Ein handlungstheoretisches Modell zu Identitätsarbeit und Privatheit im Alltag und im Social Web

Engl. transl.: An Action Theory Approach towards Identity Construction and Privacy: Both Everyday Life and Online

# Keywords

* action theory
* identity construction
* privacy
* everyday life
* social web

# Details

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German

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## Authors

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## Type

Journal article

## Journal

Spiel.

## Topics

* Internet usage, practices and engagement
* Access, inequalities and vulnerabilities
* Digital and socio-cultural environment
* Other

## 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 Stakeholders About

Researchers

# Abstract

Identity construction and privacy are closely connected in both everyday routines as well as in online environments such as social network sites. The paper argues that an overall approach of action theory combined with systemic perspective of dispositif / apparatus can be adapted to get theoretical and empirical insights into identity work and related privacy concepts. Based on situational approaches towards social action, the negotiation processes of self presentation can be described. With regard to online communication and self presentation the technical aspect – understood as a dispositif setting – becomes more crucial then in face to face situations. To understand online privacy an approach of identity construction in every day lifeworld is outlined, embedding online action and attitude.

# Outcome

Identity construction and privacy are closely connected in both everyday routines as well as in online environments such as social network sites. The paper argues that an overall approach of action theory combined with systemic perspective of dispositif / apparatus can be adapted to get theoretical and empirical insights into identity work and related privacy concepts. Based on situational approaches towards social action, the negotiation processes of self presentation can be described. With regard to online communication and self presentation the technical aspect – understood as a dispositif setting – becomes more crucial then in face to face situations. To understand online privacy an approach of identity construction in every day lifeworld is outlined, embedding online action and attitude.
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.