

# The construction of self in social medias, such as Facebook

Anne Inga Hilsen · Tove Helvik

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**Abstract** Social medias have changed and challenge the way we interact with each other. Social medias, such as Facebook, open up new possibilities for presentation of self and of managing the self you present to others. Is this process different for those that have grown up with social medias (The Net Generation) [Tapscott (Growing up digital: the rise of the net generation. McGraw-Hill, NY, 1998)] from how an older group of social media users would do it? What is their primary use of Facebook and how does this differ between generations? Such questions are discussed through engaging a group of Facebook users, with clear ideas of why and how they use Facebook, in joint reflections. The participants represent two generations of internet users; Those who was introduced to internet and social medias, such as Facebook, as adults (i.e. 40 years and older) and those who have grown up with the technology (i.e. under 25 years old, also called “The Net Generation”). The discussion indicate that there are differences in how these two groups relate to social medias, such as Facebook and for what they use Facebook. Further research is necessary to pursue those differences.

**Keywords** Social medias · Facebook · Net generation · Presentation of self

## 1 Introduction

Exploring the use of social medias, such as Facebook, can be done in many formats. Rather than trying to fit the paper to the conventional academic format, our aim is to reflect on the theme in a more open and explorative form. We have just started exploring this theme in our own research and this paper presents a first attempt to find out whether there are generational differences in how Facebook is used and for what purpose, and what those differences could be. Further research is necessary to develop insights from our explorative study into scientific research.

Reflecting the more oral, compact and direct communication on social medias, we have chosen to start the paper by delving directly into our organised conversation between a group of Facebook users, with clear ideas of why and how they use Facebook, in joint reflections. The participants represent two generations of internet users; those who were introduced to the internet and social medias, such as Facebook, as adults (i.e. 40 years and older) and those who have grown up with the technology (i.e. under 25 years old, also called “The Net Generation”). We will return to describe methods later in the text and at the end of the paper by indicating the need for further research.

### 1.1 “I live my life on Facebook”: but what kind of life?

“I’ve been on Internet since 1998. I’ve grown up there.” This is said by a 24 year old. “Much of my life is on Facebook”, said by another. Social medias have changed and challenge the way we interact with each other. Social medias, such as Facebook, open up new possibilities for presentation of the self and of managing the self that one presents to others.

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A. I. Hilsen (✉)  
Fafo Institute for Labour and Social Research, P.O. Box 2947,  
Tøyen, 0608 Oslo, Norway  
e-mail: anne.inga.hilsen@fafo.no

T. Helvik  
Norsk Tjenestemannslag, Møllergata 10, 0179 Oslo, Norway  
e-mail: tove.helvik@ntl.no