

Behavioral Experiments of Small Societies in Social Media: Facebook Expressions of Anchored Relationships

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Abstract : Communities and societies have been changing towards computer mediated communication. This paper explores online and offline identities and how relationships are formed and negotiated within internet environments which offer opportunities for people who know each other offline and move into relationships online. The expectations and norms of behavior within everyday life cause people to be embodied self. According to the age categories of Turkish Cypriots, their measurements of attitudes in Facebook will be investigated. Face-to-face field research and semi-structured interview methods are used in the study. Face-to-face interview has been done with Turkish Cypriots who are using Facebook already. According to the study, in constructing a linkage between real and virtual identities mostly affected from societal relations serves as a societal grooming tool for Turkish Cypriots.

Keywords : facebook, identity, social media, virtual reality

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