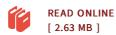# Privacy on social network sites and its impact on computer-mediated communication

By Nico Reiher

GRIN Verlag Sep 2010, 2010. Taschenbuch. Book Condition: Neu. 211x149x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject American Studies - Linguistics, grade: 2,0, Martin Luther University (Anglistik und Amerikanistik), course: Text Types in Computer-Mediated Communication, language: English, abstract: These days, modern technology has had a strong impact on people s everyday lives. A relatively recent phenomenon in the history of computer-mediated communication (CMC) is the enormously spreading popularity of social network sites (SNSs). A diverse and comparably large amount of CMC takes place on these online social networks in which users have to deal with various communication channels and face new challenges in terms of online privacy. In order to find a balance between the exchange of (private) information and keeping a certain degree of privacy, users need to develop a certain communication and language behavior which this paper is going to study.In this context, Chapter 2 gives a general overview of basic theoretical knowledge in order to find an approach to the impact of privacy on SNS. It regards the creation of virtual identities and examines the concept of face. Furthermore, the chapter examines...

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