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Construction and Impression Management of Teenagers in Social Networking Sites

Creativity and Deindividuation Effects

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This analysis of the self-presentation of young Internet users in social networking sites shows that, in spite of seeming diversity, the number of representation patterns is surprisingly limited and based on a narrow range of social norms and stereotypes. While national cultures do not overly influence self-presentation practices, they depend significantly on gender and gender stereotypes. Besides de-individuation effects, some important trends are revealed in the globalized culture demonstrating the importance of aspects such as sport, music and the fantasy world for teenagers and their construction of identity.



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