

Spring 2009 – EDUC U-212 Online Identity  
Mediated Communication and Facebook Cheat Sheet

boyd's properties of networked publics

1. Persistence
2. Searchability
3. Replicability
4. Invisible audiences

Suler's properties of Online Disinhibition

1. Dissociative anonymity (You Don't Know Me)
2. Invisibility (You Can't See Me)
3. Asynchronicity (See You Later)
4. Solipsistic introjection (It's All In My Head)
5. Dissociative imagination (It's Just a Game)
6. Minimization of status and authority (We're Equals)

Reasons why people use Facebook

Bumgarner (2006)	Joinson (2007)
1. Social utility	Social connection
2. Directory	Shared identities
3. Voyeurism	Photographs
4. Herd instincts	Content
5. Collection and connection	Social investigation
6. Personal expression	Social network surfing
7. Initiating relationships	Status updates