

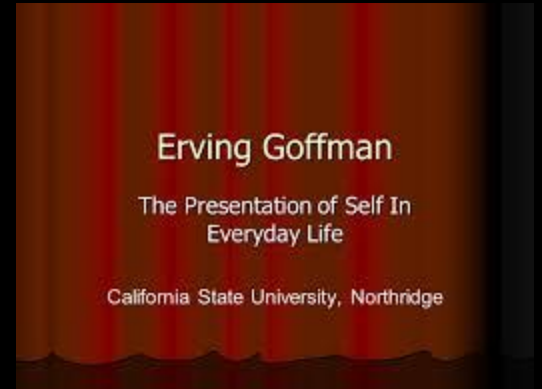


Introduction

- Ways to analyse social media
- Goffman and performance
- Ways of writing
- Networks
- How these can be used to analyse social media.

Ideas about performance

- Performance 'all activity of a given participant on a given occasion which serves to influence in any way any of the other participants' (Goffman, 1990: 26)
- Puts on a show for the benefit of others
- Front – for others
- E.g. looks, posture, clothing, appearance etc.
- Manner – how someone performs
- [Goffman](#) (1.58 mins)



Applying this to social Media

- You could look at the images on Facebook or Instagram.
- How people perform for others
- Front part of performance – all for others
- Which others (friends, family, unknown others)?
- [Goffman and Social Media](#) (2.19 mins)

Writing about ourselves

- How people write about themselves
- Krolokke and Sorensen (2006:99)
 - Rapport talk – internal affairs such as close relationships, intimacy
 - Report talk – external affairs, sports, politics



How to apply this to social media

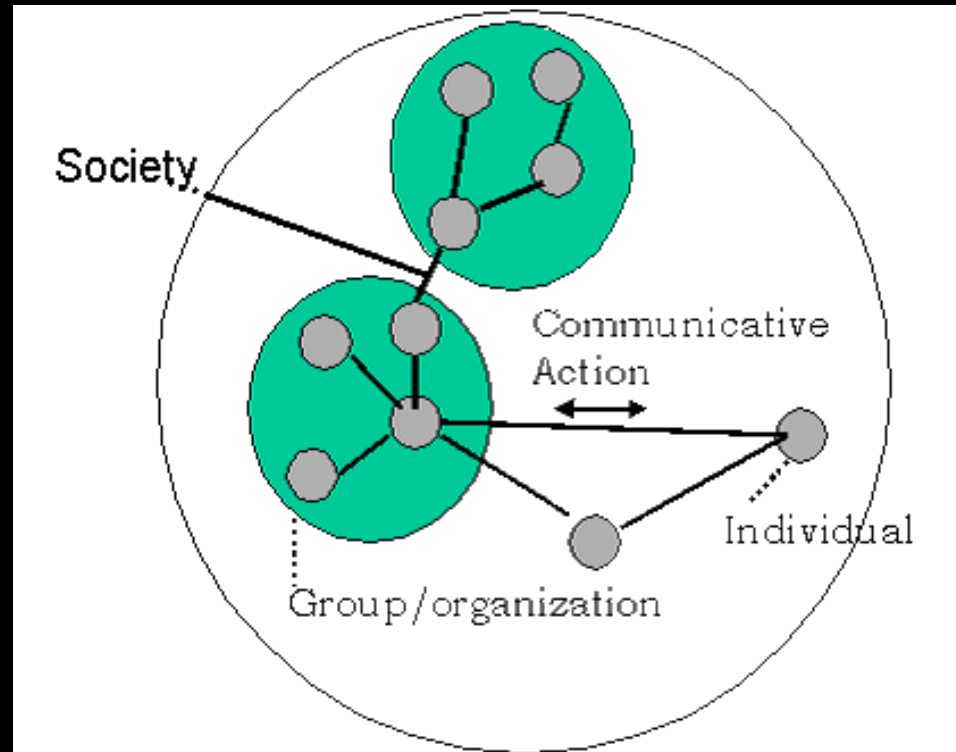
- You could analyse writings either yourself or others (consent forms needed)
- In relation to whether to stick to clear boundaries of report, rapport or not?
- Does this depend on gender (as some suggest)



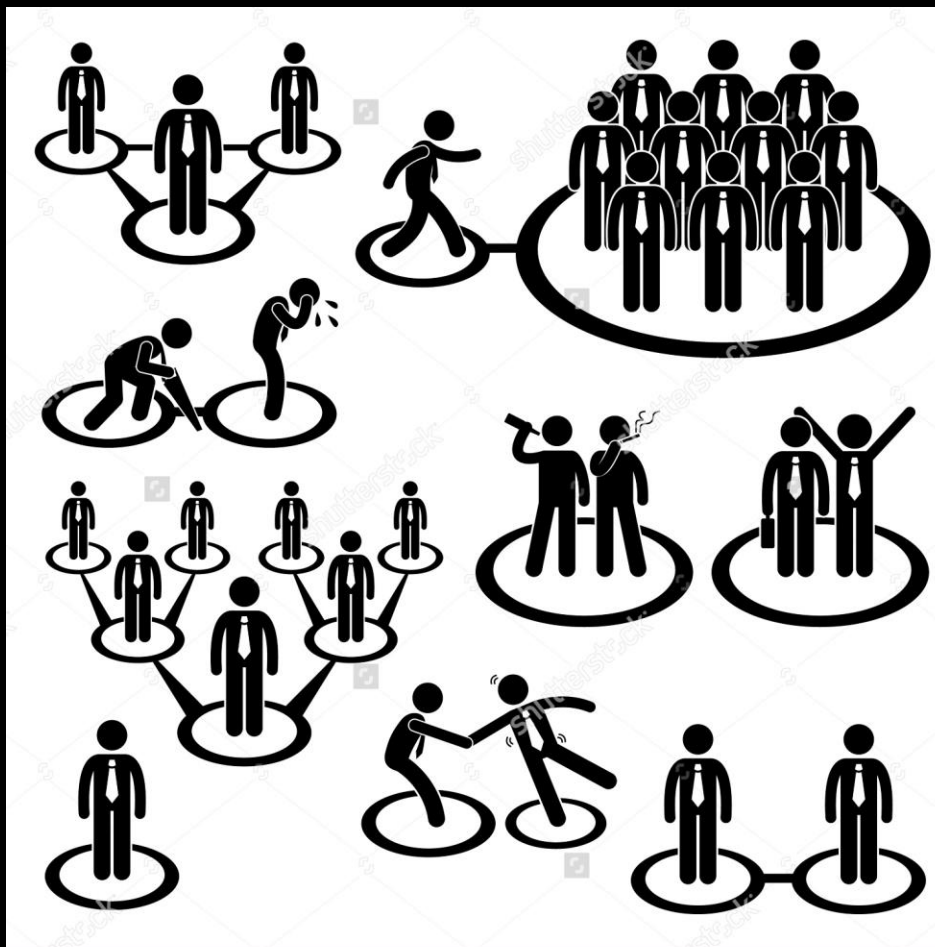
Networked Society (7.55 mins)

- Virtual communities are 'me-centred networks'
- Personalised communities
- Platforms for individuals to produce and consume
- People assemble portfolios of sociability – to match their careers, identities, construction and reconstruction of the self
- Managing the changing flows that people are confronted with

Network society diagram



Networks



How to Apply this to social media

- You could look at the networks that you have, or that the organisation you set up has.
- What do the networks suggest?
- Are they narrow or wide?
- What engagement is there?
- What is the network society?:
- Networks as echo chambers (1.41 mins)
- Information age to Network society (4.25 mins)



Summary

- Ways to analyse social media
- Goffman and performance
- Ways of writing – Gender
- Networks/Echo Chambers

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