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University
of Glasgow

School of Social and Political Sciences

**A Review of the Research on the Identity Issues
on Facebook**

Presented in partial fulfilment of the requirements for the Degree of
M.Sc. in Media, Communication and International Journalism

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Abstract

As a social network site on which more than one billion users who active every day on average, millions of social interactions happen every day on Facebook. More research has emerged to assess Facebook's influences in daily life. This study focuses on the identity issues on Facebook. The aim is to examine the conclusion from the previous review written by Wilson Gosling and Graham (2012). It also aims to conclude the new findings from the research conducted between 2012 and 2018 to develop the existing theory on online identity.

The study applies the combination of quantitative and qualitative approaches. The systematic literature review was employed, and 67 journal articles were selected. This study also utilizes a univariate analysis to show the results.

This study concludes that the original conclusion of identity presentation on Facebook still works today. The new finding is that there are more studies focused on identity construction and identity management on Facebook, concerning the identity of the minority groups. Future research could focus on one specific area like identity management and follow the trend of integration and globalization.

Chapter 1: Introduction

This dissertation will do a systematic review on the studies of identity issues on Facebook to develop the existing theory and research. This chapter includes three parts: the background and context of this research, the research aims and the research questions, and the structure of this dissertation.

1.1. Background

Facebook, which was created in February 2004, was initially designed for the college students to perform their social identities and to interact with their peers (Boyd & Ellison, 2007; Good, 2012). However, after many years' development, the ubiquity of Facebook is astounding since it created the social networking space where millions of social interactions happened every day (Wilson et al., 2012). According to the statistics, there are 1.47 billion users on Facebook who active every day on average for June 2018 (Facebook, 2018).

This phenomenon also attracted the attention from the researchers, since Facebook could provide the unprecedented opportunity to observe behavior in the online setting, which is naturalistic (Wilson et al., 2012). The research on Facebook involved more and more disciplines including social science, psychology, criminology, and discourse studies in the past decade. One of the main topics in the social science is about the identity since it is related to each user. The personal profile is where each registered Facebook user uses to show the posts and content and then presents the identity (Knibbs, 2015). Facebook also positions itself as the online identity registrar to represent users' identity (Violet, 2015). As early as 2008, Livingstone (2008) already suggested that there should be more research to understand the self-presentation of users in this environment, since the social network sites like Facebook offered the chance for them to present and manage the identities of themselves.

There were some studies on Facebook in the early times, but the first major review of academic articles studied about Facebook was first written by Wilson, Gosling and Graham (2012). Though they mentioned several areas of the Facebook studies, one of the studies was about the identity presentation on Facebook. It mainly reviewed the articles published from 2005 to 2011.

1.2. Aims and research questions

As it has been six years since the review conducted, there are much more studies on Facebook. Besides it, identity presentation was the area of the least attention in the previous review, while nowadays it gains more attention as it is related to the authentic sense of self (Goddard & Geesin, 2011). For these reasons, this study is to look at the studies on the identity issues on Facebook.

The study aims to examine the original conclusion on the identity presentation on Facebook from the previous review written by Wilson Gosling and Graham (2012) and conclude the new findings from the research conducted between 2012 and 2018. The specific research question is that in the last six years, what developments have scholars made in the study of identity on Facebook?

1.3. The structure of the dissertation

This dissertation has five chapters in total. In the next chapter, there will be a review of the relevant literature. It mainly focuses on the basic theory of identity and the research on the Facebook. The literature gaps this study tried to address are also mentioned in the chapter. Chapter 3 has a detailed description of the research methodology and methods, as well as the process of research design. The advantages and the limitations are also concerned. Then it is the most important chapter, the

findings chapter. It first presents the results of the searching in the statistical forms. The discussion of the findings on how they help answer the research questions is also in the findings chapter. The final chapter draws a general conclusion of the study and points out the limitations of it and provides the directions for future research.

Chapter 2: Literature review

Since this research will review a large number of studies between 2012 and 2018, the following literature review will focus on the previous theories and studies. It will first discuss the background studies on the Web 2.0 and the identity. Then this chapter will also look at the research on Facebook and explain the previous review in detail to indicate the research gap.

2.1. Web 2.0 and social network sites

As Terry (2017) described, people now live in the digital environment where the virtual reality interpenetrated with the real world. What contributes to it is the daily use of devices like computers and smartphones that related to the Internet (Lindgren, 2017). Fourteen years ago, there was a popular term called Web 2.0, but the popularity waned as it went into everyone's lives. However, Web 2.0 in 2018 still has its meaning and attracts many scholars to study. At the O'Reilly Media Web 2.0 Conference in 2004, Tim O'Reilly and Dale Dougherty first brought this term to the public. O'Reilly (2005) attempted to clarify the meaning of it. He concluded that the web was a platform, and it was the result of collective intelligence. He also emphasized that software in the ages of the Internet was delivered as a service rather than a product and it would be above the level of a single device. Bernes-Lee (2006), the inventor of the World Wide Web first considered Web 2.0 as a piece of jargon. He thought it meant the interaction between people, but that was what the web was designed for. Lytras, Damiani and Ordóñez de Pablos (2009) explained the interaction as the online collaboration and sharing among users. Devedzic and Gašević (2010) concluded from users' perspective that web became the platform where their contribution counts instead of passively receiving the source of information. They mentioned that Web 2.0 was influenced by the new kinds of websites. As a significant part of Web 2.0, the kind was a social web. Along with the increasing use of the social network sites, Web 2.0 was popular among

people as the social web.

Actually, the study of social network sites (SNSs) also has a long history. Boyd (2007) have discussed the definition, the development history and the different study areas of SNSs by summarizing existing research on it. Like Web 2.0, Boyd also defined social network sites as services. The differences are that SNSs allow individuals to construct their public profile and make connections with others in the same system and make the social networks visible. First launched in 1979, the social network site became famous worldwide in 2002 because of Friendster (Boyd, 2007). SNSs hit the mainstream in 2003 and then more and more websites became social network sites since they had one feature to be shared, such as the video sharing website YouTube (Boyd, 2007). Because of the popularity, scholars studied SNSs for a range of topics. As Boyd (2007) concluded, they mainly focused on four areas, impression management, network structure, online and offline connections, and privacy issues. Most of the scholarship mentioned the identity information presented in profiles since it could influence every part of the SNSs, especially for the impression management, online and offline connections, and privacy issues.

2.2. Discussion about online and offline identity

This section will first discuss the definition and the categories of identity. Then it looked at different theories of identity, including Goffman's theory in the presentation of self and other theories about online and offline identities.

2.2.1 Definition of identity

As Fearon (1999) said, identity is a word that everyone knows how to use, but it is difficult to give identity a short and accurate definition. Hogg and Abrams (1990) divided the identity into personal identity and social identity. In their theory, personal

identity was the reflection of the characteristics of the person. Social identity was the reflection of the evaluation of the person, which was defined and evaluated by the people around him/her. Fearon (1999) had the different definition of social identity and personal identity, which could be seen as the development of identity studies. According to his research, social identity referred to the social category that concluded a group of people who marked by the same label and characteristic features while personal identity was the distinguishing characteristic itself which people had and were proud of.

The theory of social identity has also been developed in recent years. Marino et al. (2016) tried to use the concept of personal identity to explain the social identity. As they concluded, social identity reflected how people defined themselves in relation to their groups. They raised three dimensions of the social identity: cognitive social identity, affective social identity and evaluative social identity. These dimensions reflect three questions: what individuals and groups have in common, do people feel a sense of belonging toward the group, what perceived value they have as members of the group.

Besides the personal identity and social identity, there is another kind of identity, which was raised many years ago but was more and more studied on in recent years, called collective identity. Taylor and Whittier (1992) defined it as the group that came from the common interests and experiences of the members. As Correti and Pica (2015) emphasized, though collective identity was related to social identity, it was different from it. The social identity focuses on the group of the same characteristics, while collective identity focused on the common interests. Correti and Pica (2015) also talked about the meaning of collective identity studies. First of all, collective members have the common values and solidarity, so that it became the precondition of online movements. Collective identity could fill the gap between the individual motivations and the collative action. For this reason, it would help study the social movements.

Besides categories, there are many other ways to distinguish the different identities. The most common one is the identity in different areas and of different people. Race

identity, gender identity, sexuality identity and also cultural identity are the most important identities in the social science and daily life. As Fearon (1999) concluded, national identity and ethnic identity were the core of comparative politics and international relations.

2.2.2 Goffman's identity theory

The most famous theory of identity and self-presentation is Goffman's (1959) theory which used the metaphor of performance borrowed from dramaturgy. He first introduced two concepts, front stage and back stage, which referred to the different modes that we presented ourselves in daily life. Just like what they mean in dramaturgy, the front stage is where the behaviors and performance are visible to the audience while the back stage is the private environment without any audience. Goffman described that people have different behavior in the front stage and back stage. In the front one, people are the actors doing some performance in order to have a better image of self. When the environment becomes private, the identity may be different since the performance is not necessary.

Goffman also distinguished different kinds of self-performance, including the unconscious performance and conscious performance. These two kinds of performance are both the personal sculpting strategy. As Manning (1992) concluded, the unaware identity display was also the way of expression.

Besides the theory of presentation, Goffman also mentioned some concepts of identity management, which are continuously developed and supplemented by other scholars. Goffman raised the idea of impression management which meant that people would simultaneously attempt to control the what others think about them in different social situations and contexts. Leary and Kowalski (1990) believed that the reason for this management was to present a positive identity and get the desirable impression from others. Hogg, Terry and White (1995) improved this theory and discussed that the

way to manage the impression was to look at the reaction of others and monitor the performance until getting a desirable impression. Young (2013) analyzed from these theories that people try to get information to control the impression that others make of them.

Duguay (2016) pointed out that Goffman's theory is also the root of context collapse, a kind of identity issues. As mentioned above, both self-presentation and impression management is the process that people intentionally perform in the front stage and relax in the back stage. In this way, people could be a type of person they want the audience to think they are. Because of the complicated conditions like specific time and different kinds of audience, people's performance may contradict the impression of themselves that they established to the audience. That is context collapse.

2.2.3 Online and offline identities

Since people can choose the text and pictures to present themselves online purposefully, the relationship between online and offline identities is also worthy to investigate. The study on online and offline identity went through a long period, and the opinions of scholars were not always the same.

In the early times, the digital dualist Sherry Turkle had her own thought about it. Her main point was that users could construct the new online identity when they leave the physical one in the real world (Turkle, 1995). In Turkle's theory, people's online identity went through a process of self-thinking, self-knowing, and then the reconstructions of self. Before the 1990s, it was difficult for people to shift rapidly through different identities. When the online communications allowed people to create a virtual self by using avatars and by hiding their real gender or age, people had the chance to think about their online identity, which could be quite a different from the real (Turkle, 1995). By playing a role in online games, or expressing the hidden feelings on social media, people got to know the inner diversity of themselves. After knowing who

they are, people, including both adults and teenagers, began to reconstruct themselves online without the limitations of their histories. For example, it seems more comfortable for people who are lonely offline to express themselves to the strangers in intimate ways, since the online communication provides an open and safe environment for them (Turkle, 2011).

Turkle (2011) also mentioned the possible negative influence of online communications and the social relations people had on the identity. The idea was that we got the extensive information from the Internet and the relationships all over the world, which became part of us, leading to the result that the center of self could not be held. Besides it, there were some other issues that Turkle are concerned of, such as the order of communication, which meant that the online communication had the priority over the offline communication. Some people valued the online identity and relationships more than the offline one, and were even afraid of the face-to-face communication. Though Sherry Turkle considered that the online identity could be quite distinct from the offline one, she offered many ways to understand the online identity.

Different from Sherry Turkle's views, Danah Boyd (2006) argued against Turkle's ideas about online identity by emphasizing the important effects of the context. Considering the context of the website, Boyd (2014) found that social websites with different purposes had a different atmosphere. Today people are connected tightly with unmediated social communities, since they communicate and socialize with people they already know more than the new connections. The online identity has been changed far away from what Turkle imaged, as it shows the greater connectivity between online and offline communications and processes.

Many scholars, including Boyd, consider SNSs as a valid way of communicating identity and exploring impression management as mentioned above (Boyd, 2006). For impression management, identity basically offers users the chance to present

themselves (Boyd, 2004). However, users were not always following the rules that SNSs encouraged them to construct accurate representations and the profile could not be real (Marwick, 2005; Boyd, 2006). For online and offline connections, Boyd (2006) found that most users used SNSs to support their pre-existing social relations. This also contributed to the consistency of online and offline identity, which was against Turkle's theory. The privacy issues are also involved with the identity. The real profile refers to true identity both online and offline. As George (2006) said, the potential privacy concerns were primarily about younger users.

2.3. Research on Facebook

This dissertation chooses Facebook as the typical example of social network sites. Since it was created in 2004, Facebook has become the most popular platform of social media that has millions of interactions every day. The phenomenon also attracts many scholars and social scientists to study it. In 2012, Wilson, Gosling and Graham had already written a review of Facebook research in the social sciences, involving 412 relevant articles. It first explained why so many scholars studied Facebook.

First of all, as mentioned above, scholars are always interested in social network sites, and Facebook is the most popular one among them. Wilson, Gosling and Graham (2012) concluded that the popularity makes it unique and worth of studying. The popularity itself is also worthy of study. Then, social activities on Facebook would leave lots of concrete and observable data. It does not have the problems in the past that social behaviors like chatting offline were difficult to record and assess. Besides it, because of the huge number of users and the diversity of them, Facebook could be studied as a big database and the participants have different gender, race, nationalities. Third, like Turkle (1995) and Boyd (2006) and all the scholars may concern, along with the benefits, Facebook may bring dangers to society, such as the disclose of privacy, and it should be studied to avoid.

The previous review divided all the 412 pieces of research between 2005 and 2011 into five categories, including the analysis of users, motivations, identity presentation, the role of Facebook in social interactions, and privacy issues. Each category can be understood as a specific research question, as it was shown in the Table:

Table 1. Areas of Facebook Research Identified in the Literature Review

Area of research	No. of articles	% of total	Associated research question
Descriptive analyses of users	97	24%	Who is using Facebook, and what are users doing while on Facebook?
Motivations for using Facebook	78	19%	Why do people use Facebook?
Identity presentation	50	12%	How are people presenting themselves on Facebook?
Role of Facebook in social interactions	112	27%	How is Facebook affecting relationships among groups and individuals?
Privacy and information disclosure	75	18%	Why are people disclosing personal information on Facebook despite potential risks?
Total	412	100%	

(Source: Wilson, R.E., Gosling, S.D. & Graham, L.T. 2012, "A Review of Facebook Research in the Social Sciences", *Perspectives on Psychological Science*, vol. 7, no. 3, pp. 206)

24% of the 412 articles studied on descriptive analyses of users and then got the useful demographic information which could be used for further studies. 19% articles are about motivations for using Facebook. It had two answers: the external press like the features it had, and the internal motivations, such as the need for social engagement. 12% of the articles talked about identity, and they will be mentioned in the next part. 27% of the articles researched on social interactions, usually focused on both the positive and negative effects of Facebook on social relationships. The relationships could be different, including companies and customers, teachers and students, businesses and employees. The effects were also complicated. There were not always the positive influences in the different situation. 18% of the articles considered the risks of Facebook, especially the disclosure of privacy. These articles thought there was a privacy dilemma since Facebook encouraged people to share their personal information when it also had the potential risks to be disclosed. This review also showed the tendency of studying Facebook before 2012. As shown in the table, scholars are more

interested in the users of Facebook and the role of Facebook in social interaction, since they were more a half of the total.

2.4. Facebook and identity presentation

In the review, it defined the identity presentation as that people share part of themselves with others. This concept came from Friedlander's study on Facebook in 2011. Friedlander's theory was similar to Goffman's performance theory. He compared portrait with self-presentation on Facebook. Just like the portrait was the result of negotiations between artist and intended audience, identity on the Facebook was created for specific demands. Only part of the self would be revealed. Friedlander (2011) argued that the identities were deliberately constructed, both supporting and relying on the social network sites like Facebook.

Then, concluded by the review, many articles raised the critical question to study the identity issues, which was about the accuracy of impressions on Facebook profiles. The interactions with others made the study feasible (Waggoner, Smith, & Collins, 2009). Gosling, Gaddis, and Vazire (2007) conducted a study of 133 users to examine whether the profiles represented the real identity offline or represented virtual identities. Another study combined Facebook dataset with an equivalent dataset (Back et al., 2010). These two studies and other research found the similar result and got the conclusion that, though the identity on Facebook may be enhanced a little bit, it represented the accurate offline identity.

2.5. Gaps within the literature

The research question of this dissertation is about the identity issues on Facebook.

Even though Wilson, Gosling and Graham concluded from 412 articles, it has some limitations and gaps, especially in the category of identity. First of all, it had five categories and 412 articles. The numbers were huge and, the content of the review was very dense. In order to control the length of the article, the authors could not mention the conclusions and angles of each study. A dissertation focuses on only one aspect may avoid this problem and may have a new and deep finding.

Then, as shown in the table, there were only 50 articles about identity presentation among the 412 articles, only 12% of the total. Since it was the least of the five topics, it needs to be focused on to be developed. Also, the review was written in 2012, six years ago. More and more studies on identity have been done within these six years. As Boyd (2006) mentioned, sometimes users may not follow the rules to present the authentic identity on most of the social network sites. Though Facebook is a unique social network site, the conclusion that the identity of users on it was always veritable and authentic should be examined today.

Chapter3: Methodology

In this chapter, the research approaches and methods this dissertation used will be outlined. It will also compare the advantages and the weaknesses and explain the reasons for the choice. This study is a systematic review, applying the methods of univariate analysis. The research design also followed the theory of systematic review to reach the aim of developing the studies on identity issues on Facebook.

3.1 Approaches and methods

This section is talking about the approaches and the specific methods applied in this dissertation. The particular reasons for using them will be addressed here.

3.1.1 A combination of quantitative study and qualitative study

The approaches this dissertation used is the combination of quantitative study and qualitative study. The choice has several reasons, including theoretical reasons and practical reasons. First of all, in the theoretical angle, both the quantitative approach and qualitative approach have their own characteristics. Bryman (2012: 160) defined the qualitative approach as a way to collect numerical data, in order to show the relationship between theory and research. The information collected in the study should be transformed into data so that it could be quantified and then analyzed. The most apparent difference the qualitative approach has is that it focuses on words rather than numbers. Because of the kind of the data, qualitative research emphasizes the understanding of the social world by the interpretation, in contrast to the natural scientific model that quantitative research uses (Bryman, 2012: 408). Bryman list the other common contrasts in the Table:

Some common contrasts between quantitative and qualitative research	
Quantitative	Qualitative
Numbers	Words
Point of view of researcher	Points of view of participants
Researcher distant	Researcher close
Theory testing	Theory emergent
Static	Process
Structured	Unstructured
Generalization	Contextual understanding
Hard, reliable data	Rich, deep data
Macro	Micro
Behaviour	Meaning
Artificial settings	Natural settings

(Source: Bryman, A. (2012). Social research methods. 4th ed. Oxford: Oxford University Press, p.408.)

Besides the differences, these two approaches also have some similarities which provide the possibilities to be combined. Firstly, both of them are using to reduce the data to make sense of it since there are always massive amounts of data. Secondly, the aim of them is to answer the research questions even though the nature of the questions may be different. Then, quantitative study and qualitative study are both related to the literature, which is also very important in this research (Bryman, 2012).

The feasibility of the combination of these two approaches has also been discussed in theory. As Bryman (2012: 628) defined, using the combination of quantitative and qualitative research means the mixing of research methods involved, not only using them in tandem. Tashakkori and Teddlie (2010) said, this kind of research has been increasingly accepted and used in the social science area. The main reason for the feasibility of combination is about the technical version of the nature of these two approaches. Bryman (2012: 631) explained, both quantitative and qualitative research has the strengths of data-collection and data-analysis techniques. Research methods are

autonomous so that one research method from one approach could be service of the other.

In practical terms, there are also some reasons for the choice. First of all, the main approach is the qualitative research. This dissertation aims to do an in-depth study on the identity issues on Facebook. It will mostly focus on the word from others' studies, just like the review Wilson et al. (2012) did. Also, since it will discuss identity, the findings should be in the micro level, in order to get the contextual understanding and the meaning behind the behaviors. All of them are the characteristics of the qualitative approach. However, even though the focus point is the word, there will be a large amount of data, and the categories may be dense because of the sample size. To present the findings clearly to the readers and to inspire the qualitative research, the transition from data to number seems to be necessary, though it will be the simple analysis. Then the combination of these two approaches can be chosen. The specific way to do the combination can also be found in theory, which is called enhancement. The quantitative approach is to process the data to augment the qualitative research.

3.1.2 Methods

Univariate analysis

The method of quantitative research this dissertation used is the univariate analysis. Bryman (2012: 337) defined it as the analysis of one variable at one time. The concrete form of this method is frequency tables, which provides the number of the variables and the percentage of the categories. Since the quantitative research here is to help the qualitative research, the method doesn't need to be too complicated. The simplicity of the method is one of the reasons for choosing it. Then considering the main method of systematic review, there will be a large number of the articles. To demonstrate the research questions these articles asked, the only one variable will be the category. Frequency table will be a good choice to show the number and the percentage of the

categories in all of the articles. When talking about other dimensions such the research methods and the kinds of the identity, they are also univariate analysis and only the numbers and percentages are essential here. For these reasons, the univariate analysis is suitable for this research.

Systematic literature review

The definition of systematic review is "a replicable, scientific and transparent process that aims to minimize bias through exhaustive literature searches of published and unpublished studies and by providing an audit trail of the reviewer's decisions, procedures and conclusions" (Tranfield et al., 2003: 209). This research method aims to have a comprehensive, replicable, and transparent study on the literature (Bryman, 2012: 102).

There are several advantages of the systematic review. Tranfield et al. (2003) argued that many reviews of the literature were lack of thoroughness because of the biases of the researcher. Bryman (2012) suggested that since systematic review had the explicit procedures to conduct the research, the biases could be reduced. The systematic literature review also has the advantages of secondary analysis since all the data are existing. It took less cost and less time to get the data and the data could be compared in a more general context (Saunders et al., 2009).

However, there are also some limitations to this method. As Bryman (2012: 103) mentioned, since the researchers were not always concerned with specific research questions and particular variables, this method was not suitable for all areas of literature. Then, this method always needs a panel of experts to discuss the boundaries and the theories, which is difficult for the student to assemble. There is also an obvious weakness of secondary analysis, the lack of familiarity with the data in the articles.

In particular terms, these limitations had few effects on this research and there are

more advantages. First, the previous research conducted the systematic review and offered a good sample for this dissertation. Then, the research question is about the identity issue on Facebook and this method was suitable for this area. Though there were many variables like gender and ethnical, the articles were concerned with the similar research questions. Also, there are some other ways to get the knowledge about boundaries and the keywords. I could get the help from my supervisor to plan the research. The previous review also gave the inspiration of the keywords. Reading over and over was helpful to be more familiar with the data in the articles.

3.2 Research design

This section is about the whole process of the research design. It will first discuss the searching strategy and then explain the inclusion criteria. The searching result is also shown in this section.

3.2.1 Searching strategy

Bryman (2012: 103) discussed the main steps of systematic review, which could be the theoretical guidance for the searching strategy. The first step is to define the aim and scope of the review. Then studies relevant to the aim and scope should be found by the keywords search. The next step is to evaluate the articles and select them by the criteria. Finally, there should be the analysis of the results.

As mentioned above, the aim of this research is to develop the research on identity issue on Facebook by examining the conclusion of the previous review written by Wilson et al. (2012). Therefore, the scope of this review is about the research on identity on Facebook. To find the relevant studies, the first step of the searching is to determine the keywords. The previous review conducted by Wilson et al. (2012) did not mention the keywords it searched for, but the theme was about the identity

presentation. To explore the identity issue on Facebook deeper, I just selected “Facebook” and “Identity” two keywords in the title and the subjects & indexing, ignoring the keyword “Presentation”.

The next step was to choose the database here. I chose the social sciences database on ProQuest at the very beginning. There were 112 searching results. Then I thought about the results of other databases. I had a try on the other database and found the results increased to 121. The number was similar to the original one and it included more articles which were also relevant. Therefore, I decided to choose all the databases on ProQuest, and select the articles by myself. The databases included: The Arts databases; Business databases; Dissertations & Theses databases; Health & Medicine databases; History databases; Literature & Language databases; News & Newspapers databases; Science & Technology databases; Social Sciences databases.

Since the research aim of this dissertation is to examine the original conclusion of the previous review, the search had a specific date range. As Wilson et al. (2012) reviewed all the journal articles from 2005 to 2011, this research will review articles published from 1st Jan 2012 to 31st July 2018.

3.2.2 Inclusion/exclusion criteria

In order to examine the conclusion of the review written by Wilson et al. (2012), the inclusion criteria they used was a reference for this research. In the previous review, there were three criteria: specifically investigated Facebook; been published in an academic journal or conference proceedings; reported empirical findings Wilson et al. (2012). This research used the first two criteria from the previous review and the last one about empirical findings was changed here. The reasons are list below:

Studies that specifically investigated Facebook

First of all, as Wilson, Gosling and Graham (2012) said, there were conceptual and practical reasons for the criteria. Social media platforms, including other SNS like LinkedIn, have a wide range of functions which is difficult to compare and study. For the conceptual angle, applying conclusion based on different kinds of social media platforms to Facebook was unwarranted. Then in the practical angle, the numbers of articles would be too big to review. For this dissertation, there is another specific reason. Since this research is based on the previous review and the aim is to examine and supplement it, the effectiveness of the conclusions will be reduced if other platforms are added.

Studies published in an academic journal

The authors of the previous review explained that the main goal was to collect high-quality research about Facebook and many other sources were inappropriate and unwarranted. For this dissertation, there were two more reasons. The initial idea was to include dissertations and popular press articles since only one area of identity was focused. However, when I was reading, I found that the academic standards for dissertations, press articles, and journal articles are different, which brought the challenge of selection. As Bryman (2012) said, journal articles had their own advantages that the peer review process helps control the quality while other sources like dissertations and books were sometimes not peer-reviewed.

Also, the number of these articles were huge. There were 36 dissertations that had Facebook and identity in the title and 34 dissertations that had these two keywords in the subjects and indexing. Both dissertations for the master's degree and for the doctoral degree were included. Considering the length of these dissertations and limited time, I decided that it was best to focus on journal articles.

Non-empirical studies

In the previous review, Wilson et al. (2012) said the criterion of reported empirical findings was a safeguard against unsubstantiated conjecture. However, the non-empirical studies were included here for two reasons. First, as mentioned above, the previous research reviewed the articles between 2005 and 2011. Six years passed, there was much more development on the identity research. The development would offer some good research examples and deeper theoretical basis. Non-empirical research based on it has its own value even though it is unsubstantiated. Also, non-empirical research could provide the possible direction for future research to examine.

3.2.3 The searching results

In the database, there were 39 articles that contained both Facebook and Identity in the title. They were all selected because of the high correlation. By searching the two keywords in the subjects and indexing, 121 articles were found. After reading, 28 of them were selected according to the inclusion criteria. A total of 67 articles were included in this review.

3.3 Reflections

This section reflects on the methodology and the research design, including ethical considerations and the limitations they had.

3.3.1 Ethical considerations

As the research did not involve contact with human subjects but instead was based on published sources, no application for ethical approval was necessary. However, though there is no direct relationship between the researcher and the researched, the

method has its own potential ethical problems. In the original study, the participants were aware of the purpose and duration of the research, which are entirely different in this study. To avoid this problem, all specific personal information like name and photos of the participants has been omitted.

3.3.2 Limitations of the research

For a systematic review, it is always suggested to have a team of researchers to give the advice on the formulation of the research (Bryman, 2012). In the previous review, a group of nine researchers worked together to discuss the directions to conduct the research. They also had a uniform and high-quality standard. Since I did the research on my own, the criteria for the selections of the articles is personal. Though the explicit procedure and transparent approach reduce the effects of the biases, it is still a limitation.

3.4 Conclusion

The combination of qualitative and quantitative approaches was chosen here to achieve the aim of this study. The selection of methods of univariate analysis and systematic review was also based on the theoretical and practical considerations. The searching strategies were designed from the theory. Though these methodologies and methods were the most suitable ways to conduct the study, there were also some limitations.

Chapter4: Findings

This chapter outlines the main results of the research and has a descriptive analysis of the key theme. To answer the research questions, it compares the findings with the previous review to examine the original conclusion. In the previous review in 2012, the authors concluded from 50 articles that the identity presentation on Facebook was accurate (Wilson, Gosling and Graham, 2012). The findings of these 67 articles show that the answer is roughly the same today. It also highlights the development the 67 articles have. First, there is a broader range of groups on sample selection like the majorities and the minorities. Then there are two new subthemes including identity construction and identity management besides the identity presentation that discussed in the previous review.

4.1. The main results

In this section, there will be a presentation of the data and the descriptive analysis of it. The data and results are divided into four categories: types and methods; different kinds of users and identity; subtheme of Facebook and identity research; main way and tools to present and construct identity on Facebook.

4.1.1 Types and methods

In the 67 articles, empirical papers account for 93% (62 articles) of the total, and the non-empirical study only accounts for 7% (5 articles). Non-empirical papers offer some new theories and models while empirical studies apply many different kinds of methods of data collection and analysis. Both of them contribute to the study of identity on Facebook.

There are mainly four kinds of research methods that the studies applied: observation, interview, questionnaire and case study. Some of the articles used more than one methods. The numbers and proportion are shown in Table 1.

Table 1. Methods of Facebook and Identity Research in the Empirical Studies

Methods	Number of articles	% of empirical studies
Online observation	33	53%
Interview	26	42%
Questionnaire	19	31%
Case Study	6	10%

4.1.2 Different kinds of users and identity

There are 62 empirical studies applied the methods like online survey and interview, which need the participants to carry out the experiment. Fifty-seven articles have specific criteria for the participants selection. It can be mainly divided into two kinds: Majority groups and Minority groups. For the study on the majority groups, researchers usually choose age, gender and occupation as the criteria for the participants. For age-based groups, teenagers (under 18 years old) and adults (over 18 years old) are the most common types of sample. Occupation-based groups mainly include students, politicians, and teachers.

Thirty articles concerned about the minority groups, which are also very popular in recent years. Research on ethnicity identity accounts for 50% (15 articles) in the minority groups. More and more research is focusing on the queer (8 articles) and the disabled (3 articles). The definitions of the queer are approximately the same, but

researchers also had their own selection on the sample. All of the eight studies defined queer as gender and sexual minorities like LGBT (lesbian, gay, bisexual and transgender) (Taylor et al., 2014; Haimson & Hoffman, 2016; Rubin & McClelland, 2015; Duguay, 2014; MacAulay & Moldes, 2016; Ryan, 2017). Two of the eight articles just focused on the gay men (Chester et al., 2016; Owens, 2016). Haimson and Hoffman (2016) enlarged the scope. Besides transgender and gender variant users, they also studied the drag queens, and abuse survivors. MacAulay and Moldes (2016) included sex workers. Researchers also focused on the different kinds of the disability. Ryan (2017) did the research on the participants that identified with 33 distinct disability labels including psychological disabilities, medical disabilities, physical disabilities and others. Barden (2014) studied participants with dyslexia while Shpigelman and Gill (2014) focused on the intellectual disabilities. There are also some other minority groups that are difficult to classify, and they mention some specific identities like drinking identity, the identity of new mothers.

Table 2. Groups of users in the Facebook and identity research

Majority or Minority	Specific criteria	Numbers	Numbers in total
Majority Groups	Age	21	51
	Gender	11	
	Occupation	26	
Minority Groups	Ethnicity	15	30
	Queer	8	
	Others	7	

4.1.3 The Subtheme of Facebook and Identity research

In the 67 articles, there are many subthemes with which researchers are concerned.

Since they always used the different phrases to describe the research questions, the three labels are used to categorize the articles here: identity presentation, identity construction, and identity management. The concept of identity presentation followed the definition in the previous review as of how people present themselves on Facebook. For the second theme, construction is used by most people. It always refers to the construction of collective ethnic identity. NurMuhammad et al. (2015) conducted a study on Facebook group to examine how the Uyghur ethnic identity constructed through social media use. Baran (2018) examined the construction of immigrant identities through the narratives on Facebook. Besides construction, the shape is the other word. Dijck (2013) looked at the public identities of users and raised the research question that how the identities were shaped through platform interfaces. As mentioned in the literature review, identity management means that people try to manipulate and control others' impression of themselves to present the ideal identity of self (Goffman, 1959). The identity management on Facebook is always related to the privacy issues, such as self-censorship and privacy setting.

Some of the articles mention two or more themes at the same time. Since the theme is the most important part of this review, articles are classified into a single category which it is most relevant to make the review more clear and efficient. The numbers and proportion are shown in Table 3.

Table 3. Subtheme of Facebook and Identity Research in the Review

Subtheme	Number of articles	% of total
Presentation	25	37%
Construction	28	42%
Management	14	21%
Total	67	100%

4.1.4 Main way and tools to present and construct identity on Facebook

As a social media platform, Facebook offers many different ways for users to present themselves on it. Scholars are also aware of it and use it to collect the data and conduct the research. Four main ways to present identity on Facebook have been discussed in recent studies: visual materials like photos and videos; communication tools like wall posts, comments, and conversations; user profile, including the personal information of name, gender, sexual orientation, religion; the function of 'Like'. They do not always appear alone. Voolaid (2013) conducted a study on the girls of ten to twelve to explore how the chain posts on Facebook helped construct the identity and values. The chain posts could be posted by three main ways: comments, share and click Like button. What the users posted and liked could help present their identity. The tools also provided a way for their online friends to react so that they can get feedback and construct identity and values. In the 67 articles, nine articles mentioned more than one ways of identity presentation and then showed the phenomenon that the presentation of identity is complicated and related to multiple ways of expression.

Table 4. Main way and tools to present identity on Facebook in the Review

Main way and tools to present identity	Numbers
Communication	38
Visual material	20
User profile	14
Function of Like	4

4.2. Verification of the original conclusion of the prior research

This section is about the verification of the original conclusion that people always presented a fairly accurate identity with some enhancement. It first compared the answers in the 67 articles written in 2012-2018 and found that the conclusion is still correct today. Then it looked at the reasons for the answer and found the reasons are also quite similar.

4.2.1. The accuracy of the identity presentation on Facebook

Wilson, Gosling, and Graham (2012) reviewed the 50 articles of identity presentation on Facebook and concluded the main topic as a critical question: "Do Facebook profiles convey accurate impressions of the profile owners?" As mentioned in the literature review chapter, by comparing the data and the results of two empirical studies on this question, the answer was yes. They also considered other relevant research to make the answer more accurate. They concluded that users generally presented a reasonably accurate identity on Facebook with some self-enhancement (Wilson et al., 2012: 210).

As mentioned above, identity presentation on Facebook is not the main topic in recent studies. It may be because of the maturity of the research on identity presentation. In the previous review, the only one category about the identity on Facebook was the identity presentation. In the 412 articles, there were 50 empirical studies on this topic. As a result, only a few articles are still conducting empirical studies to answer this question. Most of the researchers focus more on the self-enhancement.

Bouvier (2012) adopted the method of discourse analysis to study how undergraduate students in Cardiff and Wales say the way of identity expression on Facebook profile. The evidence of his research showed that Facebook profiles were

used to create and communicate idealized versions of selves. It answered that question and supported the prior studies. Another research conducted by Young (2013) to examine use of Facebook to create the online identity also proved that the answer was correct. The participants acknowledged that they consciously manipulate their Facebook profile to present the idealized selves. (Young, 2013) Some other researchers studied the way to present online identity and found that through photos and status updates, Facebook users could present the ideal selves (Schoppe-Sullivan et al., 2016). These articles, though small in number, support that the conclusion in the previous review is still accurate today.

4.2.2. The discussion on the reasons for the conclusion

Since the answer is the same, the recent studies identify the same reasons as the earlier review did. The common sequence of friendship formation and assumptions about the perceived audience were the two main reasons for the veracity and accuracy of information in the previous review (Wilson, Gosling & Graham, 2012). The sequence of friendship was defined that offline relationships always lead to online relationships on Facebook. In more detailed, the users' friends on Facebook, who were also the offline friends of them, would know that they were telling a lie if the users presented the different identities (Pempek et al., 2009). Wilson et al. (2012) also took a study to explain how the perceived audience affects the identity presentation on Facebook. The study found that the contents that posted on Facebook were quite different from the students in the United States and in German, which indicated the influence of both the cultural background and audience (Karl, Peluchette, & Schlaegel, 2010).

These two reasons are converging today. Young (2013) described the friendship sequence as the merging of offline and online worlds. Friends network is also the audience that calls for the veracity of self-presentation. She conducted the research on 18 Facebook users to examine how the social networks affect the identity creation and presentation on Facebook. In order to answer the research question, she looked at the

composition of friends and the online and offline relationships and found that 98% of online friends also have some connections offline. Yang and Brown (2015) applied Goffman's presentation theory to explain the phenomenon. They described the users as the actors who wanted to receive validation from the audience so that authentic self-presentation is necessary. In their study, they focused on the college freshmen and found that self-esteem and self-concept clarity affected how they adjust the presentation of identity on Facebook. What contributed to these two key elements were supportive audience feedback and their reflection. The audience here referred to their online friends, who were also the students offline.

4.3. Development

This section compared the 67 articles in this review with the content of the previous review and pointed out the development of these years' studies. The identity of different kinds of groups has been noticed and studied, including the cross-cultural groups, age-based groups. There are also more and more studies on the identity on Facebook besides presentation, such as the identity construction and management. This section also included the reflections on the role of Facebook.

4.3.1 Different kinds of groups

The cross-cultural groups

In the previous review, many articles only explored trends within countries. The comparisons of samples across countries were very few at that time. They summarized the main reason for this phenomenon as the limitations of the research method. Before 2012, researchers relied on the method of self-reports to do cross-culture study, but it did not work very well because social norms would affect the responses and the results. Wilson (2012: 208) thought it was unfortunate:

The lack of cross-cultural research is unfortunate because behavioral data gathered from Facebook is well suited to explore cultural differences.

As shown in the Table 1 (see section 4.1.1. above), nowadays there are multiple research methods, including online observation and online interview. It offers the basic research method to study this group. Also, with the trend of globalization, the numbers of cross-cultural groups are increasing. In this review, 12 articles (18%) focused on the cross-cultural groups and their complicated identity on Facebook.

A study of the Facebook usage among the Uyghur diaspora is a good example of cross-cultural research (NurMuhammad et al., 2015). It used content analysis to examine how Facebook is used in the transnational spaces and the identity of the cross-cultural groups and indicated that the online Uyghur transnational identity is youthful and emergent. Another study looked at the cross-cultural students on the Facebook and investigated their identity work (Vanek, King and Bigelow, 2018). The students are transnational English-learning adolescents in the United States, who have their own language and culture. Since they are in the English class, the research could be carried out by interview. As a conclusion, posts and comments are used to help them present themselves.

Both of the two studies showed that the cross-cultural groups are always related to specific identities like the ethnic identity and language identity. The methods these researches used are various, including online content analysis and offline interview.

The age-based groups

In the previous review, the authors also had the concern about trends across demographic groups. Before 2012, because of the lack of this area, they only considered

the possibilities that the basic findings of Facebook research may differ across different age groups and different groups of education level. However, as shown in the section 4.1.2, twenty-one of the empirical studies had a clear age standard for the sample and they examined the assumption.

In this review of the identity issue on Facebook, a total of 21 articles chose age as the criteria for sample selection, including adolescents (42%) and adults (57%). Sometimes the articles also distinguish emerging adults and adults as their sample. When Duguay (2014) conducted a research on the sexual identity disclosure, he intentionally chose the early adults as the sample. He explained that they were more likely to have already identified their orientation in the early period. While Duguay was interested in the orientation, Young (2013) chose the adults as the sample. In her consideration, older adult users always manage their online identity successfully, which can offer the effective model for adolescents, especially on the social media like Facebook. Lincoln and Robards (2016) also selected adults as their samples. It was because of the growing independence they had rather than the success of identity management. Young and Brown (2015) did their research on the college freshman without a strict age limit because college freshmen are going through the transition from adolescents to adults. They are facing the need to reclaim themselves, and the online identity may change at the same time.

4.3.2 More in-depth research on Identity

Attention to the identity on Facebook itself

Although the theory of self-presentation and identity is very mature, online identity, especially online identity on Facebook is still worth developing. In this review, many research has paid attention to the identity on Facebook itself. It mainly has two aspects: the key element of Facebook identity; the characteristics of the identity.

For the key element of identity, the most popular opinion in the 67 articles is communication and words. Guamán (2012) conducted a study and found that teenagers' social identity representation came from communication since they portrayed the identity through dialogue. Some scholars have the similar conclusion that discourse helps construct the social identity (Baran, 2018; Christiansen, 2015). There are also other opinions from different scholars. Taylor, Falconer and Snowdon (2014) thought that the most fundamental element is the profiling key characteristics of the self.

When it comes to the characteristics of the identity, the opinions of scholars are more unified. Twelve articles mentioned the characteristics of identity. More than half of them (7 articles) pointed out the fluidity. Gössling and Stavrinidi (2014) mentioned the changes of social identities that many scholars agreed. In the past, it was quite static, and only changed related to specific events. However, it became more and more flexible. This kind of flexibility is more noticeable and became liquid on Facebook. As they said, "Social and personal identities on Facebook are validated and judged against the network's norms and values" (Gössling & Stavrinidi, 2014: 740). For the majority groups, Rambaree (2017) stated that people could manipulate their profiles to create and present their impressions on Facebook, which can be a kind of identity switching, the classic example of the fluidity of identity. For the minority groups, the identity on Facebook can also be fluid. Baran (2018) did research on migration groups and found the contextualization and fluidity of their identities, in particular, the migrant identities.

Though most of the researchers agree that online identity, especially the identity on Facebook are fluid, Young (2013: 14) explained the permanency that identity has in detail:

Sites such as Facebook result in a permanent record of social interactions...The digital age has enabled a permanent record of one's identity evolution to be captured on the timeline of their social networking site. This change sees

personal identity formation as public and permanent.

There are many other speculations about the characteristics of identity on Facebook, such as reflexivity, simultaneity, multiplicity (Paula, 2013; Rubin and McClelland, 2015). All of them have shown that scholars are more and more interested in the identity on Facebook.

Supplement to identity presentation

The study on the ways to present identity on Facebook has developed. In the previous review, it mentioned that the presentation centered on the user profile. Though it compared the Facebook profile with other online profiles, it just concluded that way people used it as the “wall posts, comments, and photo tags” (Wilson et al., 2012: 210).

First of all, in the 67 articles of this review, there are clear distinctions between the ways they concluded together. For example, the wall posts and comments are communication tools while photo tags are the visual materials. As shown in the Table 3 (see section 4.1.3. above), there are mainly four ways and tools including visual materials; communication tools; user profile and function of like.

Then the way to present identity also helps people to understand identity. Most articles mentioned the communication as the way to present identity on Facebook, which supports that the key element of identity is communication. In this review, there is also more research that begins to focus on visual materials like pictures and videos. Young (2013) also pointed out that posting pictures on Facebook has the unique function of photo tag and comments on it, which allows people to construct identities together. Paula (2013) explored visual identity on Facebook by conducting research on digital media and intercultural interaction at a national arts institute in Tanzania. She also applied a combination of digital, sensory and visual research methods, which can

be widely used in the future study. The details in the user profile are always used to present the identity of the minority, like queer or politicians. A study found that for the LGBT groups, the "About" page in the user profile was of great importance (Taylor et al., 2014). In the "About" page, there is a "Contact and basic info" section, including the setting of gender and sexuality (who you are interested in). As the authors discussed, this part was one of the main ways to express users' queer identities since the profile was open to the public. For some of the participants in this study, they decided to remove the information about gender and sexuality to hide the real identities of them (Taylor et al., 2014). There are also few studies on the function of like. As a new way to present identity, the content of "Like" implies what users are interested in.

The study on the veracity and consistency of online and offline identity has also developed. In a study on Facebook visit and identity among young people living in Mauritius, the researcher examined the effects of gender and ethnicity (Rambaree, 2017). The results showed that the online identity of females was more similar to the offline one than males while males had a stronger Facebook identity. The ethnicity also can be a factor in identity presentation. According to the study, Creole and Muslim groups had the stronger Facebook identity than Hindu groups. Besides the veracity (authenticity), more characteristics are analyzed. Yang and Brown (2015) stated that breadth, depth, positivity, and authenticity are the four dimensions of identity presentation.

Identity construction and identity management

Besides identity presentation, identity construction and identity management on Facebook are also the popular subthemes that more and more scholars study. This trend had already appeared in 2012. Bouvier (2012) found that the literature always asked about the way to communicate identity. The way to create and manage identities was emphasized as a tendency, but it focused more on the theory than the empirical study.

Dijck (2013) thought that social media are the tools for shaping identities instead of neutral stages of self-performance. He discussed the function of platform interfaces and Timeline of Facebook in identity construction:

Each decision to customize your Timeline implied not only a decision about the (private) reassembling of one's past life, but also a conscious effort at (public) identity shaping. (Dijck 2013: 205)

More studies on the identity construction focus on the minority groups and the specific identities. NurMuhammad (2015) conducted a study on the Uyghur diaspora, which focused on the negotiations and constructions of ethnic and political dimensions of identity. The findings showed that the Uyghur diaspora used Facebook for their everyday communication across transnational spaces and revealed that a possible way of the construction of identities was everyday interactions. Christiansen (2015) considered discourse as the way to construct a social identity. His study examined the ways participants constructed their *ranchero* identities using a stigmatized variety of Mexican Spanish (*Ranchero Spanish*) on Facebook. Because all the participants are the U.S. born Mexicans, it was about the cross-cultural identity. Baran (2018) also studied the minority groups of migration and found that their identities are mostly constructed around ethnic and national affiliations.

Although the current research on the construction of identity is mainstream, it mainly focuses on the minority identity construction like ethnicity identity, migrant identity and cross-cultural identity. They are one kind of collective identity construction. This kind of identity construction on Facebook is mostly done through discourse and interactions in daily life.

In this review, there are only 21% of the articles studied the identity management, but these studies complement each other and constitute a relatively complete theory. As

Young (2013) mentioned, the identity management on Facebook is a way to address the integration of social, family and work circles. It is always associated with privacy. Most of the scholars discussed the different ways to manage identity on Facebook. In the Young study, both self-censorship and privacy setting are the ways to manage the identity, but only self-censorship was in the dominant position. She mentioned that participants were aware of the function of privacy setting, which was to limit access to parts of their online profile to specific friends. However, no one in her study took this option, because users did not wish to cause offence. Georgalou (2015) conducted similar research to explore how the identity on Facebook is managed through privacy. Compared with Young's study, she had deeper research on self-censorship. She analyzed self-censorship as a textual practice which shows high awareness of privacy issues. She also classified different kinds of it as the ways of identity management. The ways include two kinds of self-censorship: Sporadic deletion of user's own Wall posts and deletion of recent activity; other-censorship: untagging and deletion of others' comments; and the method of avoiding commenting.

Young and Georgalou provided specific kinds of self-censorship as the ways of identity management. However, they ignored the function of privacy setting in a different context. Rambe (2013) mentioned that identity management had complexities in mediated public spaces. The complexities are obvious in the relationships among different groups since people may have the desire to distinguish private Facebook life from the public, professional life. When multiple social settings come together in the same online space like the Facebook page, context collapse would occur. A typical example is the lecturer-student professional relationship. In Rambe's study, some students questioned this relationship on Facebook because of the uncertainty about educators' judgements of their online personae, invasion of their privacy, information security. As shown in Rambe's findings, most students used both self-censorship and Facebook settings to manage the online identity and protect the privacy. Different from previous research results, "friends only" is the most popular settings that these students used to control whom could see what they had shared.

Context collapse also occurred in the identity presentation and construction of queer groups. Duguay (2014) had a specific study on LGBTQ young people to investigate context collapse. Similar to Rambe's findings, participants usually tailor identity performances or separate audiences to prevent the context collapse or to reinstate the context. Tailoring identity performances is just like self-censorship while separate audiences need the Facebook privacy settings.

Identity management on Facebook is often about self-censorship and privacy settings, and the methods used in different groups are always different. For the majority groups, self-censorship is the main approach since privacy settings may offend others. When there is a teacher-student relationship, or in the queer groups, privacy settings become the main management method to prevent context collapse. Although there are few articles on identity management now, it is quite useful to study the minorities.

4.3.3 Reflections on the role of Facebook on the identity of the minorities

Vanek, King and Bigelow (2018) described Facebook as both a means of interacting and completing assignments, and simultaneously, the target of analysis. The effects of Facebook on the identity of the majorities have been discussed a lot both in the previous review and this review, such as the way and tools are significant to present identities. Nowadays, some scholars have reflected on the role of Facebook on the identity of the minorities, including both positive and negative one.

Positive role

Taylor, Falconer and Snowdon (2014) conducted a study focusing on students' intersectional experiences of disability and LGBTQ identities. For the queer and people with religious identities, Facebook creates the new timescales and spaces that offer them a respite from the highly embodied face-to-face encounter. For the disabled, Facebook

provides them with a place to find others with shared experience and then get the sense of support and validation that may have been difficult to achieve on the physical campus. In short, Facebook may help develop the resilience among queer and disabled groups, so that they can cope with discrimination and then present, manage their own identities.

Negative role

Haimson and Hoffman (2016) criticized Facebook for the conception of authenticity and real name policy because it may bring further marginalization to the marginalized individuals with fluid or non-normative identities. For example, functions that examine the real name like formatting restrictions and automated detection would result in barriers for the Native American or people with non-Western names. Formatting restriction refers to the constraints that unusual capitalization, non-proper nouns, and too many words are not permitted. The automated detection means to use algorithms to detect the name, and it may produce false positives. The authors took the name of the Native American user "Lance Brown Eyes" to illustrate this idea. Facebook changed the name to Lance Brown even though he had provided proof of the identity. The conception of authenticity in user profiles may cause trouble to transgender and gender variant users.

4.4. Implications for future research

This section concludes the implications for future research on the identity issue from the 67 articles. It talks about the research methods these studies mainly used and the strength of them. These researches also show some trend of identity study in common, including the integration of different areas and globalization.

4.4.1 Research methods and models

Research methods

As summarized in section 4.1.1 above, the four main kinds of research methods are online observation (53%), interview (42%), questionnaire (31%) and case study (10%). All of them are examined to be appropriate for the research on Facebook.

The online observation was defined as "fieldwork descriptions of activities, behavior, actions, conversations, interpersonal interactions, organizational or community processes, or any other aspect of observable human experience" (Patton, 2002: 4). Most articles talked about online and offline relationship in the Facebook and identity study, which can be a reason for the methods selection. As mentioned in the literature review chapter, Facebook is a social network site, so social activities on it would leave concrete and observable data. A community is very common in the Facebook as well. It provides a basis for online observation. As Nørskov and Rask (2011) mentioned, since online observation can reveal implicit problems and offer information about different aspects of interactions. Through interviews and questionnaires, this kind of information is difficult to obtain because of the format of self-report. Besides it, online observation can ignore the limits of distance, as it happens online. For these reasons, online observation accounts for the highest proportion of all research methods, and it can be the main method in the future.

The traditional and basic approach to do the study is the online survey and interview. They all have their own advantages. Interviews and questionnaires can take place both online and offline. Most of the researchers used online survey and questionnaires to find the appropriate participants to do the interviews. It also applies to the study with a large number of samples. Rambaree (2017) conducted a survey of 517 participants using the method of the questionnaire. Though the interview can be done online by software like Skype, it is usually conducted offline to have a close communication. When studying the single and concentrated group like college students, the interview is the most appropriate way.

The case study is not common on this topic, since the identity is always associated with interactions in daily life. However, when talking about the political identity, especially when it is involved in some movements, the case study would be a good choice.

Models for identity on Facebook study

Since there are more and more studies on identity on Facebook, some researchers began to think about the model that can be used widely in this area. Wittkower (2014) put forth a new model of Facebook online identity named dramauthentic model. He explained that the online identity itself was open, but the features in Facebook and the pressure to present oneself in a unitary way brought it back to the dramaturgical identity of offline interaction. Then the dramauthentic identity is "a distinctive variety of selfhood required in the era of Facebook" (Wittkower, 2014).

His model mainly talked about two strategies to present dramauthentic identity, self-exposure and identity construction. There were three kinds of self-exposure: mixed exposure; agonistic exposure; lowest–common–denominator exposure. For the identity construction, he concluded four types: spectacular identity; untidy identity; distributed identity; minimized identity. This model offered the direction to study the presentation of online identity and the relationships between the online and offline identity.

4.4.2 Trend of research

Integration of different areas of research and multidisciplinary

In the previous review, Wilson, Gosling and Graham (2012) analyzed five areas of the Facebook studies, including descriptive analyses of users (Who is using Facebook, and what are users doing while on Facebook) ; role of Facebook in social

interactions(How is Facebook affecting relationships among groups and individuals) ;
privacy and information disclosure (Why are people disclosing personal information on
Facebook despite potential risks).

In recent years, these areas are not just independent of identity issues. Under the theme of identity, these fields are also involved, showing a trend of integration. As discussed above, studies in recent years have focused on different groups and identities, including majority groups, minority groups, individual identities and collective identities. This process includes user analysis and consideration of individual and group relationships. In the theory of identity management, the control of identity is often related to the privacy settings. Therefore, different areas of research show the trend of integration.

The studies on Facebook and identity also show the trend of integration of multidisciplinary, such as linguistics and psychology. Besides social sciences, the most common subject on this topic is education. The identity of students, the identity of the teacher, the identity management in the teacher-student relationship are the three main topics among the articles. Guamán (2012) called on the teachers to pay more attention to students' identities so that they can know who their students are and how they represent themselves in a virtual learning community during their language learning processes and improve the skills of teaching. Hanell (2017) conducted a study on the identities of teachers. It first implied that what Facebook can be done in the high education is information sharing. Then it revealed three identity positions of the teacher in Facebook, including discussion-oriented learner, goal-oriented learner and customer-oriented learner, which can be an educational model.

Globalization

As the increasing attention on the identity of minority groups such as cross-cultural

identity and ethnic identity that mentioned above, there is a trend of study globalization in the research field. There is a desire for globalization among the Facebook's users all over the world, especially in the developing country. However, global identities seem to be superficial and temporal.

Firstly, the trend of globalization has its own significance. Dhir (2016) pointed out that one of the main limitations of prior study on identity on Facebook was the samples. Most of the studies only looked at the U.S. samples. However, more than 83.5 % of Facebook users are not in the United States. As a result, it is important to study the users outside the United States to fill the gap.

Globalization is also a kind of the aspirations. Uimonen (2013) conducted a study in an arts college in Tanzania. The online identity is analyzed in the context of offline realities, to emphasize the cultural aspirations for global inclusion. In this study, the participants, including both the students and the teachers, showed an urgent desire to be a membership in world society.

In the study area of identity, there are also some problems that should be aware of. Rambe (2013) found the main problem when he did the research on the students from the South African universities to explore the construction and negotiation of their identities. As he concluded, the way students gained the global identities was to absorb the foreign consumables and combined them with their local customs. Instead of understanding the foreign culture, values and customs, they just had the superficial and temporal global identity.

4.5. Conclusion

This chapter answered the research questions through the discussions of findings. For examination, it demonstrated that the conclusion that the identity presentation was

authentic on Facebook still works today. The most important part of this chapter is the development of the studies on identity on Facebook these years, especially the studies on identity construction and identity management. It also pointed out the trend of integration and globalization as the directions for further study.

Chapter 5: Conclusion

This chapter first presents the conclusions of main findings of this study. Then it will discuss the limitations of it and the directions for future research.

5.1 The conclusion of the main findings

This study combined the approaches of quantitative and qualitative research and mainly used the method of the systematic literature review. It selected 67 articles about the identity on Facebook to answer the research question that in the last six years, what developments have scholars made in the study of identity on Facebook compared with the review written by Wilson et al. (2012). As an examination of the previous review, this study found that the original conclusion of the accuracy of identity presentation on Facebook was still applicative today. The reason for the conclusion was also the audience theory which came from Goffman and developed today.

There were also many developments compared with the previous review, including the kinds of the sample groups and the identity on Facebook. More studies are concerned about the cross-cultural groups and age-based groups for the different identities they had. The research on identity was more in-depth. There were some studies supplemented with identity presentation, and more studies looked at identity construction and identity management. The role of Facebook was also discussed by scholars.

Besides the examination and developments compared with the previous review, there were also some new findings. First, it concluded that the most common methods in the study of identity on Facebook were the mixed methods of both the online survey and observations and offline interviews. It also found that the trend of identity study was the integration of different areas and globalization.

5.2 Limitations

Due to limited time and the weakness of the method itself, there are some limitations of this study. First, the searching results had a large scope of content and resulted in the dense themes in this review. Though this study focused on the only area of identity on Facebook, it still involved many different dimensions. There were different kinds of identities like gender identity and ethnic identity, and many other kinds of identity issues like identity construction and identity management. Though these themes enriched the findings, it increased the difficulty to understand and follow this study. Then, because of a large number of the themes, some points could not be explained in detail, such as the integration of multidisciplinary.

5.3 Directions for future research

Besides the limitations, there are some innovations of this research, and they also offer the possible directions for future research. First of all, it was another try of the systematic review in the social science after Wilson et al. (2012), as it was often used in the medical field rather than social science. Took the advantages of this method, this study focused on the identity issues on Facebook and conducted a comprehensive and elaborate analysis of the studies. It could inspire other researchers of the specific questions about identity on Facebook since it involved many dimensions.

This study could be the supplement to many studies on similar topics. For the identity study, it discussed the online identity and some minority identities. The key finding of this study was the identity management on Facebook. It could also be the supplement to the study of identity management as it focused on the social media. Besides content, this study also analyzed the different research methods other studies used, which could be the reference to the new research on this area. Also, this awareness of research methods could be included in the future research.

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