Social networking sites function as socio-technical systems, blurring the separation between technology and social interactions.

The objective of the study was to:
- observe how identity is expressed on Facebook and Twitter, how it differed on each site
- examine the identity negotiation that occurs on Facebook and Twitter during social relationships
- look at the new social networking term ‘catfish’ and examine how it occurs

**Preliminary Survey**
- Focused on Facebook and Twitter usage, the amount of personal information they post on each site, and the trustworthiness of the information on other pages.
- 12 participants

<table>
<thead>
<tr>
<th>Amount of Information on Profiles</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot (Full name, Birthdate, Picture)</td>
<td>[Results]</td>
<td>[Results]</td>
</tr>
<tr>
<td>Some what (First Name, Age, Picture)</td>
<td>[Results]</td>
<td>[Results]</td>
</tr>
<tr>
<td>Very little (Nickname, pseudonym, some privacy)</td>
<td>[Results]</td>
<td>[Results]</td>
</tr>
</tbody>
</table>

**Results**

**Trustworthiness of Profiles**
- Not trustworthy
- Slightly trustworthy
- Moderately trustworthy
- Very trustworthy

Facebook is currently the top social networking site; with 1 billion profiles.

Twitter has 500 million registered handles, making it the second most popular social networking site.

Identity Negotiation Theory is a sociological theory which explains the process and importance of identity management and its role in relationships and communication. Once an identity is established, people expect it will remain constant throughout social interactions.

Catfish is a term for profiles on social networking environments made for a fake or pseudo-identity.

**Social Identity Survey**
- 50 participants
- Focused identity, communication and connections on Facebook and Twitter.
- Use in data gathered from the preliminary survey
- Open-ended and multiple-choice questions.

**Results**

Belief the profile is a Mirrored Representation on Identity

<table>
<thead>
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</tr>
<tr>
<td>Yes</td>
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