Presenting Self in the Social Media: An Analysis on Facebook Users

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ABSTRACT

Social media have become a crucial part of our lives, mainly because through them one can live a virtual life, in parallel to their real life. Every day millions of people around the world share their personal information by participating in these networks. User's Feedbacks to the personal information which are shared on Facebook and the digital identity of users by "like" button and comments lead to the emergence of new forms of communication. It is assumed that social media also satisfies the user's emotional needs such as participation, to be seen, to be confirmed, to be accepted and to be liked. All these emotional needs are the basic pillars of self-esteem.

The aim of this study is to investigate the presentation of self on Facebook and self-esteem that is caused from this self-presentation. For this purpose a group of 390 residents of Famagusta, consisting of 208 male and 182 females were surveyed. The results reveal that Facebook has a significant impact on the user's self-esteem, which is equally affected by Facebook regardless of their gender and education level. This research has also proven that the users reveal themselves in a conscious manner or in other words attempt to represent themselves in the perfect form in order to create a stable and accepted identity and to achieve more acceptance and encouragement. The results of this study reveal that there is no significant association between the users' gender, career and education level and the number of Facebook friends. The results also show that the main reason why the users use Facebook is to be in touch with their friends with whom they share their ideas and daily happenings. According to the results of this study, Facebook users have relations with only 62% of their friends list in the real world. Facebook users in general use the word "friend" to refer to

every individual in their Facebook friends list even if they do not know them outside the virtual world created by Facebook. Everyone in the friends list have access to what users share. Therefore, it can be stated that the definitions of "friendship" and "public/private spheres" have been changed.

Keywords: Facebook, Self-esteem, Selective self-presentation, Social capital, Cyber culture.

ÖZ

Sosyal medya yaşamlarımızın önemli bir parçası haline geldi. Bu durum, büyük oranda insanların sosyal medya üzerinden gerçek yaşamlarına parallel sanal bir yaşam sürebilmelerinden kaynaklanıyor. Dünyanın dört bir yanından milyonlarca insan, her gün bu ağlarda kişisel bilgilerini diğer katılımcılarla paylaşıyorlar. Kullanıcıların "like" butonu ve yorumlar aracılığıyla, diğer kullanıcıların kişisel paylaşımlarına ve dijital kimliklerine dair verdikleri geri bildirimler, yeni etkileşim formlarının ortaya çıkmasına neden oluyor. Sosyal medyanın, ayrıca kullanıcıların katılım, görülme, onaylanma ve Kabul edilme gibi duygusal ihtiyaçlarını tatmin ettiği varsayılmaktadır. Tüm bu duygusal ihtiyaçlar, özsaygının temel dayanaklarıdır. Bu çalışmanın amacı, kullanıcıların kendilerini Facebook da nasil tanıttığını ve bu seçici kendini tanıtma onların öz saygılarını nasıl etkilediğini araştırmak dir. Bu amaçla, 208'si erkek, 182'i kadın olmak üzere toplam 390 Gazimağusa lıdan oluşan bir grup ile anket çalışması yapılmıştır. Araştırmanın sonuçları, Facebook'un kişinin özsaygısı üzerinde önemli bir etkisi olduğunu göstermektedir. Cinsiyet ve eğitim düzeyi ne olursa olsun tüm katılımcıların özsaygısı Facebook'tan eşit derecede etkilenmektedir. Bu araştırma şunu da kanıtlamıştır ki katılımcılar kendilerini Facebook'ta bilinçli bir şekilde ortaya koymakta ya da bir başka ifadeyle, istikrarlı bir kimlik yaratmak ve daha fazla Kabul elde etmek için, kendilerini en mükemmel şekilde temsil etmeye gayret etmektedirler. Bu araştırmanın sonuçları göstermiştir ki Facebook'taki arkadaş sayısıyla, kişinin toplumsal cinsiyeti, eğitim düzeyi ve iş durumu arasında istatistiksel olarak anlamlı bir ilişki yoktur. Sonuçlar, ayrıca kullanıcıların Facebook'u arkadaşlarıyla, düşüncelerini ve günlük olayları paylaşmak için kullandıklarını göstermektedir. Bu çalışmanın sonuçlarına göre, Facebook

kullanıcılarının, arkadaş listelerindekilerin yalnızca %62'si ile gerçek yaşamda ilişkileri bulunmaktadır. Facebook kullanıcıları "arkadaş" kelimesini, genel olarak, Facebook arkadaş listelerindeki her birey için, onları Facebook tarafından yaratılan sanal dünyanın dışında tanımasalar bile, kullanmaktadır. Arkadaş listesindeki herkesin, kullanıcıların paylaşımlarına erişimleri bulunmaktadır. Dolayısıyla, "arkadaşlık", "özel ve kamusal alan" tanımlarının değiştiği söylenebilir.

Anahtar sözcükler: Facebook, Özsaygı, Seçici Kendini Tanıtma, Sosyal Sermaye, Siber Kültür

This thesis is gratefully dedicated to:

My mother and father who have thought me to love people,

My lovely husband "Ehsan" who has supported and inspired me

all the way,

My lovely sister and brother

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

ANOVA   Analysis of Variance

ICT   Internet Communication Technology

U&G   Uses and Gratification Theory

SNS   Social Network Site

SPSS   Statistical Package for the Social Sciences

Chapter 1

INTRODUCTION

Social Network Sites (SNSs) are a new generation of the Internet websites and considered as a form of social media. In these websites, the users gather virtually together and are bound together by a common cause and form online communities. In fact, social networks are networks composed of individuals, groups and the relationships between them.

The interests to these sites are growing around the world. In the recent years, SNSs are one of the most influential services provided on the Internet, which in turn, have made dramatic changes in the communication system. As a matter of fact, with faded importance of time as well as vanished need of real common places for communication, people can much easier communicate with each other in the virtual space.

In general, SNSs are dialog and member-based communication. People briefly can introduce themselves and provide the components for establishing communication among themselves and their like-minded in the areas of interests. Every day, millions of people around the world share their personal information (such as photos, status, posts, etc.) to participate in these networks. It seems that these changes in the form of communication are changed the meaning of relationship and influenced user's perceptions of public and privacy.

In such communities, people closeness in terms of geographical location does not reflect their relationships, friendship and privacy. With emergence of these social networks, a new form of relationship and communication is formed which was different in comparison with to their traditional forms.

Some experts believe that Facebook has been the world's sixth most visited website in 2008 and the world's number one photo sharing site in the same year. It has achieved more than eighty million active users (Lewis, Kaufman, Gonzalez, Wimmer, & Christakis, 2008). Facebook has more than one billion users that half of them log on every day (Facebook, 2015). Facebook has been selected as the social network with the highest number of users as well as the opportunities and options provided for the people. Facebook is one of the world's most popular sites and has attracted people of different ages from different nationality. Facebook users through various activities such as sharing ideas and thoughts as well as photos, videos, games, music, interpersonal relationships, announcing public programs, invitations and various other messages have taken a major step in the transformation of social relationships.

Facebook explains its mission as "to give people the power to share and connected" (Facebook, 2015). It seems that this much interest on connection and being open is not just limited to get information or entertainment. Facebook allows its users to provide their contacts more positive and more effective information of themselves for more and better impact on other users. It is assumed that users also by presenting themselves on Facebook satisfy their emotional needs such as being participants, to be seen, to be loved, to be confirmed, and to be accepted and so on. All these emotional needs are basic pillars of self-esteem. Psychologists believe that self-

esteem is the value that a person considers for him/herself and in fact defines his/her self-assessment (Mehdizadeh, 2010). SNSs in general and Facebook in particular are new environment and community that individuals live in. How much these new communities can affect the user's self-esteem? People live in these communities and in order to create digital identity, present themselves selectively, and for this presentation, consciously disclose themselves.

1.1 Background of the Study

Social media is a vast and complex world which has led to dramatic transformations and changes in human life, and has initiated major developments in the human knowledge. In many communities, social media is seen as a new informational, research and entertainment environment operating in parallel or to complete the extent general and public sphere.

In this study the term "Social Network Sites" is used instead of "Social Networking Sites". Networking is a term, used to describe the websites or tools which are used to connect strangers to each other, and while SNSs such as Facebook can be used for such a purpose, it is established by studies that people on Facebook are mostly interacting with people whom they either know or are somehow in contact with (Ellison & boyd, 2007). Although there may exist a number of people in on Facebook user's friends list that they do not know outside the Internet but being called "friend" and them being in the friends list somehow separates them from total strange.

Early SNSs such as Usenet were mostly some sort of public sphere for discussions and dialogues. These topics get into a hierarchical order in relation to their

population. However, new SNSs like Facebook have a very egocentric structure, and people are in the core of the processes in such networks. The dominant notion is that these worlds are the worlds composed of the network, not groups (Ellison & boyd, 2007).

Nowadays, the virtual world created by SNSs is an integral part of our life and not apart from the real world which users' live; thus, individual's spiritual and emotional needs and the subsequent behaviors resulting from these needs would matter as the real world.

Facebook announces its primary task to give people the possibility to share and broaden the world of communications. Though this effort, compared to radio reached to 50 million audience in over than 38 years , TV succeeding the same challenge during 13 years, Facebook made a record of 500 million people in only 4 years (Walaski, 2013).

Statistics indicate that Facebook, or in general, SNSs play a role far more important than mere information sharing in our life. Whereas, Facebook is a medium has been based on communications and relationships, user's private and social life may be influenced positively or negatively by this medium.

More than one billion users use this web page and around half of them are active users. Users share their information, present themselves, and create identity and disclosure themselves. They receive feedbacks including comments and "like". This daily communication may have psychological aims in order to satisfy emotional needs such as being accepted and confirmed as a virtual environment's participant.

Such emotional and psychological needs have the direct impacts on individual's self-esteem.

1.2 Motivation of the Study

In the 2000s, a big change occurred in using the Internet technology. The Internet has turned into important tool for communication in the "modern" life. The SNSs that are provided with this new technological environment have changed social behaviors/cultures as well. In the SNSs the users/participants develop a network with their society. In this network the user's increases the number of their friends in different backgrounds and affiliations. These new environment make the users share their daily life beside their world views. The daily life experiences and the political/social were more separate spheres before the digital environment. Due to introducing this new digital environment the understanding of public and private life started to change and the border between them almost vanished/merged.

The question around the argument on how the users get affected by the other users is the main motivation of this study.

1.3 Aims of the Study

Investigating the impacts of SNSs in the change of social relations, the way of self-presentation, importance of self-disclosure and self-esteem are the main aims of this study. More precisely, this research aims to find out;

- How do the users of Facebook present themselves?

- What kinds of impacts the new environment created by Facebook have on its users' self-esteem?

- How the understanding of public and private has been changed?

1.4 Research Questions

In order to reach the aims of this research the author explores the following questions:

RQ1: Do Facebook users have selective self-presentation?

RQ2: What is the impact of "like" and "comments" on user's self-esteem?

RQ3: Is there any relationship between user's self-esteem and using Facebook?

RQ4: Are there any significant associations between user's self-esteem and gender?

RQ5: Are there any significant associations between user's self-esteem and age?

RQ6: Are there any significant associations between user's self-esteem and job status?

RQ7: Are there any significant associations between user's self-esteem and education level?

RQ8: Can be Facebook has made the boundaries between public and privacy to disappear?

RQ9: Does Facebook create new form of social capital?

RQ10: How close is the digital identity and real identity?

In order to find answers to the above research questions a questionnaire applied to 390 of Famagusta citizens. They were selected randomly from different ages, job status and education levels. Both male and female were participated in this research.

1.5 Significance of the Study

This study is conducted to evaluate the presentation of self on Facebook. The study will provide discussions and analyses on the needs and gratifications that participants get by using Facebook. It will also discuss the change in the communication forms, the impacts of Facebook platform on the change of cultures such as friendship,

approval of others, cyber culture, self-esteem, self-presentation, Facebook friends as new form of social capital and etc. Individuals by selectively presenting themselves and in the best way try to get acceptance and encouragement from other users. This acceptance and encouragement in a new society is the core of self-esteem which is one of the most important user's emotional needs. Self-esteem is important since it directly influences the individual's profession, education and life. People with high level of self-esteem seem to have more desire for having relationships with others; they are more attractive and make better relationships and are able to better influence the people around them compared to those with lower self-esteem. This indicates that self-esteem influences the individual's private relationships and his/her sense and understanding of him/herself, will equally affect his/her social life. Individuals find more self-esteem with the approval and acceptance from the world around them, and since, the SNSs are a new world and a new society, investigating the way they present themselves to get this acceptance would be useful.

1.6 Limitation of Study

This research has some limitations that readers should take into consideration:

1- Due to the lack of time and resources the samples of this study were restricted to only one city which limits the extent to which the results can be generalized.

2- This study only focuses on Facebook; however, nowadays, there are several SNSs. Each of these sites has its own characteristics and needs more researches.

Chapter 2

LITERATURE REVIEW

Facebook is one of the largest and most popular SNSs. It is assumed that this large and popular virtual community exists not just to share information but also to satisfy the users' emotional needs. This study is designed to investigate the presentation of self in the social media and self-esteem as one of the human emotional needs. This chapter begins by defining SNSs and their difference with social media, it continues with a brief history of SNSs and their characteristics. For a better understanding of the importance of Facebook, this chapter is then continued by a look on the studies about self-presentation, self-disclosure, self-esteem and social capital which are important terms each of which plays a key role in Facebook life.

2.1 Uses and Gratification of Facebook

In SNSs users are both the producers and consumers of information simultaneously. These networks have transformed the users into an active audience and have also created a new virtual society. The motivation behind becoming a user of these networks is not just sharing information but also satisfying emotional needs. "What do people get by using the media" is the key point here, while focusing on social and psychological dynamic sources of individual needs. The Uses and Gratification theory focuses on the audience and the audience is an active component in it. Having such a feature, it is an appropriate approach for this study, since it implies that the audience consciously chooses the media; a media that somehow meets his/her needs. In fact, it suggests that the audience is aware of his/her needs and quite self-

consciously chooses the media to meet them. This is an important approach for evaluating the impact of virtual social networks (Facebook) on the social and psychological needs of individuals.

In order to discuss the media audience, this approach emphasizes on the audience motivation of consuming media products. By satisfying and fulfilling some of the needs that they (the audience) have experienced in the past. The theory claims that the audiences are aware of their needs. In fact, social and psychological roots of needs cause the individuals to tend to a certain media or have certain expectations of the media. Perhaps, the reason to use media arises from experiencing things caused by social and psychological conditions, issues such as searching for information, scape problems in life, entertainment and many other things.

The users of SNSs are active, and the dynamic atmosphere of their activity has changed some definitions of the media. The participants in these networks are called "user" rather than the "audience". SNSs are audience-centered and are supposed to meet specific needs of people. Indeed, the main reason to study social media based on the theory of uses and gratification is to understand the same needs as well as the relationship between the root of these needs and the context (Sundar & Limperos, 2013).

The researchers' emphasis on individual differences suggests that the people's gratification of a media is entirely dependent on the needs that have already existed and does not relate to a specific technology (Sundar & Limperos, 2013). Thus, new needs do not emerge by changes in technology, but such needs have always been

there, only they are being tackled differently, with the developments in media technology.

New media do not specifically generate new gratifications. For the same reason, many believe that people using SNSs reflect gratifications that had been known in the traditional media as well, such as television and radio. People use the Internet for the followings: spending time, recreation, access to information, and in fact, a series of emotional needs (Sundar & Limperos, 2013).

2.2 The Definition of Social Media and Social Network Sites

Speaking of SNSs on the Internet nowadays, the virtual and intangible networking of human communication is the focus of attention. As a matter of fact, social networks have existed since the beginning of humanity. However, its virtual type appeared at the beginning of the twenty-first century is an instance that has highlighted the Marshal McLuhan's so-called "Global Village" through the advent of the Internet.

The key point to be considered is the difference between SNSs and social media. Social media are software tools allowing users to share, create or use the generated content. Social media leads to the formation of a social network or can be considered as a tool used in a social network for sharing content.

SNSs are a subset of social media and macro-concepts that have emerged due to the emergence of communication networks such as the Internet and mobile telephones (Asgharkiya, 2009)**.** Social media is a system, while social network is a virtual space (place). Social media is a system to send information to others and an instrument to flow the human factors, while in SNSs, the main core is the dialogue and the individuals enter them with a special incentive (Shokrkhah, 2013b). Social media is a

channel for broadcasting messages and considered as a strategy, while SNSs can be used as a means to connect with other people, and in fact, they can cover their audience by Web.

Social media includes models and structures based on seeking cooperation such as: Wikipedia, blogs and micro-blogs such as: Twitter, content communities such as: YouTube, virtual social worlds such as Second Life, virtual games world such as: World of Warcraft and SNSs such as Facebook (Shokrkhah,2013a). Therefore, social media are a way to transfer or share something with a wide audience; everyone has a chance to generate and distribute information (Oftadeh, 2012).

Social media is a simple system to publish information, while communication is a two-way process in social networks. It depends on the type of content and subject. People gather together to join others and people with similar backgrounds and experiences. The discussions occur on social network core and through the development of relationships. Social media can refer to any web sites or web-based services with sociability characteristic that use the Web-2, including blogs, social networks, social-news sites and wikis. Social media is a media in which the content interaction and publishing on the Internet is designed through social interaction and has a very high accessibility. It is a web-based technology for conversion and publication of media monologue to multilateral dialogues. The presentation of social media is based on Web-2 technology, allowing the users to generate content and exchange information (Khaniki & Babayi, 2011).

The truth is providing a certain definition for social media seems to be very difficult, and the more difficult task is to determine which belongs to the social media and

which does not. The range of social media is too broad and its classification tends to more difficulty with the creation of new pages and sites. Perhaps, one can say that social media are web tools allowing the users to share or use the generated content. Indeed, social media lead to the formation of a social network, or are the tools that are used in a social network to share content.

Social media is a term with a very broad meaning range that is used to describe a whole range of technological tools, including wikis, blogs and micro-blogs, SNSs, virtual worlds and sites some with the possibility to share videos.

Distinguishing the differences between technologies related to social media is often difficult; technologies such as: USENET, group decision support system or knowledge management system (Kane, Alavi, Labianca, & Borgatti, 2014).

Twenty-three classifications are used in defining social media, six of which are more popular than the others: Blogs, micro-blogs, SNSs, professional networks, video sharing and content-driven communities. The main characteristic and nature of social media is to provide the possibility for people to meet each other that did not have such a chance before (Walaski, 2013) .

SNS is a chain of communications and social network nodes or the physical presence of people in a virtual place. In the SNSs, the communication of individuals, organizations or groups is not without intermediary, but it depends on a tool called the Internet. These days, when it comes to social networks on the Internet, the virtual and non-tangible type of human communication networks are in fact targeted.

SNSs are web-based software tools that allow the users to share, create, and use the content generated. In fact, social media underlies the creation and formation of a social network and provides its context. SNSs are capable of generating and distributing messages, and like any other social media, they can transmit messages and share information with a broad range of audience; it is not like radio, television, and newspaper. It is not a space or place; it is a system, a system for sending information to others, and having a social media merely needs an Internet connection.

SNSs are applications that provide the capability of the followings:

- Communicating with others by creating personal profiles

- Presenting personal information

- Inviting friends, co-workers and acquaintances

- Access to the profiles and e-mails of others

- Instant messaging between people (Kaplan & Haenlein, 2010)

In fact, it is a format formed of Web-2 that provides the reciprocality feature for the exchange of data type of content generated by the user between individuals and small to large communities (Shokrkah, 2013a).

However, Facebook, Twitter and Google+ benefit from the features and capabilities of social media and social network simultaneously, which is the reason for their confusion in providing a certain definition for them. SNSs, which is what we are dealing with nowadays, stands in an equal position to the real social community. The SNSs are designed in such a way that can create conditions like face to face talking. SNSs are not indeed just limited to the dissemination of information, but they can

also make it possible to discuss the content and transfer the ideas as well. The communications between individuals are the first priorities of social networks (Kelarijani & Tavasoli, 2012).

What is concerned here includes SNSs that due to the possibility of producing dialogues do more than the traditional definition of the media. As Ellison believes, SNSs are web-based systems that with their incorporated facilities allow the users to create public and semi-public profiles, to display a list showing people who are associated with them and to see the names of individuals in relation with the others; Ellison and boyd conclude their definition by stating that the SNSs are a distinct type of social media (Ellison & boyd, 2007).

Pamela Walaski suggests in her paper that the SNSs have come to existence to build relationships between individuals with similar interests and activities. In her opinion, these communications are the most important factor in the success of the system that have caused the emergence of specialized networks like Plaxo and LinkedIn, in which information is shared professionally dependent on a specific discipline or subject (Walaski, 2013). Farrugia believes that SNSs are websites that the people become members of to establish human relationships. The users connect to the Internet to develop such relationships, even if they would never have a face to face relationship with their audience (Farrugia, 2013).

According to Kaplan & Haenlein, the term was first used in 2004, while Web-2 was released as computer software. Web-2 was developed after Web-1. The Web-1 included applications that were used to design personal pages and Online

Encyclopedias and Britannica. But, Web included wikis and blogs in which the users could publish their videos or animations on the web (Kaplan & Haenlein, 2010).

Web-2 includes websites that their contents are generated by users using software and advanced programming tools and managed based on some instructions. The success of Web-2 is due to use technologies such as AJAX, RIA, RSS and FOKSONOMY, which are totally dependent on users' participation (Khaniki & Babayi, 2011). In fact, the reliance of Web-2 on interactive aspects broadens the range of social media and the sense of sharing and participation creates new conditions of human to human interaction in users.

What has made the SNSs so interesting and unique is not just the capability of these networks to create conditions for people to meet together; they enable users to have explicit and accessible social communications (Ellison & boyd, 2007). This public display of social communications is indeed a major component of social networks. Parameters such as identity, dialogue, sharing, presence, relationships, popularity and group are as parameters ruling different types of social media and networks; social media is a media for asking, while social network is a media for saying (Shokrkhah, 2013a). SNSs are more than just personal profiles; they have infinite possibilities for comments, private messages and sharing videos. There are social networks even for dogs (Dogster) and cats (Catster).

Studying the formation process of SNSs can help provide a better understanding of these networks. Some consider 1997 the starting year of social media emergence with the establishment of SixDegrees.com that allowed the users to create a personal profile and a friends list. In 1998, it added the possibility of searching among the

friends list to its features (Ellison & boyd, 2007). The Six Degrees.com is known as the predecessor of SNSs. Before this network, there were other sites such as Classmate.com, but due to lack of facilities, such as personal profiles and friends lists, the Six Degrees.com is considered as the beginning of SNSs.

However some consider the date a little earlier and they believe that it was started by Jim Ellis and Tom Truscot's work. Who developed a global system giving its users the chance to display their messages publicly but what we know today as social media began indeed with Open Diary. It created the possibility of writing an online diary and the possibility for people gathering together who were interested in the issue (Kaplan & Haenlein, 2010).

Some researchers also believe that the term of SNSs was first introduced by J.A. Banes in 1954, which is a set of connected social institutions with significant relations that interact together in sharing values. However, social networks refer mostly to online virtual community and computer communications (Asadi, 2006).

Afterwards, websites like AsianAvenue, BlackPlanet and Migent were welcomed by providing conditions in which users could have personal and professional pages even for dating. Thereafter in 1999, Living Journal came to the focus of attention with indirect listing of user's relationships in his personal page. In 2000, the Swedish LunarStorm website reconstructed itself as a SNS and then found its place by adding the friends list and the ability to record memories (Amini Kelarijani & Tavasoli, 2012).

The second wave of SNSs began with RYZE.com, established in 2001, which helped users to enhance their influence in the business world. Friendster, founded in 2002, gained its success due to the fact that, unlike other dating sites, used to familiarize friends with their friends rather than matching strangers with similar interests, and thus achieved approximately 300,000 users. This movement continued by the emergence of Usenet by having public forums capable of public debate. Then, Facebook was founded in 2004 that achieved an important position due to further facilities (Ellison & boyd, 2007).

2.3 Characteristic of Social Media

The world web is a very complex and rich network of non-identical resources that can be accessible through utilizing special communication technologies and protocols via the Internet. These days, the cyberspace is examined as an independent world not as a scientific and laboratory range related to artificial intelligence and robotics. Internet is the gateway to cyberspace with its significant features. This new technology causes paradigm shift in human personal and social life, and the old concepts are not recognizable within it.

New technologies link together the universe distant points within the global networks. In fact, computer communications create a set of virtual communities, and as a result, change all of the material and spiritual structures and processes of man's life (Khaniki & Babayi, 2011).

There is a strong connection between SNSs and the formation of social life. Since the required content is generated by users in social networks, and gradually changes and evolves and is designed so that the users information would be the largest capital and

the axis of content production, the focus of these cyberspaces is on two elements of sharing and interaction.

Each member of SNSs is an actor or player. Complex relationships and interactions between these actors build the space and content of such social networks. The main reasons for developing SNSs include personal relationships, professional relations, scientific relations, common tastes and entertainments as well as political and social motives. The same reasons appear to be the main factors of interactions between the actors, and thus, the analysis of social networks and relationships between individuals and social networks sections and the relationships between people and departments of a network are important (Asadi, 2006).

These networks, like any other media, have particular characteristics based on which they have earned their today's success. Network is a collection of individuals; but, one of the most important features of these networks is perhaps that a person has a role player in a social network, and people can form smaller groups and communities in such networks.

The first-generation webs were the beginning of such transformation in the technology (from 1990 to 2000). It is considered as the first period for the introduction and entry of people for communication in virtual space: E-mail, Website, Search Engine, Blue Page, Directories and Chat Rooms. The second generation of the web is the beginning of social networks. In this period, beginning from 2000, the communication systems were improved and the one-way communications turned into the two-way type: Blogs, Micro-blogs (Twitter and Friend Feeds), Dating networks (Orkut), Social networks (Facebook and MySpace),

Wikis and Sharing Sites (YouTube), Forums (a variety of general and specialized forums), E-mail groups (Yahoo and Google), News Feeds (a variety of Feeds, Google Reader), Podcasts (Podcasts and Vodcasts), sites consisting of links (Digg), and finally the Media Messengers (Yahoo Messenger and Google Talk) (Asadi, 2006).

As noted, social media have a very wide range that SNSs are one of their most significant subsets. Through creation of human-to-human interaction, SNSs meet our needs such as notification and exchange of information and ideas (Asgharkiya, 2009). Many people who are members of these SNSs live in them with diverse beliefs and opinions; the word "living" is not used here mistakenly, since the virtual world created by the social networks influence the people and their beliefs.

SNSs benefit from openness and decentralization features. In addition to interactions within the network, these networks have also interactions outside the network. These interactions not only create social capital and power, but also play a role in creating social waves and influencing the realities of the real environment (Khaniki & Babayi, 2011).

The web has different features such as easy and global accessibility, multimedia and compositions, commercial, educational and entertainment applications, hyper structure, science connections and virtual world. Due to all these features, according to Ellison, asynchronicity is one of the most important features of virtual social networks; since, this feature causes delay in time, which is one of the inherent characteristics of computer communications. This allows its users to edit their messages or change their sentences arbitrarily, and even consult with someone prior

to documenting a message for measurement of feedbacks (Ellison, 2013). As the words are not used instantly and give the persons time to have more control on their own words compared with the face to face communication would allow the individuals to show a more acceptable image of themselves compared to the real world.

The time delay creates another feature that greatly matters in computerized communications: Reduced cues. This feature allows individuals to select their profile conveniently, or customize their own image using different applications. For example, they can change their age by removing wrinkles and changing the color ethnicity (Ellison, 2013). These features allow users to be more successful in presenting themselves to the community. These features are important since many users of SNSs pay attention to the "comments" and "likes" to understand their popularity or know by whom they are seen or confirmed (Bazarova & Choi, 2014).

Important performance in social media can categorized as below:

"1. Data permanence

2. Communal visibility of social information and communication

3. Message editability

4. Associations between individuals, as well as between message and creator" (Bazarova & Choi, 2014, p. 636).

Each of these features separately affect cyberspace and cause these networks to gain or maintain their today's enormous popular plateau. These features were added gradually to the network over time and with advancement of technology and

recognizing the needs and led to the improvement of these networks. The cyberspace created by such virtual world is in fact a part of social life of these days.

Despite the great significance of asynchronicity, should not forget that what distinguishing the virtual social networks from physical social networks is not their theoretical foundation, but their different context, communication mechanisms and methods of interaction. It is believed that the unique feature of these networks is the connection between personalization and socialization. An aspect of interaction in the SNSs is that the starting point of a communication is the individual. For example, in profile-based SNSs such as Facebook and MySpace, the users extend their scope of activity and communication space through different ways by inserting notes, links and adding texts in the shared space (Khaniki & Babayi, 2011).

One of the features of SNSs is providing the opportunity for users to meet People whom they had no chance to meet and interact with before. These possibilities for sharing information and ideas will finally lead to increased production level of such professional and specialized networks (Walaski, 2013).

As noted, the content on cyberspace arises from interactions, relationships, and in many cases, from personal information of the members of this space. Individuals use this space to share their information. In fact, millions of people disclose their personal information daily in these spaces. This personal information may include photos, tastes, interests and even religious, national and sexual beliefs.

The cyberspace is the most open, and perhaps can be considered, as the most unlimited social space that the humanity has ever been faced with. This space has

changed all ancient beliefs and definitions of privacy, friendship and even identity. Human interactions are the fundamental factor in the formation of social identities, and identity is defined in the context of social interactions, self-presentation and self-disclosure are two key factors in developing interactions in the SNSs.

The emergence of SNSs has made the groups with strict traditional boundaries to give their place to virtual groups with flexible boundaries, and therefore, the exchange of information and messages has been provided more than ever. This informational exchange reduces and in some cases removes the distance between groups and individuals (Noormohammadi, 2009).

2.4 Social and Digital Identity

Social identity is in fact our understanding of who we are? Who are the others? What are others' perceptions of themselves and others? And thus, one can say that social identity is not inborn. The fundamental factor in the formation of social identity is human interactions. When a person interacts with another person, he/she finds his/her identity as a member of the society. In fact, identity is defined in the context of social interactions (Noormohammadi, 2009).

Identity and self are two distinct issues. From the experts' perspective, a person has only one self but several different identities. These identities are related to different factors such as family, social groups, school and many other issues (Valkenburg, Schouten, & Peter, 2005). In contrast, Turner believes that a person has not only one personal self. He argues that he has several selves that are consistent with the cycles of group membership. Different social backgrounds may drive a person to think, feel and act based on his personal, familial or national selves (Waltherell, 1978).

In the virtual world, one's identity is somehow a combination of features and characteristics of both offline and online worlds. The digital identity of people is a collection of information about the person required to conduct an interaction or exchange, which is not fixed and varies based on the requirements of the exchange (Valkenburg, Schouten, & Peter, 2005). One can even say that the virtual world and the possibility to establish simultaneous and numerous communications have become the origin of emerging immediate cultures and subsequent emergence of heterogynous identities, which are formed in a limited period and will quickly vanish with the advent of the new identity (Noormohammadi, 2009).

The process of globalization broadens the social world of people largely with the expansion of relations sphere in the social life. Meanwhile, the person has a sense of being uncontrollable, since social networks are the freest environments that humanity has faced with so far. These networks weaken the conventional and traditional identity-making resources of the societies (Memar, Adlipor, & Khaksar, 2011). Digital technology enables the users to represent themselves virtually. Facebook, MySpace and Second Life are online spaces where people represent themselves by providing a selected image of their faces and of course their ideas. Representation is a key term that emphasizes on the fact that although media images may seem real and believable, they do not represent the real world (Asgharkiya, 2009).

The cyber space is a state of mind that is shared by interconnected people through digital representation of language and sensory experience. These people are separated in terms of time and space, but are connected together by networks of digital tools (Noormohammadi, 2009). As mentioned earlier, the individuals usually have at least one thing in common in the virtual community, which encompasses the

23

interests and benefits that gather them together. This makes the people to have a continuing changing and unstable identity in the virtual community.

The identity of people in SNS communities is called digital identity. The person's identity in virtual communities is not determined by land, nationality and local language, state, national culture and race, but sectional and limited interests in various subjects gather people together and build their identities (Memar, Adlipor, & Khaksar, 2011). In the absence of some cultural identity making tools such as language, religion, aesthetic interests, recreations, entertainment, sports and nutrition that create meaning for group life, cyber space by it is own cultural identity makers create a new sphere to create identity.

Internet influences social identity through two characteristics. It influences the meaning of social identity by breaking the traditional group boundaries and making subsequent changes in the similarities and differences of greatest impact on identity, which is a possible and common entity in computer communications (Navabakhsh, Khadem, & Aram, 2013).

Internet has characteristics that allow users to experience different identities. Such features through reducing audio perception and visual cues allow the users to emphasize on a particular part of their character or reveal a part otherwise or even hide parts of it. However, these are mostly parts dependent on the physical self of the person (Valkenburg, Schouten, & Peter, 2005).

Major developments in the area of macro functions and interactions in the virtual world are resulted from two major events in this domain: access to the broadband

Internet and its embedding on mobile phones. This resolved the old dream of humanity for civilization. And now, one can say that social identity on the Internet and its space has also found its significance. Indeed, social identity is the perception of people of themselves that arises from perceived membership in social groups.

In traditional society, these social groups included a world where they lived in like family, school, work, etc. But today, the virtual community and SNSs are also included in these groups and play a key role in one's life. In traditional societies, a part of one's social identity is tied to unchanging conditions, such as race, gender, skin color, the place of birth of parents, and even perhaps religion. But in the virtual world, there is an anonymous space, and one has the chance to reduce the reactions facing in the normal world by revealing some of his/her own skills and personality traits as well as some parts of the self (Navabakhsh, Khadem, & Aram, 2013).

Activities and information shared by people in the online world can represent user's needs, feelings and ideas. In fact, one can say that users of the SNSs define their identity partly with their activities. These activities usually are associated with person's experiences in the off-line world. The "self" made by users in the virtual world comes from their identity and subjective characteristics in the real world (Heivadi & Khajeheian, 2013). Heivadi and Khajeheian (2013) believe that users "self" in SNSs is a part of their self that they want to show it to the others to create stable and acceptable identity in the digital platform.

Since the electronic communications dominating the cyberspace would provide circumstances different from true and face to face relationships for their users, speed,

staying unknown and fluidity can provide a similar space free from structural requirements (gender, class, ethnic, racial and spatial).

2.5 Cyber Culture

Internet develops new communities by creating a series of social groups in which theses social groups created in digital environment that they have a real existence for their users. Such a reality brings a new culture with itself, which has been built based on virtual communication and interactions, proving that the virtual world is something more than a place for simple transfer of information and messages and appears to be a competitive and complex world (Kozinets, 1998).

Kozinets believed that "cyber culture is more narrowly conceptualized as the shared patterns of behavior and their associated symbolic meaning expressed primarily through computer mediate communication" (Kozinets, 1998, p. 367). In fact, every culture resulted from SNSs can be called Cyber culture. Cyber culture is a culture resulted from computer communications as well as the study and evaluation of social phenomena generated by the Internet; these have developed a new type of private and public connections, phenomena such as social media, complementary realities or parallel worlds, texting and many more. It also includes important issues such as identity and privacy.

As the core of these networks is human interactions and during history when human interact with human, the new culture got born. Cyber space is an environment for interactions and communication. In these networks, people have non-linear access to information, which generates the sign and feeling of being in relation with others.

Before the digital revolution, the physical presence was considered as the most important and basic key to develop interaction relationship, however, in computer communications, the related parties interact with each other in a so-called virtual space without meeting with relatively less cost. In fact, the virtual space has caused changes in social interactions (Navabakhsh, Khadem, & Aram, 2013). The interactions are non-physical and based on the new web culture that has been injected into the society through the Internet. This culture is not limited to cyberspace, but the individuals transfer the culture into their everyday life.

Cyber culture, like culture, generally creates identity, reputation and relationship, which occur of course in the absence of people's physical presence (Navabakhsh, Khadem, & Aram, 2013). It means that the long-term technological achievement of cyber space is that each of us can go beyond the limitations of our bodies. The main attraction of such going beyond, and in general, life on the web included reduced vulnerability and commitment (Ghanbari, 2014).

The core of this networks is sharing information and interact based on this information, cyber space has created new way of communication and give more chance to users to interact. As same as real world these communities have their own cultures. They have entered "like" culture, offline and online friends, friends as a new form of social capital and the importance of profiles as user's digital body, to user's culture. In the other world cyber culture refers to way of life in cyber space, or way of life shaped by cyberspace. In hear focus is on Facebook and the culture which is shaped by Facebook.

- **"Like" Culture**

The cyberspaces resulted from the Internet and SNSs have created a new public domain that will have its own culture and tools like every other community. This community is very dynamic, member based and topic-oriented. SNSs, and especially Facebook, have created a place for more personal and intimate relationships. It provided tools such as "Like" and "Share" buttons to its users. The shared information is topics of all interactions on Facebook. In their daily use of Facebook, People are seeking to gain value in this virtual world, since they usually share posts and photos related to their personal life. These posts influence the validation of individuals, since the users have feedbacks from their online friends, and these feedbacks are obtained in most cases from "Like" button and comments.

This really simple button has entered the "Like" culture into the lives of users, a culture that was considered some sort of participating in political and social campaigns. With pressing the "Like" button, people consider themselves as a part of such campaigns. Posts, photos and statuses with the number of their "likes" as a sign of acceptance and approval have a direct impact on users' emotions. As Maslow states, one of the main demands of people is to be accepted and loved. This occurs in the world of Facebook by touching of "Like" button by other users or some users that called Facebook "Friends".

Since the accepted values by others have become a measure and standard to assess the "self", most of users spend their time to visit wall posts and photos. It is not too far-fetched that a simple press of "Like" button would be a feedback that users show about the publishing of personal information and self-presentation of other users. These feedbacks are the most important element of encouraging users for using

Facebook. If these feedbacks did not matter, the users would keep their information, memories, images and feelings in their private diary instead of displaying them in a public space.

Pempek and colleagues stated that Facebook users strongly care about the perceptions and understandings of others of themselves, and thus, make their best efforts focused on having a positive self-image of themselves (Pempek, Yermolayeva, & Calvert, 2009).

The "Like" button is the fastest way to communicate with friends in the virtual world. Also, the quickest way to express one's opinion is a simple click on "Like" button as a sign of the user's participation in generating contents on the Facebook.

- **Profiles**

Facebook users have the opportunity to have a personal profile. Personal profiles include general and private information of people such as education, careers as well as interests. The users can share their favorite videos and songs, send messages to their friends' pages; upload posts and photos and tag their friends to them and follow their friends and family members' posts (Zywica & Danowski, 2008).

The profiles are very specific pages that the users can benefit from their feature of "type oneself into being". When the individual becomes a member of social networks for the first time, he/she is asked to fill out a form. Answers to the questions contained in this form build the person's profile, and usually include information such as age, gender, interests that occur at "about me" section (Ellison & boyd, 2007).

Facebook defines the page itself as: a page, a collection of photos, stories and experiences that tells your story. It also includes your timeline. You can have a cover photo on your personal page, or edit your personal information and update or highlight stories from your past; make daily reminder for your events, update your status and share your activities in apps with others or review your highlighted stories from the last months again (Schlenker, Weigold, & Hallam, 1990).

With the above definition, it can be concluded that these personal pages are the most important part of these SNSs; for, information on the personal pages is one's social identity in this virtual world. Social identity is a process and awareness of oneself and understanding of one's identity, which is created during communication with other communities and people.

Heivadi and Khajehian believe that "profiles can be seen as a form of digital body where individuals must write themselves into being to express and represent salient aspects of their identity for others to see and interpret" (Heivadi & Khajeheian, 2013, p. 4). It seems that the Internet affects the user's thinking due to a mutual interaction with the user and provides a wide area for users to represent their identity based on their preferences. In other words, today, the cyberspace is not only a mirror reflecting its user, but it largely defines the user's identity and characteristics as well (Memar, Adlipor, & Khaksar, 2011).

These pages give the users an opportunity to represent their ideal selves. These new selves are consciously created in the discourse space of social networks. They in fact create a scene in which users of any gender, age, social class, race and ethnicity would be able to play their own favorable roles. The identity of users in the cyber

space can be defined and represented by the information which they share or the posts that they like. What users display in these pages and the information they provide seem to be selective self-presentation. They decide to share which photos or what information with others to be accepted by them, and such recognition and approval enhances their self-esteem. The truth lying in these digital identities completely depends on their satisfaction of themselves.

People's belief of themselves is shaped through their relationship with the world around them, and somehow relates on how they react in the face of various conditions; what goals and relations they have in their life. Thus, the self-esteem and the acceptance of people by themselves and others can be associated with their popularity within the world around them. Since the cyber space is not just a virtual palace for users any more these days, so, the acceptance and encouragement on SNSs can also affect the users' self-esteem. Facebook users make their personal profiles accordingly to display a desired image of themselves to others to manage the generated impression on others. Thus, they usually manipulate the photos they share or display personalities of themselves that would be more attractive for others according to the standards (Zywica & Danowski, 2008).

- **Facebook Friends**

Human is a social creature that has a life with camaraderie, friendship and familiarity with others as his/her existential necessities. Friends and bonds resulting from friendship are part of the human social capitals, which move the man forward on his/her path of life by their supports.

People choose their friends based on their own common values and needs in a society that they belong to. This includes the virtual community as well. Facebook is

one of the virtual social networks that make the interactions easier and more widespread due to having numerous features. These interactions are done with people that are in users' "friend" list. In fact, any kind of casual relationship that begins during the day with a friend request and a simple click on Facebook is called friendship. One can say that the fundamental impact of Facebook is to replace the concepts of be familiar with and knowing with friend and friendship, respectively.

- **Friend as a New Social Capital**

Although the concept of social capital is a new and emerging concept in the area of social studies, the concept is rooted in human being relations. These relationships are the core of society. All members of a society are somehow trying to communicate with others to speed up their exchanges and interactions in various fields. Apart from the community on a large scale, there are other social communities these days that are usually considered as networks for informal relationships of people. SNSs are one of these communities. Although these networks are virtual, engagements and interactions on these networks play an essential role in the creation and access of users to the social capitals. Social capital is a product of such relationships. Social capital is inherently contextual-specific, and is present in social relations within these groups as well as in social norms. Such capital facilitates cooperation and increases the sense of participation (Edwards & Foley, 1998).

Form Putman's point of view, social capital is "connections among individuals of social networks and the norm of reciprocity and trustworthiness that arise from them" (Putman, 2000, p. 36). Social capitals are created through the individual's relationships with other people. In other words, with the creation of social networks based on mutual trust and common norms a new form of social capital was formed.

With the formation of SNSs, collaboration between the network's members has become easy and the mutual support of the network's members is formed, and in other words, social interactions occur.

The appropriate and deserving response to the support that the users receive from each other which in the future would create a social reserve for each member, which accumulate within the individual in networks (among people) and in the community (among networks) constitutes the social capital (Moayadfar, 2006).

The core idea of social capitals is very simple. Social capitals are available sources that the individuals achieve based on their social interactions. One can even say that people store capitals through their everyday interactions with friends, acquaintances and generally other people, which are called social capitals (Valezuela, Park, & Kee, 2009). Social capitals are generally the same resources that people gather during their interpersonal relationships throughout the day. Bourdieu and Wacquant (1992) believe that social capital is "the sum of resources, actual or virtual, that accrues to an individual or group by virtue of possessing a durable network of more or less institutionalized relationships of mutual acquaintance and recognition" (Bourdieu & Wacquant, 1992, p. 14).

Social capitals are based on bonds, and strong reflection of individuals' relationships with their family and friends. One can say in general that social capitals are a positive impact derived from interactions between people on SNSs (Ellison, Steinfield, & Cliff, 2007). In fact, social capitals create a bond between people that have tight emotional connections, like family and friends. This suggests that in addition to the family, friends are individuals' social capitals in many cases.

The concept of virtual communities was first introduced by Ringold in 1993 as a social group on the Internet environment through which people discuss together and exchange their views. In fact, virtual communities are spaces in which their members come together on a topic by sending messages. It was tried to make the modeling of these groups very similar to the real world where people have access to a set of audiences to receive and share information (Amini Kelarijani & Tavasoli, 2012).

With the increasing access and interest in the use of SNSs in the recent years, SNSs provide the possibility of having relationships that were not possible before. The step by step start and progress of these relationships are formed in these networks. Being a member of these networks and making communication in them is one of the most popular and the most powerful social membership of today's society, in which communications are formed regardless of location and distance.

It is clear that through creating a space in which people can experience a new kind of relationship the Internet provides an alternative for establishing relationships with those having relatively similar needs and interests. These new relationships can increase social capitals (Ellison, Steinfield, & Cliff, 2007).

By reviewing the research done in the past, Ellison announces that three perceptions can be derived from the impact of the Internet on social capitals:

1. Internet and its related relationships weaken the social capitals

2. They contribute to the formation of social capitals

3. And finally, they strengthen interactions in an offline manner and can be complementary to the development of people's social capitals (Steinfiled, Ellison , Lampe, & Vitak, 2012).

Each of these studies is noteworthy in some way; as many believe that SNSs have enabled people to develop the concept of trust and reciprocity. These two concepts play a key role in building relationships and are as foundations of establishing friendly relations (Valezuela, Park, & Kee, 2009).

Social capitals are indeed built with new forms in these networks, which may not be defined very differently from the former social capitals, but are different in types. Many users of these SNSs have a collection and a network of friends with a positive impact on storage and accumulation of social capitals. It is true that these introductions may seem superficial, but they appear to affect ordinary and real life of people (Ellison, Steinfield, & Cliff, 2007).

The most important reason of users for using these SNSs are social mixing and interactions, in addition to be identified by others and having a sense of belonging as well as receiving information from friends and family (Mcquail, 2005). Since SNSs allow people to have access to information not previously possible, they allow them to interact with more people, which is itself a base to gain social capitals. Social capitals influence the quality of people's life, including well-being, quality of life (Ellison, Steinfield, & Cliff, 2007) and self-esteem.

Some researchers believe that different forms of social capitals, including relationships with friends and people around in general are linked to psychological factors, indicators such as life satisfaction and self-esteem (Ellison, Steinfield, & Cliff, 2007). In contrast Putman believe that communications related to computer do not develop social capitals due to having a barrier called access to digital facilities and only a particular class can use the facilities and participate in these interactions

35

(Putman, 2001), or because include more face to face interactions include more contextual information compared to nonverbal communications (Bourdieu, 2001).

Despite these oppositions, it is still undeniable that SNSs with their new definition of relationship and friendship cannot be ineffective or low-effective on the phenomenon of social capitals as the foundation and essence of interpersonal interactions and human relationships.

In SNSs, many of the initial barriers such as age, gender, religion and race are fading. These are barriers and walls that people inevitably face with during face to face interactions with people. This causes people to communicate more interactively and more effectively. It may seem that social ties in SNSs are not as strong as these bonds links in real world, but many researchers believe that social networks provide a form of social capital for their users. In fact, they gain support, trust and emotional relationships with others in these networks.

The social capitals resulted from SNSs should be studied in terms of interactive dimension. In this view of point, the frequency of people contacts, how to contact with each other and privacy in relationships are considered as indicators (Amini Kelarijani & Tavasoli, 2012). Given the emotional and informational supports as well as occasional consultations by people in SNSs, their role in the emergence of social capitals in the digital form cannot be considered insignificant.

Self-disclosure is an important part of creating social capitals in the virtual world, which, however, depends on the willingness of people to expose themselves. Social capital can be physical, like getting a friend to the airport or emotional like

embracing an individual or informational such as giving information, advice and such supports making important life decisions (Stutzman F. , Vitak, Ellison, Gray, & Lampe, 2012). It seems that social capitals in SNSs are more of the third kind; but this is also invaluable for the users of these networks. Reciprocity is a key point here in creating social capitals. Reciprocity is formed in SNSs based on people's investments. This means a person through exposing himself or supporting another in these networks will expect to be returned by other people. This reciprocity is people investment in the SNSs.

Social capitals in SNSs not only depend on the number of "friends", but are also dependent on the amount and depth of interactions between these friends. Disclosure has a balanced and interesting good relationship with privacy and interaction, which implies that people need to interact for gaining social capitals, and require self-exposure for those interactions, and finally, need privacy to protect themselves from damages.

2.6 Public and Privacy

SNSs cause a new form of social behaviors that these social behaviors fade the boundaries of interactions between individuals in the online and offline world (Barnes, 2006). One of these changes in social behaviors according to many researchers is the blurred boundary between public and privacy after the emergence of these networks.

According to Wintraub (1997), private things are "things that we are able and / or entitled to keep hidden, sheltered or withdrawn from others" (Weintraub, 1997, p. 6). The concept of "privacy" is mostly dealing with issues related to ethic. The

fundamental problem in defining this term is its very personal nature of concept, which cannot be generalized. With the arrival of communication technologies associated with Web 2, providing the definition became even more difficult, because these technologies are developed based on the release of information and their sharing, which in their turn brought a new form and type of visibility. Classical sociology views the visibility as a causing factor of social identity (Coll, Galassey, & Balleys, 2011).

However, by further promoting of social networks, many of these definitions met some changes. SNSs created conditions for users to have public or semi-public profiles in which they can explicitly share their information and relationships and make them visible to any person with access to their profiles (Murugesan, 2010).

In the past, personal information was kept mostly private. According to Cavoukian, this was due to limited communication technologies. With advancement of these technologies, the information shared in this way also became more widespread, and it does not relate to the loss of privacy as a social norm (Cavoukian, 2010).

While the founder of Facebook in news published in The Guardian declares that with increased number of virtual online SNSs, people do not expect privacy anymore; he also adds that people feel much comfort in these networks, which not only includes the information that they publish but also encompasses the play of this information. According to Zuckerberg, "social norms is just something that has evolved overtime" (Johnson, 2010).

According to Cavoukian, technology can affect the final decision of people on what information to share. However, at the end, the people are who decide on having what choices. This means technology is not merely involved in decision of releasing personal information, but other factors are also required (Cavoukian, 2010).

Privacy has many meanings for people, and these meanings represent different concepts in various contexts. Privacy can be the person expectation to remain anonymous, or having control over the dissemination of personal information as well as the confidentiality of a lot of information not willing to release. Privacy includes the circumstances in which people have complete control over the dissemination of their information and can adjust the amount and content of their social interactions and protect themselves from potential damages of being heard or seen unwantedly (Stone & Stone, 1990). This definition is almost consistent with previous definitions and the definition by Culnan who believes that privacy is based on that the individual can control others' access to their personal information (Culnan, 1995).

But the point is whether all these definition are included in the area of social networks. Or as mentioned above, according to the creator of Facebook, do the people in today's society, see the need for privacy? Or, is it not among their social norms anymore? In the era of the Internet and with the blurring of boundaries between Public and Privacy, the definition of people of the audience has changed, and similarly, the social roles have been re-negotiated (Coll, Galassey, & Balleys, 2011). The relationship between privacy and the Internet communications of people is very multi-faceted. In some situations, people want their information to be seen only by a few people, and in different circumstances, they are satisfied that their personal information become available to countless people. Relationships are diverse

in the real world and are formed by ties that can be strong and weak, which absolutely depends on closeness and interactions. However, in the online world, there is a relatively simple dilemma faced by individuals: they are friends or not (Azimi & Abbaspour Ghomi, 2011).

According to the above view, relationships are formed based on the depth of interactions in the real world. People in this social network decide according to the same depth to provide how much of their information and how much to hide; then, they would have more control over their privacy. But in the online world, due to the new and simple definition provided for friend, the circle becomes larger and the control of people on dissemination of information and its depth becomes less.

Associated with these virtual networks, a new kind of privacy also began through which the users share their personal information with more people and thereby establish more meaningful interactions, and find more friends (Azimi & Abbaspour Ghomi, 2011).

In face to face communications, trust is an essential basis to communication. This principle does not vanish in online relationships, and varies only slightly. Here, people trust a site and its numerous members and display their personal information through their profiles (Dwyer, Hiltz, & Passerini, 2007). According to boyd; "profiles can be seen as a form of digital body where individuals must write themselves into being (to) express and represent salient aspects of their identity for others to see and interpret" (boyd, 2008, p.208).

Finally, one must say that privacy is highlighted since Facebook and other virtual social networks encourage their members to disclose their personal information on their profiles. The topic of privacy is a controversial topic in the media (Walrave, Vanwesenbeeck, & Heirman, 2012).

2.7 Presentation Self on Facebook

The Internet and its relevant computer-based communications are considered as the most important communicational-informational achievements. It has given a new meaning to the communications and made changes in social interactions. So far, physical presence was considered as the distinctive aspect of interaction and relationships; however, in computerized communications, people engage and interact in a so-called virtual space without having to see each other.

SNSs allow users to introduce themselves and overcome physical barriers in a reasonable and rational way. Human interactions as the fundamental basis of these networks influence in the formation of social identity, since these networks are a parallel society to the actual society of people, and each user of these networks finds his/her identity as a member of the society.

Through information and communication technology, SNSs act as a simultaneous community but with different geographical locations. This new community will make individuals to have self-presentation like a real community by finding their identity in these networks.

One of the important features of the Internet and its relevant relationships is that the people can have selective self-presentation and build new selves within the new world. Such things may be almost impossible in the material world. This feature

makes using this space more attractive for the users. Accordingly, these networks turn into a place to introduce and display the individual personality (Memar, Adlipor, & Khaksar, 2011).

As a matter of fact, using the ability to break down traditional boundaries, the Internet makes changes in the social interactions. Since the creation of these interactions is impossible without feedback and SNSs are particularly important because of their mutuality feature, the feedbacks are the measure of the user's sense within the virtual space. Thus, self-presentation meets a special importance in this new space.

Farrugia argues that these days we expect SNSs to meet our social-emotional needs rather than requiring further information. She also believes that these networks have a huge impact on people's behavior (Farougia, 2013). Since the greatest benefit of these networks is to provide the possibility to communicate with people that we would not have the opportunity in the real world to connect with due to time and spatial limitations, then, it is important that how these people think about users. In fact, the identity created of us in these networks would be the most important basis of our relationships.

- **Self-presentation**

As maintained above, how people think about users is important, so, users for creating a stable and acceptable digital identity should present themselves, in the perfect way. Goffman's so called "dramatic approach" compares people's everyday self-presentation to stage acting. The performer interacts with the audience in the front region. While a significant part of this interaction is task-oriented, in Facebook, a great deal of self-presentation occurs (Zarghooni, 2007).

42

Goffman believes that life is very much acting because a performer may take on any role he/she wants. Often times "a performer engenders in his audience the belief that he related to them in a more ideal way than is always the case" (Goffman, 1959, p. 50). He uses the term "performance" to refer to all activities of an individual in front of a particular set of observes or audiences. He also believes that self-presentation is "the way in which an individuals may engage in strategic activities to convey an impression to others which is in their interest to convey" (Goffman, 1959, p. 4). These strategies play a special role in relations of social networks, whether in the beginning of these relationships or in their continuance. Since these networks have an asynchrony characteristic, the user would have the chance to decide on displaying which aspect of their character and hiding which one. Likewise, since personal profiles are the most important part of the SNSs, they can decide which photo can manage their self-presentation. One can see that this strategy appears more significantly in social media relations than in face to face relationships (Kramer & Winter, 2008).

The same characteristic has led to more control over words in communications related to computer due to further emphasis on self-presentation based on words and terms instead of oral communications. In general, online self-presentation is much more flexible and more familiar to self-censorship term compared to face-to-face communications (Ellison, Heino, & Gibbs, 2006). According to Ellison, Heino and Gibbs (2006), although it seems to be true that due to characteristics like "passing stranger" or "visual anonymity", these networks allow the users to have less fear, and in some cases, express their feelings more openly and honestly. But it must be considered that since virtual community has become as important as the real society in these days, people take caution in the self-presentation of themselves.

Many crucial facts lie beyond the time and place of interaction or lie concealed within it. The real or true attitudes, beliefs and emotions of the individual can be ascertained only indirectly, through his/her avowals or through what appears to be involuntary expressive behavior (Goffman, 1959).

As mentioned by Ong and his colleagues, self-presentation and self-disclosure may be considered as the most interesting topics among all psychological phenomena resulting from virtual networks, since the users have a better chance than the real world to control what they present of themselves and act more strategically, and have a more control on the information disclosing (Ong, et al., 2011).

One of the influential factors in self-presentation is self-description. People choose the words more carefully, since diction represents messages and signals of values, political and religious beliefs, and even the view of life to the receiver (Zarghooni, 2007). However, these messages are not just limited to texts and written words. The personal profiles photos, as mentioned above, are of particular importance. According to some experts, it is even assumed that these images play an even greater role in the self-presentation than words, as they are a factor of representing the person in the online world and one of the foundations of virtual interactions (Ong, et al., 2011).

The self-presentation matters since communications and interactions in cyberspace are dependent on feedbacks where the people's expectations of approval are met, and accordingly, a series of emotional trading occur based on mutual interactions. This takes place through a process of identification in these spaces (Joinson, 2001). It is true that the importance of self-presentation is not specific to virtual world. In

general, as Goffman says, people do really mind in their daily lives to the people understanding of themselves. This is kind of encouragement in their daily activities and makes them manage their behavior to create a favorable and appropriate image of themselves in the minds of others (Joinson, 2001).

There are different goals for self-presentation, but one major reason is that like a real community, people need to present a stable and reliable personality of themselves in the virtual community. The sustainable character builds the digital identity of people in the SNSs. Communication taken place via computer can be edited. As mentioned earlier, this feature is a big chance and in fact, a luxury that does not exist in face to face relationships. Due to being text-based, virtual social networks allow the message adjusting.

Through selecting words, by having physical isolation to the audience, the writer uses an unintentional mask. However, even unintentionally, the users cannot completely distance from their specific personal characteristics (Joinson, 2001). Self-presentation affects the using rate of this feature. How much a person uses this feature is totally depends on how much she/he wants (voluntarily or involuntarily) to reveal his/her aspects of personality.

- **Self-disclosure**

Self-disclosure is one of the basic foundations of interpersonal relationship. It is indeed a process in which a person shares some of his/her descriptive or evaluative information with others. The information includes aspirations, wishes, feelings, goals and interests, and even the fears. According to Jourard, it is "the act of revealing personal information to others" (Jourard, 1971, p. 2). In fact, it covers any verbal and

nonverbal communications, in which one shares themself with others, ranging from the most private fears and thoughts to clothes she/he wears or would like to purchase.

These are the key steps toward interactions, and it must be considered that such privacy is achieved by reciprocity. In most cases, when people provide their information to another person, with reciprocal receiving of such information and, in fact, with self-disclosure of the other person, the topic for relationship would increase.

SNSs widely provide such a possibility to the user; first, because of the sharing feature provided for the user in diverse ways, ranging from wall page to private chat boxes, and secondly, because one can partly hide his/her identity. Therefore, there is more freedom to eliminate walls and boundaries of traditional society for self-disclosure. Cyberspace, and especially SNSs, strengthen and encourage disclosure with the same characteristics (Bazarova & Choi, 2014). Interaction is one of the fundamental reasons for the emergence of these SNSs. The interactions within the network led to the creation of a new definition of privacy and friendship.

This kind of sharing personal data somehow draws other users' attentions. One of the major benefits of this medium is the person's ability to find new friends or continually maintain his relationships, even with people who are geographically far away. These networks are beyond place. People know their friends in these networks through their uploaded photos, or images that they are tagged on, as well as from their posts they share or posts they like. In initial friendship in these networks, people will help to establish a relationship through self-disclosure of their information on early interactions (Farrugia, 2013). Greene, Derlega and Mathew defined self-

disclosure as "an interaction between at least two individuals where at least on intends to deliberately divulge something personal to another (Green, Derlega, & Mathews, 2006, p. 411).

Online self-disclosure is not limited to the expression of personal information, but includes photos, statuses posts and messages as well. The information provided daily or continuously by the users would increase interaction and subsequently privacy in the online world.

However, this information, like everything else in the community, will be selected by the user to play an appropriate role in making relationships. Some researchers such Whitty may believe that online networks are a better place for having relationship, since the people have more freedom in these networks to be real themselves (Farrugia, 2013); but there are those who believe that such a selective and strategic self-presentation and self-disclosure does not follow the goal of showing the real self. In traditional communities, relationship has been established based on interest, trust, honesty and patience. This partly involves the online world, but other factors also affect our relationships in the virtual world that attracting people toward self appears to be one of them.

Each of us, through providing daily information in these networks, will let our audiences know and identify us according to this information. People usually better talk about their personal thoughts, experiences and emotions in cyber spaces and tend to more disclosure of their personal information than they do in face to face communication. With increased control over self-presentation as well as remaining unknown, which occurs on many of these Internet networks, people can have a better

description of their inner self compared to face to face relations (Jiang, Bazarova, & Hancock, 2013).

- **Self-esteem**

Self-esteem is one of the personal aspects of human being and the core of psychological aspects and protects people against anxiety and brings awareness regarding vulnerability and mortality. Self-esteem is the value attributed to the individual by him/herself or the value person thinks others see for him/her. Self-esteem is one of the most important factors in building and strengthening self-confidence and also enhancing different successes (Anthony, Holmes & Wood, 2007).

According to Shaver and Wrighstman, self-esteem "is usually thought to be evaluative, component of broader representation of self, one that contains cognitive and behavioral components as well as effective once" (2013,p.121). Psychologists believe that self-esteem is the value that a person considers for him/herself and in fact defines his self-assessment (Mehdizadeh, 2010). Also, one can say that self-esteem is the value, credit and approval that one considers for himself and is known as different names, such as "self-worth, self-regard, self-respect and self-acceptance" (Shaver & Wrighstman, 2013, p.123). From Orth and Robins point of view self-esteem is" an individual's subjective evaluation of his/her worth as a person" (Orth & Robins, 2014, p.381).

Human is a social being, and the individual identity and insight of him /herself is created and defined within the society. In fact, social relationships and individual and within group interactions cause the person to have a vision or definition of self and others. These relationships cause the person to make social comparison through a

mental process. Similarity or dissimilarity of person to others and being approved by others has a direct impact on the individual's perception of himself.

One's understanding of self can be better revealed by two categories: the "now self" made by others, and "possible self" and "identity" that is unknown to others (Mehdizadeh, 2010). This shows that human beings experience themselves in two objective and subjective forms. The self-objective is the active self of person in his everyday life, which is not self-conscious. It can be noted that people's self-esteem declines when they are subjected to self-consciousness triggers (Gonzales & Hancock, 2011).

People with high self-esteem are confident that they are valuable in their relationships, but people with low self-esteem are skeptical about such a value and carry this uncertainty to all their relationships. Experiences of people of acceptance, approval or rejection cause them to have high or low self-esteem; in fact, the essence of self-esteem is based on this. Self-esteem is defined by being accepted in the society and among people (Vatankhah, 2001).

2.8 Social Media and Self-esteem

As mentioned in the last section, social media and sub-categories such as local virtual social networks are places for the exchange of ideas and information. In virtual social networks like Facebook, such information is rather limited to personal information, and the exchange of personal information leads to interactions, resulting in creation of human beings virtual identity.

If we accept that human beings are living in the age of information and technology in social networks and adapt themselves by its culture, thus, psychological issues like self-esteem and self-confidence would matter in the cyberspace just as community.

Due to being anonymous, SNSs enable users to provide their information by assessment and hide their undesirable apparent characteristics. As accountability to the claims and personal information in these networks is less than the real world, the real self of people can be hidden (Mehdizadeh, 2010). We have self-presentation in these networks like the real world; the difference is that self-presentation in the virtual world is selective and this selectivity forms the self-assessment in us (Gonzales & Hancock, 2011). In the real world, it is very difficult or impossible for people to claim what they are not and provide an identity based on traits and characteristics contradictory to their real self. In contrast, there is a chance in the cyberspace that the person provides an ideal and controlled identity of self and transfers this to others (Jiang, Bazarova, & Hancock, 2013).

All these efforts are to gain social approvals, the confirmations that form the basis of individual's self-esteem. The virtual worlds provide access a completely objective self (Gonzales & Hancock, 2011). People are so willing to assess themselves based on social norms and standards. The result of such thinking usually leads to reduced level of self and increased sense of inferiority and reduced pro-social behaviors. Since in most cases, the individuals are evaluated lower than standards introduced in the society, thus, their self-respect would decrease (Gonzales & Hancock, 2011).

Having a selective self-presentation or controlled self-disclosure on the Internet can in fact help the person provides a new identity, and sometimes quite ideal of himself

in these networks. There are numerous and sometimes quite conflicting studies and views regarding that the social networks can increase or decrease self-esteem. Mehdizadeh believes that people with low self-esteem are more enthusiastic to join social networks and its activities, which increases their self-esteem. Also, people with low self-esteem are more likely to promote themselves and their Facebook page is highly self-promotional (Mehdizadeh, 2010). Papes believes that people with low self-esteem see the Facebook a safer place for representation compared to the relationships in the real community (Papes, 2012).

In contrast, Raxi believes that people who are too dependent on SNSs may build a factitious appearance and personality for themselves and make relations and friends accordingly that have nothing to do with the reality of their life. As the time spent by these people on social networks like Facebook increases, they become more sensitive and obsessive about their appearance. As a result, all try to display their best possible picture of themselves on these networks and are constantly comparing themselves with others (Raxi, 2014) , which in turn has a negative impact on their self-esteem.

Normally, given that some people do not show their real self on social networks, then, they represent a character to be desirable and pleasant. Having such masks when last long will take people away from their true selves, and make the person to be encouraged by others admiration. Maslow argues that people need self-esteem to become successful in life and to think and act healthily. This self-esteem is based on the pillars of being loved, respected and accepted by those they believe in and the person's own talents and achievements (Dogru & Peker, 2004).

In the past, such acceptance was limited to communities and groups that the individual was a member of, in the real world and everyday life, groups such as family, friends, school, work and many other groups. However, today there is also a world called Cyberspace. There are friends, groups and individuals in these social networks that accept, approve or deny and even criticize the person. Self-esteem is the basis and foundation of our happiness. It is the major factor for accepting the criticisms and manifesting our individual talents. Being accepted and approved in a community is a great concern and an important element in everyone's life.

SNSs are sites to test social skills and use them. They have a strong relationship with social capital, especially for people who have low self-esteem. Self-presentation in these social networks can change our understanding of ourselves, especially when the self-presentation is done in public environments. SNSs can improve social self-esteem, since social self-esteem is the result of others' perception of behaviors, appearance and even individuals' romantic requests, especially when one receives positive feedbacks from participants in these networks. Social networks have the potential to change one's self-esteem although temporarily. Social networks are designed to share information.

Personal information is also included in this information. "Likes", comments on wall posts and statuses are all included information that users disclose about themselves. Any single activity on SNS can disclose users' ideas, opinions and beliefs. Such information can make the person aware of his/her disabilities or deficiencies, which could either reduce his/her self-esteem or become a factor to increase self-esteem with selective self-presentation (Gonzales & Hancock, 2011). In contrast, it should also be noted that comparing himself with others, the individual gain a perception of

himself. This comparison makes him to better understand his disabilities or deficiencies, or rather to say, he faces further with his disabilities and disillusionment (Dogru & Peker, 2004).

This comparison is often made with the beautiful and seemingly perfect world of other people, which they show of their lives in SNSs. If the individual is associated with those who exhibit specific parts of their lives, then, the impact on self-esteem would be more destructive rather than positive.

2.9 Gender Difference in Self-esteem

Gender is a factor in shaping people's personal needs. It is also a key point in the development of self-esteem. Culture provides different criteria for men and women in their self-assessment. It leads women to meet their self-esteem in different routes than to men. Women value their relationships more than men; then, it must be implied that the responses of these relationships and interactions matter more to them. In contrast, as men value their self-presentation more (Schwalbe & Staples, 1991).

Social impacts of the debates on women's are higher, while men are more concerned about the personal discussion. For the same reason, women are more likely to use social networks to be more in touch with their friends, while these networks are an appropriate place for men to find new relationships as well as finding people with more common interests and tastes (Mazman & Kocak, 2011).

Considering that research has shown that women use Facebook more than men and some researchers believe that the main reason for this interest is that women can

compare themselves with others in this environment (Sheldon, 2013), it should be seen that whether such a comparison has any effect on their self-esteem?

We know that the relationships in these networks are formed based on interactions that are resulted from the disclosure of personal information. The questions is, as Mazman et al. believe, whether the women are more careful in presenting their information because of the social pressures and try to hide their identity or not? Since, some researchers believe that women prefer to share their personal information with people whom they know more or have certain recognition of them (Mazman & Kocak, 2011).

As most people consider self-perceived competence as the main criteria in their good feelings such as self-esteem, and as mentioned above, women are more concerned of this issue, the following question arises:

How much the relationships in these virtual social networks can affect the self-esteem of women? Is there any difference in this regard between men and women?

2.10 Facebook

Facebook is one of the most popular sites in the world that has attracted many people of different ages and classes. Every day, millions of users use Facebook to connect with friends, upload unlimited number of photos, share links and videos, and get more information about those whom they meet. This network provides many features and facilities to attract audiences and also maintains its position as a popular site, such as installing and removing applications, sharing files, advertising, writing texts and notes. The users can provide their customized personal information such as age, location and education and employment information on the site.

Other important factors in the success of Facebook include the simplicity of using its capabilities, easy access in most countries of the world, translation of its main pages into seventy languages and technology-oriented strategies. All these factors have caused daily movement and sharing of millions of photos and videos and many other information on these pages, which is the main basis for interactions in this space. These interactions undoubtedly influence the users' personal and social lives.

Facebook is a social network founded by Mark Zuckerberg when he was a psychology student in Harvard College. He was interested in computer programming and this network was his academic project. The network was founded in 2004, aimed only to gather Harvard students together. Twenty-four hours after its launching, 1200 students became its members, and after a month, more than half of the undergraduate students had profile in the network.

It gradually entered other schools, and since 2005, it turned into Facebook.com. From September 2005, American college students could enter the network. In later months, it was spread to UK Universities and then to the whole world. Since 2006, it became popular among educational institutions, and those with a university e-mail could become a member of it. Since 2007, it became global (Markus & Nurius, 1989).

Facebook has been the most popular and largest virtual social network in the recent years. This site has one billion monthly active users since 2012, and has had the greatest and fastest progress in the Internet. It is believed that in 2009, more than 90% of the students around the world have created a page in Facebook (Ljepava, Orr, Locke, & Ross, 2013). Some experts believe that Facebook has been the world's

sixth most visited website in 2008 and the world's number one photo sharing site in the same year. It has achieved more than eighty million active users (Lewis, Kaufman, Gonzalez, Wimmer, & Christakis, 2008).

In 2006 Facebook had more than 12 million users and in December 2009 it became 350 million, and in early 2012, they became near 900 million. According to the information released by Facebook in December 2011 the Facebook web page was used the most in the following countries: the USA, Indonesia, India, England, Turkey, Brazil, Mexico, Philippines, France, Germany, Italy, Argentina, Canada, Colombia, Spain, Thailand, Malaysia, Taiwan, Australia and Venezuela. (Asgharkiya & Nori Moradabadi, 2012).

As maintained before, social networks characteristics such as: permanent accessibility, space independence, time independence, globalization, fluidity and multimedia, sharing photos, status and posts and comments about other user's posts, linking, games and joining different groups and viewing friends' posts searching for news (Asgharkiya & Nori Moradabadi, 2012), provide an appropriate platform for sharing information and discus about it. (Yazdkhasti, Adlipoor, & Sepehri, 2013).

The most important advantages of the Facebook in compression with other competitors is the several useful and practical applications (more than 7000 applications) in this web site (Turan & Goktas, 2011). Facebook by providing a situation for creating any ideas and beliefs causes the more accessibility of information and also helps improve the communication area. Profound analysis shows that Facebook increases the level of information availability; however, it's more quantitative than qualitative. On Facebook because of spreading information

and realities by wide range of perspectives, achieving comprehensive information is

difficult (Yazdkhasti, Adlipoor, & Sepehri, 2013).

Chapter 3

METHODOLOGY

3.1 Methodology and Research Design

Questionnaire was selected as the survey method in this study. The questionnaire is a
research tool made up of several questions in order to collect data or find the ideas of
participants. The questionnaire is believed to be a better option over the other
methods of surveys because it is not expensive, requires less much effort from
researcher to analyze. The questionnaire was developed according to the aims of this
study based on the information gathered from literature review. The questionnaire
structure is shown in Appendix E (English version) and Appendix F (Turkish
version).

Time limitations meant it was not possible to conduct a nationwide survey. As a
result the random sample method was used to collect the required data in this study.
In this method, each of the members of the society has an equal chance of being
selected, and each is independent and not connected with the other participants. It has
been known as a fair approach in selecting samples in research and studies, since
gives the society individuals an equal chance of to be selected.

3.2 Data Collection Instrument

The questionnaire contains 34 questions in three main sections. The first part consists
of the background information of the participants which allowed the author to
categorize and analyze the results based on age, gender, and education levels and job

status of participants. It also indicated that how much any of these factors can influence the self-esteem resulted from the Facebook.

The second part includes main questions designed based on the number of friends, the user's trust in these friends, reasons for using the Facebook and the main topics of user's daily posts. The final section included twenty-one questions based on the five-point Likert scale (strongly disagree to strongly agree), which are about digital identity, self-presentation, self-disclosure, self-esteem and finally, the social capital. These questions were set to evaluate the perceptions and feelings of the users about the information that they share on Facebook with others. The purpose of these questions is to measure the perceptions of individuals about self and the others, the perceptions that provide the context for evaluating the individuals' self-esteem, self-presentation, social capital and digital identity. In order to develop the appropriate questions for this part the researcher studied more than five different related scales. At the end, Rosenberg self-esteem scale and Authenticity scale were used and seen more suitable. The Authenticity scale was developed by Wood and Linley et al., including twenty-five items. This scale was designed to measure the rate of well-being (Wood, Linley, Maltby, Baliousis, & Joseph, 2008); therefore, the items were changed based on the research objectives.

The Rosenberg self-esteem scale was designed in 1965 by Rosenberg and included 10 questions based on the Likert scale questions. These questions were resulted from developing the questions raised in New York and have been used in many studies conducted on self-esteem (Rosenberg, 1965). The questions related to the social capital were derived from the article of "Facebook and social capital-longitudinal

study" (Brandtzeg & Nov, 2011). The questions were redesigned based on the research objectives.

3.3 Population and Sample

The research case study includes the residents of the city of Famagusta (Gazimagusa). It is one of the four important cities of Northern Cyprus with a population of 69,741 people in 2012 (KKTC Nüfus ve Konut Sayımı, 2012). Since the Eastern Mediterranean University is located in this city, student and employees of university are included in this research too. Famagusta is a university town and many of its residents are university students and furthermore, many of these students have a part or full time jobs within and outside the university campus. For this reason, in this study, in addition to citizens students are also selected as samples of population.

In this study, the confidence level and margin of error were considered as 95% and 5%, respectively. Online sample size calculator was used to calculate the exact size of the sample. The result included 382 subjects according to the defined parameters (population less than seventy-five thousand, confidence level of 95% and margin of error of 5%) (Survay Monkey, 2015).

Given that the city's official language is Turkish, the questionnaire was translated into Turkish (as shown in Appendix F). The research supervisor did the final check of questions and translated them as well.

3.4 Data Collection Procedures

At the first step of the data collection procedure, five participants were selected as a pilot search to test the validity of the questionnaire. Two PhD students in the age between 30-40, one bachelor student, one master student and one 40 years old

employed person were selected for this purpose. The author explained the objectives of the study and asked them to read and answer all questions to see whether all questions are appropriate or need some modifications in order to achieve the research objectives. According to the results of this step final version of the questionnaire was developed and distributed to the other participants.

In the second step for collecting data at the university, the questionnaires were distributed in the campus environment within different faculties. Some questionnaires were also distributed among students and staffs in the university libraries and cafeterias and restaurants. As noted above, the participants were selected randomly regardless of gender, age, educational level and occupational status. In the third step for collecting information from residents of Famagusta, several shops, recreation centers, clubs, gyms, neighbors, restaurants and beauty salons were selected. It should be noted that the questionnaires were also sent by email and via Facebook for some participants. The data collection procedure started in 28th of December in 2015 and finished in 15th of January in 2016.

3.5 Data Analysis

In this study different statistical methods are applied based on the nature of variables. The study contains three types of variables, including nominal variable (such as; gender, the main reasons of using Facebook and contents of shared information on Facebook), ordinal variable (such as; level of education and Liker scale questions) and numeric variable (such as; number of friends). Thus, each combination of these three variables would result with specific statistical methods.

In order to investigate the effects of one independent ordinal or nominal variable on one a dependent numeric variable the one-way Analysis of Variances (ANOVA) is used. More precisely, this statistical technique is used to investigate the effects of gender, age and education level on the number of Facebook friends.

On the other hand, for investigating the association of two categorical independent variables (ordinal or nominal), Chi-Square test of independence is employed. It should be mentioned that the Chi-Square test of independence requires a large sample size in order to have an expected value greater than 5 for each possible combination between the levels of variables. Whenever, this assumption is not satisfied instead of Chi-Square test of independence, Fisher's Exact method must be implemented in which such an assumption is not critical. In this study to investigate the associations between gender, age and education level with the self-esteem of Facebook users, Chi-Square test of independence is used.

The statistical analyses in this research are done by the IBM SPSS Ver. 22.

Chapter 4

ANALYSIS AND FINDINGS

In this section, the data collected from the questionnaires were analyzed. The first part of the questionnaire consisted of general questions, including gender, age, educational level and job status of the participants. The questions related to the "Public" and "Private" sphere are also discussed and examined in this section. The second part included the analysis of the presenting self and the possible impact of Facebook, as one of the most popular social networking site, on the users' self-esteem. In this section, some questions and analyses on social capitals, social and digital identities as well as self-presentation and self-disclosure are designed to achieve better results. The questions in the second part are designed based on the five-point Likert scale. Its classification is; strongly disagree, disagree, neutral, agree and strongly agree. In this section, the means were evaluated based on Balci suggestions. He suggested to consider the analysis respectively as: (1-1.79) "Strongly Disagree", (1.80-2.59) "Disagree", (2.60-3.39) "Neutral", (3.40-4.19) "Agree" and (4.20-5.0) "Strongly Agree" (Balci, 2004).

4.1 Sample Characteristics of the Research Study

Total participants in the study included 390 citizens of Famagusta. The participants consisted of 208 males (53.3%) and 182 females (46.7%). The age of 63 participants (16.2%) was less than twenty years old, while 149 subjects (38.2%) were between 21-30 years, 91 (23.3%) between 31-40 years and 87 (22.3%) over 40 years. The level of education was in the range of high school or undergraduate to master and

PhD divided as follows; Bachelor: 178 (45.1%); Master and PhD: 59 (15.9%), High school or under: 153(35.6%).

The employment and social situations were among the parameters which were considered in this research with results as the following; Student: 180(46.2%); Unemployed: 24 (6.2%); Employed 186 (47.7%). The Overview of respondents attributes is presented in Table 1.

Table 1: The Overview of respondents attributes

Gender	Age			Education			Job status		
	Level	Frequency	%	Level	Frequency	%	Level	Frequency	%
Male	Less than 20	31	14.9	High school or under	74	35.6	Student	96	46.2
	21-30	86	41.3						
	31-40	51	24.6	Bachelor	107	51.4	Unemployed	12	5.7
	Above 40	40	19.2	Master/PhD	27	13	Employed	100	48.1
Female	Less than 20	32	17.6	High school or under	79	43.4	Student	84	46.2
	21-30	63	34.6						
	31-40	40	22	Bachelor	71	39	Unemployed	12	6.5
	Above 40	47	25.8	Master/PhD	32	17.6	Employed	86	47.3

4.2 Understanding Friendship on Facebook in Relation to the Variables of the Research Study

According to the statistics provided by the participants of this study, each user has an average of 432 friends. The number of friends does not show any difference between the Facebook accounts of men and women. Although based on the results, men have

2.5% more friends than women on Facebook, the results from the one-way ANOVA test, are shown in Table 2, with the level of significance of ($\alpha = 0.05$), there is no statistically significant difference between the number of friends and gender. One of the most important reasons for the success and popularity of Facebook is its ability to create a new space for social interactions. Friends are the most important foundation of such interaction. Facebook makes it possible for its users to get familiar or make contact with people that they did not know beforehand. For the same reason, the number of friends is one of the important parameters that were considered in this questionnaire.

Table 2: ANOVA test for relationship between the number of friends and gender

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9281.779	1	9281.779	.048	.827
Within Groups	75104583.265	387	194068.691		
Total	75113865.044	388			

The number of friends of the account holders is shown in the statistical Figure 1: the users in the age range of 21-30 years have the largest number of Facebook friends with an average of 526 friends, while the lowest number belongs to the users over 40 years with an average of 234 friends. The one-way ANOVA test was used again to assess whether there is a statistically significant difference between age and the number of Facebook friends or not?
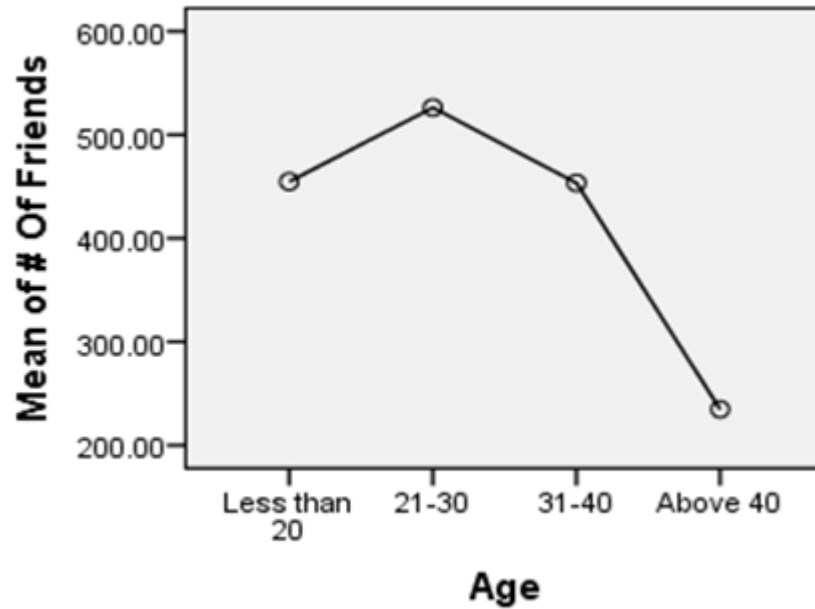
Figure 1: Friends/Age

Given the ρ-value = 0.000 according to Table 3, which is lower than 0.05, the hypothesis of similar number of friends according to age was rejected, and one can say that there is a significant difference in the number of Facebook friends at least in one of the age groups.

Table 3: ANOVA test for relationship between age and friends

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4782958.251	3	1594319.417	8.727	.000
Within Groups	70330906.793	385	182677.680		
Total	75113865.044	388			

The result of multiple comparisons by Tukey's method in accordance with Table 4 showed that only the users belonging to the age group above 40 years had a significant difference with other classes regarding the number of friends on Facebook. It seems like that people who belong to the age group of above 40, are less prone to use Facebook duo to either being less familiar with Facebook or higher age.

66

Table 4: Tukey multiple comparison for age/friends

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 20	21-30	-71.48755	64.5944	.686	-238.1596	95.1845
	31-40	1.29068	70.3836	1.000	-180.3193	182.9007
	Above 40	220.02707*	71.0363	.011	36.7330	403.3211
21-30	Less than 20	71.48755	64.5944	.686	-95.1845	238.1596
	31-40	72.77823	56.8636	.576	-73.9462	219.5027
	Above 40	291.51462*	57.6694	.000	142.7109	440.3184
31-40	Less than 20	-1.29068	70.3836	1.000	-182.9007	180.3193
	21-30	-72.77823	56.8636	.576	-219.5027	73.9462
	Above 40	218.73639*	64.0873	.004	53.3726	384.1001
Above 40	Less than 20	-220.02707*	71.0363	.011	-403.3211	-36.7330
	21-30	-291.51462*	57.6694	.000	-440.3184	-142.7109
	31-40	-218.73639*	64.0873	.004	-384.1001	-53.3726

Table 5 shows that the largest number of friends on Facebook, belongs to the users with bachelor degree with an average of 481 friends. The users with master and doctoral degrees are in the next rank with an average of 440 friends. The users with high school education or lower have on average 373 friends on Facebook.

Table 5: Number of friends and education

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
High School or under	152	373.43	303.156	24.589	324.85	422.01	7	1800
Bachelor	178	480.89	455.889	34.170	413.46	548.33	5	3000
Master/PhD	59	439.61	636.521	82.868	273.73	605.48	10	4000
Total	389	432.64	439.991	22.308	388.78	476.50	5	4000

Although the average numbers of friends based on education levels seem to be different, the results of the one-way ANOVA test, in Table 6 show no statistically significant differences between the education level and the number of friends on Facebook (ρ-value = 0.105).

Table 6: ANOVA test for number of friends and education

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	950223.488	2	475111.744	2.473	.086
Within Groups	74163641.556	386	192133.786		
Total	75113865.044	388			

Since most interactions on Facebook are done by these friends, it is logical to think that higher number of friends is preferred because they are the ones who give feedbacks to the things that are share through comments and likes. The results show that although the number of Facebook friends is higher among the under graduate students, this number is not influenced by educational level.

Figure 2 reflects that the students have the largest number of Facebook friends with an average of 452 friends, while the unemployed people with an average of 398 friends have the lowest number of friends on Facebook. The ANOVA test results (as shown in Table 7) show that considering the ρ-value = 0.7, there is no statistically significant difference between these people, and the jobs have no statistically significant effect on the number of friends on Facebook.

Figure 2: Relationship between friends/ job status

Table 7: ANOVA test for number of friends and Job status

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	138219.143	2	69109.572	.356	.701
Within Groups	74975645.901	386	194237.425		
Total	75113865.044	388			

4.3 Frequency of Checking Facebook

In this section, we evaluated the number of Facebook friends and their relationship with checking Facebook. Figure 3 shows that the users with an average of 539 friends on their list, check their Facebook more than ten times a day. The ρ-value was 0.003 shown by ANOVA test, which can be seen in Table 8, indicates that the users with higher number of friends in their list check their Facebook more frequently. As established before users use Facebook to share information and interact with others though the shared information. This interaction is the core of

gratification of emotional needs. Data show that users with more friends on Facebook check it more than the others.
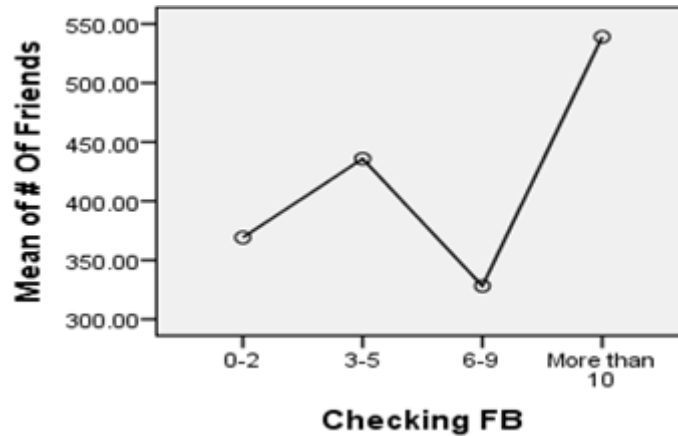
Figure 3: Relation between number friends and checking Facebook

Table 8: ANOVA test for relation between number friends and checking Facebook

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2659533.536	3	886511.179	4.711	.003
Within Groups	72454331.508	385	188193.069		
Total	75113865.044	388			

4.4 Offline Friends

The statistics show that the average number of offline friends of the participants is equal to 268 people. "Friend" is one of the most important issues on Facebook because they are the fundamental point of Facebook interactions. But the main point here is how many of these people on the friends list are really considered as friends in its common sense.

The question statistically analyzed in this section was designed to measure how many of the people on the users' friends list are actually their friends out of Facebook. Data

show that they know 61.1% of their friends in the real world; it means that for participants in this media the term "friend" has been changed.

Based on the participant's data, men know on average 258 of their friends offline, while the number is equal to 280 in case of women. Given the ρ-value = 0.4 by the ANOVA test in Table 9, statistically; there is no significant difference between men and women regarding the number of offline friends.

Table 9: ANOVA test for relation between gender and offline friends

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	44922.793	1	44922.793	.626	.429
Within Groups	27269277.294	380	71761.256		
Total	27314200.086	381			

4.5 Major Reason of Using Facebook

The question 8 in this questionnaire is designed to unveil the users' primary reasons for using Facebook (allowed to choose more than one option). Figure 4 shows that the most frequent reason for using Facebook is "being in touch with my friends". Out of all participants, 21.7% said that their biggest reason for presence in the Facebook is to have contact and perhaps maintain their relationships with friends, while 12.3% of users stated that interacting with their friends is the most important reasons for using this SNS. Also, 12.3% of users reported that their reason for using Facebook is "being able to share information with others", which is equal to the percentage of interaction option. The option of "seeing photos and videos posted by people accounted for 16.7% of the participants. The option of "being in touch with my family" (9.4%) is in the fourth place, and then, the options of "getting feedbacks on

71

the contents that I posted" (4.7%) and "receiving support from friends" (3.9%) are in the next ranks.
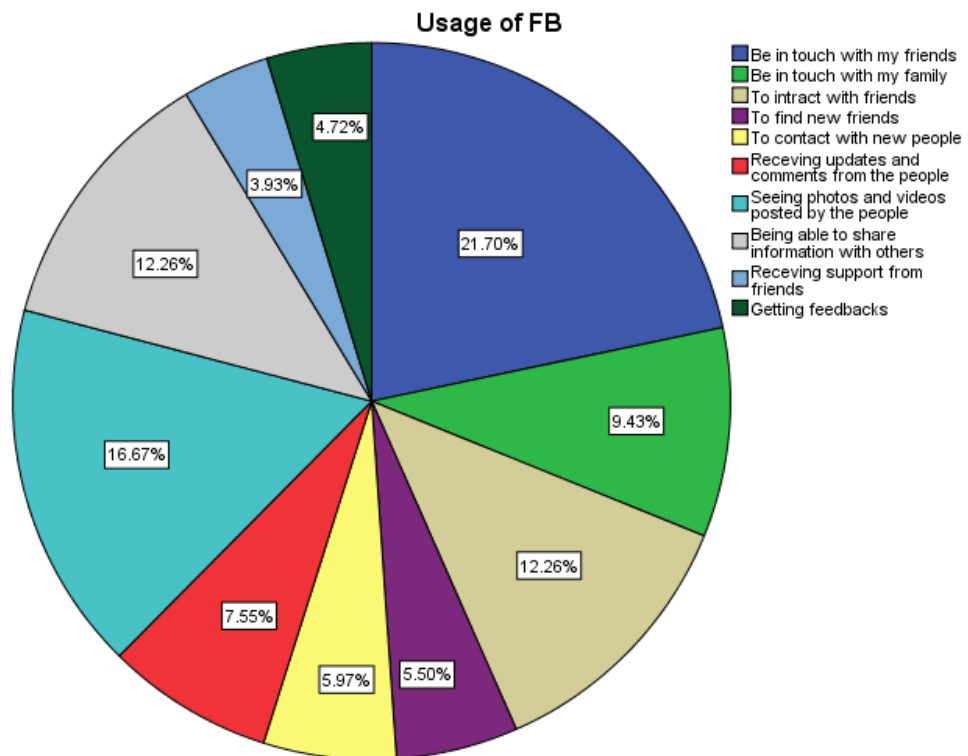
Figure 4: Major reason for using Facebook

Facebook is one of the most popular sites in the world that attract many people of different age groups and classes. Due to the elimination or fading out of time and place limitations, people are allowed to expand their relations and interactions. As mentioned in chapter one, the basis for these interactions is formed by information that the users share daily with the others in this space.

The statistics show that Facebook is a place for being in touch with friends for the majority of participants in this study. In fact, connecting with friends, viewing the shared photos and videos and interacting with them and sharing information with friends are as the most important reasons that draw the users to Facebook daily.

4.6 Content of User's Daily Sharing with Facebook

In this section, the participants were asked to find and select the usual content of their daily posts among the presented options. According to data that mentioned in Figure 5, 30.5% of them stated that their daily posts contents include their ideas. Their daily events are in the next rank (21.9%). The links and topics related to their field are in the next rank (20.2%), while the option of relaxing messages accounts for 15.1%. Also, 12.9% of the participants have Facebook posts with political contents.
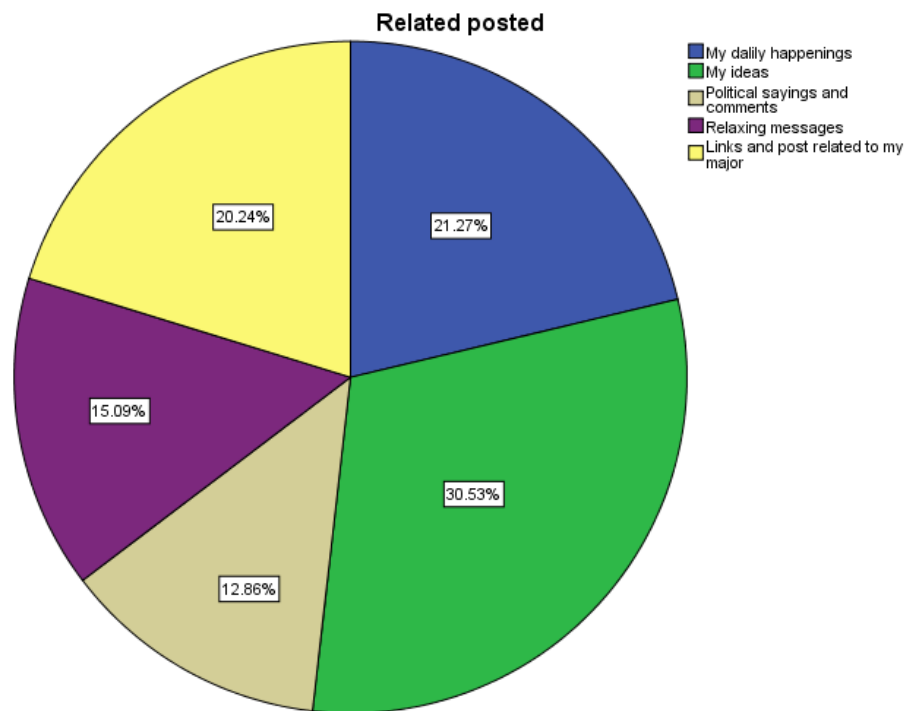
Figure 5: Post's content

The Facebook posts of the users in the research mostly included their ideas, opinions and everyday events. As already mentioned, the contents in this media are produced and developed by users themselves. The information provided by users is the largest capital and the production axis of content in this network.

One can say that sharing information by users is the basis for the production of content. Among the participants, 30.5% stated that their posts are meant to represent their ideas and, while 21.3% mentioned their daily events as the content. This indicates that the content generated by the users of this research is based on these two issues.

4.7 Private and Public Sphere's Boundary

One of the options provided by Facebook for its users is the privacy setting. In this survey the participants were asked which information they made available to the public using the privacy options. According to Figure 6, 46.2% of participating users stated that through the privacy setting of Facebook, their personal information is only open to their friends, while 30.8% reported that it is open to the public; also, 11.5% mentioned the use of "friends of friends" option, and the options of "only me" and "selected people" were respectively at next rankings with 9.5% and 2.1%.
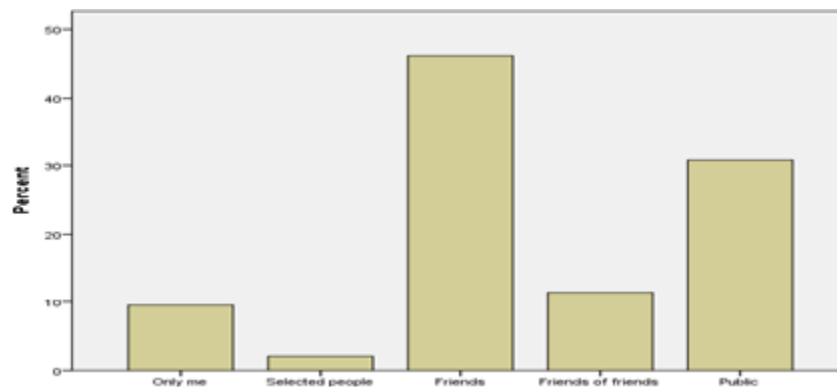
Figure 6: Privacy management for personal information

Regarding status updates, 67.7% preferred that only their friends have access to them, while 14.9% were convenient with public, 6.2% with selected people, and 4.4% selected the "only me" option.

Regarding the photos related to the family that maintained in Figure 7, 62.1% have given free access to their friends, and other options were as follows: only me: 13.3%; friends of friends: 9.7%; selected people: 8.2% and public: 6.7%.
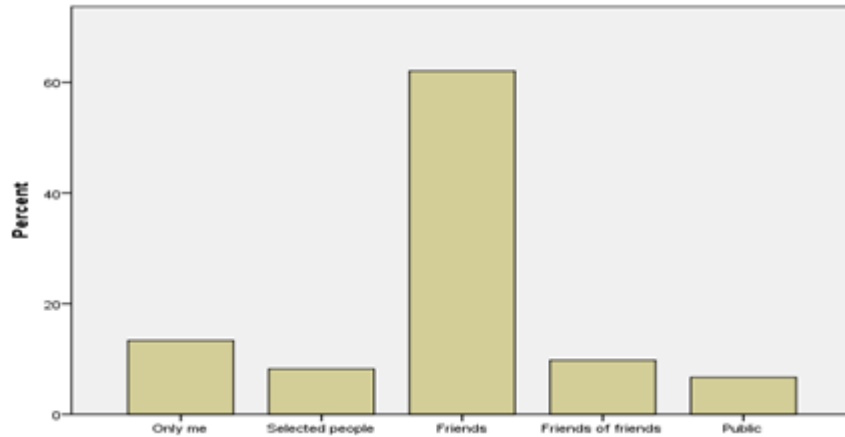
Figure 7: Privacy management for family pictures

Regarding the photos and videos of me, in Figure 8, 62.6% mentioned that they mostly trust only their friends; other options were as follows: Friends of friends: 10.8%; public: 8.2%; selected people: 10.5%, and only me: 6.7%.
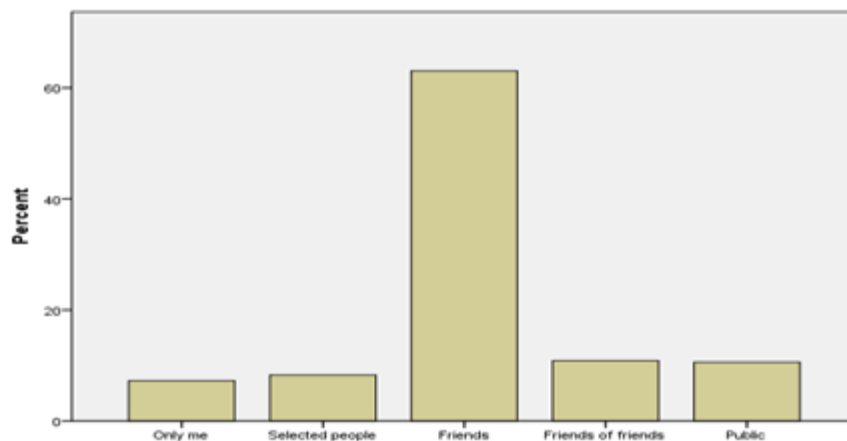
Figure 8: Privacy management for photos and videos

On the events pictures, in Figure 9, the users were asked to specify those with access to the photos of their major life events such as wedding ceremonies and birthday parties. The answers were as follows: friends: 68.5%; public: 13.3%; friends of friends: 6.7%; only me: 6.7% and selected people: 4.9%.
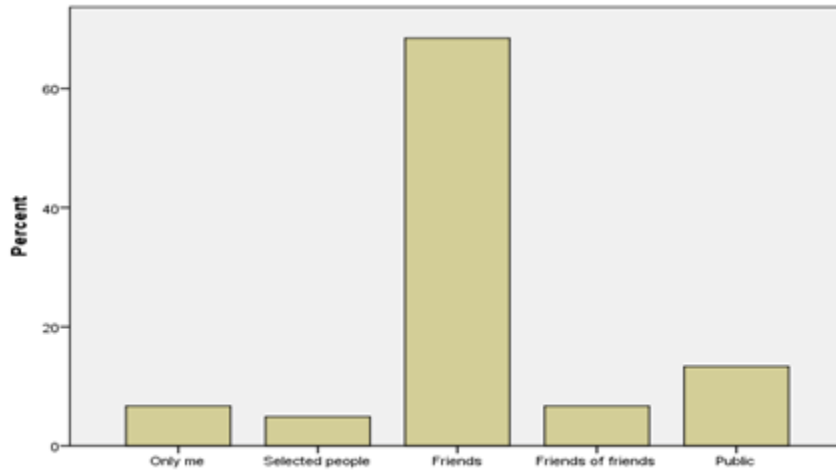
Figure 9: Private management for events pictures

For 56.2% of the participants the list of friends was only visible to their friends, while 19.7% said that they only have access to this list; friends of friends and selected people were at the next rankings respectively with 6.4% and 3.8%.

Among the participants in this study 49.7% share their political and religious views only with their friends, while 27.7% shared them with the public. The options of selected people and friends of friends were at the next rankings respectively with 4.9% and 3.1%.

As shown by the collected data people who are called "friends" have access to almost all information. The information shared in Facebook also become widespread, and it does not related to the loss of privacy as a social norm. Technology can affect

the final decision of people on what information to share. This means that technology is not merely involved in decision of releasing personal information. The definition of privacy depends on ethics and as mentioned before the fundamental problem in defining this term is its very personal nature of concept, which cannot be generalized. With the arrival of communication technologies associated with Web 2, providing the definition became even more difficult, because these technologies are developed based on the release of information and their sharing, which in their turn brought a new form and type of visibility. According to the results one can say that what has actually changed is the definition of audience among the users. Indeed by changing the tilt of this "audience" to "friend" its definition has also changed accordingly. Facebook by using term "friend" changes the definition of private and privacy. Users share everything by everyone who is in the "friends list" even if they have never seen each other in the real world

4.8 Descriptive Analysis on the Use and Impact of Facebook

In this section, the questions in the second part of the questionnaire were discussed. This section was analyzed descriptively based on the arguments in the literature review. The questions were set based on the five point Likert scale with 24 questions set forth the analysis of self-presentation on Facebook and the self-esteem which is caused from using Facebook. For better understanding, it was divided into different headlines, and the questions related to each headline were examined in the relevant section. The analyses were made according to the means provided by Balci: (1-1.79) "SD", (1.80-2.59) "D", (2.60-3.39) "Neutral", (3.40-4.19) "A" and (4.20-5.0) "SA" (Balci, 2004).

4.8.1 Function of Facebook as Social Capital

People receive various supports from the members of their network. Relatives, friends, neighbors and colleagues all provide a variety of bonds and social supports for individuals. Social supports enable people to have the ability to deal with daily problems. These relationships and links lead to the creation of social capitals. The core of social capitals is very simple and it includes the relationships between human beings. Facebook provides an environment for users in which they can experience a new type of relationships, and thereby, social capitals. These social capitals are friends that the users have in the network. On average, men and women have respectively 437 and 427 Internet friends in their lists, which are their social capitals in the virtual world.

Table 10 shows that with the average of 3.6, 63.3% of the participants believe that they have some friends on Facebook to talk with them when they are alone. This shows that Facebook has made it possible for us some relationships that were not possible before.

Table 10: Online friends

		Frequency	Percent
Valid	Strongly disagree	31	7.9
	Disagree	51	13.1
	Neutral	60	15.4
	Agree	147	37.7
	Strongly Agree	101	25.9

However, according to Table 11 with an average of 2.54, 48.5% of participants believe that it is not possible to find close friends on Facebook, while 24.1% think it is possible. The data shown in this table reveal that according to the participants, finding a close friend through Facebook is not possible. This shows that although Facebook provide the users with the opportunity to maintain the kinds of communication which were not possible before, 48.5% of them believe that finding a lasting and intimate relationship on Facebook is impossible.

Table 11: Finding online close friends

		Frequency	Percent
Valid	Strongly disagree	104	26.7
	Disagree	85	21.8
	Neutral	107	27.4
	Agree	72	18.5
	Strongly Agree	22	5.6

Then, we can see in Table 12 with an average of 2.57 that 50% disagreed that the number of friends on Facebook is an indication of popularity, while 27.5% agreed higher number of friends is a sign of their popularity in the virtual environment. Although the number of friends in the friends list is an important factor for the users, the results show that 50% of the users believe that the number of friends in their friends list does not represent their popularity. All the interactions in Facebook happen with those friends which are the reason behind the importance of the number of friends since more friends means more interactions.

Table 12: Comparing lifestyle

		Frequency	Percent
Valid	Strongly disagree	108	27.7
	Disagree	87	22.3
	Neutral	88	22.6
	Agree	79	20.3
	Strongly Agree	28	7.2

Table13 with an average of 3.69 shows that the participants agree that interaction with friends in Facebook makes them feel as a member of a larger community. As stated earlier, Facebook is a virtual space in which people live in parallel to their real life. The results of the above table show that for the majority of users, Facebook interactions are a proof of their membership in the society of Facebook. Indeed this results show that they consider Facebook as a society that they can be a member of through interactions.

Table 13: Feeling a part of larger community

		Frequency	Percent
Valid	Strongly disagree	18	4.6
	Disagree	49	12.6
	Neutral	75	19.2
	Agree	143	36.7
	Strongly Agree	105	26.9

In table 14 with an average of 2.83, the participants are quite neutral regarding the matter that someone unknown sends them a friend request on Facebook. In fact, it

shows that people generally tend to not have any specific feeling when a stranger adds them on Facebook.

Table 14: Feelings about sending friend request

		Frequency	Percent
Valid	Strongly disagree	47	12.1
	Disagree	115	29.5
	Neutral	122	31.3
	Agree	67	17.2
	Strongly Agree	39	10.0

As mentioned in Figure 4, Facebook is a place to meet new people for 5.5% of the participants. The overall statistics suggest that Facebook is a virtual community in which, like a real community, people have friends to whom they can talk to when alone; friends that how to be seen by them is very important for the users. These friends, like friends in the real community, are the social capitals of the users whose presence plays an important role in the life of users.

As mentioned earlier, information shared by users in the Facebook community produces the content of this media. This content is the main base of interactions on Facebook, and according to Table 15, people care about the feedbacks resulting from such sharing while producing the content, since the opinions of their friends in this community are important as their social capitals. These social capitals, according to 63.6% of the participants, are present when they are alone.

Table 15: Caring about others

		Frequency	Percent
Valid	Strongly disagree	19	4.9
	Disagree	63	16.2
	Neutral	92	23.6
	Agree	173	44.4
	Strongly Agree	43	11.0

4.8.2 Selective Self-presentation and Self- disclosure

Table 16 shows that with an average of 3.49, 52.6% of the participants in this survey agree that they usually present the most positive aspect of themselves on Facebook. In other words, people only show the best aspects of themselves in order to get the most positive reactions and feedbacks from the other users.

Table 16: Disclosing positive aspects of self

		Frequency	Percent
Valid	Strongly disagree	26	6.7
	Disagree	50	12.8
	Neutral	91	23.3
	Agree	141	36.2
	Strongly Agree	82	21.0

Self-presentation is one of the factors and ways of identity-making. The users try to present a positive and reliable identity of themselves by using the flexible space of the Facebook.

With the advancement of information technologies and modern communication technology, virtual communities have become a new community. In these new

82

communities, such as traditional communities, individuals need to present themselves to find their identity. Such self-presentations have different strategies compared to real communities. Due to asynchronicity nature of these networks, the users have the chance to make their own decisions, what information or what parts of their existence to display and hide.

Self-presentation is not only limited to non-verbal posts included in this network, but includes photos shared on these networks as well. With physical absence of users in these networks, these photos are one of the identity-making factors that can include photos of daily events or photos of personal profiles (profile is one of the most important parts of social networks including personal information that can form the person's identity). According to Table 17 with an average of 3.51, 59.2% of the users agreed that they share some of their own photos in these social networks for presenting as good as possible. Since the identity-making elements which are exist in the traditional society are absent in Facebook, any kind of activities are an identity-making factor. The photos of themselves or any other kind of photos which is a representative of the beliefs to have a recognition of them through the shared photos. Thus the users admit that they only share the kinds of photos of themselves which represent them in the best way.

Table 17: Self-presentation by pictures

		Frequency	Percent
Valid	Strongly disagree	41	10.5
	Disagree	42	10.8
	Neutral	67	17.2
	Agree	171	43.8
	Strongly Agree	69	17.7

According to Tables 16 and 17, one can say that selective self-presentation is a feature provided by this virtual network to the users, and sharing these photos is a kind of self-disclosure. In fact, this sharing is a kind of nonverbal communication through which the individual presents an aspect of own self. That is perhaps considered private by the traditional interpretation. This widespread feature created by social networks is itself one of the main factors of the interactions. In this study, 52.6% of participants agreed that such self-presentation of themselves in the most positive way would be possible; a positive aspect that represents them in a way that can be accepted more and provide a more stable and more reliable identity of themselves in this great community. One of the important parameters of this identity is who we really are. While presenting ourselves in the best way, we indeed display our positive self.

4.8.3 Social and Digital Identity

In analyzing Table 18 with an average of 3.50, one can see that 56.9% of users admit on conscious sharing of their feelings and ideas on Facebook. As shown by the results in this table the majority of the users have declared that they share their feelings and beliefs in conscious manner on Facebook. It is worth mentioning that this expressing of beliefs is not exclusively through text. In fact, through any kind of sharing which is a part of the user's digital identity, or even through "likes" which are a way of expressing their feelings. This expression of beliefs is fully conscious that form the main core of presenting self on Facebook.

Table 18: Expressing personal feelings

		Frequency	Percent
Valid	Strongly disagree	27	6.9
	Disagree	40	10.3
	Neutral	101	25.9
	Agree	153	39.2
	Strongly Agree	69	17.7

According to Table 19 with an average of 3.56, 59% of participants declare that they easily express their ideas, even if in opposition to others. Users believe that this expression of believe is completely done in conscious manner and is done freely without being influenced by others.

Table 19: Sharing opinion

		Frequency	Percent
Valid	Strongly disagree	33	8.5
	Disagree	31	7.9
	Neutral	96	24.6
	Agree	142	36.4
	Strongly Agree	88	22.6

Also, based on Table 20 with an average of 3.63, 64.1% of participants say that their daily behaviors shown on Facebook are a reflection of their true selves. This suggests that as Turner's belief, a single person does not have only one self, but has several that act based on the society that they are living in. This indicates that people do not have a fake identity on Facebook, but consciously and selectively present parts of

their selves that can provide a more stable and a more positive image of them in the community.

Table 20: Daily behavior on Facebook

		Frequency	Percent
Valid	Strongly disagree	33	8.5
	Disagree	38	9.7
	Neutral	69	17.7
	Agree	147	37.7
	Strongly Agree	103	26.4

As observed in Table 21, 70.7% of participants believe that it is better to be themselves, than be popular. This shows that according to the most of the users the discussion of their beliefs and sharing which make up their identity on Facebook are completely dependent on themselves and in fact are an indication of their real selves and this real selves matter to them more than popularity.

Table 21: Popularity on Facebook

		Frequency	Percent
Valid	Strongly disagree	29	7.4
	Disagree	44	11.3
	Neutral	41	10.5
	Agree	137	35.1
	Strongly Agree	139	35.6

Social interactions are the main key and foundation of identity construction. In communicating and interacting with others, people shape their social identities.

Social networks, as digital and virtual societies in which millions of people communicate with each other and interact during the day, have created a new platform for social identity formation. Traditional identity-making factors such as religion, race, ethnicity, etc. may play a lesser role in this community. However, information exchanges are identity-making elements as the major factor of human interactions on Facebook.

Every action taken by a user on Facebook is in fact a form of information exchange that can play a role in the process of identity-making. Facebook makes it possible for its users to provide a more ideal image of their own.

The results suggest that users participated in this study reported that despite acting freely on expressing their feelings and ideas, such expression of opinions and feelings is fully conscious and deliberate. Due to the asynchronicity feature of Facebook, and in general, in the virtual social networks, they can present their ideas more consciously (This feature provided by virtual social networks and generally computer-related communication to users due to the time delay allows people to read, modify or delete their writings before posting them. This suggests that people have more control over what they show of themselves according to this feature). One identity-making tool in Facebook is these ideas and expression of feelings that are formed in the interactions platform of this network. Considering this, an identity made by people in this network given the feature of selective self-presentation, is a digital and fully conscious identity.

4.8.4 The Impact of Facebook on User's Self-esteem

Table 22 shows that 59.7% of users with 3.47 mean compare their life with friends and other people publishing their information on Facebook according to the same dissemination.

Table 22: Comparing "self" based on other's posts

		Frequency	Percent
Valid	Strongly disagree	46	11.8
	Disagree	41	10.5
	Neutral	70	17.9
	Agree	149	38.2
	Strongly Agree	84	21.5

Table 23 indicates that 65.2% of participants with 2.064 mean, believe that such a comparison does not create jealousy in them, and 11.5% admitted a sense of jealousy. As established in the other tables, the users imply that this does not make them feel more envious but this comparison happens none the less. Comparison is among the chief elements which influence self-esteem indeed happens to the optimal self which is shared by others.

Table 23: Feeling jealous/envious of other's posts

		Frequency	Percent
Valid	Strongly disagree	180	46.2
	Disagree	74	19.0
	Neutral	79	20.3
	Agree	45	11.5
	Strongly Agree	12	3.1

However, a high percentage believes that there is no envy involved, but a comparison is made none the less. According to data, it is obvious that the users present the most positive image of themselves on Facebook. Then, the comparison is indeed made by considering the information shared by users, thus in the most positive way possible.

The "Like" button is one of the fastest and most effective ways of communication between users on Facebook, since it is a new type of idea expression. Although there is no "Dislike" button, but the sum of "Likes" in any post or photo is the sign of their consideration and approval.

As mentioned earlier, one of the factors affecting the principle of self-esteem of humans is the rate of their approval and acceptance by the community with which they engage. The "Like" button on Facebook network is the fastest and at the same time the most effective communication between the users. Pressing the "Like" button by friends and generally by Facebook users shows the rate of approval and acceptance of the published content. This information can be wedding photos or expressing political, social and religious ideas.

This new culture created by Facebook is clearly one of the effective factors on the Internet relationships. As seen in Table 24, 60.5% of participants agreed that when their Internet friends encourage them by "Like" button or writing comments on their posts, they would feel having positive abilities.

Table 24: Encouraging by "likes" and "comments"

		Frequency	Percent
Valid	Strongly disagree	17	4.4
	Disagree	27	6.9
	Neutral	110	28.2
	Agree	165	42.3
	Strongly Agree	71	18.2

Here, a few points should be mentioned. The first is word of Facebook friends, which shows that the friends (Facebook acquaintances) of people as social capitals (although virtual) play an important role in the everyday interactions of users. Second, the users see the likes or written positive comments on their posts as encouragement received for information that they publish or share. As seen in Table 25, 57.2% of participants with an average of 3.52 agreed that when they publish a photo on Facebook without receiving any feedback, they would feel they are not good at all.

Table 25: Feeling about feedbacks

		Frequency	Percent
Valid	Strongly disagree	26	6.7
	Disagree	50	12.8
	Neutral	91	23.3
	Agree	141	36.2
	Strongly Agree	82	21.0

Feedbacks on Facebook are likes and sometimes comments that the user receives under the published content. In fact, according to this table, 57.2% of users acknowledged that they need getting feedback from their virtual friends to feel

90

positive about themselves, and this is no different from the real world; as in the real world, to find out who they are and to realize their own abilities, people need getting feedback from their family and friends to prove their identity. Virtual worlds bring such needs by themselves as well. This can be seen in Table 26, since 60.3% of participants with an average of 3.63 mentioned that by receiving positive feedback, they would gain a more positive attitude about themselves.

Table 26: Feeling about positive Feedbacks

		Frequency	Percent
Valid	Strongly disagree	17	4.4
	Disagree	40	10.3
	Neutral	98	25.1
	Agree	150	38.5
	Strongly Agree	85	21.8

This table shows that the positive feedbacks received by users on Facebook have a direct impact on the implicit aspect, because 60.3% of people believe that positive feedbacks from Facebook make have a more positive attitude toward themselves.

Table 27 indicates that 64% of people with an average of 3.65 agreed that the number of likes related to photos or posts shared and published by them is a sign of being confirmed and approved (a kind of encouragement by social capitals); for the same reason, the number of them important to them. In fact, the number of these "Likes" shows the rate of their approval in the new virtual society.

Table 27: Importance of "like" number

		Frequency	Percent
Valid	Strongly disagree	15	3.8
	Disagree	58	14.9
	Neutral	68	17.4
	Agree	156	40.0
	Strongly Agree	93	23.8

Such caring about being accepted can be seen in Table 28 as well with an average of 3.49. The statistics show that 56% of participants feel comfortable and good when being tagged by their friends in photos. It is a sense of acceptance and entering the community that is important to them. Friends share photos of them or specific events and this tagging is a type of participating them in that virtual space.

Table 28: Tagging on photos

		Frequency	Percent
Valid	Strongly disagree	20	5.1
	Disagree	52	13.3
	Neutral	101	25.9
	Agree	151	38.7
	Strongly Agree	66	16.9

Updating status is another unique activity done by Facebook users daily. They can share their daily activities, write about where they are at the moment and their occupational, educational or emotional situations. According to Table 29, 54% of participants with an average of 3.45 feel positive when receiving likes from their friends for updating their status.

Table 29: Positive feedbacks for status updates

		Frequency	Percent
Valid	Strongly disagree	31	7.9
	Disagree	46	11.8
	Neutral	102	26.2
	Agree	137	35.1
	Strongly Agree	74	19.0

Also, according to Table 30, 58.2% would have this positive feeling for the comments they receive.

Table 30: My friend's comments

		Frequency	Percent
Valid	Strongly disagree	23	5.9
	Disagree	44	11.3
	Neutral	96	24.6
	Agree	159	40.8
	Strongly Agree	68	17.4

Personal profiles are one of the most interesting parts of Facebook, since they play the role of body to define the individual in the absence of physical presence in the virtual world. The user is given the chance to provide the information of this section consciously or edited (Gonzales & Hancock, 2011), which is the same kind of self-presentation. In fact, Facebook allows the users in personal profiles to present quite positive and selective information of themselves. This information helps the knowledge of individual of own self and knowledge of others of the individual, and is one of the main identity-making factors in the virtual world. The users have the

ability to access each other's profiles, and these profiles can have a major influence on individuals' self-esteem. As mentioned in the previous sections, one of the effective elements on self-esteem is the comparison made by person with those around. As seen in Table 31, 61.5% of users with an average of 3.47 have said while comparing their profiles with others, they find little to be proud of.

Table 31: Comparing profiles

		Frequency	Percent
Valid	Strongly disagree	41	10.5
	Disagree	42	10.8
	Neutral	67	17.2
	Agree	171	43.8
	Strongly Agree	69	17.7

Personal profiles include photos, personal information such as education level, employment and so on. Proving such personal information somehow makes the ground for interaction, a context that (as the statistics shows) due to the ability to be edited and being selective can have a negative impact on other users. Since, other users compare this information with their personal information. This comparison can make the feeling in the user's mind that compared with the information in the profile of the other person; he is not in a proper position. The reason is that usually the presented self in these profiles is the optimal self, and any user compares himself with these optimal self of the other users. The value considered by each person for his own self and his own achievements is one of the key elements of one's self-esteem, and self-esteem is negatively affected by these comparisons.

Human is social creature; his/her identity is reflected in front of others and by the perception of the community of him/her. Being accepted in the group, and the feeling of being encouraged and approved are the basic needs of human feeling. Social media (in this case Facebook) have formed virtual communities in these days in which people interact, communicate and experience new relationships.

Nowadays, Facebook is not just a place to exchange information, since millions of photos and information disseminated daily on this network encompass a part of personal and social life of the user as well. In today's world, Facebook is also a place to receive and overcome the emotional needs. Self-esteem is one of the basic human emotional needs. Self-esteem is a value attributed by individuals to themselves. In traditional societies, such acceptance was provided through small communities in which people engaged every day. But these days, Facebook as a new community can have a role in the creation of this self-esteem. This is done in two ways: One feedback received through likes or comments, and other comparison with others based on sharing information.

4.8.5 Gender Difference in Self-esteem Level

Gender is a factor in shaping people's personal needs. It is also a key point in the development of self-esteem. Culture provides different criteria for men and women in their self-assessment. It leads women to meet their self-esteem in different routes than men. The women use Facebook more than men, since this space allows them to compare themselves with others, which is one of the pillars effective on people's self-esteem. This section investigates whether the gender plays a role in the effectiveness of Facebook.

The results of Chi-Square test that can be seen in Appendix A showed there is no statistically significant relationship between gender and self-esteem. As mentioned before women use Facebook more than men, and they compare their life with others. The expectation was they are more impacted by Facebook. According to past studies and their results, men have more self-esteem than women, but the results in this study show that the self-esteem of these individuals are impacted in a similar manner when using Facebook. Since both genders have answered the questions in an almost identical way. But this study shows that there is no significant relation between gender and self-esteem. In other words, men and women similarly have answered to the questions related to this section.

The data resulting from questions raised in this study shows that there are no significant differences between gender and self-esteem on Facebook, and both genders have similarly answered the questions. It is true that men and women use different strategies in making their identities and take different routes in their emotional perceptions and self-esteem in the real and virtual spaces, but they are almost similarly influenced in this social network.

4.8.6 Job Status in Self-esteem Level

A person's job and career are among the things that can influence their self-esteem. Having a career or working in a job that satisfies emotional needs can affect people's self-esteem this mean that people who are employed because they satisfy their being approved or accepted in their real life, should be less impacted by Facebook. In this study the job status was categorized in three choice: employee, unemployed and student. As mentioned before this city is a university town with student from different countries. For this reason being a student was categorized separately from employed and unemployed. According to Appendix B one can conclude that 115

people among those who were unemployed at the time tend to compare their life with others based on what they post, this value is higher than that of the student and employed choices. This test also reveals that the unemployed people feel more jealous/ envious of what others post on Facebook. Also it appears that they care about the positive feedbacks on Facebook more than the others, 120 of them reported that when they receive positive feedbacks on Facebook they take positive attitude toward themselves. These data indicate that job and having a career can determine the level of impact that Facebook can have on the peoples' self-esteem. Users who are employed are less influenced by Facebook than those who are unemployed or are students. It means that users that have a job satisfied this emotional need from real world.

It should be noted that one of the main assumptions of using Chi-Square test is the greater expected value than 5 in every cell, and if this assumption is not met, the Fisher-Exact test should be used instead of Chi-Square. In Appendix B, the ρ-values are bold were calculated according to the Fisher-Exact test.

4.8.7 Age in Self-esteem Level

Age is one of the variables that was considered in this test. Appendix C including the results of test shows that the participants within the range of 21-30 tend to compare their posts and pay more attention to the shared information than those who belong to other age groups which is one of the influential elements on self-esteem.it is also revealed that people who belong to the 31-40 age group perceive the "like" on their posts as a sign of acceptance and thus care more about them.

According to the descriptions in the previous sections, self-esteem is resulted from the comparison of self with others and the rate of self-esteem according to others

approval. The results of this test showed that age has had influence in both cases and can conclude that age can be a parameter which can influence the self-esteem that participant gain from Facebook.

4.8.8 Literacy in Self-esteem Level

Educational level which also dictates the social rank of a person in the modern life is another variable which can influence one's self-esteem. It was expected that users who are more educated are less influenced by Facebook But according to Appendix D it appears that people have answered the questions in an almost similar manner, regardless of their educational level. This shows that there was no significant different between individuals with various education levels and self-esteem resulted by Facebook. According to Appendix D approximately users with different educational level compare their life style with others and feel positive when they receive positive feedbacks.

4.9 The Change of Friendship Definition through Facebook

One of the most important features of Facebook is its friends list. These friends play a key role in relations on Facebook. By creating a virtual environment for the relationship between these friends or creating new friendships, Facebook has taken a new step toward generating its content. But, what do these friendships mean?

Anyone on the friends list is considered friend by users. They associated with these friends and share their information with them. Thus, in this sense, one can say that Facebook has changed its users' definition of friend. Hence, every familiar person on the list of friends is called a friend. The participants were asked to give their opinions about changing the definition of friendships through Facebook. The results obtained from respondents are presented in Table 32.

Table 32: Form of friendship on Facebook

		Frequency	Percent
Valid	Strongly disagree	14	3.6
	Disagree	31	7.9
	Neutral	80	20.5
	Agree	130	33.3
	Strongly Agree	135	34.6

The mean value of all participants was 3.87 on the five-point Liker scale. So, according to the results it can be stated that that the definition of friendship has been change by Facebook.

Chapter 5

CONCLUSION

5.1 Summary of the Study

The aim of this study was to investigate the presentation of self on Facebook and also study the relation between this social media and user's self-esteem. Facebook is a new medium that has entered the daily life of all users. By entering the users' daily life, this virtual social network formed a new model of communication in the virtual space and made a difference in people's relationships compared to their traditional form with an undeniable impact on social relations. Facebook creates a feature for relationships that was impassible before. People interact more in this virtual space and they have new inception of friend and friendship. Facebook as a new space influences the individual's personal and social life. It has changed many of people's traditional definitions and somehow shows its impact on the emotional life of individuals. This impact has no relation to people's gender and only the education level of people is effective in the process.

Like any other media, the users use Facebook based on their emotional and sensory needs. Facebook, and in general, SNSs, due to being audience-oriented media, are assumed to be used to meet the individual needs of people. They are supposed not only to create new needs but also to help meet the existing needs. Being accepted and getting encouragement for the self that is presented on Facebook are basic pillars of self-esteem.

The atmosphere in Facebook is a very dynamic and dialogue-based one. The main cores of dialogues in this sphere are topics created by users. In fact, the users make up the central theme of the dialogues by sharing information (posts, photos, videos, links, etc.). All of these actually generate the content of this media. This information is the major step in creating social and human interactions of users. These interactions are the purpose and intent of sometimes spending hours in this SNSs by its users. The network provides its users with a lot of tools and features, each of which makes a specific feature available to the audience, such as editability and asynchronicity. Self-esteem is one of the emotional needs and yet one of the most important ones and is a value that a person sees for him/herself. It can be defined as the person's assessment of him/herself, which plays an essential role in creating and reinforcing a sense of self-confidence. Since humans are social beings, they gain the identity and insight into themselves through the society where they live in. Their relationships lead to a definition and understanding of themselves. These networks have provided a new community. This community causes new kind of relationships. These relationships, like real relationships, have an influence on the users' social life. The impact received by humans is in two ways: approval and acceptance through the likes and comments .comparing themselves with others based on the profiles.

Nowadays, SNSs, particularly Facebook play a vital role in everyone's life. They are the new form of community that users are members of and spend many hours a day in. In other words, the users live in those communities. These networks have a dynamic axis and users are also the content producers and consumers at the same time. This leads to the foundation of a new sphere for interaction between the users, the main topic of these interactions are consisted on information which are shared by them. Posts may include pictures of vacations, wedding ceremony and food or even

political and social protests. Each piece of information shared by the user is a part of their digital identity through which they represent themselves in the said communities. Just like the social identity, the digital identity of the users' needs acceptance. Theses acceptance and encouragements are the core of self-esteem. A person's self-esteem stems from the success, anxieties and prosperities that they undergo.

The encouragement and acceptance are represented by the "like" button or positive comments which a person earns each time they share something. Indeed Facebook friends express their opinions about the shared information by a simple click on the "Like" button or writing comments. The other influential element is comparing themselves to other users. This comparison is with the success and achievements of the people around us while in the SNSs users compare themselves with what the other users share or with other users' personal profiles (as their digital body).

The information shared on SNSs by the other users automatically lead users comparing themselves with other members. This comparison usually happens with the "optimal self" which the other users share on social networks. These pictures could have been edited or may be the picture taken of vacation or romantic pictures or any other kind of pictures which demonstrate the users in their most happy and successful conditions.

In order to be able to perform a better analysis of the dada collected through this study, this section was designed based on research questions:

RQ1: Do Facebook users have selective self-presentation?

The data obtained from this study shows that a high percentage of participants exhibit the most positive aspect of themselves in this space. In fact, they only share photos and information that present them to others in the best possible way. This feature, as one of the important features of cyberspace, is a strategy employed by users to build their own identity in this space. The importance of this selective self-presentation can be seen in questions related to self-esteem. When a person presents a positive aspect of him/herself or shows himself in the best form, he/she will get better feedbacks. These feedbacks help him/her to have a better understanding and definition of him/herself and affect his/her self-esteem.

Self-presentation is one of the foundations of identity-making in virtual SNSs. This self-identification, in addition to personal profiles, information and photos shared within, includes all activities and sharing that are done on a daily basis by users on Facebook and in the virtual space. Can concluded that Facebook by its unique characteristics create a new community wherein people have a chance to present themselves selectively.

RQ2: What is the impact of "like" and "comments" on user's self-esteem?

This selectively presenting of self has an impact on the users' self-esteem. As mentioned before self-esteem is gained through two ways in SNSs:

1. The respect that a person has for him/herself based on his /her abilities and talents; he/she can reach to an accurate understanding of his/her abilities and talents through acceptance and approval by the surrounding society. Facebook's users gain encouragements through comments and likes.

2. By comparing him/herself with others which in the case of SNSs happens between others personal profiles and what they share.

The data gathered for research question, show that for participants, the number of encouraging likes or comments that they receive from other users (friends) is important because it represents their capabilities or positive points that have been approved or accepted by others.

Likes and comments are the same feedbacks that the users receive regarding their actions or parts of their self-presentations. These likes and comments will make them have a positive attitude about themselves, leading to implicit self-esteem. The number of likes is a sign that they have been accepted in the Facebook community.

Users compare their profiles with other users, which is based on posts that they share of their everyday life as well as personal information that they claim for.

RQ3: Is there any relationship between user's self-esteem and using Facebook?

As stated above and shown by the results, the number of likes and comments is considered by the users to be an indication of being accepted and also the encouragement shown by other users. Thus, the participants admit that the number of positive comments and likes make them feel better about themselves since they make them believe that they are accepted or that they have attitudes to be proud of. On top of that people compare themselves to the profiles of the other users, and although it was declared by the users that this comparison does not invoke a sense of envy in them the very comparison itself is among the elements which have an impact on user's self-esteem.

RQ4, 5, 6 and 7: Is there any significant association between user's self-esteem and gender, age, job status and education level?

The obtained data showed that gender and education level do not play a role in this process. Because women use Facebook more than men, a significant association between gender and self-esteem of Facebook users was expected, but data show that both genders have answered questions about this part approximately same. The results also show that participants in age group between 21-30 tend to compare their posts and pay more attention to the shared information than others. Job status plays a role in the impact of Facebook on self-esteem. Participants who are unemployed compare their life style more than others through Facebook and feel more jealous/envious than other groups.

RQ8: Can be Facebook has made the boundaries between public and privacy to disappear?

One of the major changes that has entered by Facebook to media, and in general, social media, into people's personal and social life is what some call the blurring of the boundary between public and privacy. The Facebook content is formed based on the information that every day, millions of users around the world share with others in this network. This information can be from social and political ideas to family photos and status uploaded daily. In fact, in this process of content generating, the users disclose parts of their daily events (as indicated in the first sections of the questionnaire, the major part of posts of participating users in the study included the posts about their daily happenings).

Among the participants, 32% entered their Facebook page more than ten times a day. Their main reason for entering this network is access to their friends and most of

their information and posts are available to their friends. These friends are virtual social capitals of these people. Support and confirmation by them has a direct impact on the user's self-esteem. The feedbacks that they received from the likes and comments influence their self-respect. In addition, the information published by the same friends is a factor of comparison and self-esteem affection. This comparison is done on the self-optimal presentation by others, in which 48% felt that they have not much to be proud of, while compared with others profiles.

Disclosing of daily events suggests the boundary between public and privacy has much faded. The users reported in response to the study questions that they use the Facebook privacy settings in a way that a considerable proportion of their friends have access to all their information. This shows that the people's definitions of friendship, trust and subsequently, the public and privacy have been changed. All of the users consider an average of 432 familiar people in their friend list on Facebook as friend and feel intimacy with them and trust them. As they have admitted in question 31, their opinion of friendship has changed.

This information which sometimes is completely artificial is shared with all people in "friends" list. These audiences which are called "friends" in Facebook have access to all the information shared by the user and have indeed changed the meaning of friend and friendship and has also led to the evaluation of the meaning of public and privacy. The users use the privacy option on Facebook yet some of them only know 62% of the 500 friends they have on Facebook personally.

RQ9: Does Facebook create new form of social capital?

The participants in this study suggested that although finding close friends is difficult on Facebook, there are always some online friends on Facebook that they can talk to in times of loneliness. In addition, although participants believe that their online popularity does not depend on the number of Facebook friends, the number of likes is important for them to take a positive attitude toward themselves. Also, how to be seen by these friends significantly matters to them. They report that the main reason for them to use Facebook is to contact with these friends and interact with them. These interactions cause the users to see themselves a part of a larger community.

Human relations constitute the main core of social capitals. Development of information and communication technology has influenced human communication in both quantitative and qualitative aspects. Social capitals on the Internet and Facebook are "friends" that are added to the users' "Friends list" in these networks due to daily interactions or previous recognitions. These social capitals, like social capitals resulting from human relationships in the real life, involve concepts such as trust, mutual cooperation and relationships between the group members. All of these concepts have changed by SNSs especially Facebook. Data show that Facebook friends, offline and online, are users social capital because they are the core of interactions on Facebook.

RQ10: How close is the digital identity and real identity?

Facebook by breaking down the traditional boundaries provides tremendous opportunities for users to communicate in the ways that were not possible in the past. Since factors such as time and place play no role in these networks, the rate of

interactions and their quality have also been changed. These interactions have created a new sphere for users to create a new identity.

Identity embraces different concepts with a common component with the human perception of who he/she really is? And, how others see him/her? With the new technology process and the arrival of humans to the virtual world, the realm of human social relations has changed, and many identity-making factors have lost their impact in this modern world and other factors have been added to this process. This study showed that the participants share their ideas and feelings in this space completely informed, although they claim that expressing their opinion in this space is free and they do not mind if it would be in opposition to others.

Participants believe that their daily behaviors in Facebook space reflect their true selves. These daily behaviors in cyberspace include comments, links and photos that are shared. Also, information self-disclosed by users during the day is a kind of identity-making process that they are quite aware of. That's why they act completely conscious in this space. According to Turner, mentioned earlier, digital identity is not a fake identity or away from the true identity of individuals, but it is an optimistic, selected and informed identity. It means that social and digital identities are close together. In fact, in the process of digital identity-making, the users present a positive and self-conscious identity of themselves by using selective self-presentation.

5.2 Suggestion for Further Research

This research was conducted in the first semester of the academic year of 2015-2016 on the effect of Facebook on users' self-esteem. This study focused on Facebook however further researchers can include in other popular social media.

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APPENDICES

Appendix A: Relationship Between Gender and Self-esteem

Questions	Gender		SD	D	N	A	SA	p-value
I compare my lifestyle with my friends/people on Facebook based on what they post	Male	Count	21	19	39	79	50	.500
		Expected count	24.5	21.9	37.3	79.5	44.8	
	Female	Count	25	22	31	70	34	
		Expected count	21.5	19.1	32.7	69.5	39.2	
I feel jealous/envious of what my friends/people post on Facebook (e.g., vacation photos, relation updates, etc.)	Male	Count	91	38	46	29	4	.231
		Expected count	96.0	39.5	42.1	24.0	6.4	
	Female	Count	89	36	33	16	8	
		Expected count	84.0	34.5	36.9	21.0	5.6	
When my Facebook friends encourage me with their "likes" and "comments", I feel that I have number of good qualities	Male	Count	9	18	57	84	40	.613
		Expected count	9.1	14.4	58.7	88.0	37.9	
	Female	Count	8	9	53	81	31	
		Expected count	7.9	12.6	51.3	77.0	33.1	
When I share a picture on Facebook and there is no feedback, I think I am no good at all	Male	Count	14	28	50	73	43	.982
		Expected count	13.9	26.7	48.5	75.2	43.7	
	Female	Count	12	22	41	68	39	
		Expected count	12.1	23.3	42.5	65.8	38.3	
When I compere others profile with mine I feel I don't have much to be proud of	Male	Count	21	19	39	85	44	.219
		Expected count	21.9	22.4	35.7	91.2	36.8	
	Female	Count	20	23	28	86	25	
		Expected count	19.1	19.6	31.3	79.8	32.2	
When I receive positive feed backs (likes and comments) I take positive attitude toward myself	Male	Count	8	20	50	81	49	.858
		Expected count	9.1	21.3	52.3	80.0	45.3	
	Female	Count	9	20	48	69	36	
		Expected count	7.9	18.7	45.7	70.0	39.7	
I believe that the number of "likes" under my posts/pictures shows that I being approved, so the number of them is important for me	Male	Count	9	29	36	83	51	.961
		Expected count	8.0	30.9	36.3	83.2	49.6	
	Female	Count	6	29	32	73	42	
		Expected count	7.0	27.1	31.7	72.8	43.4	
It is desirable feeling when I am invited to an event from Facebook	Male	Count	25	21	72	67	23	.605
		Expected count	21.9	22.9	77.3	65.1	20.8	
	Female	Count	16	22	73	55	16	
		Expected count	19.1	20.1	67.7	56.9	18.2	
I feel positive when my friends tag me on a photo	Male	Count	10	29	56	78	35	.967
		Expected count	10.7	27.7	53.9	80.5	35.2	
	Female	Count	10	23	45	73	31	
		Expected count	9.3	24.3	47.1	70.5	30.8	
I feel positive when my friends "like" my status update	Male	Count	15	24	60	72	37	.749
		Expected count	16.5	24.5	54.4	73.1	39.5	
	Female	Count	16	22	42	65	37	
		Expected count	14.5	21.5	47.6	63.9	34.5	
I feel positive when my friends comment on my status update	Male	Count	13	25	48	86	36	.941
		Expected count	12.3	23.5	51.2	84.8	36.3	
	Female	Count	10	19	48	73	32	
		Expected count	10.7	20.5	44.8	74.2	31.7	

Appendix B: Relationship Between Job Status and Self-esteem

Question	Job status		SD	D	N	A	SA	p-value
I compare my lifestyle with my friends/people on Facebook based on what they post	Student	Count	24	22	28	77	29	**0.039**
		Expected count	21.2	18.9	32.3	68.8	38.8	
	Employed	Count	3	0	9	7	5	
		Expected count	2.8	2.5	4.3	9.2	5.2	
	Unemployed	Count	19	19	33	65	50	
		Expected count	21.9	19.6	33.4	71.1	40.1	
I feel jealous/envious of what my friends/people post on Facebook (e.g., vacation photos, relation updates, etc.)	Student	Count	96	29	32	21	2	0.041
		Expected count	83.1	34.2	36.5	20.8	5.5	
	Employed	Count	6	7	7	4	0	
		Expected count	11.1	4.6	4.9	2.8	.7	
	Unemployed	Count	78	38	40	20	10	
		Expected count	85.8	35.3	37.7	21.5	5.7	
When my Facebook friends encourage me with their "likes" and "comments", I feel that I have number of good qualities	Student	Count	7	15	56	61	41	**0.110**
		Expected count	7.8	12.5	50.8	76.2	32.8	
	Employed	Count	1	2	5	12	4	
		Expected count	1.0	1.7	6.8	10.2	4.4	
	Unemployed	Count	9	10	49	92	26	
		Expected count	8.1	12.9	52.5	78.7	33.9	
When I share a picture on Facebook and there is no feedback, I think I am no good at all	Student	Count	15	23	39	64	39	**0.795**
		Expected count	12.0	23.1	42.0	65.1	37.8	
	Employed	Count	1	4	7	10	2	
		Expected count	1.6	3.1	5.6	8.7	5.0	
	Unemployed	Count	10	23	45	67	41	
		Expected count	12.4	23.8	43.4	67.2	39.1	
When I compere others profile with mine I feel I don't have much to be proud of	Student	Count	23	22	26	81	28	**0.181**
		Expected count	18.9	19.4	30.9	78.9	31.8	
	Employed	Count	0	5	6	8	5	
		Expected count	2.5	2.6	4.1	10.5	4.2	
	Unemployed	Count	18	15	35	82	36	
		Expected count	19.6	20.0	32.0	81.6	32.9	
When I receive positive feed backs (likes and comments) I take positive attitude toward myself	Student	Count	5	23	46	67	39	**0.039**
		Expected count	7.8	18.5	45.2	69.2	39.2	
	Employed	Count	1	4	10	3	6	
		Expected count	1.0	2.5	6.0	9.2	5.2	
	Unemployed	Count	11	13	42	80	40	
		Expected count	8.1	19.1	46.7	71.5	40.5	

Question	Job status		SD	D	N	A	SA	p-value
I believe that the number of "likes" under my posts/pictures shows that I being approved, so the number of them is important for me	Student	Count	6	35	31	64	44	**0.244**
		Expected count	6.9	26.8	31.4	72.0	42.9	
	Employed	Count	0	2	6	13	3	
		Expected count	.9	3.6	4.2	9.6	5.7	
	Unemployed	Count	9	21	31	79	46	
		Expected count	7.2	27.7	32.4	74.4	44.4	
It is desirable feeling when I am invited to an event from Facebook	Student	Count	17	24	65	53	21	**0.171**
		Expected count	18.9	19.8	66.9	56.3	18.0	
	Employed	Count	5	3	12	4	0	
		Expected count	2.5	2.6	8.9	7.5	2.4	
	Unemployed	Count	19	16	68	65	18	
		Expected count	19.6	20.5	69.2	58.2	18.6	
I feel positive when my friends tag me on a photo	Student	Count	9	21	50	69	31	**0.903**
		Expected count	9.2	24.0	46.6	69.7	30.5	
	Employed	Count	1	6	5	9	3	
		Expected count	1.2	3.2	6.2	9.3	4.1	
	Unemployed	Count	10	25	46	73	32	
		Expected count	9.5	24.8	48.2	72.0	31.5	
I feel positive when my friends "like" my status update	Student	Count	9	14	54	66	37	**0.050**
		Expected count	14.3	21.2	47.1	63.2	34.2	
	Employed	Count	1	4	9	6	4	
		Expected count	1.9	2.8	6.3	8.4	4.6	
	Unemployed	Count	21	28	39	65	33	
		Expected count	14.8	21.9	48.6	65.3	35.3	
I feel positive when my friends comment on my status update	Student	Count	9	18	54	72	27	**0.155**
		Expected count	10.6	20.3	44.3	73.4	31.4	
	Employed	Count	2	5	4	6	7	
		Expected count	1.4	2.7	5.9	9.8	4.2	
	Unemployed	Count	12	21	38	81	34	
		Expected count	11.0	21.0	45.8	75.8	32.4	

Appendix C: Relationship Between Age and Self-esteem

Question	Age		SD	D	N	A	SA	p-value
I compare my lifestyle with my friends/people on Facebook based on what they post	Less than 20	Count	8	5	7	29	14	.021
		Expected count	7.4	6.6	11.3	24.1	13.6	
	21- 30	Count	25	21	25	55	23	
		Expected count	17.6	15.7	26.7	56.9	32.1	
	31-40	Count	7	5	15	38	26	
		Expected count	10.7	9.6	16.3	34.8	19.6	
	Above 40	Count	6	10	23	27	21	
		Expected count	10.3	9.1	15.6	33.2	18.7	
I feel jealous/envious of what my friends/people post on Facebook (e.g., vacation photos, relation updates, etc.)	Less than 20	Count	33	10	9	9	2	**.678**
		Expected count	29.1	12.0	12.8	7.3	1.9	
	21- 30	Count	68	25	34	19	3	
		Expected count	68.8	28.3	30.2	17.2	4.6	
	31-40	Count	44	19	16	10	2	
		Expected count	42.0	17.3	18.4	10.5	2.8	
	Above 40	Count	35	20	20	7	5	
		Expected count	40.2	16.5	17.6	10.0	2.7	
When my Facebook friends encourage me with their "likes" and "comments", I feel that I have number of good qualities	Less than 20	Count	3	3	21	22	14	**.502**
		Expected count	2.7	4.4	17.8	26.7	11.5	
	21- 30	Count	7	13	47	53	29	
		Expected count	6.5	10.3	42.0	63.0	27.1	
	31-40	Count	3	7	21	46	14	
		Expected count	4.0	6.3	25.7	38.5	16.6	
	Above 40	Count	4	4	21	44	14	
		Expected count	3.8	6.0	24.5	36.8	15.8	
When I share a picture on Facebook and there is no feedback, I think I am no good at all	Less than 20	Count	1	8	16	19	19	**.239**
		Expected count	4.2	8.1	14.7	22.8	13.2	
	21- 30	Count	18	20	31	51	29	
		Expected count	9.9	19.1	34.8	53.9	31.3	
	31-40	Count	4	11	22	36	18	
		Expected count	6.1	11.7	21.2	32.9	19.1	
	Above 40	Count	3	11	22	35	16	
		Expected count	5.8	11.2	20.3	31.5	18.3	

Question	Age		SD	D	N	A	SA	p-value
When I compere others profile with mine I feel I don't have much to be proud of	Less than 20	Count	4	5	11	29	14	.086
		Expected count	6.6	6.8	10.8	27.6	11.1	
	21- 30	Count	26	19	24	60	20	
		Expected count	15.7	16.0	25.6	65.3	26.4	
	31-40	Count	7	12	17	40	15	
		Expected count	9.6	9.8	15.6	39.9	16.1	
	Above 40	Count	4	6	15	42	20	
		Expected count	9.1	9.4	14.9	38.1	15.4	
When I receive positive feed backs (likes and comments) I take positive attitude toward myself	Less than 20	Count	3	7	20	18	15	.314
		Expected count	2.7	6.5	15.8	24.2	13.7	
	21- 30	Count	8	18	29	66	28	
		Expected count	6.5	15.3	37.4	57.3	32.5	
	31-40	Count	4	8	22	39	18	
		Expected count	4.0	9.3	22.9	35.0	19.8	
	Above 40	Count	2	7	27	27	24	
		Expected count	3.8	8.9	21.9	33.5	19.0	
I believe that the number of "likes" under my posts/pictures shows that I being approved, so the number of them is important for me	Less than 20	Count	2	6	6	27	22	.001
		Expected count	2.4	9.4	11.0	25.2	15.0	
	21- 30	Count	10	35	31	52	21	
		Expected count	5.7	22.2	26.0	59.6	35.5	
	31-40	Count	1	11	14	39	26	
		Expected count	3.5	13.5	15.9	36.4	21.7	
	Above 40	Count	2	6	17	38	24	
		Expected count	3.3	12.9	15.2	34.8	20.7	
It is desirable feeling when I am invited to an event from Facebook	Less than 20	Count	5	8	25	18	7	.172
		Expected count	6.6	6.9	23.4	19.7	6.3	
	21- 30	Count	23	17	47	48	14	
		Expected count	15.7	16.4	55.4	46.6	14.9	
	31-40	Count	7	9	29	34	12	
		Expected count	9.6	10.0	33.8	28.5	9.1	
	Above 40	Count	6	9	44	22	6	
		Expected count	9.1	9.6	32.3	27.2	8.7	

Question	Age		SD	D	N	A	SA	p-value
I feel positive when my friends tag me on a photo	Less than 20	Count	3	7	18	22	13	**.847**
		Expected count	3.2	8.4	16.3	24.4	10.7	
	21- 30	Count	9	21	43	54	22	
		Expected count	7.6	19.9	38.6	57.7	25.2	
	31-40	Count	3	15	17	40	16	
		Expected count	4.7	12.1	23.6	35.2	15.4	
	Above 40	Count	5	9	23	35	15	
		Expected count	4.5	11.6	22.5	33.7	14.7	
I feel positive when my friends "like" my status update	Less than 20	Count	5	6	15	27	10	.342
		Expected count	5.0	7.4	16.5	22.1	12.0	
	21- 30	Count	10	17	35	55	32	
		Expected count	11.8	17.6	39.0	52.3	28.3	
	31-40	Count	5	8	26	32	20	
		Expected count	7.2	10.7	23.8	32.0	17.3	
	Above 40	Count	11	15	26	23	12	
		Expected count	6.9	10.3	22.8	30.6	16.5	
I feel positive when my friends comment on my status update	Less than 20	Count	5	11	17	22	8	.269
		Expected count	3.7	7.1	15.5	25.7	11.0	
	21- 30	Count	11	12	41	64	21	
		Expected count	8.8	16.8	36.7	60.7	26.0	
	31-40	Count	5	8	21	38	19	
		Expected count	5.4	10.3	22.4	37.1	15.9	
	Above 40	Count	2	13	17	35	20	
		Expected count	5.1	9.8	21.4	35.5	15.2	

Appendix D: Relation Between Education and Self-esteem

Question	Job status		SD	D	N	A	SA	p-value
I compare my lifestyle with my friends/people on Facebook based on what they post	High school or under	Count	16	14	29	59	35	0.322
		Expected count	18.0	16.1	27.5	58.5	33.0	
	Bachelor	Count	22	16	30	67	43	
		Expected count	21.0	18.7	31.9	68.0	38.3	
	Master/PhD	Count	8	11	11	23	6	
		Expected count	7.0	6.2	10.6	22.5	12.7	
I feel jealous/envious of what my friends/people post on Facebook (e.g., vacation photos, relation updates, etc.)	High school or under	Count	67	30	29	23	4	**0.787**
		Expected count	70.6	29.0	31.0	17.7	4.7	
	Bachelor	Count	83	32	40	16	7	
		Expected count	82.2	33.8	36.1	20.5	5.5	
	Master/PhD	Count	30	12	10	6	1	
		Expected count	27.2	11.2	12.0	6.8	1.8	
When my Facebook friends encourage me with their "likes" and "comments", I feel that I have number of good qualities	High school or under	Count	6	9	45	61	32	**0.533**
		Expected count	6.7	10.6	43.2	64.7	27.9	
	Bachelor	Count	6	11	50	81	30	
		Expected count	7.8	12.3	50.2	75.3	32.4	
	Master/PhD	Count	5	7	15	23	9	
		Expected count	2.6	4.1	16.6	25.0	10.7	
When I share a picture on Facebook and there is no feedback, I think I am no good at all	High school or under	Count	8	16	35	60	34	0.703
		Expected count	10.2	19.6	35.7	55.3	32.2	
	Bachelor	Count	12	26	39	62	39	
		Expected count	11.9	22.8	41.5	64.4	37.4	
	Master/PhD	Count	6	8	17	19	9	
		Expected count	3.9	7.6	13.8	21.3	12.4	
When I compere others profile with mine I feel I don't have much to be proud of	High school or under	Count	17	15	22	64	35	0.182
		Expected count	16.1	16.5	26.3	67.1	27.1	
	Bachelor	Count	16	17	35	80	30	
		Expected count	18.7	19.2	30.6	78.0	31.5	
	Master/PhD	Count	8	10	10	27	4	
		Expected count	6.2	6.4	10.1	25.9	10.4	
When I receive positive feed backs (likes and comments) I take positive attitude toward myself	High school or under	Count	11	13	38	61	30	**0.386**
		Expected count	6.7	15.7	38.4	58.8	33.3	
	Bachelor	Count	4	18	43	69	44	
		Expected count	7.8	18.3	44.7	68.5	38.8	
	Master/PhD	Count	2	9	17	20	11	
		Expected count	2.6	6.1	14.8	22.7	12.9	

Question	Job status		SD	D	N	A	SA	p-value
I believe that the number of "likes" under my posts/pictures shows that I being approved, so the number of them is important for me	High school or under	Count	5	19	23	65	41	**0.465**
		Expected count	5.9	22.8	26.7	61.2	36.5	
	Bachelor	Count	8	25	34	68	43	
		Expected count	6.8	26.5	31.0	71.2	42.4	
	Master/PhD	Count	2	14	11	23	9	
		Expected count	2.3	8.8	10.3	23.6	14.1	
It is desirable feeling when I am invited to an event from Facebook	High school or under	Count	9	12	68	46	18	0.18
		Expected count	16.1	16.9	56.9	47.9	15.3	
	Bachelor	Count	24	18	60	59	17	
		Expected count	18.7	19.6	66.2	55.7	17.8	
	Master/PhD	Count	8	13	17	17	4	
		Expected count	6.2	6.5	21.9	18.5	5.9	
I feel positive when my friends tag me on a photo	High school or under	Count	6	19	38	68	22	**0.195**
		Expected count	7.8	20.4	39.6	59.2	25.9	
	Bachelor	Count	11	23	43	62	39	
		Expected count	9.1	23.7	46.1	68.9	30.1	
	Master/PhD	Count	3	10	20	21	5	
		Expected count	3.0	7.9	15.3	22.8	10.0	
I feel positive when my friends "like" my status update	High school or under	Count	16	19	36	57	25	0.322
		Expected count	12.2	18.0	40.0	53.7	29.0	
	Bachelor	Count	11	19	51	55	42	
		Expected count	14.1	21.0	46.6	62.5	33.8	
	Master/PhD	Count	4	8	15	25	7	
		Expected count	4.7	7.0	15.4	20.7	11.2	
I feel positive when my friends comment on my status update	High school or under	Count	9	20	33	64	27	**0.601**
		Expected count	9.0	17.3	37.7	62.4	26.7	
	Bachelor	Count	11	19	48	65	35	
		Expected count	10.5	20.1	43.8	72.6	31.0	
	Master/PhD	Count	3	5	15	30	6	
		Expected count	3.5	6.7	14.5	24.1	10.3	

Appendix E: Questionnaire (English Version)

Dear Participant:

I am a graduate student at Eastern Mediterranean University. For my thesis, I am investigating the impact of Facebook on self-esteem. I am inviting you to take part in research project by answering this questionnaire. Thank you in advance for spending time and helping me in this study.

Personal Information:

1- Gender: Male □ Female □
2- Age: less than 20 □ 21-30 □ 31-40 □ above 40 □
3- Level of education: Primary school □ High school □ Bachelor □ Master/ PhD □
4- Job status: Student □ Unemployed □ Employed □

Main Questions:

5- In general how many times do you check your Facebook account, in a day? 0-2 □ 3-5 □ 6-9 □ more than 10 □

6- Approximately how many friends do you have on Facebook? .....

7- How many of them are your offline friends? .....

8- My major reason for using Facebook is (more than one items can be selected):

Be in touch with my friends □ Be in touch with my family □

For interacting with friends □ To find new friends □

To contact with new people □ Receiving updates and comments from the people in my network □

Seeing photos and videos posted by the people at the same time □

Being able to share information with others at the same time □

Receiving support from "friends" in my profile□ Getting feedbacks on the contents that I posted □

9- Majority of my posts are related to (more than one item can be selected):

My daily happenings □ My ideas □ Political sayings and comments □

Relaxing messages □ Links or post related to my major □

10- According to my Facebook Privacy Setting the bellow sharing information can be accessed by:

Type of sharing information	Public	Friends of friends	Friends	Selected people	Only me
Personal information					
Status					
Family pictures					
Photos and videos of me					
Events pictures (birthday, wedding ceremony, vacation and etc.)					
List of friends					
Religious and political views					

SA: Strongly agree	A: Agree	N: Neutral	D: Disagree		SD: Strongly disagree			

N	Statement	SA	A	N	D	SD
11	I believe that my online popularity depends on the number of my Facebook friends					
12	I compare my lifestyle with my friends/people on Facebook based on what they post					
13	I feel jealous/envious of what my friends/people post on Facebook (e.g., vacation photos, relation updates, etc.):					
14	I usually disclose the positive aspects and attitudes of myself on Facebook					
15	Since it is important for me to how I look like, I only share the pictures which are showing me in the best way					
16	I always express my personal feelings/ideas on Facebook knowingly					
17	I say what I think, on Facebook even if it is different from the opinions of others					
18	I think it is better to be yourself, than be popular					
19	My daily behaviour on Facebook reflects "the real me"					
20	When my Facebook friends encourage me with their "likes" and "comments", I feel that I have number of good qualities					
21	When I share my personal information, feedbacks are important for me, because I care deeply about others					
22	When I share a picture on Facebook and there is no feedback, I think I am no good at all					
23	When I compere others profile with mine I feel I don't have much to be proud of					
24	When I receive positive feed backs (likes and comments) I take positive attitude toward myself					
25	I believe that the number of "likes" under my posts/pictures shows that I being approved, so the number of them is important for me					
26	It is desirable feeling when I am invited to an event from Facebook					
27	I feel positive when my friends tag me on a photo					
28	I feel positive when my friends "like" my status update					
29	I feel positive when my friends comment on my status update					
30	I feel negative when someone I don't know sends "friend request"					
31	I think Face Book has changed the form of friendship					
32	I think it is easy to find close friends on Facebook					
33	Whenever I feel alone, there are several online friends who I can talk to					
34	Interacting with my friends on Face Book, makes me feel like a part of larger community					

Appendix F: Questionnaire (Turkish Version)

Değerli cevaplayıcı

Bu anket çalışması DAÜ'de yapmakta olduğum Master tezimde facebook kullanımı ile ilgili araştırmamda kullanılacaktır. Yardımınız ve zaman ayırdığınız için şimdiden teşekkür ederim.

1- Cinsiyet: Kadin □   Erkek □

2- Yaş: 20den az □   21-30 □   31-40 □   40 üzeri □

3- Eğitim: Ilkokul □   lise □   lisans □   Master/Doctora □

4-Iş durumu: öğrenciyim □   Işsizim □   Çalışıyorum □

5- Genel olarak bır gun Içerısınde Facebook hesabınızı kaç kere control edıyorsunuz:
0-2 □ 3-5 □ 6-9 □ More than 10 □

6- Yaklaşık kaç Facebook arkadaşınız var? …..

7- Kaçını Facebook dışında tanıyorsunuz? …..

8- Facebook kulanmanızın en büyük nedeni (Birden fazla seçenek seçebilirsiniz:

Arkadaşlarımla temas halinde olmak □   Ailemle temas halinde olmak □

Arkadaşlarımla etkıleşim halinde olmak □   Yeni arkadaş edinmek □

Yeni kişilerle tanışmak □

Sosyal Ağdaki tanıdığım kişilerden günceleşme ve yorum almak □

Başkaları tarafından yayınlanan fotoğraflar ve videolara bakmak □

Başkalarıyla bilgi paylaşmak □

Profilimde arkadaşlarımdan destek almak □

Gönderdiğim postaların geribildirimlerini almak □

9- statünüzde paylaştığınız mesajlar daha çok ne ile ilgilidir?

Günlük olaylarım □   Fikirlerim □   Sıyası yorumlar □

Rahatlatıcı mesajlar □   Mesleğimle ilgili linkler □

10- Facebook gıızlilik ayarına göre paylaştınız bilgiler kimlere açıktır?

Bilgi paylaşım türü	Genel	Arkadaşımın Arkadaşı	Arkadaşlarım	Seçılen kişiler	Sadece ben
Kişisel Bilgilerim					
Statüm					
Aile fotoğraflarım					
Kişisel fotoğraf ve videolar					
Düğün töreni ve doğum vs. fotoğrafları					
Arkadaş listem					
Dinim ve siyasi görüşlerim					

	1: Kesinikle katılıyorum 2: Katılıyorum 3: Kararsızım 4: Katılmıyorum 5:Kesinlikle katılmıyorum					
N	**Statement**	**1**	**2**	**3**	**4**	**5**
11	Facebook arkadaş sayısının önemli olduğunu düşünüyorum.					
12	Yaşam tarzımı arkadaşlarımın paylaştıklarıyla karşılaştırıyorum.					
13	Arkadaşlarımın paylaşdığı tatil fotoğarfları bende kıskançlık hissi uyandırıyor.					
14	Genelikle Facebook'ta kendim hakkında olumlu şeyler paylaşıyorum.					
15	Güzel göründüğüm resimleri daha çok paylaşıyorum.					
16	Her zaman kişisel duygu ve fıkirlerimi yazıyorum.					
17	Başkaların görüşlerinden farkl olsa bile ne düşündüğümü Facebook'ta söylerim					
18	Popüler olmanın önemli olduğunu düşünüyorum.					
19	Facebook'da kendimi olduğum gibi yansıtırım.					
20	Facebook arkadaşlarım yorumlarımı beğendiğinde kendimi iyi hissediyorum.					
21	Kişisel bilgilerimi paylaştığım zaman bunlar hakkında yorum almak benim için önemli.					
22	Bir resim paylaştığımda yorum ya da beğeni almazsam kendimi kötü hissediyorum					
23	Başkaların profillerinin benimkinden daha cazip olduğunu düşünüyorum.					
24	Olumlu geribildirimler aldığım zaman (like ve yorumlar) kendime karşı olumlu tutum alıyorum.					
25	Mesaj/ resimlerim altındaki beğeni sayisi benim için çok önemli					
26	Facebookda bir etkinliğe davet edildiğimde kendimi iyi hissediyorum.					
27	Arkadaşlarımım beni bir fotoğrafa etıketlemesi hoşuma gidiyor.					
28	Arkadaşlarım benim durum güncellememi like'ladik ları zaman pozitif hissediyorum.					
29	Arkadaşlarım benim durum güuncellemem için yorum yazdiklari zaman pozptif hissediyorum.					
30	Tanımadığğm bir kişinin bana arkadaşlık isteği göndermesinden hoşlanmıyorum.					
31	Facebook'un arkadaşlığın biçimini değiştirdiğini düşünüyorum.					
32	Facebookta yakın arkadaş bulmak daha kolay.					
33	Yanlız hissetdiğim zaman aktif olan konuşabileceğim arkadaşlara facebook'ta daha kolay ulaşıyorum.					
34	Facebook arkadaşlarımla kendimi büyük bir topluluğun parçası olarak görüyorum.					