

Applying Polyphonic Dialogue as an Approach to Thematically Analyse the Development of Online Identities in Social Media

Authors : Maryam Khosronejad

Abstract : In social media, differences between individuals become salient as they become a member of different groups with particular social and cultural practices and get engaged in various conversations. The influence of the presence of social media on the promotion of self-expression and polyphonic dialogue is an understudied area and is, therefore, the focus of this paper. This exploration aims to understand the formation of online identities as an ongoing process of orchestrating polyphonic dialogue and responding to available positions. In addition, applying the thematic analysis, it gives examples of how discursive transactions facilitate this process. The implications for the use of social media in education will be discussed based on the findings.

Keywords : online identity, polyphonic dialogue, self expression, social media

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