

# Help! My mom wants to follow me on Instagram!

Which strategies do young adults in Sweden use, when facing context and time collapse.

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Hjälp! Min mamma vill följa mig på Instagram!

Vilka strategier använder unga vuxna i Sverige när kontext och tid kollaps uppstår?

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## Abstract in English

Young adults spend a lot of their time on social media where they share their lives with friends, family, colleagues, acquaintances, ect. Wesch (2009) explains that things posted on social media such as YouTube can be viewed by anybody, everybody, and nobody, anywhere in the world all at once. This becomes a problem for young adults as several different audiences blend into one (i.e. context collapse) (Brandtzaeg, Lüder & Skjetne, 2010). For example, how would it feel if your mother saw a video of you at a party which was posted for friends to joke about? However, Brandtzaeg and Lüders (2018) states that is not the only problem. Social media also blurs the line between the present and the past. One example can be a friend commenting on a silly post on facebook you made years ago, then it appears in everyone's feed again making it seem as if you have posted it recently. Both of these problems make young adults change how they chose to self-presentate themselves on social media. In addition, since social media is asynchronous as content does not take place in real-time, it provides time to be more strategic as well as for more polished forms of self-presentation and self-censorship (Gardner & Davis, 2013; Lindgren, 2017). With foundation in this, this study is going to examine which strategies young adults use that are related to self-presentation on the occasion of facing context and time-collapse. The study will focus on to what extent the participants use the tactics mentioned in earlier literature as well as how different aspects relate to the tactics one chooses to use.

In order to create an understanding of context- and time collapse previous research has been examined. Furthermore, previous research about self-presentation in general and self-presentation on social media in particular is examined to connect to how self-presentation can be disturbed by context- and time collapse. Finally, theories and research about privacy is used to gather an understanding of how young adults experience context and time collapse as a problem for their privacy. Through a survey, data have been collected from 226 respondents to be examined, presented and analyzed. The respondents were born between the years 1997 and 2004. The result showed that all of the strategies were used yet the extent varied depending on the strategy. However, the most commonly used strategies were connected to self-censoring. Moreover, there are relations between the strategies and for example gender, how long one had social media, how one perceives oneself etc. However, surprisingly the relations were for the most part weak even though some stand out as a bit stronger.

*Keywords: Context Collapse, Time Collapse, Social Media, Self-presentation, Privacy*

## Sammanfattning på svenska

Unga vuxna spenderar mycket av deras tid på sociala medier där de delar sina liv med vänner, familj, kollegor, bekantskapskretsar, etc. Wesch (2009) förklarar att saker som är publicerade på sociala medier så som YouTube kan bli sedda av vem som helst, alla, ingen och var som helst i världen på samma gång. Detta blir ett problem för unga vuxna då flera olika publiker samlas och blandas på ett och samma ställe (d.v.s kontext kollaps) (Brandtzaeg m fl., 2010). Ett exempel är hur skulle det kännas ifall din mamma såg en video på dig från en fest som du postat till vänner för att skoja? Dock konstaterar Brandtzaeg och Lüders (2018) att det inte är det enda problemet. Sociala medier suddar ut linjen mellan nutid och dåtid. Ytterligare ett exempel kan vara när vänner kommenterar ett töntigt inlägg du gjorde för flera år sen som då hamnar i allas flöden igen, vilket får det att verka som att du har publicerat det nyligen. Båda dessa problem gör att unga vuxna ändrar hur de väljer att presentera sig själva på sociala medier. Dessutom då sociala medier är "asynchronous" då innehåll inte händer i realtid, möjliggör detta tid att vara mer strategisk men även visa mer polerade former av självpresentation och självzensurering (Gardner & Davis, 2013; Lindgren, 2017). Denna studie kommer med grund i ovanstående undersöka vilka strategier unga vuxna använder som är relaterade till självpresentation vid bemötande av kontext och tids kollaps. Studiens fokus kommer att ligga på vilken utsträckning deltagarna har använt sig av de olika taktikerna som är nämnda av tidigare forskning men även hur olika aspekter relaterar till de taktiker som beslutats att användas.

Genom att skapa en förståelse för kontext- och tid kollaps, har tidigare forskning blivit undersökt. Fortsättningsvis har forskning gällande självpresentation överlag på sociala medier i särskildhet undersökts för att knyta ihop hur själv presentationen kan bli rubbad av kontext- och tids kollaps. Slutligen så har teorier och forskning gällande integritet används för att bilda en förståelse för hur unga vuxna upplever att kontext - och tids kollaps är en problematisk faktor för deras integritet. Genom en enkät har data samlats för analys, undersökning och presentation från 226 deltagare. Deltagarna föddes mellan åren 1997 och 2004. Resultatet visade att alla strategier var använda till viss del, dock varierade det till vilken grad strategierna användes. De mest använda strategierna var länkade till självzensurering. Fortsättningsvis, är det relationer mellan strategier och exempelvis kön, hur länge man har haft sociala medier, hur man ser sig själv o.s.v. Oavsett är det överraskande att relationerna mellan variablerna var till större delen svaga, dock stod vissa ut i mängden som lite starkare.

*Nyckelord: Kontext kollaps, Tids Kollaps, Sociala Medier, Självpresentation, Integritet*

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The work of this thesis has been conducted equally between the two authors Malou Andersson and Emma Heed. Both of the authors have shared the responsibility during the writing of the thesis and have worked together with the content of the thesis with shared visions and ideas.

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# 1. Introduction

Young adults do not have the luxury of being forgotten in today's society. As Lindgren (2017) writes, most social media are online archives that store everything posted for the future to see. It becomes even more complicated with the fact that social media blends several different audiences into one (i.e. context collapse) (Brandtzaeg et. al., 2010). Wesch (2009) explains that things posted on social media can be viewed by anybody, everybody, and nobody, anywhere in the world all at once. In addition, Wesch (2009) elaborates that a crisis of self-presentation occurs because of this and makes the content creator start a process of self-analysis which can be both torturous and enlightening. Further on, social media is asynchronous as content does not take place in real-time, which provides time in order to be more strategic as well as for more polished forms of self-presentation and self-censorship (Gardner & Davis, 2013; Lindgren, 2017). Which makes it even more complicated for young adults to create online personalities.

## 1.1 Problem description

Several researchers have reported about context collapse and time collapse being problematic for in particular young people due to privacy issues (e.g. Brandtzaeg et. al., 2010; Gardner & Davis, 2013; Marwick & boyd, 2014). Gardner and Davis (2013) reported that young adults wanted privacy from strangers but also, friends and family. Further on, boyd (2007) explains that parents often encouraged teens to use strategies to protect themselves from strangers online. When, as a matter of fact, the teens often used strategies to protect themselves from their parents instead. Various researchers have stated that young people use different strategies in order to avoid context- and time collapse (Brandtzaeg et al., 2010; Brandtzaeg & Chaparro-Domínguez, 2020; Brandtzaeg & Lüders, 2018; Darr & Doss, 2022; Durguay, 2016; Ellison, Vitak, Steinfield, Gray & Lampe, 2011; Huang, Vitak & Tausczik, 2018; Marwick & boyd, 2011, 2014; Vitak, 2012; Zhang, Luo, Wang, Chen, & Chen, 2022). boyd (2007) explains that there is a difference between public and private online and offline. Offline there is a clear distinction between who is the audience or not, on the contrary to online, where there is no structure to restrict the audience. She states that teens face the most public setting, as what they post is visible to all friends and at the same time, all adults. In her text, she asks the question "How can they be simultaneously cool to their peers and acceptable to their parents?" (boyd, 2007, p.17)

Most of the previous research was conducted through interviews (boyd, 2007; Brandtzaeg et al., 2010; Brandtzaeg & Chaparro-Domínguez, 2020; Durguay, 2016; Gardner & Davis, 2013; Huang, et al., 2018; Marwick & boyd, 2011, 2014) which shows that there are a lot of qualitative studies on the topic. However, there is a lack of quantitative studies on the topic which could examine how strategies presented in previous research are used by a broader audience to be able to distinguish patterns and differences between how the different tactics are used.

## 1.2 Purpose and research question

The aim of this study is to examine which strategies young adults use, that are related to self-presentation, when facing context and time collapse in accordance with previous research (Brandtzaeg et al., 2010; Brandtzaeg & Chaparro-Domínguez, 2020; Brandtzaeg & Lüders, 2018; Darr & Doss, 2022; Durguay, 2016; Ellison et al., 2011; Huang et al., 2018; Marwick & boyd, 2011, 2014; Zhang et al., 2022; Vitak, 2012). The questions this study aims to answer are: To what extent do the different participants in our study use any of the tactics mentioned in earlier literature? How do different aspects, such as gender, social media duration, self-representation aspects, etc. relates to the tactics one chooses to use?

## 1.3 Disposition

The disposition of this thesis will be as follows, first the theory chapter will present earlier research and theories that are relevant to conduct the study and answer the research questions. Thereafter the method chapter will explain the chosen method, which is survey, as well as the chosen variables and the operationalization. Furthermore, the results chapter will present the results from the survey which will lead into an analysis and discussion of the results founded in previous research and theories. The conclusion chapter will conclude the earlier chapters of the thesis, answer the research questions and identify relevant research areas for further research. Finally, the thesis will discuss the study's implications for society and working life.

## 1.4 Definitions

### 1.4.1 Social media

Social media is in accordance with Lindgren (2017) digital platforms that makes it possible for users to connect and interact with each other as well as facilitate user-generated content.

### 1.4.2 Context collapse

Context collapse is “The flattening of multiple audiences into a single context” (Brandztag & Lüders, 2018, p.1).

### 1.4.3 Time collapse

Time collapse is how according to Brandztag and Lüders (2018, p.1) “social media may muddle the time boundary between past and present”.

### 1.4.4 Privacy

Privacy is according to Solove (2010, p.1) “Currently, privacy is a sweeping concept, encompassing (among other things) freedom of thought, control over one’s body, solitude in one’s home, control over personal information, freedom from surveillance, protection of one’s reputation, and protection from searches and interrogations.”

### 1.4.5 Anonymity

Chawki (2010, p.188) writes that real anonymity and that “This kind of anonymity is untraceable. Indeed, only coincidence or purposeful self-exposure will bring the identity of the mystery sender to others; the identity of a person acting in a truly anonymous manner can not be definitively discovered through any amount of diligence.”

### 1.4.6 Pseudo-Anonymity

Chawki (2010, p.188) also writes about Pseudo-anonymity and that “In this kind of anonymity, communications are inherently traceable. Though the identity of the message sender may seem truly

anonymous because it is not easily uncovered or made readily available by definition, it is possible to discover the identity of the pseudo-anonymous message sender.”

#### **1.4.7 Self representation**

“Self representation is the image the subject has of him or herself based on his or her own interpretation.” according to Encyklopedia (2018).

### **1.5 Delimitations**

The study is delimited to two main areas. The first one is to what extent the participants have used the tactics to avoid context or time collapse where the study is limited to only examine theories described by previous research. All possible ways to avoid context collapse are therefore not included in this study. Thus the aim of the study is to examine how strategies presented in previous research are used by a broader audience.

The other one is how different aspects relate to the tactics one chooses to use. As previous research has described self-presentation as one of the key points to why context collapse and time collapse is a problem, the relation that will be examined is limited to how the background variables, self-presentation and the attitudes and behavior correlate to the different strategies regarding context- and time collapse.

The population is limited to young adults in Sweden born between 1997-2004, since the study wants to examine people that have been growing up with social media. For example, Brandtzag et al. (2010) stated that the ones that adjusted their content in order to avoid context collapse were in particular young people, which is another reason why this study is limited to examine young adults.

One further limitation chosen for this study is that in the results chapter it is chosen to only write results regarding the correlations where the value of the correlation is higher than 0.250. This is due to the issue with a large amount of correlations with a low value. Therefore are the correlations over 0.250 chosen to help examine the research questions.

## **2. Theory**

In the theory chapter of the thesis the analytical framework will firstly be presented where research regarding self-representation and privacy is presented. Further, previous research regarding context collapse and time collapse will be presented.

### **2.1 Analytical Framework**

#### **2.1.1 Self-representation**

Several researches have stated that digital media affect the construction of personal identity and representation. boyd (2007) states that in everyday interactions we use our bodies to perform our identity through movement, speech, clothes, and facial expressions. We alter our performance according to expressions we get, as people define social situations by cues they get from the environment. However, our bodies are not visible online and therefore people need different skills to interpret situations and manage impressions. She explains that the control people have over what information to put forward is greater online but at the same time, it becomes easier to misinterpret people online. As digital media is asynchronous, it does not take place in real time. This makes it possible to use time in a strategic way, and decide when to say something, in addition to what and how. This can enable more refined forms of self-presentation and self-censorship. But it also provides opportunities to enhance individual self-expression and explore new identities (Gardner & Davis, 2013; Lindgren, 2017). Another affordance of the internet is that it allows people to decide what information they want to highlight, downplay, overstate, or leave out to create strategic self-presentation through anonymity (Gardner & Davis, 2013). However, the range of self-expression online is great but not unrestricted, as the web has changed over the years, it is more common today that the people you talk to online are people you know from real life and as the internet has become more visual our profiles often reveal our offline identities. It is not the norm among young adults to have completely different identities online from offline. As social networking sites are organized around friending and connecting individuals, the anonymity provided by the digital world does not simplify the creation of fantasy selves. Instead, it establishes a basis for making connections, building trust, and laying a foundation for relations in real life. Therefore, if you are anonymous, people might not want to talk to you. However, there is still room for experimentation, since time and tools to create an attractive identity are provided by digital media (Gardner & Davis, 2013; Lindgren, 2017). Gardner and Davis

(2013) also state that young people often do not distinguish their lives offline and online, they think they are the same person online as offline. However, Gardner and Davis (2013) write that even though there may be consistency between young adults offline and online selves, the online selves are often presented as more polished and socially desirable similar to what Lindgren (2017) also states. According to Gardner and Davis (2013) the online identities are described as less complete than the offline identities by the young adults. However, Lindgren (2017) also writes that personas on the internet are not only based on what we post about ourselves but a mix between this and what others share about us. So when someone is googling us they will find that mix. This becomes even more complicated by the fact that the "old" internet is an archive that stores everything and that the "new" internet (e.g. Snapchat) deletes everything.

The complexity of self-representation and building an identity online are highly relevant when it comes to examining context collapse, as people may want to present different self-representation for different people. This is also important on the occasion of examining time collapse, as the internet often archives what is posted, and one may be a different person today than one was for example 3 years ago.

### **2.1.2 Privacy**

In his book, Lindgren (2017) calls attention to potential benefits of digital media, for instance, new forms of communication, but he does also highlight potential risks for instance privacy concerns. Lindgren also points out the importance of understanding the unequal distribution of digital skills and digital access, to completely understand what effects digital media has on society. Further boyd (2007) explains that there is a difference between public and private online from offline. She states that offline there is a clear line between who is the audience or not, however, online there is no structure to limit the audience. She writes that it is often impossible to make suitable adaptations for each audience as what one's friend thinks is cool is often contrary to the adult's values. Furthermore, she states that teens are faced with the most public setting, as it is visible for all friends and at the same time, all adults. Furthermore, Gardner and Davis (2013) wrote that the young adults explained that the reason for the incompleteness in their social media accounts was the constraints of computer-mediated communication as well as the constraints of certain platforms, however, the most common explanation was privacy concerns. Mostly the young adults wanted privacy from strangers but also, friends and family. Gardner and Davis found that the participants use a variety of strategies to protect their

privacy online. For example, not leaving out personal information such as addresses and phone numbers and using the privacy controls provided by social networking sites, something that boyd (2007) also stated. boyd (2007) also explains that parents often encouraged privacy online to protect the teens from strangers. When, as a matter of fact, teens often did this to protect themselves from their parents.

Hargittai and Marwick (2016) conducted a study that explores the phenomenon described as the “privacy paradox.” The authors argue that despite widespread concern about privacy on the internet, individuals often engage in practices that put their personal information at risk. They attribute this phenomenon to “online apathy,” or a lack of understanding about how to effectively manage privacy online. The study found that individuals who are more technologically “savvy” are better able to manage their privacy online, while those who are less familiar with technology are more likely to engage in risky online behaviors. The authors argue that it is important to address online apathy and provide individuals with the knowledge and tools they need to effectively manage their privacy in the digital age. The “privacy paradox” refers to the phenomenon where individuals express concerns regarding privacy on the internet but still engage in practices that put their personal information at risk.

Connecting this to young adults, who grow up with the internet and technology as an integral part of their lives, the result is that they are often considered to be more technologically knowledgeable than previous generations. However, despite their knowledge, they still face challenges when it comes to privacy online. For example, they may not understand the full extent of the data they are sharing or the long-term implications of their online behavior. The privacy paradox may be particularly relevant to young adults, as they are growing up in a world where data is being collected and shared in ways that were previously not possible. This is why it is important to address this paradox and help young adults better understand how to manage their privacy online.

## 2.2 Previous Research

### 2.2.1 Context collapse

The problem with context collapse is that a large amount of different contexts are collected in one place, for example friends, family, coworkers, etc. Things posted on social media can be viewed by anybody, everybody and nobody, and anywhere in the world at any time all at once (Brandtzaeg et al. ,2010; Wesch, 2009). Wesch

(2019) explains that this creates a crisis of self-presentation which throws the creator of the content into a process of self-analysis which can be both torturous and enlightening. This crisis does not only consist since the creator has to face everyone else, but also the possible future self. The creator may feel anxious that his/her future self may be different from the current one. The problem is thus not only that other people may see this, but that one may see it in the future and feel ashamed (Wesch, 2009). Brandtzaeg et al., (2010) argues that this has consequences for privacy. In their study, Brandtzaeg et al., (2010) explains that the process of sharing content gets disrupted by context collapse due to the experiences of social surveillance as well as social control. It should be noted that they found that young people in particular adjusted their content to maintain their privacy. Further, in Marwick and boyd's (2011) study, they write that privacy settings do not help this. Since even if the profile is private, you still have to manage the diversity between having different groups of people in one place.

### **Strategies to avoid context collapse**

Marwick and boyd (2014) argue that teens are obligated to change their idea of privacy and that the reason for this circumstance is social media's networked nature where several audiences coexist and context collapse appears. Several researchers have researched what types of strategies young adults use to avoid the problems that occur with context collapse. One tactic young adults used was using Facebook's privacy setting to segment audiences (Marwick & boyd, 2014; Ellison et al. 2011). Other ways occur by encoding content so only the desired audience understands what it is about or setting privacy settings for example so that only friends can see the content (Marwick & boyd, 2014; Ellison et al. 2011). Ellison et al. (2011) also stated that one tactic used was having a selective friending criteria and another one was limiting the number of disclosures, or limiting the disclosures to mundane topics. Furthermore, Marwick and boyd (2011) reported about using anonymity, or pseudo-anonymity, as a way to avoid the problems of context collapse as well as abstaining from tweeting about different topics and balancing strategically tweeting targeted tweets and sharing personal information. Another strategy found by Darr and Doss (2022) was that multiple social media accounts are used by many teenagers, which Marwick and boyd (2011) also reported being used in their study. The participant told Darr and Doss (2022) that they felt as if they could be more authentic on their "fake" accounts than on their main accounts. The teenagers were aware that their main accounts could be seen by several audiences. Therefore, they used their "fake" account to be more authentic with friends. They shared things

they thought would be phony to post on their main accounts, for example, negative emotions, and being critical about themselves, in doing so they created alternative norms, for example using humor and spontaneity (Darr & Doss, 2022). However, Marwick and boyd (2014), similarly to Lindgren (2017), stated that even though teens can control what they post on their profiles by using different privacy settings, what friends post about them is something they have less control over. They state that teens can not depend on themselves only to control how their information is distributed and no technical solution provides complete reassurance. Marwick and boyd (2014) write that teens confide in interpersonal relationship management to manage what gets shared in regards to them. The teenagers know that trusting is not foolproof, however, there are no technical features that provide a better solution (Marwick & boyd, 2014).

Hogan (2010) writes in his article about context collapse and why the users do not become self-presentation paralyzed when having all of these contexts to consider when posting. Hogan states that the reason for this is that one does not have to consider them all, but only two different groups: the one that we want to show an idealized front to and the ones that may find this front problematic. Hogan explains that in addition to the audience we are posting for we consider a hidden audience. One may not post for one's parents, however, one still considers them since they may see it. He explains that these people "define the lowest common denominator of what is normatively acceptable" (Hogan, 2010, p.383). However, Vitak (2012) provides in his study about context collapse on social media platforms examples of practices to avoid context collapse that earlier research and theory have discussed. For example, people have specific people in mind for content but still distribute it to the whole network which can be connected to Hogan's (2010) lowest common denominator approach. One interesting thing is that Vitak's (2012) study provides evidence that users are not sterilizing their profiles because of growth or diversity, in contrast to what Hogan's (2010) lowest common denominator approach says, instead the users increased the number of disclosures. Vitak (2012) also found that when privacy concerns increased, the users posted less. However, people that used the function to segment their friends into groups and tailor disclosures to them were more intentional regarding to make disclosures than those who did not use this feature. This tactic allows the users to recreate boundaries between audiences that exist in more traditional communication (Vitak, 2012). However, a problem with this may be that not everyone has the digital skills to use this feature (Lindgren, 2017).

## **Two types of context collapse: Context collusion and Context collision**

Davis and Jurgenson (2014) have noticed two differences in context collapse which they suggest should be distinguished. They suggest that when social actors collapse by intention it should be called context collusion. Context collusion is when we invite different social contexts to come together, one example which shows that this predates social media is weddings where we may invite friends, family, and co-workers. On the contrary, they propose that when different social actors collapse without intention and unexpectedly it should be called context collisions. An example that shows context collision and outdates social media is when talking about someone, not knowing that they are right behind you. Davis and Jurgenson explain that both of these are considered context collapse but they should be distinguished from each other since they are different in practice and likewise in consequences.

Loh and Walsh's (2021) study compared the different kinds of context collapse distinguished by Davis and Jurgenson's (2014) context collision and context collusion. They wanted to see if the intentionality of context collapse influenced the precipitation of loss of face and affect. Loh and Walsh explain that loss of face may be for example emotions of embarrassment, or shame. In their study, they concluded that context collapses in itself is a dramatic event, and it did not matter if it was context collision or context collusion. Both groups of participants had been affected equally by the context collapse when it comes to both loss of face and affect.

To gain a greater understanding of context collapse Duguay (2016) examined young LGBTQ people's experiences of sexual identity disclosures on Facebook. They did it through interviews and Facebook walkthroughs with 27 LGBTQ young people in the United Kingdom. Duguay states that the participants' decisions about sexual identity disclosure often were shaped both by the social conditions of their online networks and by the architecture of the social media platforms. Some participants in Duguay's (2016) study explained taking advantage of the affordances provided by the platform to disclose their sexual identity, while others talked about disclosures becoming visible to unintended audiences. The latter of these two made the participants adopt strategies to prevent it from happening again. The strategies principally were tailoring identity performances or separating audiences to rebuild contexts. Duguay explains that making a voluntary disclosure of one's sexuality can be understood as context collusion which may allow individuals to overcome feelings of guilt, secrecy, and solitude. However, to keep the information from sensitive or homophobic

audiences, several of the participants had chosen to only display sexual identity to some or none in their network. Yet, even the ones who were extremely careful to not have information about sexual identity on their profiles still felt like indications of it got into their profiles due to the fact of group memberships, events, photos, page likes, and friends posts. Involuntary disclosures, which threatened context collisions. The participants in Durguay's (2016) study who were not ready to disclose their sexual identity to those who would see it stigmatizing, took preventative behavior to avoid context collisions. One set of tactics was tailoring the identity expressions so they would be received differently by different audiences. For example, by posting sexual expressions with humor, by posting things that heterosexual allies also shared, or by posting things with symbols that unintended audiences do not understand, that way they could leave the message in plain sight but it would only be understood by the intended audience. Another set of tactics was separating audiences. For instance, using privacy settings and friending practices as well as making lists of friends to only allow some people to see all the content. However, many of the participants were frustrated with Facebook's complicated privacy settings and therefore chose to separate the audiences into different social media platforms. Some by using their real names on for example Twitter while others turned to more anonymous social media platforms, to keep it secret from everyone they know offline.

### **2.2.2 Time collapse**

Brandtzaeg and Lüders (2018) extend the concept of context collapse by introducing the concept of time collapse. They mean that context collapse (e.g. when social media brings together several different contexts into one) is not the only problem. Social media also blurs the line between the present and the past. This can affect how users use social media to self-narrative and manage their identity. Since we often use our real names instead of nicknames on social media, friends and acquaintances can easily find old content from us and with that, our old identities (Brandtzaeg & Lüders, 2018). Something that both Wesch (2009) and Lindgren (2017) also have expressed concerns about in their texts. Brandtzaeg and Lüders (2018) write that this may impact how users choose to share content. Since, old self-narratives may disturb a current self-performance (Brandtzaeg & Lüders, 2018). If someone for example comments on an old photo, it will appear in the feed for more people to see because of the algorithms. Thus, the photo may appear to be a part of the present rather than the past, i.e. time collapse (Brandtzaeg & Lüders, 2018). This have been described as a problem on several studies as the participants in them have reported feeling valuable when it comes to old content being used

against them, feeling as old content could do them harm if seen by the wrong person and feeling harmful to relational developments (Brandtzaeg & Chaparro-Domínguez, 2020; Huang et al., 2020).

Zhang et al. (2022) conducted a study where they used a contextual integrity framework to look at the temporal dimension of privacy concerns. They saw that users of social media platforms who had experienced life changes were more likely to have concerns about retroperspective impression management. Possibly due to that their self-presentation may be damaged since their historical information does not align with their current self or their current audiences' needs. They also found that past content could trigger retroperspective management since they were linked to original contexts and might be misunderstood in the current contexts.

### **Strategies to avoid time collapse**

Moreover, Huang et al. (2020) conducted an interview study where they investigated how the participants who were between 18 and 31 years old at the time reported their changing self-participation on WeChat Moments. The participants had used the platform for 3-7 years. Huang et al. (2020) reported that the participants changed their behavior on the platform as they matured and as their social networks expanded. The participants first posted everything in life and they later only posted positive things. When the participants first started using Moments they had a small network with strong ties. However, as it grew larger and got more diversified, the participants faced problems with context collapse. According to Huang et al. (2020), the participants started self-censoring what they posted as they experienced difficulties with their self-presentation. The participants did restrict who could see the content, conversely, they also delivered certain information about themselves to certain audiences on purpose (Huang et al., 2020). Likewise, Marwick and boyd (2011) reported the participants in their study used to navigate context collapse. However, people do not only self-censor what they were posting in the present, but they also manage old posts that did not fit with their current self-presentation, by deleting them (Brandtzaeg & Chaparro-Domínguez 2020; Huang et al., 2020). Huang et al. (2020) write that platforms along the lines of moments and Instagram which archive content is problematic when it comes to temporal context collapse (i.e time collapse), platforms like for example Snapchat on the contrary prevent this kind of problem as the post deletes itself after 24 hours. Lindgren (2017) also expresses concerns about this as he states it complicates the building of identity online. Huang et al. (2020) also write that anonymity and pseudo-anonymity shelter against temporal context collapse as the

users do not risk their online identities on these platforms while platforms that do not allow for anonymity or pseudo-anonymity intensify temporal context collapse, similarly to what Marwick and boyd (2011) also have stated. However, Lindgren (2017) did write that due to the fact of how social media works, it focuses on connecting with people we know from outside the internet, people may not want to talk to you if they do not know who you are. Furthermore, Zhang et al. (2022) saw that sharing information with only friends gave the users a higher perception of control since they could limit access to past content for future audiences. However, perceived control increased retroperspective privacy concerns. As users applied privacy settings to control the information, they started disclosing more private information, which led to turbulence and triggered concerns about retroperspective privacy. Finally, they found that users were more concerned with things they posted six months ago than what they posted one year ago. They say one reason for this may be that the users may think people are less likely to look back that long ago in the posts.

### 3. Method

Firstly in the chapter method it will be presented the choice of the method, followed by population and selection, course of action, variables and operationalization, pilot study and lastly the ethical aspects of this study.

#### 3.1 Choice of method

Trost and Hultåker (2016) state that it is crucial that the method of choice is chosen in accordance with the aim of the project. In addition, they explain that a quantitative study should be used in cases where one wants to be able to examine frequencies and if one wants to be able to answer questions such as "how often", "how common" or "how long". In view of this, the method to be used in the study is going to be a survey, as this study aims to answer questions such as how tactics regarding avoiding context- and time collapse are used more broadly and, in order to be able to answer specific questions such as what tactics are used most, as well as how other aspects may correlate with the tactics used. The advantage of a survey and in this case, a web survey is that it enables people that are located in different geographical areas to answer the survey without the need to send the survey by post as it is easier for the post to vanish on its way to the possible respondent. This helps with the distribution of the survey to reach the limit of 200 responses. The most powerful tools within research are questionnaires as well as they are the most economical path when large amounts of information need to be collected in a relatively short amount of time (Seale, 2018)

#### 3.2 Population and Selection

The population this study is going to examine is young adults in Sweden born between 1997-2004 which have been growing up with social media. To research this target group the survey was distributed on the authors' social media accounts as well as at Karlstad University. If the survey is answered by someone outside the target group, the answer will be excluded from the thesis since the aim of the study is to examine a specific target group. This choice is made since for example Brandtzag et al. (2010) describe that young people in particular adjusted their content in order to avoid context collapse. As well as to experience time collapse, where the past and the present blend, one must have had social media for a while. According to Davis and Mostell (2006), it is important to address the question about sampling when conducting a quantitative study in order to make the

study externally valid. External validity means that your study can be generalized to a larger population as it is representative of the population of interest (Davis & Mostell, 2006). However, the sample selected is convenience sampling. It is acceptable to use convenience sampling since the study does not aim to generalize a larger population (Davis & Mostell, 2006). Instead, the study will focus on looking at different frequencies and patterns in how people use different strategies in order to avoid context- and time collapse. It is common that students are using convenience sampling for academic exercises as long as one does not try to generalize. However, Davis & Mostell (2006) writes that if one knows what you are going to write exactly it is possible to construct a representative sample from a convenience sampling.

### 3.3 Course of action

The survey questions were operationalized from earlier literature on the topic as seen in the next section (3.4) Variables and operationalization and the research design was tested in a pilot study to help strengthen the quality of the questions. The pilot survey was initially given to six respondents who all answered the survey as well as gave their feedback, which was taken into consideration when looking over and re-designing the question that did not work out as expected, which is described more in detail in the pilot study chapter. The data for this study will be collected through a survey constructed in Survey and report. Survey and report is a service where the respondent's answers will be stored anonymously since the service gives each answer sheet an ID number. The survey is going to be distributed on the authors' personal social media accounts as well as from a 3 hour long visit at Karlstad University where the authors asked students within the target group if they had the opportunity to answer the survey. The authors both have a private Instagram account each, where one account has 280 followers and the other account has 406 followers, two private snapchat accounts where one account has 110 friends and the other has 122 friends, and lastly the authors have one public TikTok account each where one of the accounts has 15 followers and the other account has 44 followers. However, tiktok is made so the algorithm spreads the video to users even if they do not follow the creator. Since, TikTok is mostly used by young adults and therefore it is a convenient way to reach our target group through TikTok. According to Internetstiftelsen (2022) TikTok is mostly used by Swedish people born in the -00. While there are more Swedish users born in the -90 that use Instagram. One of the reasons the survey was distributed on Instagram and Tiktok was to have the possibility to reach both of these groups. Both authors have the majority of followers/friends in the chosen target group. However, it is important to have in mind that people from the

own network are known to be more similar to oneself regarding the different demographic factors than people are in general. The expected response frequency will be 200 units. When the responses are in, they will be overlooked and the participants who do not fit the sample will be removed due to the age span being people born between the years 1997 and 2004 (2005 in the case of the respondent has turned 18). 234 responses were collected where 80 were from social media and 154 were from the collection at the University. The survey was able to be answered during 13 days. The respondents that did not fit the target group were removed and therefore 226 respondents' answers were analyzed. The data collected will be stored in Survey and report and then exported to the statistics program SPSS in order to be analyzed for both frequencies and possible relations.

### 3.4 Variables and Operationalization

The variables designed for this study are attached in Appendix 1. In this study, the variables are divided into four different categories: 1) background variables, 2) social media behavior and attitudes towards social media 3) strategies to avoid context- and time collapse. All variables are chosen carefully with the foundation of previous research which will be presented below.

Starting with the category background variables, where the variables V1-V4 are chosen, which is ID-number, and email address in order to easily be able to identify the respondent for example in case they want to withdraw their participation. As well as the year they were born to make sure that the survey is answered by the right age target group since this study wants to examine young adults. The last background variable is gender which is chosen in order to see if there are any differences between the genders when conducting the analysis.

The second category is self-representation, which is addressed in V5-V9 which aims to see how much the respondent thinks about their self-representation and self-expression online in accordance with what previous research has written about self-representation online (boyd, 2007; Brandtzaeg et al., 2010; Gardner & Davis, 2013; Huang et al., 2020; Lindgren, 2017; Marwick & boyd, 2011; Vitak, 2012; Wesch, 2009; Zhang et al., 2022). These variables are going to be analyzed together with the strategies to see if there are any relations between how the participants think about their self-presentation and what strategies they use.

Variable V10-V22 is going to address the participant's behavior and attitude when it comes to social media. These variables aim to see if the participants do perceive context - and/or time collapse as a problem as well as if they have these problems in mind when posting on social media in accordance with what previous research has stated about context- and time collapse (boyd, 2007; Brandtzaeg et al., 2010; Brandtzaeg & Chaparro-Domínguez, 2020; Brandtzaeg & Lüders, 2018; Darr & Doss, 2022; Gardner & Davis, 2013; Hogan, 2010; Huang et al., 2020; Lindgren, 2017; Marwick & boyd, 2011, 2014; Vitak, 2012; Wesch, 2009; Zhang et al., 2022). The variables in this category are going to be analyzed with the strategies in order to see if previous problems with context- and/or time collapse are connected to how the participants use strategies now. Variables V11, V13, V14, V15, V16 are connected to behavior and attitudes when it comes to context collapse and variables V10, V20, V21 and V22 when it comes to time collapse. However, V12, V17, V18, V19 can relate to both.

The final category is strategies and considers the strategies previous research has stated young adults use to protect themselves from context- and time collapse (Brandtzaeg et al., 2010; Brandtzaeg & Chaparro-Domínguez, 2020; Brandtzaeg & Lüders, 2018; Darr & Doss, 2022; Durguay, 2016; Ellison et al., 2011; Huang et al., 2020; Lindgren, 2017; Marwick & boyd, 2011, 2014; Vitak, 2012). The variables addressed in this category are V23-V34. These variables are going to be analyzed both towards each other to see which strategy is used the most and towards the variables in other categories as described earlier. Variables V23, V31a, V31b and V34 can relate to strategies used for both time collapse and context collapse on the contrary V24 - V30, V32 and V33 are connected to context collapse.

### 3.5 Pilot study

A pilot study was conducted in Survey and report to make it as similar to the real study as possible since the real study is as well going to be distributed through Survey and report. The survey was distributed to six people chosen by us. The survey contained 40 items, however, most of the questions were displayed as statements where the question was "Fill in how well the statement applies to you. From 1 not at all to 7 fully applies" followed by several statements, making the survey appear as only 15 questions long. Why the likert scale, 7 points was chosen were in accordance with Joshi. et al. (2015) who writes that the possibility is that the 7 point scale has the potential to perform at a higher level than the 5 point scale since the 7 point scale provides a larger

variety of options to choose from. This increases the ability to receive the most accurate answers on the posed questions as well as provides a more detailed answer. The participants in the pilot study first answered the survey and then gave feedback regarding the questions as well as the arrangement of the survey. The main feedback we received was to clarify some questions but also that several questions were similar to each other and that we should use more mundane language. We received feedback about how the length of the survey could be shortened as well.

After the pilot study was done the survey was altered to raise the quality of the survey as a whole as well as some specific questions. One change that was done was to add an identifying question (email address) in order to be able to identify participants in case someone wanted to withdraw their participation in the study. It was as well decided to add a question about age to identify that the participant fits the chosen population and gender in order to be able to compare if there are any differences between genders. Questions that were too similar to each other were compared and evaluated and in some cases, they were merged into one and in other cases, one of the questions was deleted. As well as all questions were re-evaluated towards the literature and questions that did not contribute to the aim or research questions were erased. Questions that were weak or hard to understand by the participant in the pilot study were altered. In some cases, there were small adjustments such as changing one word and in others, the question was rewritten, in order to enhance readability and simplicity.

### 3.6 Ethical Aspects

Ethical considerations and guidelines play an important role when it comes to research quality, implementation and, the results of the research can be used responsibly to elaborate our society according to Vetenskapsrådet (2017). In addition, they write that every one that is taking part in the research process should have a discussion regarding ethical questions. According to Vetenskapsrådet (2017), one of the most important spectras is questions regarding the participants' part in the research and how their data is being treated in the matter. The ethical aspect in relation to science is taken into mind when conducting this study, in accordance with Vetenskapsrådet (2017). Since the study is going to be based on people and their answers, we are going to apply the regulation of GDPR in order to keep their personal information safe. We are going to ask for the participants' consent and they will have the right to withdraw their participation at any given time. We are also going to make clear to all participants before answering the survey what information that is going to be

collected and why it is going to be collected in accordance with Article 15 and Article 17 in GDPR. The study will not collect any sensitive personal data, for example, sexual preferences, political opinions, etc. And the participants are going to be anonymous. In order to prevent any personal information from leaking the participant's email address and answers will not be stored in the same place to prevent the participant's answers to be identified.

### 3.7 Validity, reliability, and generalisability

There are certain aspects to have in mind when ensuring that a study has good reliability and validity. Reliability can be ensured within a project when one produces, on different occasions, the same results regarding the same object of a study and how accurate it is (Seale, 2018). The reliability of the study has been enhanced by testing our questions in a pilot study and making the questions clearer.

Furthermore, validity is referred to as the status of truth within reports regarding research (Seale, 2018). In order to examine the validity one can, in accordance with Seale (2018) use a pilot study first, where one distributes the survey to a smaller group before distributing it to the decided target group in order to see if there can be changes done as well as improvements of the quality of the study, this can help if the questions are formed in a way that the respondents do not understand or misinterpreted as well. Because of this, a pilot study has been conducted to help enhance both the quality of the survey questions as well as validity, the pilot study as well as the changes made after it will be more thoroughly described above. Validity can as well be seen through the operationalization section where all the questions asked in the study's survey are collected and established in previous and relevant research regarding the question.

Since this study is using convenience sampling, it can not be generalized due to the fact that the sample can not be guaranteed to be representative of the population our study is examining. However, it can still be used to see different patterns in how the different strategies are used.

## 4.0 Results

In this chapter the results will be presented from this quantitative study which has been examining context- and time collapse. The results are built on the 226 responses from the conducted survey. The results are divided into four different parts where the first one is which strategies are used in general, second one is context collapse, the third one is time collapse and the last one is self- representation.

### 4.1 Which strategies are used in general

**Figure 1**

*How Frequently the Strategies are Used by the Respondents N= 226*

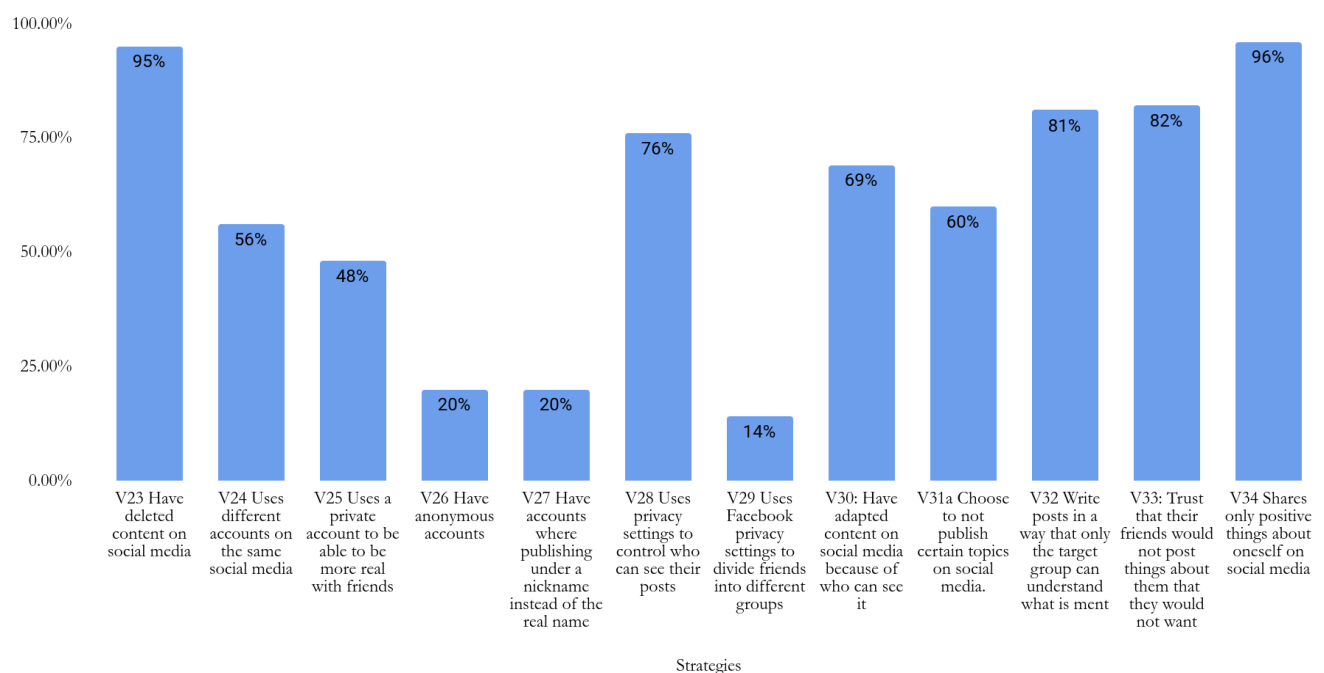


Figure 1 shows how many of the respondents it is that use the different strategies mentioned in the survey. It displays that the most used strategy by the respondents is to only share positive things about themselves on social media where 96% of the respondents have answered that it applies to them. Closely followed by the strategy if the respondents have deleted content from their social media where 95% of the respondents have answered that it applies to them. The third most used strategy is divided between if the respondents trust that their friends would not post things about them on social media that they would not have wanted to with 82% and the strategy if the respondents write their posts in a way that only the target group fully understand what

is fully meant with 81%. In contrast, the strategy regarding if the respondents use Facebook privacy settings to divide friends into different groups is most seldomly used where only 14% who have answered that they do this. The second least used strategy is if the respondent have anonymous accounts which 20% of the respondents answered applied to them followed by the strategy if the respondents have accounts where they are publishing under a nickname instead of the real name which 20% of the respondents answered applied to them.

Figure 2

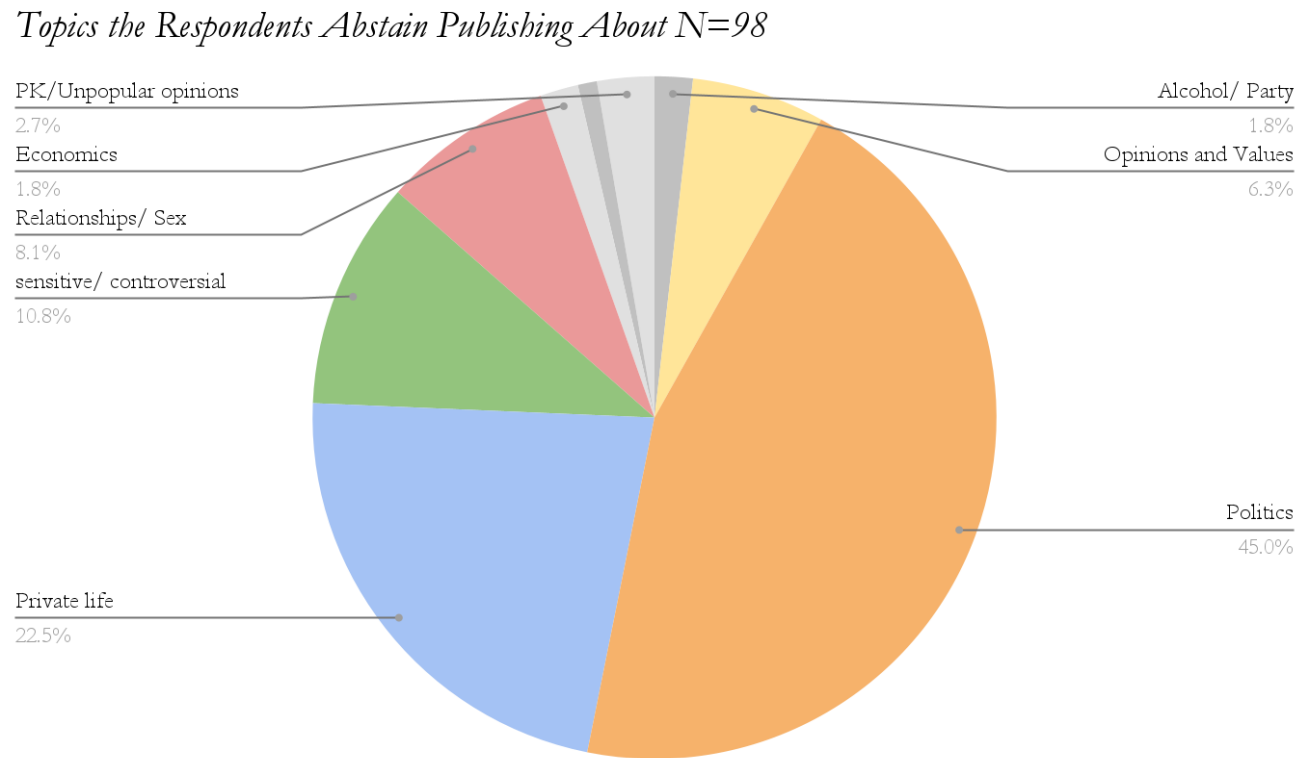


Figure 2 presents different topics that the respondents have written in the surveys only free text questions. The different answers were examined and placed in different categories created by the authors' where answers that could not be categories had been excluded. The categories are therefore created based on the respondents' answers to the question "If yes, which topics do you choose not to publish about?" 98 of the respondents answered yes on the question and then answered the following question "If yes, which topics do you choose

not to publish about?” The respondents answer can be placed in more than one category, for example if one respondent answered that they do not publish regarding their private life and their economical situation, then the respondents answer was placed in both the category economical as well as the category private life. The pie chart presents that 45% of the respondents do not publish subjects that are related to politics on their social media. While 22.5% of the respondents answered that they do not publish subjects regarding their private life on social media. The third largest category is sensitive/controversial subjects/ Trigger warning where 10.8% of the respondents answered, followed by Relationship/ Sex which 8.1% of the respondents answered and Opinions and Values which 6.3% of the respondents answered. These following categories were also created, Economics, PK/Unpopular opinions, Alcohol/ Party and lastly Religion. Nevertheless, all of these were under 3%.

## 4.2 Self-representation

**Table 1**

*Mean of Variables Connected to Self-representation N=225*

Variable	Lable	N	Mean	St.div
V5	I think about how other people perceive me. 1-7, 1=not at all, 7 = all the time	226	5.08	1
V6	My social media shows a polished version of me. 1-7, 1= not at all, 7= all the time	226	3.92	1.708
V7	I am the same person on social media as I am in real life. 1-7, 1= not at all, 7= all the time	226	5.21	1.454
V8	I experience that I am the same person today as when I started my social media accounts. 1-7, 1= not at all, 7= all the time	225	2.59	1.911
V9	I value privacy and being able to keep information about me private. 1-7, 1= not at all, 7= all the time	226	5.94	1.34

Table 1 displays the mean of variables that are connected to self-representation. Firstly, most of the respondents think about how other people perceive them often which can be seen as the mean is 5.08 which is towards 7 on the scale. Secondly, the mean of my social media shows a polished version of me is 3.92 which is near the middle of the scale. Thirdly, most respondents think they are the same person on social media as they are in real life, which can be seen as the mean is 5.21 which is towards 7 on the scale. Furthermore, the

participants do not experience themselves as the same person as they were when they started their social media which can be seen as the mean is 2.59 which is towards 1 on the scale. Lastly, the participants do value privacy and being able to keep information about themselves private as the mean is 5.94 which on the scale is closer to 7.

**Table 2**

*Correlations (Cramer's V) between Strategy Variables and Variables connected to Self-representation*

	V5: I think about how other people perceive me	V6: My social media shows a polished version of me	V7: I am the same person on social media as I am in real life	V8: I experience that I am the same person today as when I started my social media accounts	V9: I value privacy and being able to keep information about me private
V23: Have you erased previous content from your social media?	<b>0.247*</b>	<b>0.250*</b>	0.193	0.092	0.121
V24: Do you use different social media accounts on the same platform	0.152	<b>0.237*</b>	0.177	0.148	0.214
V25: Do you have you a private account to be able to be more real with my closest friends?	0.129	0.224	0.165	0.119	0.115
V26: Do you have accounts that are anonymous?	0.177	<b>0.267*</b>	0.171	0.174	0.116
V27: Do you have accounts where you publish under a nickname instead of your real name?	0.162	0.229	0.138	0.139	0.118
V28: Do you control who is able to see your posts through privacy settings?	0.098	0.100	0.186	0.220	0.156
V29: Do you use facebook privacy settings to divide your friends into different groups?	0.146	0.095	0.23	0.088	0.193
V30: Have you adapted your content on social media because of who can see it?	0.206	0.231	0.229	0.184	0.182
V31a: Are there any topics you choose to not publish about at all on social media?	0.201	0.191	0.122	0.138	0.162
V32: I write my posts in a way that only the target group can understand what I fully mean	0.205	0.111	0.229	0.165	<b>0.257*</b>
V33: I trust that my friends would not post things about me that I would not have wanted them to post	0.167	0.162	0.189	0.189	<b>0.225**</b>
V34: I only share positive things about myself on my social media accounts	0.075	0.215	0.126	0.165	<b>0.292**</b>

$P > 0,05$  No significance

$0,01 < P \leq 0,05$  Significance \*

$0,001 < P \leq 0,01$  Significance \*\*

$P \leq 0,001$  Significance \*\*\*

Table 2 shows the relation between strategy variables and behavior and attitudes variables. First of all, the relation between the variables are for the most part weak. However, it can be seen in table 2 that there is a significant difference in if the participants have erased previous content from their social media depending on if the participants' social media shows a polished version of themselves according to Chi square  $r = 0.250$  ( $p < 0.028$ ). Which means that if the participants' social media shows a polished version of themselves they have also erased previous content from their social media. Secondly, the table shows that there is a significant difference in if the participants use several accounts on the same social media depending on if they show a polished version of themselves on their social media according to Chi square  $r = 0.237$  ( $p < 0.048$ ). Which means that if the respondents' social media shows a polished version of them there is a higher chance that they are using different social media accounts on the same platform. Thirdly, it can be seen that there is a significant difference in if the participants use several accounts on the same social media depending on if they show a polished version of themselves on their social media according to Chi square  $r = 0.267$  ( $p < 0.014$ ). Which means that if the respondents do have anonymous accounts it is less likely that their social media shows a polished version of them.

Furthermore, there is a significant difference in if participants write their posts in a way which makes only the intended target group understand it fully depending on if the participants value privacy and keeping information regarding them private according to Chi square  $r = 0.257$  ( $p < 0.022$ ). Which signifies that the respondents who value privacy and keeping information regarding them private also write their posts in a way so it is only the target group who can fully understand the meaning. Moreover, there is a significant difference in if the participants trust their friends to not post things they would not like being posted about them depending on if they value privacy according to Chi square  $r = 0.225$  ( $p < 0.001$ ). Means that if the respondents value privacy and keeping information regarding them private they also trust that their friends do not post things about them they would not like. Finally, there is a significant difference in if the participants only share positive things about themselves depending on if they value privacy and keeping information regarding them private according to Chi square  $r = 0.292$  ( $p < 0.004$ ). Which means that the participants that value privacy are also more likely to only share positive things about themselves.

### 4.3 Context collapse

**Table 3**

*Mean of Variables Connected to Context Collapse*

Variable	Lable	N	Mean	St.div
V12	Place yourself on the scale, do you experience social media as a public or private place? 1-7, 1=private, 7 = public	226	5.4	1.5
V13	I think about who can see the content on my social media accounts. 1-7, 1=not at all, 7 = all the time	226	5.52	1.595
V14	When I post on social media, I have in mind that it can be seen by people that it is not aimed for. 1-7, 1=not at all, 7 = all the time	226	4.94	1.792
V15	I feel that my previous content on social media can harm me if it is seen by the wrong person. 1-7, 1=not at all, 7 = all the time	226	2.64	1.779
V16	I have in mind if one or more people would take offense to my content before I post on social media 1-7, 1=not at all, 7 = all the time	226	4.2	2.058
V17	I have experienced a problem when others can comment or like on my post. 1-7, 1=not at all, 7 = all the time	226	2.5	1.671
V18	I have experienced it as a problem when others can publish things about me. 1-7, 1=not at all, 7 = all the time	226	3.08	1.78
V19	I feel surveilled on social media. 1-7, 1=not at all, 7 = all the time	226	3.63	1.747

Table 1 displays the mean of variables that are connected to context collapse. Firstly, most of the respondents experience social media as a public place, which can be seen as the mean is 5,4 which is closer to 7 on the scale. Secondly, the respondents often think about who can see their content on social media, as the mean which is 5.52 and therefore closer to 7 on the scale. Also, the participants have in mind that people that their posts are not meant for also can see it, which can be seen as the mean is 4.92, which is closer to 7. Furthermore, the participants have in mind if one or more persons would take offense to their content before they post on social media, as the mean is 4.2 which is closer to 7. However, it is rare that the participants feel as previous content on social media can harm them if seen by the wrong person as the mean is 2.64 which is nearer to 1 on the scale. Another thing that is rare is participants having problems with that other people can comment or like their posts where the mean is 2.5 which is nearer 1. Moreover, when it comes to if the participants have

experienced it as a problem that others can publish things about them the mean is 3.08 which is close to the middle but do lean towards that they have not experienced it as a problem. Finally, the mean on the question if the participants feel surveilled on social media is very close to the middle of the scale, just barely leaning towards feeling surveilled.

**Table 4**

*Correlations (Cramer's  $V$ ) between Variables Connected to Context Collapse and Variables Connected to Social Media Behaviors and Attitudes.*

	V11: Does some of your circle of acquaintance mix on social media	V12: Place yourself on the scale, do you experience social media as a public or private place?	V13: I think about who can see the content on my social media accounts	V14: When I post on social media, I have in mind that it can be seen by people that it is not aimed for.	V15: I feel that my previous content on social media can harm me if it is seen by the wrong person	V16: I have in mind if one or more people would take offense to my content before I post on social media.	V17: I have experienced a problem when others can comment or like on my post.	V18: I have experienced it as a problem when others can publish things about me.	V19: I feel surveilled on social media.
V23: Have you erased previous content from your social media?	0.026	0.124	0.222	0.148	0.104	0.136	0.103	0.109	0.126
V24: Do you use different social media accounts on the same platform?	0.025	0.180	0.213	0.216	0.174	0.140	<b>0.266*</b>	0.169	0.161
V25: Do you have you a private account to be able to be more real with my closest friends?	0.044	0.102	0.169	0.220	<b>0.277**</b>	0.082	0.175	0.131	0.178
V26: Do you have accounts that are anonymous?	0.059	0.109	0.137	0.206	0.22	0.123	<b>0.267*</b>	0.204	0.135
V27: Do you have accounts where you publish under a nickname instead of your real name?	0.037	0.094	0.173	0.162	0.23	0.155	<b>0.240*</b>	0.159	0.156
V28: Do you control who is able to see your posts through privacy settings?	<b>0.207**</b>	0.195	0.208	0.227	0.146	0.209	<b>0.242*</b>	0.156	0.200
V29: Do you use facebook privacy settings to divide your friends into different groups?	0.048	<b>0.242*</b>	0.094	0.174	0.171	0.182	0.114	0.098	0.134
V30: Have you adapted your content on social media because of who can see it?	0.006	0.190	<b>0.375***</b>	<b>0.294**</b>	<b>0.295**</b>	0.205	<b>0.278**</b>	<b>0.259*</b>	<b>0.277**</b>
V31a: Are there any topics you choose to not publish about at all on social media?	0.016	0.113	0.183	0.186	0.108	0.192	0.155	0.109	<b>0.257*</b>
V32: I write my posts in a way that only the target group can understand what I fully mean	<b>0.151*</b>	<b>0.261*</b>	0.195	0.198	<b>0.266*</b>	<b>0.243*</b>	<b>0.261*</b>	<b>0.254*</b>	<b>0.272*</b>
V33: I trust that my friends would not post things about me that I would not want to	0.078	0.175	0.175	<b>0.201*</b>	<b>0.242***</b>	0.173	<b>0.207*</b>	<b>0.247***</b>	<b>0.208*</b>
V34: I only share positive things about myself on my social media accounts	0.020	0.148	0.186	0.091	0.236	0.13	0.198	<b>0.265*</b>	0.186

$P > 0,05$  No significance

$0,01 < P \leq 0,05$  Significance \*

$0,001 < P \leq 0,01$  Significance \*\*

$P \leq 0,001$  Significance \*\*\*

Table 4 shows the relation between context collapse variables and behavior and attitudes variables. Firstly, the relation between the variables are for the most part weak. However, it can be seen in table 3 that there is a significant difference in if the respondents have a private account to be more real with their closest friends depending on if the respondents feel that previous content may harm them if seen by the wrong person according to Chi square  $\chi^2 = 0.277$  ( $p < 0.008$ ). Which can be explained as that if the respondents have a private account to be able to be more real with their closest friends it is also more likely that they feel that their previous content on social media can harm them if it is seen by the wrong person. Furthermore, it is displayed that there is a significant difference if the respondents are using different social media accounts depending on if the respondents have experienced a problem when others can comment or like their posts according to Chi square  $\chi^2 = 0.266$  ( $p < 0.014$ ). This means that the participants that have experienced a problem with that others can comment or like on their posts are also more likely to use different social media accounts on the same social media platform. Lastly, it is also shown to have a significant difference if the respondents have accounts that are anonymous depending on if they have experienced a problem when others can comment or like their posts according to Chi square  $\chi^2 = 0.267$  ( $p < 0.013$ ). Which means that the participants that have experienced a problem when others can comment or like on my post also are more likely to have anonymous accounts.

Moreover, this is the significant difference that is the strongest regarding context collapse and social behaviors and attitudes. It is displayed that there is a significant difference if the respondents have adapted their content on social media due to who can see it depending on if the respondents think about who can see their content on social media according to Chi square  $\chi^2 = 0.375$  ( $p < 0.001$ ). It means that if the respondents have thought about who can see their content, they have as well adapted their content on social media due to who can see it. Continuing, it is shown that there is a significant difference if the respondents have adapted their content on social media due to who can see it depending on when the respondents post on social media, they have that it

can be seen by people that it is not aimed for according to Chi square  $r = 0.294$  ( $p < 0.003$ ). This means that if the respondent thinks about who can see what they post on social media they are also more likely to adapt their content. Further, it is displayed that there is a significant difference if the respondents have adapted their content on social media after who can see it depending on if they feel that their previous content on social media can harm them if seen by the wrong person according to Chi square  $r = 0.295$  ( $p < 0.003$ ). It means that if the respondent do believe that previous content can harm them they do adapt their content on social media. It is also displayed that there is a significant difference if the respondents have adapted their content depending on if they have experienced a problem when others can comment or like on their posts according to Chi square  $r = 0.278$  ( $p < 0.008$ ). This means that if the respondents have experienced a problem with that others can comment or like their posts they also more likely have adapted their content. Furthermore, it is shown a significant difference if the respondents have adapted their content depending on if they experienced a problem when others can publish things about them according to Chi square  $r = 0.259$  ( $p < 0.020$ ). Which means that if the respondents have experienced it as a problem that others can publish things about them they are more likely to have adapted their content as well. Lastly, there is a significant difference in if the respondents have adapted their content depending on if they feel surveilled on social media according to Chi square  $r = 0.277$  ( $p < 0.008$ ). Which means that the respondents who feel surveilled are more likely to have adapted their social media content.

Furthermore, there is a significant difference if the respondents write their posts in a way that only the target group fully understands what is meant depending on if they experience social media as a public or private place according to Chi square  $r = 0.261$  ( $p < 0.019$ ). Which signifies that if the respondent experiences social media as a public space they also write their post in a way so only the target group fully can understand what is fully meant. Secondly, there is a significant difference if the respondents write their posts in a way that only the target group fully understands what is meant depending on if they feel that their previous content on social media can harm them if seen by the wrong person according to Chi square  $r = 0.266$  ( $p < 0.015$ ). Which means that if the respondents do feel as if their previous content may harm them they write their post in a way so only the target group will fully understand what is meant. Thirdly, there is a significant difference if the respondents write their post in a way that only the target group fully understands its meaning depending on if they have experienced a problem when others can comment or like their posts according to Chi square  $r =$

0.261 ( $p < 0.019$ ). This means that the respondents who have experienced problems with people commenting and liking their social media posts are more likely to write their posts in a way that only the target group fully understands what it means.

Furthermore, it is a significant difference if the respondents write their posts in a way that only the target group fully understands what is meant depending on if the respondents have experienced a problem when others can publish things regarding them on social media according to Chi square  $r = 0.254$  ( $p < 0.025$ ). This signifies that if the respondents have experienced it as a problem that other people can post things about them on social media they also write their posts in a way so only the target group only fully understand what it means. Moreover, there is a significant difference if the respondents write their posts in a way that only the target group fully understands what is meant depending on if the respondents feel surveilled on social media according to Chi square  $r = 0.272$  ( $p < 0.011$ ). This means that it is more likely if the respondent feels surveilled on social media that they also write their posts in a way that only the target group fully understand what is meant. Finally, there is a significant difference if the respondents only share positive things about themselves on their social media accounts depending on if they have experienced it as a problem when others can publish things regarding them on social media according to Chi square  $r = 0.265$  ( $p < 0.016$ ). This means that if the respondents only share positive things about themselves on social media it is also less likely that they have experienced a problem that others can post things about them on social media.

## 4.5 Time collapse

**Table 5**

*Mean of Variables Connected to Time Collapse N=226*

Variable	Lable	N	Mean	St.div
V20	I have in mind that the content I post now may also be available in the future . 1-7, 1=not at all, 7 = all the time	226	5.11	1.695
V21	I have regretted something I have published on social media. 1-7, 1=not at all, 7 = all the time	226	4.96	1.952
V22	I prefer to use social media such as Snapchat who deletes all content before social media such as Facebook that archive everything. 1-7, 1=not at all, 7 = all the time	226	4.26	1.922

Table 5 displays the mean of the variables that are connected to time collapse. First of all the respondents often have in mind that the content they are posting now may as well be available in the future, which can be seen with the mean of 5.11 which is closer to 7 on the scale than 1. Secondly, the respondents often have regretted something that they have published on social media, which can be seen with the mean of 4.96 which as well is closer to 7 on the scale than to 1. Finally, the respondents often prefer to use social media such as Snapchat who deletes all content before social media such as Facebook that archive everything, which can be seen with the mean of 4.26 which as well here are closer to 7 than 1 on the scale.

**Table 6**

*Correlations (Cramer's V) between Strategi Variables and Behaviors and Attitudes Variables Connected to Time Collapse.*

	V10: How old were you when you first started using social media	V12: Place yourself on the scale, do you experience social media as a public or private place?	V15: I feel that my previous content on social media can harm me if it is seen by the wrong person	V17: I have experienced a problem when others can comment or like on my post.	V19: I feel surveilled on social media.	V20: I have in mind that the content I post now may also be available in the future.	V21: I have regretted something I have published on social media
V23: Have you erased previous content from your social media?	<b>0.480***</b>	0.124	0.104	0.103	0.126	0.167	<b>0.276**</b>
V31a: Are there any topics you choose to not publish about at all on social media?	0.202	0.113	0.108	0.155	<b>0.257*</b>	<b>0.283**</b>	<b>0.272*</b>
V34: I only share positive things about myself on my social media accounts.	<b>0.419***</b>	0.148	0.236	0.198	0.186	0.169	0.140

$P > 0,05$  No significance

$0,01 < P \leq 0,05$  Significance \*

$0,001 < P \leq 0,01$  Significance \*\*

$P \leq 0,001$  Significance \*\*\*

Table 6 shows the relations between strategy variables and behavior and attitude variables that are connected to time collapse. First of all, the relations between the variables are for the most part weak. However, there are two relations which are quite strong. There is a quite strong significant difference in if the participants have erased previous content on their social media depending on how old they were when they first started using social media according to Chi square  $r = 0.480$  ( $p < 0.001$ ). Which can be explained as if the participants have had social media from a younger age they are more likely to have deleted old posts. Secondly there is a quite strong difference if the participants only share positive things about themselves on their social media depending on

from what age they started using social media according to Chi square  $r = 0.419$  ( $p < 0.001$ ). Which means that participants that started using social media later also are more likely to only share positive things about themselves.

Furthermore, there is a significant difference in if the participants have erased previous content from their social media depending on if they have regretted something they have published according to Chi square  $r = 0.276$  ( $p < 0.009$ ). Which means that participants who have regretted something they have posted are also more likely to have deleted old posts. In addition, there is a significant difference in if the participant has topics they choose not to publish about on their social media depending on if they feel surveilled on social media according to Chi square  $r = 0.257$  ( $p < 0.021$ ). Which means that participants who feel surveilled on social media are more likely to have topics they choose not to talk about. Moreover, there is a significant difference in if the participant has topics they choose not to publish about depending on if they have in mind that the content they post may also be available in the future. Which means that participants that have in mind that their content will be available in the future also have topics they chose not to post about according to Chi square  $r = 0.283$  ( $p < 0.006$ ). Finally, there is a significant difference in if the participants have topics they choose not to public about depending on if they have regretted something they have posted on social media according to Chi square  $r = 0.272$  ( $p < 0.011$ ). Which means that participants that have regretted things they have published also are more likely to have topics they choose not to publish about.

## 4.6 Gender differences

**Table 7**

*Mean of Variables with Statistical Significance Connected to Self-representation N=226*

	All	Men	Women
V5: I think about how other people perceive me. 1-7, 1=not at all, 7 = all the time	5.08	4.64	5.25
V6: My social media shows a polished version of me 1-7, 1=not at all, 7 = all the time	3.92	2.99	4.32
V7: I am the same person on social media as I am in real life. 1-7, 1=not at all, 7 = all the time	5.21	5.36	5.14
V16: I have in mind if one or more people would take offense to my content before I post on social media. 1-7, 1=not at all, 7 = all the time	4.2	3.58	4.47
V21: I have regretted something I have published on social media 1-7, 1=not at all, 7 = all the time	4.96	4.24	5.29

$P > 0,05$  No significance

$0,01 < P \leq 0,05$  Significance \*

$0,001 < P \leq 0,01$  Significance \*\*

$P \leq 0,001$  Significance \*\*\*

**Table 8**

*Correlations (Cramer's V) between Gender and Variables Connected to Self-representation and Social Media Behaviors and Attitudes.*

	Gender
V5: I think about how other people perceive me 1-7, 1=not at all, 7 = all the time	<b>0.246*</b>
V6: My social media shows a polished version of me. 1-7, 1=not at all, 7 = all the time	<b>0.394***</b>
V7: I am the same person on social media as I am in real life.1-7, 1=not at all, 7 = all the time	<b>0.240*</b>
V8: I experience that I am the same person today as when I started my social media accounts. 1-7, 1=not at all, 7 = all the time	0.222
V9: I value privacy and being able to keep information about me private. 1-7, 1=not at all, 7 = all the time	0.101
V10: How old were you when you first started using social media (years old)	0.26
V11: Does some of your circle of acquaintance mix on social media yes/no	0.011
V12: Place yourself on the scale, do you experience social media as a public or private place? 1-7, 1=private, 7 = public	0.159
V13: I think about who can see the content on my social media accounts 1-7, 1=not at all, 7 = all the time	0.200
V14: When I post on social media, I have in mind that it can be seen by people that it is not aimed for.	0.200
V15: I feel that my previous content on social media can harm me if it is seen by the wrong person 1-7, 1=not at all, 7 = all the time	0.126
V16: I have in mind if one or more people would take offense to my content before I post on social media. 1-7, 1=not at all, 7 = all the time	<b>0.257*</b>
V17: I have experienced a problem when others can comment or like on my post 1-7, 1=not at all, 7 = all the time	0.192
V18: I have experienced it as a problem when others can publish things about me. 1-7, 1=not at all, 7 = all the time	0.149
V19: I feel surveilled on social media. 1-7, 1=not at all, 7 = all the time	0.228
V20: I have in mind that the content I post now may also be available in the future 1-7, 1=not at all, 7 = all the time	0.225
V21: I have regretted something I have published on social media 1-7, 1=not at all, 7 = all the time	<b>0.295**</b>
V22: I prefer to use social media such as Snapchat who deletes all content before social media such as Facebook that archive everything. 1-7, 1=not at all, 7 = all the time	0.138

$P > 0,05$  No significance

$0,01 < P \leq 0,05$  Significance \*

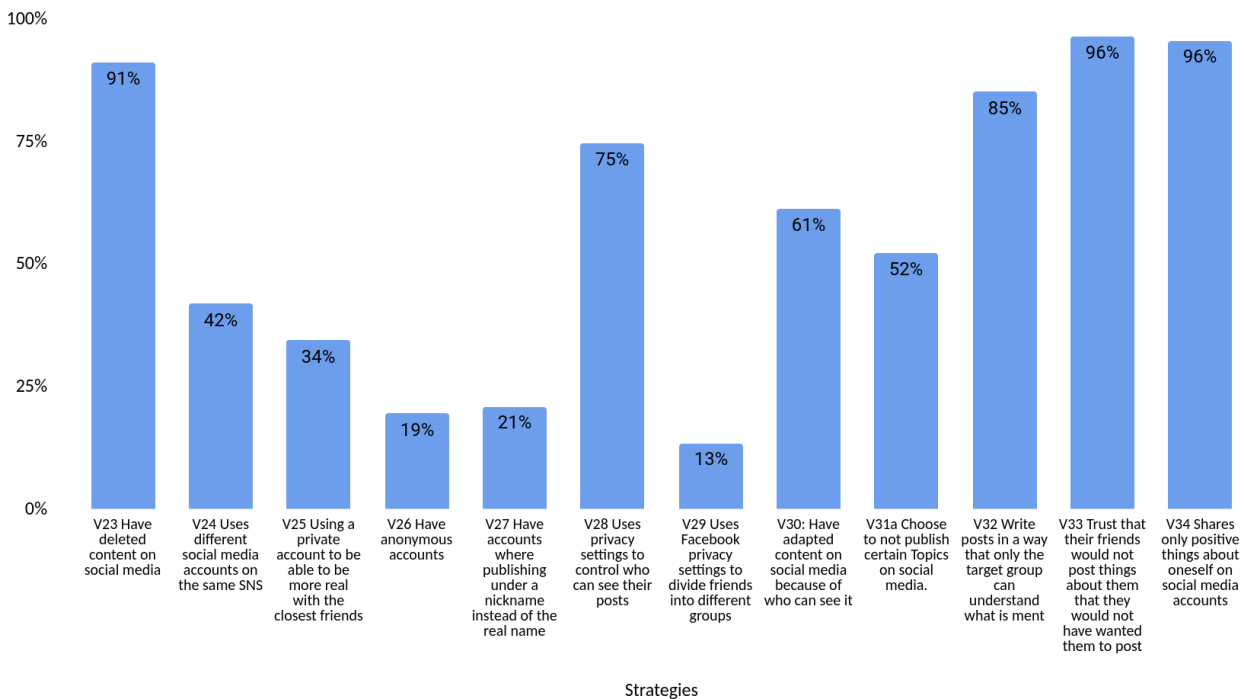
$0,001 < P \leq 0,01$  Significance \*\*

$P \leq 0,001$  Significance \*\*\*

Table 7 displays Correlations (Cramer's V) between Gender and Variables Connected to Self-representation and Social Media Behaviors and Attitudes. First of all, the relation between the variables are for the most part weak. However, in the table it can be seen that there is a significant difference in if the participants' social media shows a polished version of themselves depending on their gender according to Chi square  $r = 0.394$  ( $p < 0.001$ ). Which means that women are more likely to answer that it applies to them that their social media shows a polished version of themselves on social media than men. Secondly, there is a significant difference in if the participants have in mind if one or more of the participants would take offense to their posts before they publish it on social media depending on gender according to Chi square.  $r = 0.257$  ( $p < 0.021$ ). Which means that women are more likely to answer that they have other people in mind when posting while men are more likely to answer that it does not apply to them. Finally, there is a significant difference in if the participants have regretted something they have published on social media depending on gender according to Chi square  $r = 0.295$  ( $p < 0.003$ ). Which means that the female participants are more likely to have regretted something they have published on social media than the male ones.

**Figure 3**

*Male Respondents Use of Strategies in Percent N=226*



**Figure 4**

*Female Respondents Use of Strategies in Percent N=226*

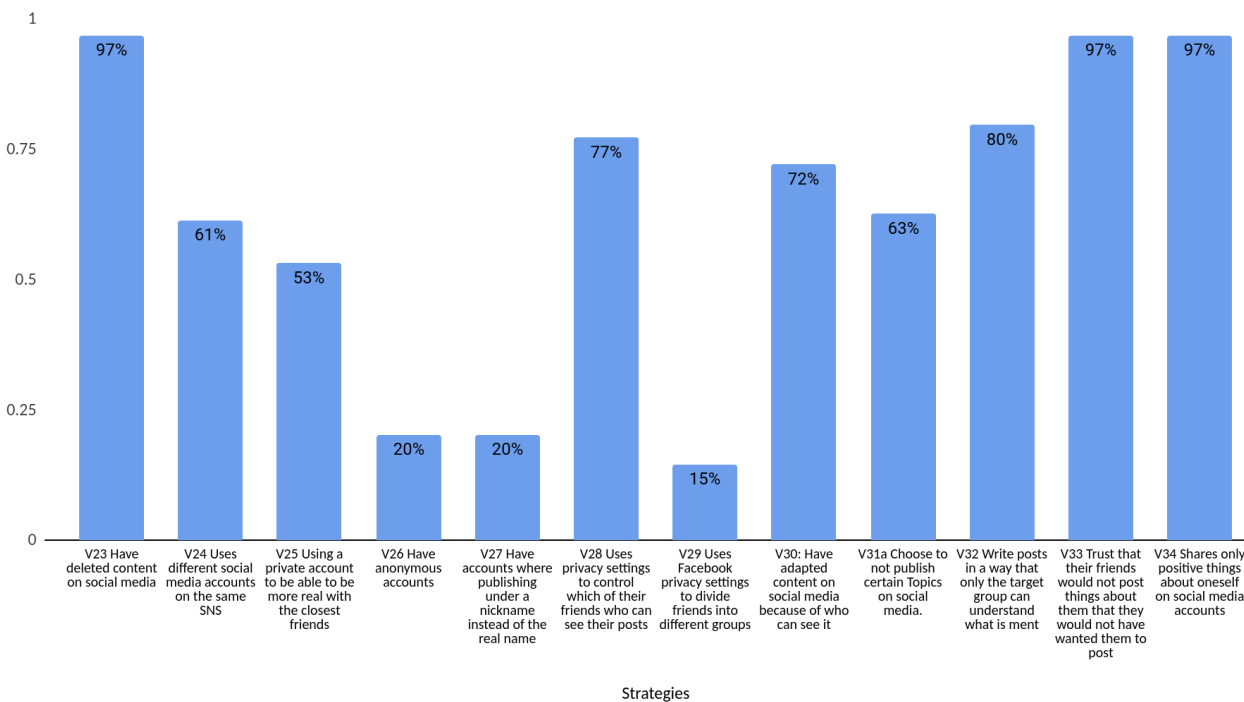


Figure 3 and 4 displays which strategies are used by men versus by women, it shows that there are very small differences between how the different genders use the strategies. The only significant difference between the strategies used by men versus women is that more women use several social media accounts on the same social media platforms and if they have private accounts in order to be more real with the closest friends.

**Figure 5**

*V24: Use of Different Accounts on The Same SNS by Gender N = 225*

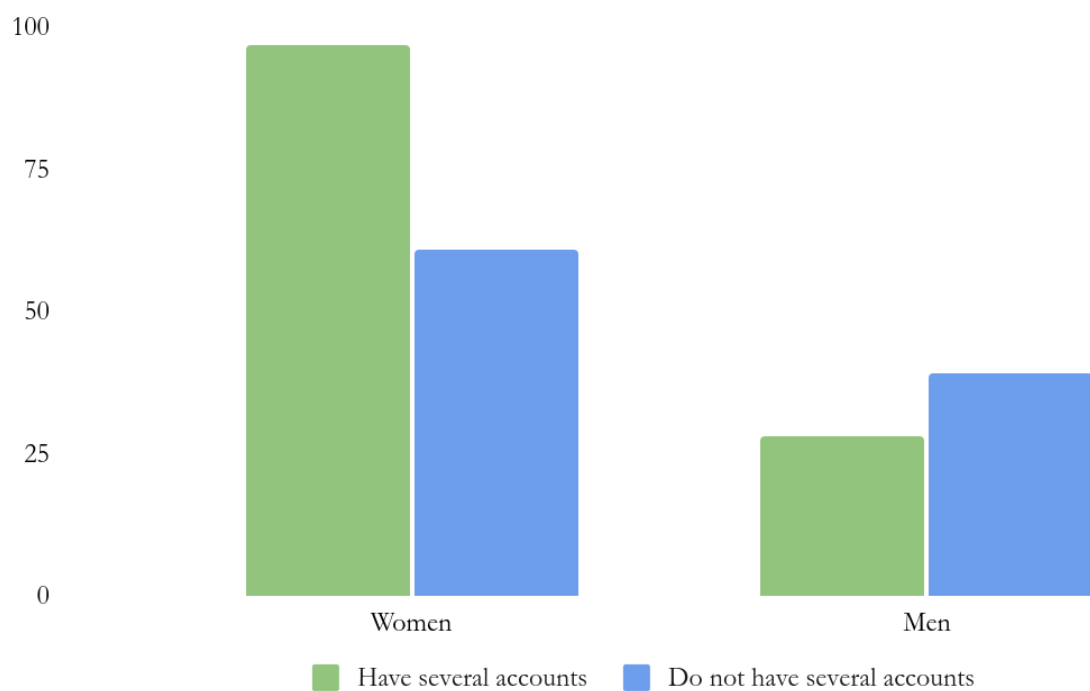


Figure 5 illustrates the significant difference between the use of several accounts on the same social media platform and gender according to Chi square  $\chi^2 = 0.180$  ( $p < 0.007$ ). It shows that it is more likely that women have several accounts on the same platform while men are more likely to only have one account per platform.

*V25: Has a Private Account to be More Real With Friends by Gender N= 225*

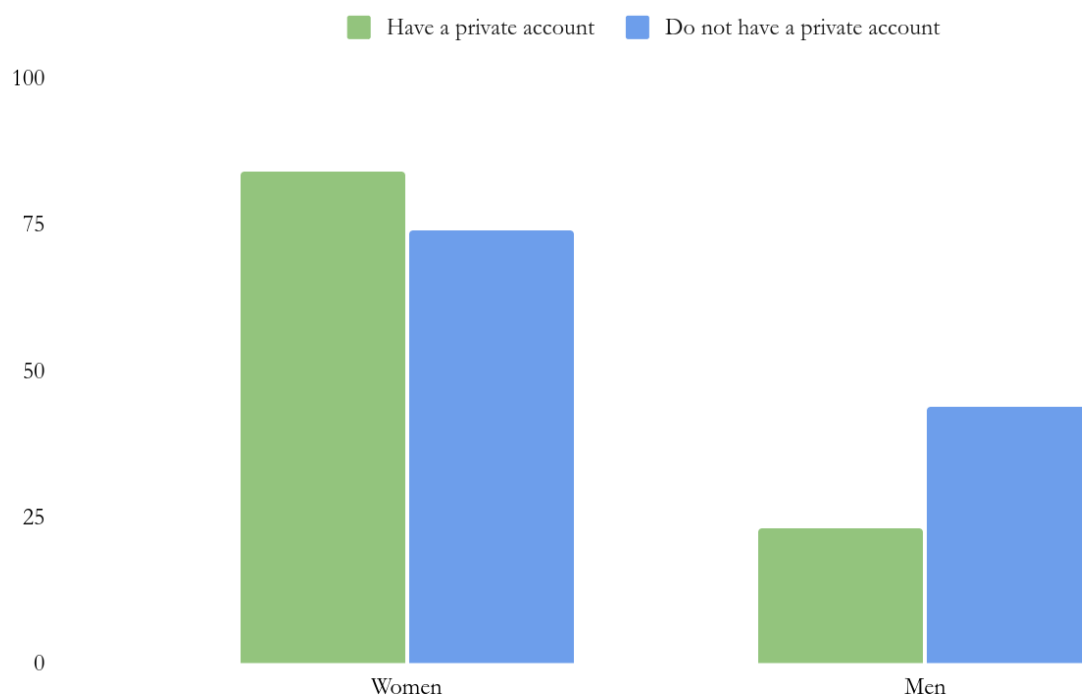


Figure 5 illustrates the significant difference between if the participants have a private account to be more real with friends depending on gender. It shows that it is more likely that women have a private account to be more real with friends while men do not have it according to Chi square  $\chi^2 = 0.172$  ( $p < 0.010$ ).

## 5. Analysis and Discussion

The chapter analysis and discussion will be as follows, firstly a section regarding which strategies are used in general. Secondly, self-representation will be analyzed and discussed, thirdly, context collapse will be discussed and analyzed followed by time collapse. Lastly, gender differences will be analyzed and discussed. In general, all results are weak, with a few that stand out. This is surprising since all variables analyzed are gathered from previous research and it was believed to be stronger relations since it is gathered from previous research.

### 5.1 Which strategies are used in general

When it comes to to what extent the different strategies mentioned in earlier literature are used, the results show that all of them are used by the participants in our study to some extent. Which was expected as they are retrieved from what earlier literature state is used to avoid context- and time collapse. All of the 3 most used tactics can be seen as ways to self-censor. Lindgren (2017) reported that as digital media is asynchronous it does provide for more refined forms of self-presentation and self-censorship, when he explored how digital media is affecting the construction of personal identity. Gardner and Davis (2013) did as well state in their study that asynchronicity allows people to decide what information they want to highlight, downplay, overstate, or leave out to create strategic self-presentation. This makes it clear that the affordances of social media makes it easier for people to self-censor and project a more refined self-presentation which can explain why these tactics are the most commonly used.

To illustrate, the tactic used the most by the participants in our study was to only share positive things about oneself on social media which was not expected, as even though several of the earlier researchers have talked about self-censoring only Huang et al. (2020) have mentioned only posting positive things about oneself as a tactics that the participants in their study uses. The second most used tactic was to delete content on social media and to write posts in a way so only the target group can understand what is meant, which both had the same amount of participants using them. That participants have deleted old content on their instagrams has been mentioned by several researchers. For example, Brandtzaeg and Chaparro-Domínguez (2020) stated that several of the participants in their study used this to avoid embarrassing situations. Furthermore, Huang et al. stated that old content was deleted by the participants in their study since it did not align with their current

self-presentation. Which Zhang et al. also concluded in their study, where they also stated that users that had experienced life changes were more likely to have concerns about retrospective impression management. That people write posts in a way so only the target group can understand what is meant is also something several researches have stated. For instance, Marwick and boyd (2011; 2014) wrote about encoding information so only the intended audience can decode the right meaning. Which Duguay's (2016) also talked about in his study, where he talked about that homosexuals who did not want unintended audience to understand that they were for example posting symbols that only the intended audience understood, in that way they could leave a message in plain sight, however the ones that it was not meant for would still not understand it.

In contrast, the tactic that is most seldomly used is to use Facebook privacy settings to divide friends into different groups. Several researchers have written about this as a tactic to avoid context collapse ( Duguay, 2016; Ellison et al., 2011; Marwick & body, 2014; Vitak, 2012). It is interesting that the tactics that are used the most, were about self-censoring and the tactic used the least is using this privacy setting as according to Vitak (2012) people that used this tactic, where one segment friends into groups, were more intentional regarding making disclosures. Since, this tactic allows the users to recreate boundaries between audiences that exist in more traditional communication (Vitak, 2012). However, Lindgren (2017) does explain in his book that not everyone has the digital skills it takes to protect their privacy, which can be one of the reasons why this tactic is not used that much and instead self-censor is used. In addition, Duguay (2016) does write that the participants in his study were frustrated with facebook's complicated privacy setting and therefore instead chose to separate the audience into different social media platforms which also may explain why participants choose not to use this strategy. The second least used tactic and the third least used tactic is both regarding different kinds of anonymity. The second least used tactic is to have anonymous accounts tightly followed by having accounts publishing under a nickname instead of the real name. These tactics are mentioned by many researchers as ways to avoid context- and time collapse (Brandtzaeg & Lüders, 2018; Duguay, 2016; Marwick & boyd, 2011; Huang et al., 2020). However, Lindgren (2017) states that even though the internet provides affordances for being anonymous as the internet has changed over the years it focuses on connecting with people you already know offline and our profiles do often reveal our real identities as internet has become more

visual, it is hard to be anonymous on the internet as if people do not know who you are they are less interested in talking to you (Lindgren, 2017). Which may explain why these tactics are two of the most seldomly used.

Furthermore, there was no question about which topics that the participants did not post about in previous research, only statements about that the participant chose not to post about certain topics and that they limited themselves to post about mundane topics (Ellison et al., 2011). However, this study did examine which topics the participants did abstain from posting about and got the categories (1) Alcohol/Party, (2) Opinions and Values, (3) Politics, (4) Private life, (5) Sensitive/controversial subjects/TW(trigger warning), (6) Relationships/Sex, (7) Economics, (8) Religion, and (8) PK/Unpopular opinions. Almost half of the respondents (45%) did answer that they abstained from posting about politics on social media, 22,5% answer that they abstain from posting about private life, 10,8% asserted they abstained from posting about topics they think is sensitive/controversial/TW, 8,1% said Relationship/ Sex and 6,3% answered Opinions and Values. Showing that the participants principally abstain from publishing about topics where one can have an opinion and topics they found private.

## 5.2 Self-representation

When it comes to self-representation, several of earlier research have discussed both the opportunities and limitations of building self-representation online (body, 2009; Brandtzaeg et al, 2009; Gardner & Davis, 2013; Lindgren, 2017). Notably, Gardner and Davis (2013) stated that young people often do not distinguish their lives offline and online as they think they are the same person online as they are offline. Which aligns with what the results in our study shows, that most respondents think they are the same person on social media as they are in real life. However, Gardner and Davis (2013) write that even though there may be consistency between young adults offline and online selves, the online selves are often presented as more polished and socially desirable similar to what Lindgren (2017) also states. However, Gardner and Davis (2013) write that even though there may be consistency between young adults offline and online selves, the online selves are often presented as more polished and socially desirable similar to what Lindgren (2017) also states. However, the results of our study show that the participants neither think their social media shows a polished version of them nor do not as the mean is 3.92 which is near the middle of the scale. Furthermore, Gardner and Davis (2013) explain that asynchronicity and anonymity allow people to decide what information they want to

highlight, downplay, overstate, or leave out to create strategic self-presentation and that the online identities are described by the young adult in their study as less complete than the offline identities. Some things that can be seen as strategies to create a more strategic self-representation in this study is deleting previous content, using several social media accounts and anonymity which can be seen in the relations between the use of these strategies and whether the participants say their social media shows a more polished version of them.

First of all, the participants whose social media shows a polished version of themselves have also erased previous content from their social media. Which also reasons with Huang et al. (2020) statements regarding the participants self-censored due to difficulties with self-presentation. However, Huang et al. (2020) stated that the participants did delete previous content as it did not align with their current self-presentation which could not be seen by this study as the questions about erasing old content and feeling as if one is the same person as when ones started using social media do not have a statistical significant relation. However, most of the respondents in our study do not experience themselves as the same person as they were when they started their social media and 95.10% of the respondents have answered that they have deleted content on social media. Secondly, if the respondents' social media shows a polished version of them also have a higher chance that they are using different social media accounts on the same platform, it is interesting as Marwick and boyd (2011) have stated that it can be a problem to portray both an interesting but also authentic personality. Having several accounts on the same platform is a way of avoiding context collapse as you can show a more polished version of yourself on social media and still for example as Darr and Doss (2022) states still show a more authentic version of yourself to the closest friends. Finally, the results show that if the respondents' social media accounts show a polished version of them they are also more likely to have anonymous accounts. However, Lindgren (2017) states that it can be a problem with anonymous accounts since people want to know who they are talking to which results in people not wanting to talk with you due to them not knowing who you are. Which may explain why the majority of respondents in our study answered that they do not use anonymous accounts.

Brandtzaeg et al. (2010) stated that Facebook users have contact with different groups of people on the platform, for example, family and friends, i.e. contexts collapse, which they argue has consequences for privacy. They also argued that the process of sharing content gets disrupted by having too many Facebook friends

because of experiences of social surveillance as well as social control. It should also be noted that they found that young people in particular adjusted their content to maintain their privacy. The results in our study shows that the participants do value privacy and being able to keep information about themselves private, and they use strategies to protect their privacy. In contrast to what the privacy paradox explained by Hargittai & Marwick (2016) says. According to the privacy paradox young adults claim to think about privacy but still do nothing to protect it. Yet, it may be that adults and young adults/teens see privacy and strategies to protect their privacy in different ways. For instance, Gardner and Davis (2013) stated that mostly the young adults in their study wanted privacy from strangers but also, friends and family. In addition, boyd (2007) explained that parents often encouraged privacy online to protect their teens from strangers. When, as a matter of fact, teens often did this to protect themselves from their parents.

The strategies used to shelter the privacy by the participants in our study is for example, that the respondents who value privacy and keeping information regarding them private also write their posts in a way so it is only the target group who can fully understand the meaning, which earlier research also have stated is used as a way to protect the privacy online (Durguay, 2016; Marwick & boyd; 2011; 2014). Furthermore, the respondents who value privacy and keeping information regarding them private they also trust that their friends do not post things about them they would not like. Marwick and boyd (2014) writes that teens may have the opportunity to control what they post on their own social media profiles however, what others choses to post about them is something they can not control. Marwick and boyd (2014) further writes that trusting peers to not publish things they would not like them to post is a way of handling this problem, and that the teens have the knowledge that the strategy is not safe to use at all times, however, it is the best alternative. In our study 80% of respondents have answered that they trust that their friends would not post things they would not want to. Finally, the participants that value privacy are also more likely to only share positive things about themselves on social media. Huang et al. (2020) wrote about this strategy and stated that the participants in his study posted about everything in life when they started their social media and then changed to merely just post things that were positive as they grow older, which is something that will be further discussed in the time collapse section.

### 5.3 Context Collapse

boyd (2007) explains that there is a difference between private and public offline and online. Since, offline there is clear who is the audience or not, in contrast to online, where the audience is hidden. Therefore, young adults are faced with one of the most public settings, when they publish things that all friends can see at the same time as all the adults (boyd, 2007). Something the results of our study agrees with as most of the respondents in our study do experience social media as a public place rather than a private place. Furthermore, the results show that the participants who experience social media as a public place also write their posts in a way that only the target group can understand what they fully mean, which can be a strategy to get some privacy in an otherwise public place.

Moreover, the respondents do often think about who can see their content on social media and do also have in mind that people that their posts are not meant for also can see it. Which both results in that the participants are more likely to adapt their content. Also, the participants do have in mind if one or more persons would take offense to their content before they post on social media. Likewise what Hogan's (2010) lowest common denominator states, that people in addition to the audience they are posting for also consider a hidden audience. For instance, one still considers that one's parents may see the post even if one is not posting it for them to see. He explains that these people "define the lowest common denominator of what is normatively acceptable" (Hogan, 2010, 383). However, Vitak's (2012) study provides evidence that users are not sterilizing their profiles due to the fact of growth or diversity, in contrast to what Hogan's (2010) lowest common denominator approach says, instead the users increased the number of disclosures. Something that can not be seen by this study, however it can be seen that the participants that do have in mind who can see the posts and that people that the post are not meant for can see it do also adopt their content.

However, several of earlier research have stated that the participants in their studies have expressed feelings that old content seen by the wrong person could do harm, for example by disturbing a current self-performance, be harmful to relational development and be used against them (Brandtzaeg & Chaparro-Domínguez, 2020; Brandtzaeg & Lüders, 2018; Huang et al., 2020) However, it is rare that the participants in our study feel as if previous content on social media can harm them if seen by the wrong person. Which is surprising as it contradicts what previous research says. Also it is common in Sweden that public persons get exposed on social

media because of things they said or done in the past, however maybe private persons do not think it will happen to them. Which can explain why they have answered as they have, in contrast to, for example Brandtzaeg and Chaparro-Domínguez (2020) study, where two of the respondents had heard about a case where a private person did face public scrutiny because of something she had tweeted. Even if most of the respondents do not feel as old content could harm them, the ones who do still are more likely to have a private account to be able to be more real with their closest friends. A reason why some of our respondents have a private account to be more real with friends that are closer as well feeling that previous content can harm if seen by the wrong person, could be due not wanting to let new contacts/ friends take part of their full history when not necessary, as well as not feeling that what they posted earlier aligns with how they see themselves now (Brandtzaeg & Chaparro-Domínguez, 2020; Brandtzaeg & Lüders, 2018; Huang et al., 2020). Finally, the participants are also more likely to adapt their content on social media if they feel as if previous content could do harm as well as writing their post in a way that only the target group will fully understand what is meant.

Another thing that also is rare is participants having problems with that other people can comment or like their posts. Earlier research has described that it can be seen as a problem for example if someone who is not part of the target group comments on your post (Marwick & boyd, 2014). However, the participants that have experienced a problem with that others can comment or like on their posts are more likely to use different social media accounts on the same social media platform, are more likely to have anonymous accounts and are more likely to have adapted their content which all can and are also more likely to write their posts in a way that only the target group fully understands what it means. All of these strategies can be used as a shelter from this problem.

Lindgren (2017) wrote that personas are a mix between what we and what others share about us. Furthermore, Marwick and boyd (2014) stated that even though teens can control what they post about themselves, they have less control over what friends post about them. When it comes to if the participants in our study have experienced it as a problem that others can publish things about them the mean is 3.08 which is close to the middle but do lean towards that they have not experienced it as a problem. However, the ones that have experienced it as a problem that others can publishings about them still use a variety of self-censor strategies when it comes to their own content, for example, adapting it, encoding it so only the target group understands

it fully and only sharing positive things about oneself. It may be that people that are careful with what they share about themselves are more sensitive to what others share about them.

Finally, Brandtzaeg et al. (2010) writes that the process of sharing content gets disrupted by having too many Facebook friends because of experiences of social surveillance as well as social control. Also, they found that young people in particular adjusted their content to maintain their privacy. Yet, in our study the mean on the question if the participants feel surveilled on social media is very close to the middle of the scale, just barely leaning towards feeling surveilled. However the participants who feel surveilled, are more likely to have adapted their social media content and write their posts in a way that only the target group fully understand what is meant which matches what Brandtzaeg et al. (2010) writes.

## 5.4 Time Collapse

The results showed that participants who have had social media from a young age are also more likely to have deleted content. As well as that, participants that have regretted something they have posted are also more likely to have deleted an old post. Both of these relations were expected as it is logical to be more willing to delete things one regrets and as Huang et al. (2020) stated that participants in his study did self-censor by deleting posts that did not align with their current self-presentation anymore. If one has had social media from a young age one's self-presentation has probably changed as one has grown and matured. Furthermore, Zhang et al. (2022) did also state that users that had experienced life changes were more likely to be concerned about old content. It is notable that if one has had social media for a long time they have more probably gone through life changes and are therefore more likely to have deleted old content.

Furthermore, the results showed that participants who feel surveilled on social media are more likely to have topics they choose not to publish about. The fact that the feeling of surveillance and the choice to not publish about certain topics correlates is expected as Brandtzaeg et al. (2010) argued that the process of sharing content gets distributed by having too many Facebook friends since it makes people experience social surveillance and social control and that young people in particular did adjust their content in order to maintain their privacy. Nor is it surprising that people that think about the fact that their post will be visible in the future also have topics they chose not to publish about as several researchers have expressed the participants in their study to

feel vulnerability about their content being available in the future (Brandtzaeg & Lüders, 2018; Huang et al., 2020; Lindgren, 2017; Wesch, 2009) and that this may impact how they chose to self-narrative on social media both in the present (Brandtzaeg & Lüders, 2018; Wesch, 2009) and in a retro-perspective way (Brandtzaeg & Chaparro-Domínguez, 2020; Huang et al., 2020; Zhang et al., 2022). In addition, the results showed that the participants that have regretted things they posted before also have topics they choose not to publish about. Ellison et al. (2011) did write about participants limiting the content of their disclosures to mundane topics in order to protect their privacy. As stated in the section about context collapse, Hargittai and Marwick (2016) claims that young adults say they think about privacy yet they do not take actions that protect their privacy. On the contrary, this study shows that participants that do think about privacy do also take actions to protect it.

Moreover, Huang et al. (2020) wrote that the participants in their study had changed their behavior over time and that they first had posted everything in life, however as they got older, matured and their social networks expanded they started to share only positive things on their social media. Which is interesting as the results in this study showed that participants that only share positive things about themselves also started using social media later. One of this study's strongest relations is the one between how old the respondents were when they started using social media and if they have erased any of their content. This is in accordance with Huang et al. (2020) where they write that over time the behavior of the participants changed and that they started to only publish positive things on their social media. For us, the older the respondents were when they got social media, the less they regretted posting things on social media and did therefore have a smaller chance of deleting content. Which as well lines with Zhang et al. (2022) as stated above, regarding that people who have gone through life changes are more likely to want to delete their content. If the respondents then have started using social media later in life, they have already gone through some life changes in their teens which can explain a reason why respondents who have started using social media earlier have a larger possibility to have erased their previous content than the respondents who started using social media later in life. This is displayed in the results due to the high means from the questions related to time collapse. It emerges that most of the respondents have in mind that content they post now may also be available in the future, most of the respondents have also regretted something they have posted on social media and that most of the respondents

prefer to use social media such as Snapchat who deletes all content before social media such as Facebook that archive everything.

Finally, participants who have answered that they have private accounts for their closets also are more likely to have answered that they think old content could harm them if seen by the wrong person. Which is interesting as Brandtzaeg and Lüders (2018) explains in their research that old self-narratives may disturb a current self-performance when for example someone comments on an old post and it appears in the feed again. Which has been described as a problem in several studies as the participants in them have reported feeling valuable when it comes to old content being used against them, feeling as old content could do them harm if seen by the wrong person and feeling harmful to relational developments (Brandtzaeg & Chaparro-Domínguez, 2020; Huang et al., 2020).

## 5.5 Gender differences

Previous research has not explored gender differences when it comes to which tactics are used to avoid context- and time collapse. However, the results show that there are some differences between the tactics used by men and women, mostly there are small differences which are not statistically significant. However, there are two tactics that differ between the genders which are if the respondents use different social media accounts on the same social media platforms and if the respondents have private accounts in order to be more real with the closest friends. While women are more likely to answer yes to these questions men are more likely to answer no. It is interesting as they both are about having several accounts on social media platforms. Earlier research reported it as common to have several accounts on the same social media platforms among teenagers (Darr & Doss, 2022; Marwick & boyd, 2011). Darr and Doss (2022) did explain that the teenagers were aware that their content on their main accounts could be seen by several audiences and therefore they used fake accounts in order to be more real with their friends. However, this points towards it being more normal among young women while it is more normal to not have several accounts among young men.

Another variable that also correlates with gender and with the tactic if the respondents use different social media accounts on the same social media platform is the tactic if the respondents social media shows a polished version of them which also correlates with gender meaning that women were more likely to answer that their

social media shows a polished version of them while men were more likely to say it does not apply to them. Earlier research has explained that the affordances of social media allows for more refined self-presentations (boyd, 2007; Lindgren, 2017; Gardner & Davis, 2013). Having several accounts on social media may be one of those affordances as well as it may make it easier to uphold a more polished version of one's self as one can divide different groups of people in the different accounts. The tactic if the respondents have regretted something they have published on social media which may implicate that women are more self-aware when it comes to what they post on social media and about who can see it. While men answered higher on if they are the same person on social media as they are in real life on the contrary to women that answered lower on that question and as stated previously think that they show a more polished version of themselves on their social media.

## 6. Conclusion

In this quantitative study it has been examined which strategies young adults use that are related to self-presentation when facing context and time-collapse with the help of a survey distributed to 226 young adults, born between the years 1997 and 2004. The study has focused on looking at to what extent the participants use tactics mentioned by earlier research as well as how different aspects relate to the tactics one chooses to use. The results from the survey shows that all of the different strategies mentioned in earlier research are used by the participants in our study to some extent. However, it was more common that the participants used strategies related to self-censoring than technical solutions. The participants in this study think of social media as a public place and do often think about who can see their content on social media as well as have in mind that people that their posts are not meant for also can see it. Furthermore, the results show that the participants value privacy and to be able to keep information about themselves private, and they also use strategies in order to protect their privacy.

However, it is rare that the participants in our study feel as if previous content on social media can harm them if seen by the wrong person. Still, 95% of the participants have deleted old content on their social media accounts. Also, the results showed that participants who have had social media from a young age are also more likely to have deleted content. Furthermore, the participants who started using social media later were also more likely to only share positive things about themselves.

Finally, there are two strategies that differ between the genders, where women are more likely to use the strategies while men are more likely to not use them. The strategies which differ are to use different social media accounts on the same social media platform and to have private accounts in order to be more real with the closest friends. Moreover, men were more likely to say that they are the same person on social media as they are in real life contrary to women who were more likely to answer that they are not the same and also that they show a more polished version of themselves on their social media.

To summarize and answer our research questions “To what extent do the different participants in our study use any of the tactics mentioned in earlier literature?” “How do different aspects, for example, gender, how

long one had social media, how much one thinks about how others perceive oneself, etc. relates to the tactics one chooses to use?” First of all, all of the strategies are used to some extent, the extent varies depending on the strategy, however, strategies connected to self-censoring are the most commonly used. Further on, there are relations between the strategies and different aspects for example gender, how long one had social media, how one perceives oneself etc. However, the relations are for the most part weak even though some stand out as a bit stronger.

## 6.1 Future research

For future research a study regarding participants who chooses not to publish certain topics in relation to politics could be conducted. In Sweden, the politicians strive to make social media a place where one can discuss politics and it is something they encourage citizens to do. However, according to our study 45% of the respondents who answered yes on the question if they chose not to publish about certain topics, answered that the topic they chose not to publish about on their social media was politics. It would therefore be interesting to conduct a study where one examines which factors that may contribute to why politics is such a taboo topic among young adults in today's society. Since the previous research states that a strategy to use to avoid context collapse is to choose not to public regarding certain things however, not regarding what the topics actually are. There is therefore no section in previous research touching this subject and describing it since there is no previous research on that problem area. One should as well have in mind that our study has examined young adults born between the years 1997 and 2004 who are selected from a convenience sampling, therefore the results could display differently if applied to a larger and different population. Therefore another future research that would be interesting conducting would be with younger participants in order to capture those who really have grown up with social media from an even younger age. Due to our finding of people showing a more polished version of themselves on social media. It would also be interesting to do a specific case study with the new social media BeReal which is norm breaking as it is made to show a more authentic version of yourself on social media, to see if the result may differ because of the platform.

Furthermore, Huang et al. (2020) has the only article from previous research, used for this study, that has mentioned the strategy regarding if the participants only have posted positive things about themselves on social

media. Which is an interesting aspect due to it being the most used strategy in our study. It could therefore be interesting to examine more deeply if there are any factors that contribute to the outcome of our results. Perhaps an interview to have deeper answers from participants or a qualitative content analysis where one examines and analyzes posts that young adults have been posting and see to what extent they are positive or negative. Moreover, if one would keep working with the gender differences it is only fair to address that division between genders in our study is relatively unequal due to the 158 women in contrast to the 67 men. Therefore, if conducting future research regarding gender differences in relation to media and communication, as well as any area, we believe that the study would have needed to be more equally divided between the amount of men and women participating to be able to examine gender differences in a more equal way which in turn would help with the validity of the study.

## **7. The relevance of the thesis for society and reflections for working life**

As social media is like an archive of young adults lives they do not have the luxury of being forgotten like for example their parents had. Everything posted can be saved, liked, commented, shared and seen by anyone all over the world at any time. This becomes a problem for young adults who have to face the consequences of context and time collapse. They have to handle having several social contexts all at one place, at the same time as, they have to consider both what they want to say now as well as what they can stand for having said in the future. Further on, a problem in today's society is how young people see themselves. This problem is not helped by the fact that young adults need to maneuver different acquaintances on the same platform. To have in mind that something you post now may not be representable to have posted in the future which in order could be seen by someone the post was not meant for at first. Social media is growing into today's life and creates a bubble where more young adults and teenagers are being captured earlier in their lives. The constant comparison with different people does not help strengthen the young's self-esteem which may influence their self-representation. According to our study, different strategies from previous research are used to help avoid context and time collapse. The most common strategies used in our study were in relation to self-censoring where for example, women are more likely to believe that they are showing a polished version of themselves on social media in contrast to men, and not the strategies related to technical aspects such as if the respondents are using Facebook privacy settings. Which shows were the young adults now believe the problem is that they need to protect themselves from. To protect their self-representation which today are being exploited, sometimes unconsciously, young adults use these strategies because in today's society all posts are sphere around how one looks, what one's life is like. Context- and time collapse is also problematic due to privacy issues since many young adults want to have privacy from strangers but at the same time from family and friends. Therefore, parents as well as teachers also could benefit from this study in order to understand the challenges young people are facing as well as how they choose to protect themselves. The aim of this study was to examine which strategies young adults use, related to self-presentation of the occasion of coming in contact with time and context collapse which can help young adults understand better both their behavior as well as how to avoid context and time collapse.

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## 9. Appendix

### 9.1 Variables

#### Background variables

V1: ID number	V1: ID nummer	To identify
V2: Email-address	V2:Mail address	To identify
V3: Which year were you born? (year)	V3: Vilket år föddes du? (år)	To know that the survey is answered by the right target group. Brandtzaeg et al. 2010;
V4: Which gender do you identify as? Female/male/other	V4: Vilket kön identifierar du dig som? Kvinna/man/annat	To see if there is any differences between genders

#### Self-representation

V5: I think about how other people perceive me. 1-7, 1=not at all, 7 = all the time	V5: Jag tänker på hur andra människor ser mig. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg et al., 2010; Huang et al., 2020; Marwick & boyd, 2011; Wesch, 2009
V6: My social media shows a polished version of me. 1-7, 1= not at all, 7= all the time	V6: Mina sociala medier visar en förbättrad version av mig. 1-7, 1=inte alls, 7=hela tiden	boyd, 2007; Gardner & Davis, 2013; Huang et al., 2020; Lindgren, 2017
V7: I am the same person on social media as I am in real life. 1-7, 1= not at all, 7= all the time	V7: Jag är samma person på sociala medier som i verkligheten. 1-7, 1=inte alls, 7=hela tiden	boyd, 2007; Brandtzaeg et al., 2010; Lindgren, 2017; Gardner & Davis, 2013
V8: I experience that I am the same person today as when I started my social media accounts. 1-7, 1= not at all, 7= all the time	V8: Jag upplever att jag är samma person idag som när jag startade mina sociala medier. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg & Lüders, 2018; Huang et al., 2020; Lindgren, 2017; Zhang et al., 2022; Wesch, 2009
V9: I value privacy and being able to keep information about me	V9: Jag värdesätter att kunna vara privat och ha möjligheten att hålla	Brandtzaeg et al., 2010; Ellison et al., 2011; Hargittai & Marwick,

private. 1-7, 1= not at all, 7= all the time	information om mig privat. 1-7, 1=inte alls, 7=hela tiden	2016; Marwick & boyd, 2014; Vitak, 2012
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## Social media behavior and attitudes towards social media

V10: How old were you when you first started using social media? (years old)	V10: Hur gammal var du när du först började använda sociala medier? (ålder)	Huang et al., 2020
V11: Does some of your circle of acquaintances mix on social media (if you for example have your friends, family and coworkers mixed or not on the same platform). yes/no	V11: Blandas några av dina sociala sammanhang på sociala medier? (exempelvis, att du har både vänner, familj och kollegor på samma plattform. ja/nej	boyd, 2007; Brandtzaeg et al., 2010; Marwick & boyd, 2011, 2014; Gardner & Davis, 2013; Vitak, 2012
V12: Place yourself on the scale, do you experience social media as a public or private place? 1-7, 1=private, 7 = public	V12: Placera dig på skalan, huruvida du upplever sociala medier som en privat eller offentlig plats? 1-7 1= privat, 7 = offentlig	boyd, 2007; Brandtzaeg & Chaparro-Domínguez, 2020; Lindgren, 2017
V13: I think about who can see the content on my social media accounts. 1-7, 1=not at all, 7 = all the time	V13: Jag tänker på vilka som kan se vad jag lägger ut på mina sociala medier. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg et al., 2010; Brandtzaeg & Chaparro-Domínguez, 2020; Darr & Doss, 2022; Hogan, 2010; Huang et al., 2020; Marwick & boyd, 2011; Wesch, 2009; Zhang et al., 2022
V14: When I post on social media, I have in mind that it can be seen by people that it is not aimed for. 1-7, 1=not at all, 7 = all the time	V14: Jag tänker på att innehåll jag publicerar kan ses av personer det inte är menat för. 1-7, 1=inte alls, 7=hela tiden	boyd, 2007; Hogan, 2010; Marwick & boyd, 2014
V15: I feel that my previous content on social media can harm me if it is seen by the wrong person. 1-7, 1=not at all, 7 = all the time	V15: Jag upplever att mitt tidigare innehåll på sociala medier kan skada mig om fel person tar del av det. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg & Chaparro-Domínguez, 2020; Brandtzaeg & Lüders, 2018; Huang et al., 2020; Wesch, 2009

V16: I have in mind if one or more people would take offense to my content before I post on social media. 1-7, 1=not at all, 7 = all the time	V16: Jag tänker på om en eller flera personer skulle kunna ta illa upp av mitt innehåll på sociala medier innan jag publicerar det. 1-7, 1=inte alls, 7=hela tiden	Hogan, 2010
V17: I have experienced a problem when others can comment or like on my post. 1-7, 1=not at all, 7 = all the time	V17: Jag har upplevt problem med att personer kan kommentera eller gilla mitt innehåll i sociala medier. 1-7, 1=inte alls, 7=hela tiden	Marwick & boyd, 2014; Brandtzaeg et al., 2010; Brandtzaeg & Lüders, 2018
V18: I have experienced it as a problem when others can publish things about me. 1-7, 1=not at all, 7 = all the time	V18: Jag har upplevt att det är ett problem att andra kan publicera saker om mig på sociala medier 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg et al., 2010; Duguay, 2016; Lindgren, 2017; Marwick & boyd, 2014
V19: I feel surveilled on social media. 1-7, 1=not at all, 7 = all the time	V19: Jag känner mig övervakad på sociala medier. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg et al., 2010
V20: I have in mind that the content I post now may also be available in the future. 1-7, 1=not at all, 7 = all the time	V20: Jag tänker på att innehåll jag publicerar idag också kan vara tillgängligt i framtiden. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg & Lüders, 2018; Huang et al., 2020; Lindgren, 2017; Wesch, 2009
V21: I have regretted something I have published on social media. 1-7, 1=not at all, 7 = all the time	V21: Jag har någon gång ångrat något jag har lagt ut på sociala medier. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg & Chaparro-Domínguez, 2020; Huang et al., 2020; Zhang et al., 2022
V22: I prefer to use social media such as Snapchat who deletes all content before social media such as Facebook that archive everything. 1-7, 1=not at all, 7 = all the time	V22: Jag föredrar att använda sociala medier som snapchat som raderar allt innehåll framför sociala medier såsom Facebook som arkiverar allt innehåll. 1-7, 1=inte alls, 7=hela tiden	Brandtzaeg & Lüders, 2018; Huang et al., 2020; Lindgren, 2017

## Strategies

V23: Have you erased previous content from your social media? yes/no	V23: Har du tagit bort innehåll från dina sociala medier? ja/nej	Brandtzaeg & Chaparro-Domínguez, 2020; Huang et al., 2020; Marwick & boyd, 2014; Zhang et al., 2022
V24: Do you use different social media accounts on the same platform (for example, if you have two Instagram accounts.) yes/no	V24: Använder du flera olika sociala media konton på samma plattform? (T.ex. om du har två stycken instagram konton) ja/nej	Darr & Doss, 2022; Marwick & boyd, 2011
V25: Do you have a private account to be able to be more real with my closest friends? yes/no	V25: Har du ett privat konto för att kunna vara mer äkta/ärlig med mina närmaste vänner? ja/nej	Darr & Doss, 2022
V26: Do you have accounts that are anonymous? yes/no	V26: Har du konton som är anonyma? ja/nej	Brandtzaeg & Lüders, 2018; Durguay, 2016; Huang et al., 2020; Marwick & boyd, 2011; Lindgren, 2017
V27: Do you have accounts where you publish under a nickname instead of your real name? yes/no	V27: Har du konton där du publicerar under ett smeknamn istället för ditt riktiga namn? ja/nej	Brandtzaeg & Lüders, 2018; Durguay, 2016; Huang et al., 2020; Marwick & boyd, 2011
V28: Do you control who is able to see your posts through privacy settings? yes/no	V28: Använder du sekretessinställningar för att kontrollera vilka som kan se vad du postar på sociala medier? (T.ex. offentligt, vänner, vänner, privat) ja/nej	Durguay, 2016; Ellison et al., 2011; Marwick & boyd, 2014
V29: Do you use facebook privacy settings to divide your friends into different groups? yes/no	V29: Använder du Facebooks sekretessinställningar för att dela in dina vänner i olika grupper? ja/nej	Durguay, 2016; Ellison et al., 2011; Marwick & boyd, 2014; Vitak, 2012
V30: Have you adapted your content on social media because of who can see it? yes/no	V30: Har du anpassat innehållet du publicerar i sociala medier på grund av vem som kan se det? ja/nej	Durguay, 2016; Huang et al., 2020; Marwick and boyd, 2011
V31a: Are there any topics you choose to not publish about at all on social media? yes/no	V31a: Finns det ämnen du väljer att inte publicera om överhuvudtaget på sociala medier? ja/nej	Ellison et al., 2011; Huang et al., 2020; Marwick & boyd, 2011

V31b: If yes, which topics do you choose not to publish about?	V31b: Om ja på föregående fråga, vad för ämnen väljer du att inte publicera om?	Ellison et al., 2011; Huang et al., 2020; Marwick & boyd, 2011
V32: I write my posts in a way that only the target group can understand what I fully mean 1-7, 1=not at all, 7 = all the time	V32: Jag skriver mina inlägg på ett sätt så endast de inlägget är menat för förstår det helt. 1-7, 1=inte alls, 7=hela tiden	Duruguay, 2016; Marwick & boyd, 2011, 2014
V33: I trust that my friends would not post things about me that I would not have wanted them to post. 1-7, 1=not at all, 7 = all the time	V33: Jag litar på att mina vänner inte publicerar saker om mig som jag inte skulle vilja blev publicerade, 1-7 1=inte alls, 7=hela tiden	Marwick & boyd, 2014; Lindgren, 2017
V34: I only share positive things about myself on my social media accounts. 1-7, 1=not at all, 7 = all the time	V34: Jag delar endast positiva saker om mig själv på mina sociala medier, 1-7, 1=inte alls, 7=hela tiden	Huang et al., 2020