

Social Networking and Impression Management: Self-Presentation in the Digital Age

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Social Networking and Impression Management: Self-Presentation in the Digital Age, edited by Carolyn Cunningham, offers critical inquiry into how identity is constructed, deconstructed, performed, and perceived on social networking sites (SNSs), such as Facebook, and LinkedIn. The presentation of identity is key to success or failure in the Information Age, especially because SNSs are becoming the dominant form of communication among Internet users. The architecture of SNSs provide opportunities to ask questions such as who am I; what matters to me; and, how do I want others to perceive me? Original research studies in this collection utilize both quantitative and qualitative methods to study a range of issues related to identity management on SNSs including authenticity, professional uses of SNSs, LGBTQ identities, and psychological and cultural impacts. Together, the contributors to this volume draw on current research in the field and offer new theoretical frameworks and research methods to further the conversation on impression management and SNSs, making this text essential for both students and scholars of social media.

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Editorial Review

Review
An extremely useful collection of meticulous and well-chosen cases, encompassing a range of theoretical and practical issues. (David J. Phillips, University of Toronto)

About the Author
Carolyn Cunningham is assistant professor in the Masters Program in Communication and Leadership Studies at Gonzaga University.

Users Review

From reader reviews:

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