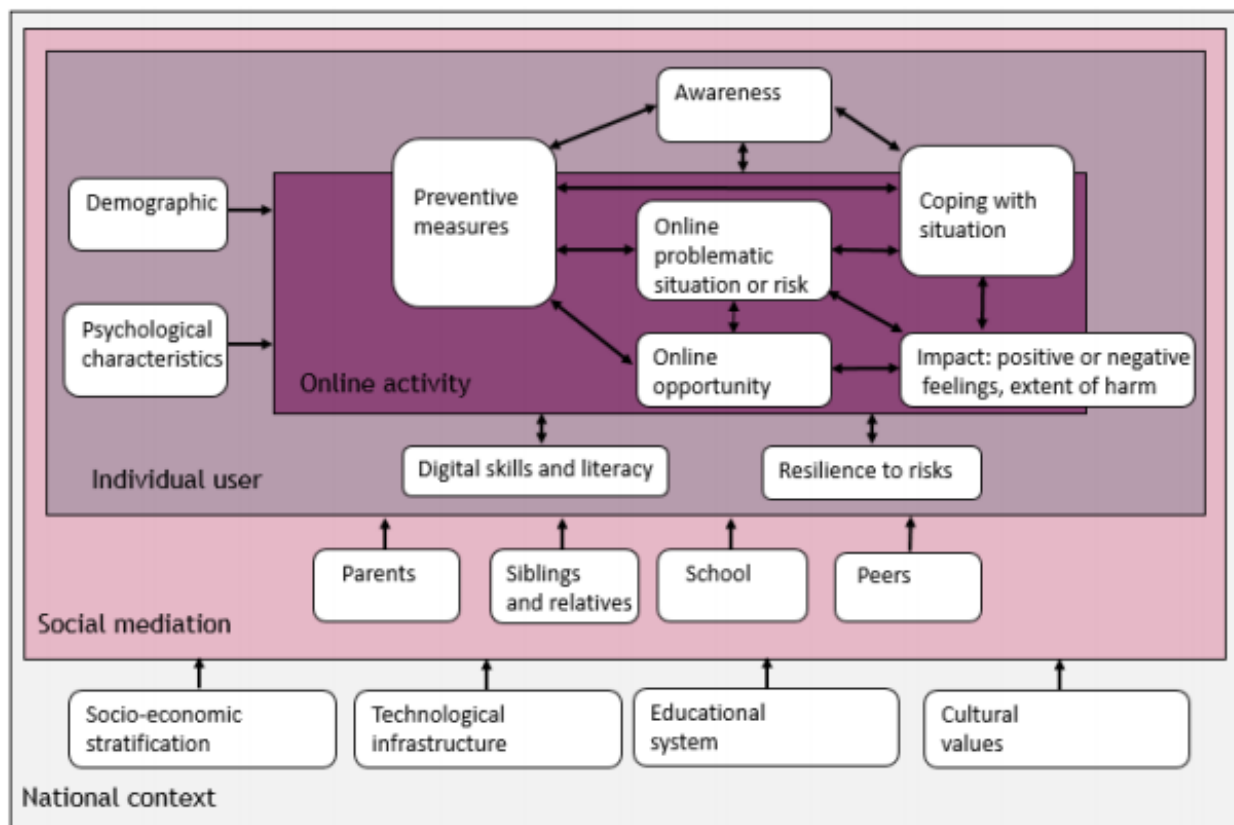
- **The Internet have increased and widened adolescents' contact with the people in their lives (both, offline friends and strangers)**
- **The Internet allows them to accomplish the dual developmental tasks of autonomy from parents and establishing themselves within their peer groups from the relative comfort and safety of their home**
- **Family - reversal of traditional family roles that may disrupt family relationships (?)**

Gains or risks



**Is it dangerous?
What are online risks?**

Risks and opportunities – analytical model



Smahel, D. & Wright, M. F. (eds) (2014). *Meaning of online problematic situations for children. Results of qualitative cross-cultural investigation in nine European countries*. London: EU Kids Online, London School of Economics and Political Science.

Problematic situations

What children perceive as problematic on the Internet?

- 1) Bullying, harassment and aggressive communication
- 2) Sexual content and communication
- 3) Meeting strangers
- 4) Privacy and the misuse of personal information online
- 5) Commercial content and communication
- 6) Health problems
- 7) Online addiction or excessive internet use
- 8) Technical problems

Smahel, D. & Wright, M. F. (eds) (2014). *Meaning of online problematic situations for children. Results of qualitative cross-cultural investigation in nine European countries.* London: EU Kids Online, London School of Economics and Political Science.

Problematic situations & development

| Area of development | Content | Contact |
|-------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Relationships - Peers & friendship | Vulgar content shared with peers | Hate messages Vulgar and nasty messages Exclusion from a group Being killed in game Hacked SNS profile Bullying by creating fake SNS profile about somebody Bullying by peers or strangers |
| Relationships - Romantic relationships | Adverts for dating sites | Reporting not existing relationships Publishing of attractive (sexualized) pictures to attract peers Publishing of unwanted pictures of previous partner as "revenge" |
| Relationships - Parents | Seeing inappropriate content without permission of parents | Conflicts child x parent because of internet Parents see child as addictive and force them not to be online |
| Socialization & school | Untrue information from internet used in school | Offensive comments on teachers School problems after being too much online School problems because of problems with technology (viruses, slow computer, slow internet) |

Problematic situations & development

| Area of development | Content | Contact |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sexuality | <p>Commercials with sexual content (<u>youtube</u>, games, web)</p> <p>Porn related pop-ups</p> <p>Pornographic materials shared among groups in <u>SNS</u> networks</p> <p>Sexual pictures or videos on web (<u>Ask</u>, <u>Chatroulette</u>)</p> <p>Watching live pornography</p> <p>Viruses put pornography</p> | <p>Sexting (<u>sms</u>, chat ...)</p> <p>Sexualized phone or video talk</p> <p>Sexualized communication and comments</p> <p>Bullying with sexual content</p> <p>Intentional publishing of sexual pictures to attract peers (get likes)</p> <p>Recorded and shared virtual sex</p> <p>Commercial e-mails with sexual content</p> <p>Sexual requests from strangers</p> |
| Identity & personal data | <p>Fake accounts of celebrities or known people with untrue information</p> <p>Pop-ups or pages asking for personal data</p> <p>Viruses automatically posting stuff or messages on Facebook or sending e-mails</p> | <p>Stolen virtual identity of person (e-mail, <u>SNS</u> profile, avatar)</p> <p>Hacked account and posting untrue information</p> <p>Fake accounts of not existing people</p> <p>Sharing passwords with friends (from <u>SNS</u> or game profiles)</p> <p>Pretending to be someone else</p> <p>Lying about personal data</p> <p>Sharing personal data (address, phone number, photos etc.)</p> <p>Posting too private details</p> <p>Requests for personal information for strangers</p> <p>Meeting online strangers offline</p> |

Problematic situations & development

| Area of development | Content | Contact |
|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Health & well-being (included addiction) | Addiction on pornography or <u>SNS</u> Nightmares and bad dreams from games, sexual videos or aggressive content Sleeping problems from gaming or seeing nasty pictures Eyes problems Aggression after gaming Overuse problems: headaches, reduced eating, reduced sleeping, losing friends Seeing anorectic web sites Losing contact with reality Preoccupied by nasty or sexualized videos | Emotional problems after bullying or bothering contacts |
| Moral & Ethics | Racist content Illegal activities - downloads programs, movies, and music illegally | Racist messages Sharing illegal materials (programs, movies, music) in P2P networks |
| Values & Culture & Society (including commercial) | Videos with violence Finding untrue / false information Pop-ups advertising fake prizes Pop-ups for commercial goods | Fake e-mails telling you can win something Commercial e-mails |

Bullying



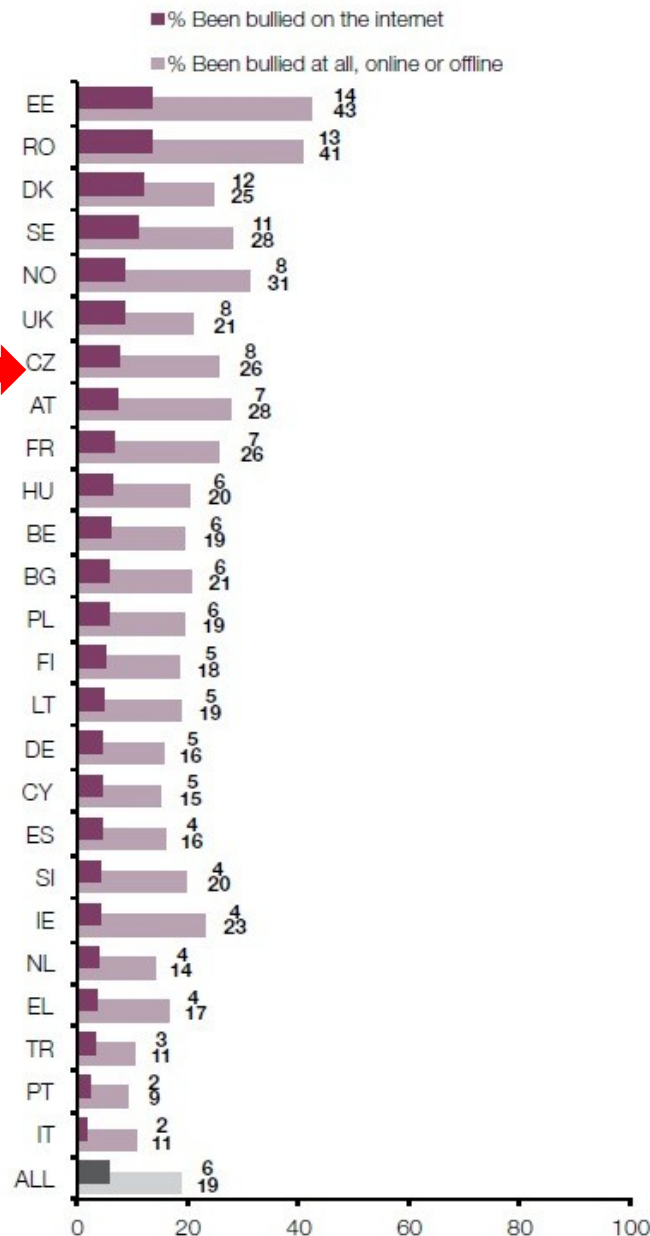
See www.eukidsonline.net for more information.

From report:

Livingstone, S., Haddon, L.,
Görzig, A., Ólafsson, K.
(2011).

EU Kids Online Final Report.
London: LSE.

Whether child has been bullied online or at all



Sexual exposure

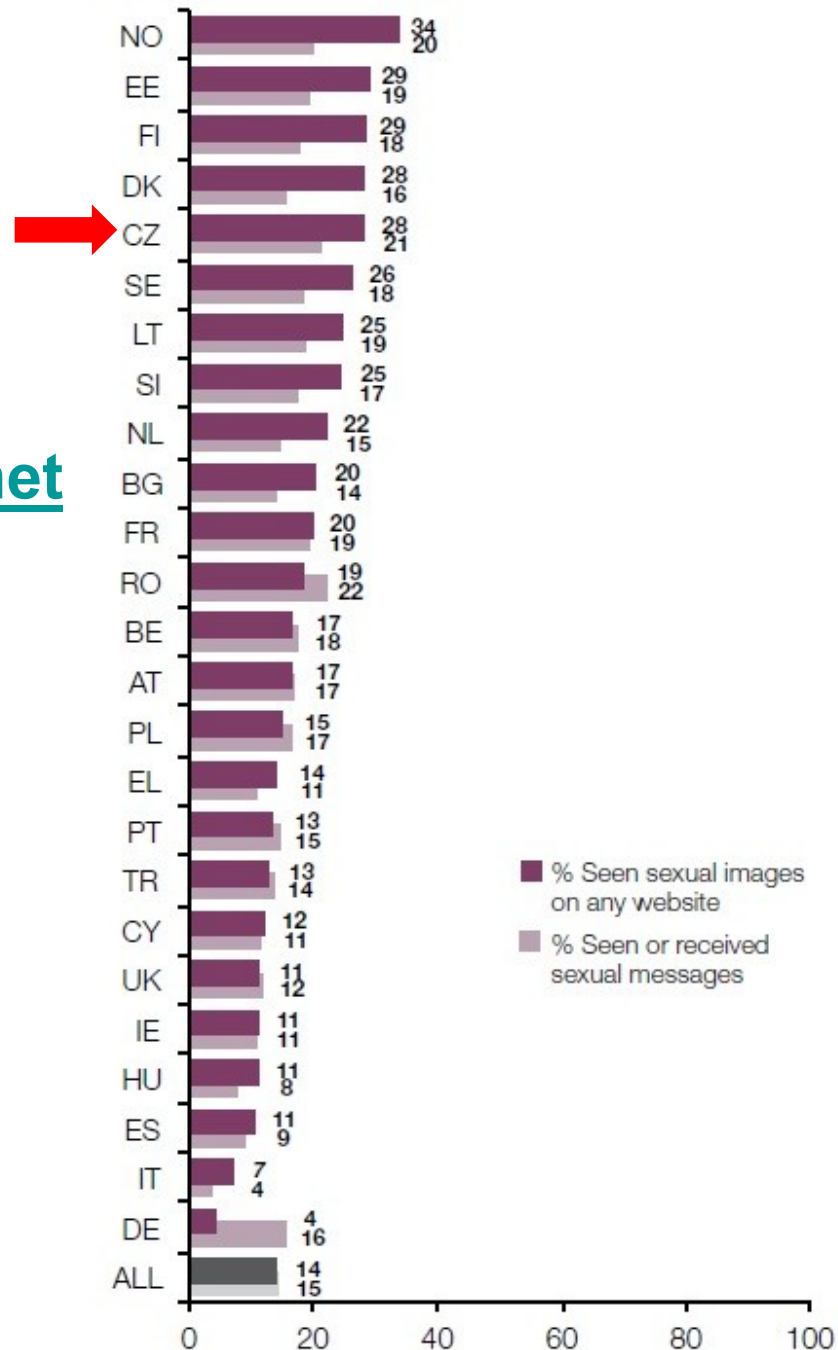
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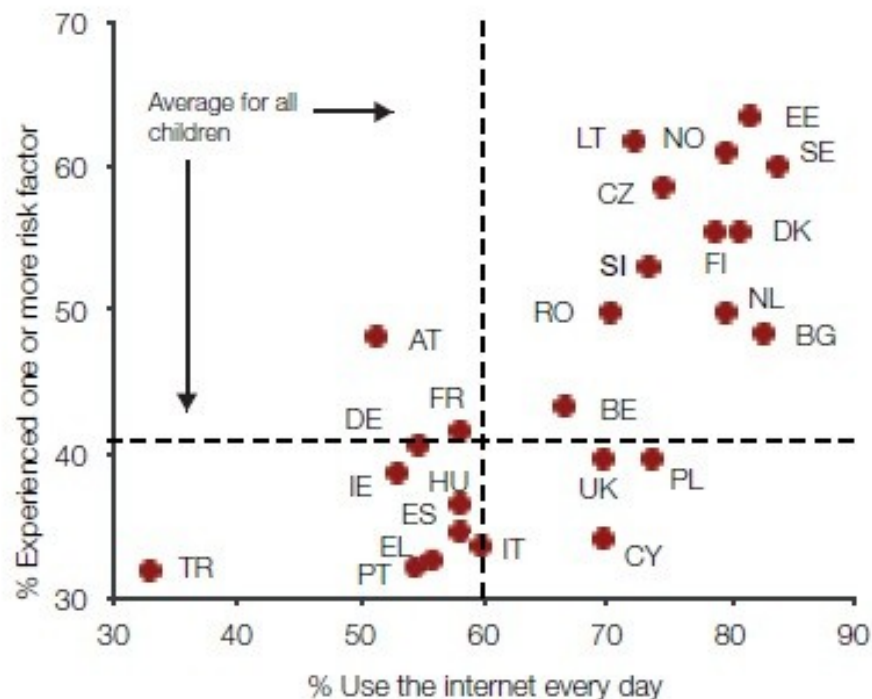
EU Kids Online Final Report.
London: LSE.

Sexual content



Online risks versus internet usage

Encountering online risks by frequency of internet use



Problematic situations & development

- Many areas of youth's development are touched by online problematic situations, what confirms how closely are online and offline worlds interconnected (Subrahmanyam & Smahel, 2011)
- Online situations can negatively influence youth's health, relationships, moral, values and sexuality development, but as other research stated, youths with more offline problems tend to have more problems also online (Ybarra & Michelle, 2004)
- Some areas are not spontaneously reflected by children (i.e. civic participation, future profession)
- Broad variety of different problematic situations was revealed, but many of them have not only negative side, but children perceive them as positive in another context

Conclusions & Discussion

- Real versus virtual ... everything is „real“ from our subjective point of view
- What causes the internet in human development? Is there something new?
- It rather seems: old themes in new environment(s)
- Online and offline worlds of youths are interconnected
- Internet as a tool for maintaining traditional developmental tasks – identity, relationships, sexual development etc.

BUT

- New online environments can bring new challenges
- What will be the future? (3D online worlds? ...)



Thank you!

For more information – see free access journal:
**Cyberpsychology: Journal of Psychosocial Research on
Cyberspace** www.cyberpsychology.eu

Or book:
Subrahmanyam, K. & Šmahel, D. (2011). *Digital Youth:
The Role of Media in Development*. Springer, New York.