



## IDENTITY CONSTRUCTION ON FACEBOOK- A STUDY ON YOUNG CHENNAI WOMEN

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### ABSTRACT

*For the youth of today, who are in their teens, 20s and 30s, virtual presence and image is as essential as physical existence for being connected and related. It is as necessary as making or breaking their day. They fulfill these vital needs through different social media – Facebook, LinkedIn, Twitter, Whatsapp, etc. This paper expects to inspect the involvement of youthful Chennai women in online activities – their dreams and dreads, efforts and effects and comforts and complains. The study is carried out with the help of an online survey with a specific end goal to catch how women create their identity utilizing Facebook. The data revealed that women are conscious about their Facebook activity and the implication of their action on Facebook. This is activity revealed in their way they want to appear within their peer group and the reality of expression is determined by their social setting. The Findings are based on Goffman's (1959) idea of Identity construction and George Herbert Mead concept of 'Me' and 'I'. Particularly the findings imply that woman's identity creation is carefully drafted keeping in mind their social, cultural, and ethnic background.*

**KEYWORDS:** FACEBOOK, PROFILE, SELF, SOCIAL MEDIA, WOMEN

### INTRODUCTION

This paper stick focuses on commitment of Facebook in making a character, particularly among the young women in Chennai. The Statistics appear, in the second from last quarter of 2016, Facebook had 1.79 billion month to month dynamic clients, of which 50 percent sign

into their profile on the everyday premise (Facebook 2016). They need to see how client introduce themselves in the online space is a talked about substance by a large portion of the studies (Livingstone 2008). Such interpersonal interaction locals have thought to offer young women online another environment, another space to investigate assembled with a cautious administration and presentation of self on Facebook and inside their group. Along these lines, the vast majority of the writing tries to see how assets are utilized to convey personality, and it likewise focuses on the need to see how free are the young women clients in imparting their character on the web, joined with the best approach to handle those personalities made by them Projection of their Identity varies among the objective groups or sorts of clients.

It is prominent that the online space gives people the self-sufficiency to pick how they need to be and the freedom of what they need to be and whom they need to flabbergast, without considering the general public they have a place with. Therefore, the online space provides them with new environment, where their character can renegotiate, this makes new social life, zone for learning and for making their own personality which contrasts from their unique life. (Costa and Torres, 2011).

In this way, for youthful local online character turns into a chance to get away from the imperatives, standards, estimations of the general public in which they live, by giving them the chance to build themselves as they have for the longest time been itching to be (Alvesson, Ashcraftand Thomas,2008). Particular writing alludes to this development of computerized character. It is about the part of advanced innovation that is worried with the intervention of person's groups' involvement of their own personality and character of the other individuals and things (Castaneda and Camacho 2011). There is an unmistakable understanding that youngsters approach to advance a picture of themselves is as appealing as would be prudent in virtual environment (GoldmanBooker &McDermott, 2008).

The study has demonstrated that portable mobile advancements and social network communication destinations have been in corporate in youthful people group regular day to day existences, conceivably giving “full-time”access to peers (Bond, 2014; Boyd, 2014). As a consequence, social networking sites and mobile communication have extended the scope of personality spaces where youngsters and pre-adolescents imaginatively participate in their self presentation. This paper gives an examination of new research, analyzing how young women aged18-24 in Chennai, create and introduce and build up their online characters with incorporates online profile creation, companions and protection setting. This study investigates and deliberates on Goffman’s work on the presentation of self and the connection

with the Online space. The study is finished with the help of online survey. The extreme target is to discover: 1) How women utilize Facebook, 2) How women make their identity in Face book.

## **GOFFMAN- IDENTITY CONSTRUCTION**

Erving Goffman created a unique concept of identity construction in understanding how human interaction happens through the process taken from dramaturgy. In his work on, The presentation of self in everyday life, Goffman understands how interpersonal communication works and a deeper understanding of how each person enact in order to deliver a presentable image, using a theatrical concept front stage and backstage behavior. In interpersonal conversation the participant is called the actors. On Front stage the actors are aware of being noticed by spectators and will perform according to the situation and the viewers who are in front of them. Failing to do so will result in severe damage of the image. The actor's performance will be totally different in the backstage, because they have no rules or the audience to whom they have to perform, it is more of a personal space, this regard as “self presentation”, it provides a space to create new identities. Public communication in the internet world still ponders on Goffmans communication order.

## **ICT IN INDIA**

The Information Communication Technologies acknowledged as one of the best blessings of current day innovation and sciences. In India, the term ICT finds a point by point definition in 2012 national arrangement on Information Communication Technology in school training. Indeed, even thought the definition principle concern is an instruction and preparing, it additionally includes objectives of development in each part of social improvement. Cell phone and web get to have spread everywhere throughout the nation and correspondence through ICT and Digital Communication innovation has entered urban, semi urban and the immature rustic territory as well. There is abundant proof that ladies in creating nations like India have less access to an assortment of Information Communication Technology (ICT's) - which has been alluded to as the sex partition in ICT's (Gurumurthy, 2004;Primo,2003;Zainudeen, Iqbal, &Samarajiva,2010). In a 2010 examination in India, 23% of the web clients were ladies and only 8% of wedded Indian ladies with youngsters utilized the web (Johnson, 2010).

Sexual orientation incongruities in web access in creating nations have been connected to lower levels of instruction and education among ladies, which is further muddled by the neediness and conventional social values that confine the self-sufficiency of ladies (Karl, 2005). In India, for example, home PCs were observed to be utilized predominately by men and kids paying little mind to salary, generally on the grounds that a PC is frequently seen in India as manly innovation that requires complex mechanical abilities saw to be less good with the ladies (Johnson, 2010).

Numerous ladies in India are in danger of being deserted in the move to computerized as dug in social mentalities restrain their entrance to new advances, for example, PDAs and the web. India has one of the world's amplest sexual orientation crevices as views, telephone possession as 43% of men have one contrasted with only 28% of ladies; the extents are comprehensively equivalent in other major local markets (Warc.com).

## **INDIAN WOMEN AND FACEBOOK**

Despite the fact that the constitution of India ensures rise to privileges of men and ladies, ladies have been made second grade subjects because of a patriarchal setup of the general public. In different research examines, we found that, because of this impossible to miss social structure, regularly men vandalize ladies' profile. India's high steady loss rate can be followed back to a large portion of similar issues that ladies confront over the world — oblivious inclination, stereotyping and the trouble to look for some kind of employment life adjust. Be that as it may, other profoundly installed social components make it especially troublesome for Indian ladies to stay and flourish in the innovation field.

Just 24% of Facebook subscribers in India are feminine. This skewed sexual orientation, proportion of the long range informal communication website falls in accordance with more different patterns of web use in the nation. Specialists say this lone outlines the boundaries ladies in India confront in getting to innovation and data. 125 million subscribers in India own a Facebook account in 2015, which is considered globally as a communication revolution in developing country like India. Thus creating it, as a second largest market globally.

A Singapore based “we are social” found in India, men made up a 76% customer base. Its report, titled “Digital in APAC 2016”, says that the on a broader level the web usage in India has a base of 23 percentage since march 2015. A gander at a portion of the more established

information discharged by various organizations uncovers that the online sex crevice has been steady. In March 2016, a report from the “Internet and Mobile Association of India (IAMAI)” observed that females made up just 35% of the versatile web client base in India.

In a report discharged June 2016, the GSM Association a worldwide relationship of versatile administrators observed Indian guys to be 62% more prone to be web clients than females. “Ladies got left behind in the instruction unrest, the modern transformation, and now we see that occurrence in the advanced unrest”, says Center for Social Research. Women users command web-based social networking over the world when contrasted with India. The proportion of men and ladies Facebook clients is just about 3:1, as a report by a UK consultancy. India has just 24 percentage of the Women users and its minimal infiltration in Asia pacific region joining the gathering are neighboring nations.

The teenagers are the greatest clients of web in India, by young ladies are limited to utilize the web, though the male king is left to get to online at whatever time, anyplace they want. Low social wage family setting, it is the situation of obtaining and utilize where spending on the web is considered as an extra cost factor. The young ladies are not permitted to utilize web-based social networking as a large portion of them considered it as a risky place to investigate. College going learners accounts for 33% of the world’s largest Socioeconomic characteristics of a population of social media subscribers.

Most of the Indian youth use social media to start and retain their relationships, most of the Indian adolescent are using this platform to initiate social action and to safeguard their rights. Further, social networking websites like Face book offers them the opportunity to examine and create an individual identity and public identity (Spies Shapiro & Margolin, 2014), This platforms gives an individual their own freedom to produce an online self deliberately by deciding what they choose to exhibit as their self to users who might see their profile (Walther, 2007), especially for women it provides a space to express their own online identity (Manago , Graham, Greenfield, & Salimkhan, 2008), especially in the case of Facebook (Caers et al., 2013; Wilson, Gosling, & Graham, 2012). This is very evident for Indian women, who are not always given a platform to express and always suppressed in India.

For Indian women Facebook provides a platform not only to start or to retain their existing relationship, but it gives them a space where they can express their thoughts, agony against all the hazards they are going through in their day due to day life, which is ignored without notice by the Indian social system. Digital Literacy and acceptance of technology among

adolescents have raised the bar over the past decade. The online is mostly utilized as a means of socialization, learning, gathering knowledge, leisure, shopping and exchange of messages. Email, online blogging, chatting, are part of everyday life of an adolescents Social network sites and Identity Personality is a noteworthy piece of making self-concept. Wholesome of a people intuition and feelings regarding himself as a substance is Self concept (Rosenberg, 1986), We are known to others with our own particular Identity, and are self made. Making ones possess personality is a social procedure which includes “personality declaration” made by a character who needs to proclaim his uniqueness and the “personality situation” made by others on an individual, then a character is built up when there is an incident of arrangements and decorations (Stone, 1981, p. 188).

In interpersonal correspondence, self is built under particular conditions. Physical nearness in a social domain keeps individuals from faking their personalities, which does not coordinate with their physical characteristics (e.g. Sex, race and looks). Their insight among each different makes it unimaginable even to declare to be what he or she is definitely not. The development of the internet has altered the route in which personality is made. The nonattendance of physical nearness amid social experiences on the web, it turns out to be simple and OK with each other to communicate with web in full obscurity in content mode which uncovers nothing about each other, physical, personality. Even when there is a choice to utilize sound and video mode in the web, the user can control ones possess foundation, for example, name, habitation even his own particular sex. The blend of secrecy and the absence of physical frame makes an interceded situation in which distinctive and numerous character can be created (Bargh, McKenna, and Fitzsimons, 2002; McKenna, Green, & Gleason, 2002). A Significant characteristic of this present method of personality generator is the propensity of individuals to play –act at being another person or make an alternate online identity which they don't have in their genuine lives. (Stone, 1996; Turkle, 1995). Lack of physical nearness online empowers individuals to conceal their shortcoming as far as physical and mental elements. This obscurity helps them to make another avatar. The likelihood of making the new Avatar helps them to reproduce their own character which varies from “genuine living” personalities. For instance, in online one can put on a show to be in London and really be in India.

## **CONSTRUCTION OF FACEBOOK IDENTITY**

Online identity is a representation used by subscribers who hold a Facebook account, where subscribers, create their public profile. In sociology, it is termed as self- presentation. What

does the term identity actually mean?. Twentieth century philosopher George Herbert Mead suggest that self comes into view from public behavior or the public identity which ultimately creates their personal identity. Facebook is a platform is an interesting online social networking site, where people exhibit their real names and projecting who they are.

As Lev Grossman writes in *On Facebook*, everybody knows you are a dog that Facebook users declare their gender, age, location, romantic status and establishment. Identity in Facebook is not a performance, it is a fixed and ordeal fact. On Facebook an individual profile is the projection of who they are. Individuals communicate to others in the network about profile picture, status updates, relationship status. Taking the quote of what Mead, Van Hollebeke debates that each individual projects their characters on their Facebook page on the basis of what the society wants them to do.

'Me' and 'I' are an important concept in Mead's understanding of the social communication and in interaction of identity. From Mead 'me' refers to the social identity while 'I' is the response to 'Me'. The self is always altered in the social setup. When Facebook users write about their status, change their profile picture they are trying to communicate their self to the networked audience. On Facebook identity is a freewill, a tool to project our self. Masking Identity Online identity is moving toward a concept of "masking" in the book *Building the virtual identities of Dorian Wiszniewski and Richard Coyne*.

They emphasize that an individual who tries to communicate in the online space is trying to create a mask of his identity. Creating a Facebook profile, he/ she has to provide their personal information. Facebook online profile gives more information about the individual in terms of language used, letters style, content. The method of mask an individual wants to project, reveals his identity even from backstage. Fear of theft or abuse of identity limits many women users post personal information and even display their real image in Facebook. Placement of mask, it creates a feeling of security and more confidence to communicate.

## **METHODS**

### **PARTICIPANTS & PROCEDURE**

Participants were 107 female between the ages of 18 and 22 (ranging from their first year undergraduate students to post graduate students studying Arts and science as their core paper) from three different colleges around Chennai (even from Co-education college), all

having a personal Facebook profile. While the subject of my participants is primarily women staying in urban area (varying in age, race, religion, ethnicity and social economic class).

Informed consent from College authorities was obtained. Participants replied to the questionnaires that was linked to their Facebook account or on their email or the web page linked to the what app. The survey was linked to an online survey platform survey monkey.

## **DATA ANALYSIS**

The result Chapter contains the quantitative data analysis. The data were collected from the Art and Science college women in Chennai. Hence, the analysis was based on the 107 samples. However the results of the research provide us with an interesting scenario.

From the survey report, it appears that Facebook dominates as the highest preferred social networking sites in comparison with twitter, LinkedIn and Instagram. The respondents were asked to rank the social media websites in the order of one to three. Where one is the most preferred platform. 53 percentages of the respondents preferred Facebook as their first choice in social networking sites. 27 percentages of the respondent placed Twitter as their second most preferred sites, followed by LinkedIn.

Respondents' use one, two or more Facebook accounts simultaneously 98 percentages of the respondents possess one account, 7 percentage of the respondents have at least two accounts, in one with the real name, and another account with their nickname or in complete anonymity. 2 percentages of the respondents have more than three accounts most of them have used fake profile names.

## **DEMOGRAPHIC PROFILE OF THE RESPONDENTS: AGE, EDUCATION, COMMUNITY & INCOME**

Dominant part of 43 percent of the respondents are 19-20 years, followed by 30 percent or up to 18 Years and least 27 percent are above 20 years. Particularly 50 percent of the Respondent's monthly income is above Rs.20, 000 followed by 34 Percent of the Respondents monthly are between Rs.10, 000 to Rs.20, 000 and least 16 percent are below Rs.10, 000. Followed by 40 percent of the respondents are Backward Class, followed by 34 percent is Open Category, 17 percent is Most Backward Class and least 9 percent are Scheduled Class.

## **EXECUTION AND PRESENTATION OF IDENTITY ON FACEBOOK.**

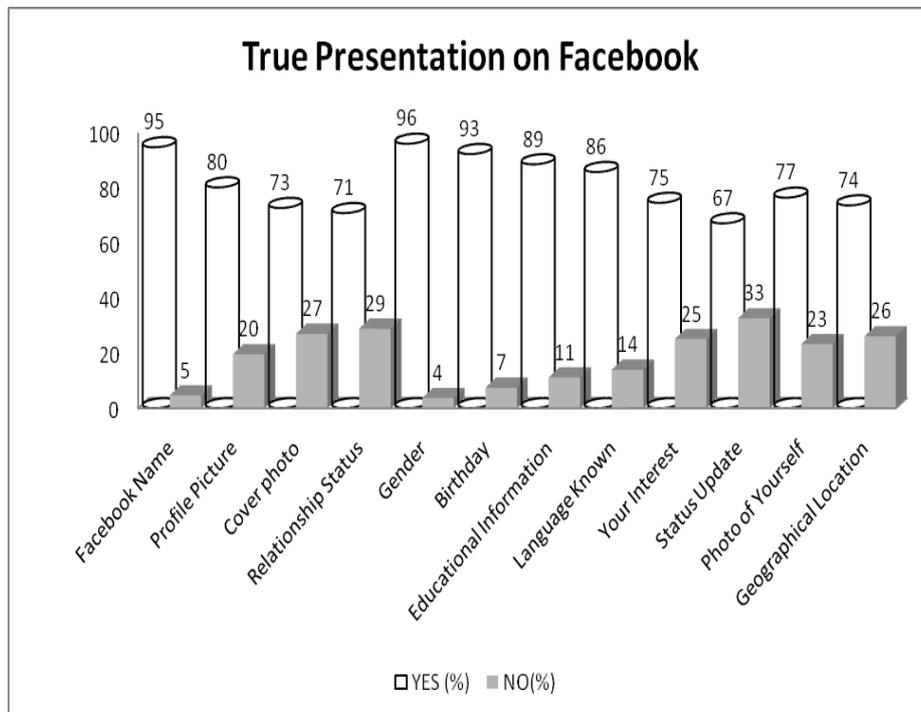
Ladies respondents, about 66 percent utilized Smartphone to get to Facebook. In the following Personal PC and portable workstation constitutes 12 percent each. Most of the ladies have opened their first Facebook account amid their secondary school, which contains about 73 percent of the respondents. Countless 90 percent of the ladies respondents are with Facebook for over a year. A larger part of the ladies respondents spent more than Four hours on an every day on Facebook, which constitutes 18 percent. Another 18 percent answered by utilizing Facebook for 60 minutes on an everyday premise. A noteworthy part of the outcome Demonstrates that 33 percent of the respondents check their Facebook account not exactly an hour in a day.

When asked about the time for accessing Facebook, almost 58 percent of the respondents replied evening time as their most convenient time. The most Significant part of the survey results shows that 23percent of them prefer midnight to log in to their facebook account.

### **FACEBOOK PROFILE AND IDENTITY**

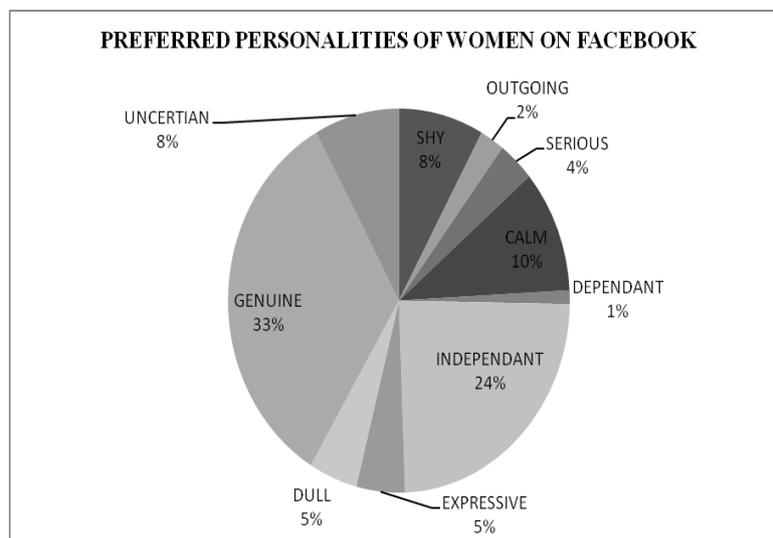
Almost 35 percent of the respondents said that the 200-300 number of friends to have on Facebook followed by 34 percent said above 300 friends to have on Facebook and 32 percent said below 200 friends to have on Facebook. Majority 43 percent of the respondents change their profile picture on facebook once in a year, followed by 30 percent change once in a month and 27 percent change below one month.

When asked about, have they ever used privacy setting to hide their Facebook post, 53 percent of the respondents answered “Yes” followed by 24 percent answered “Sometime” and 22 percent answered “No”.



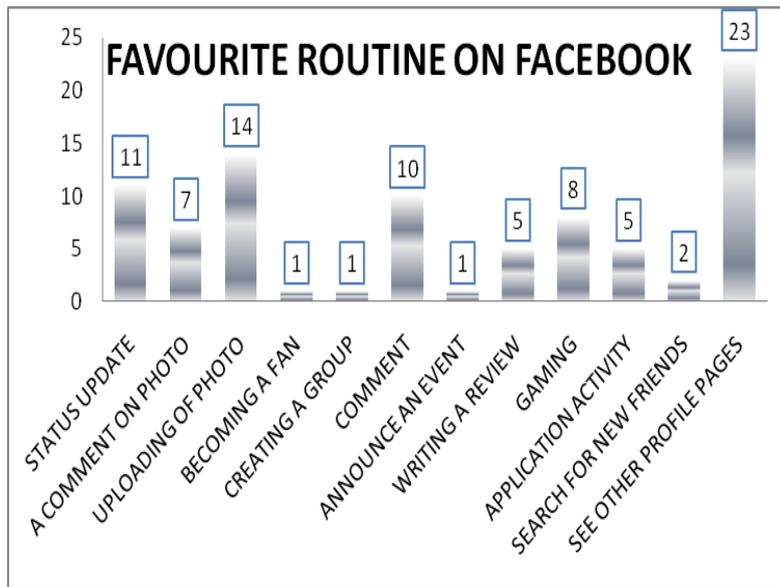
**Figure 1. TRUE PRESENTATION ON FACEBOOK**

Only 5 percent addressed that they have utilized anecdotal personality and the rest of the 95 rate has utilized their unique name on facebook profile. Around 33% don't speak to them truly in their Facebook status. Just about 29 percent of the respondents don't uncover their unique relationship status. About 25 percent to 26 percent don't speak about their Geographical location or pictures in their cover photograph



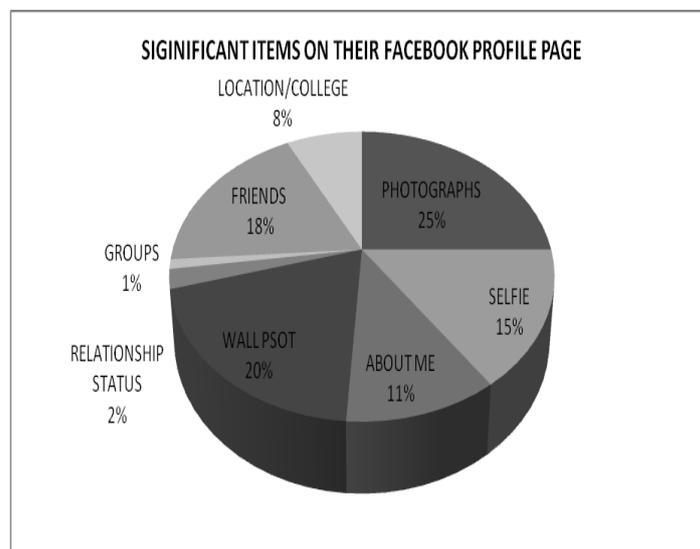
**Figure 2 Preferred personalities of women on Facebook**

Very nearly 29 percent of the respondents needs to venture themselves on Facebook as Genuine.21 percent of the respondents needs to be anticipated as independence.12 percent as quiet identity, 8 percent were dubious about their projection of character on Facebook



**Figure 3 FAVOURITE ROUTINE ON FACEBOOK**

Ladies most loved routine on Facebook is seeing through others profile page, which constitutes 23 percent. 14 percent transfer photographs as their day by day routine. 11 percent redesigns their status update, gaming records to 8 percent as a their Schedule.



**Figure 4 SIGNIFICANT ITEMS ON THEIR FACEBOOK PROFILE PAGE**

The most huge piece of women profile page, 25 percent has admitted it has been their photos they have posted on Facebook. 20 percent of them concurred it to be their wall post as their most huge part. Friends' records to 18 percent and selfie constitutes 15 percent.

## CONCLUSION

The Objectives of the present research were to comprehend the view of women advanced character. As middle people of self in the social networking sites, technologies play a critical in the advancement of open interaction. The correspondence in any intelligent social medium obliges individuals to settle on cognizant choices that shape the way they introduce themselves to their computerized surroundings.

It merits specifying that the women feel they take measures to secure their own life and control who they acknowledge as companions in Facebook, a large portion of the respondents in this study have more than 200 companions and generally obscure companions. Clearly they need to extend their frame of reference to make new companions and connections. They feel that they are sensibly specific in what they post, this incorporates from unequivocal substances like "about me" to visual substance, their photos. They are extremely cognizant about what they post on the grounds that if their companions, Parents/guardians; relatives can see what they post. This was most huge in respondents who have multiple number of Facebook

Notwithstanding, the writer recommends that further research is expected to see how Women in the country like India wants to self present themselves on the long range informal communication stage like Facebook

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