Identität, Orientierung und Lebenswelt. Ein mehrdimensionaler Blick auf situatives Aushandeln von Privatheit im Social Web.

Engl. transl.: Identity, Orientation and Lifeworld. A multidimensional perspective on situational negotiation of privacy within the social web.

# Keywords

* big data
* data protection
* internet
* personality
* social media
* web 2.0

# Details

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German

## Authors

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## Book title

Identität, Orientierung und Lebenswelt. Ein mehrdimensionaler Blick auf situatives Aushandeln von Privatheit im Social Web.

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Nomos Verlagsgesellschaft mbH Co. KG

## Place

Baden-Baden

## Topics

* Social mediation
* Internet usage, practices and engagement
* Literacy and skills
* Digital and socio-cultural environment

## Sample

n=2491 adolescents and young adults (10-30); survey
15 adolescents and young adults (15-29), selected by age, gender, formal education, area of living, and migration background; interviews
Rating and sorting of photos

## Implications For Parents About

Parental practices / parental mediation

## Implications For Stakeholders About

Industry

# Abstract

Privacy is closely related to identity and communication. This volume explores this connection offline in everyday life and especially on social media. The author provides a multidimensional theory of courses of action that can be taken, and illustrates its benefits by combining three empirical sub-studies. It reveals different concepts of privacy and certain courses of action related to them in terms of self-presentation and communication on social networking sites. Additionally, it explores the motivations and attitudes of non-social media users, focusing in particular on the relevance and usage of photographs both offline and online. To gain a deeper insight and to illustrate the benefits of the multilevel perspective pursued here, a study was conducted which combines data from a quantitative questionnaire, qualitative interviews, the sorting and evaluating of photographs, and a content analysis of social networking sites.

# Outcome

Sascha Trültzsch-Wijnen deals with the online use of adolescents and young adults, with a special focus on the social web. The great added value of the work is the diverse and profound theoretical part of the study. Based on this, the author designs a complementary, triangulative research design that combines a quantitative online survey with qualitative guided interviews and, as an additional element, the evaluation and attribution of photos by the respondents. A content analysis serves as a further empirical approach. In this way, Sascha Trültzsch-Wijnen succeeds not only in exploring motives for use, but also the hitherto often neglected aspect of non-use.