

## **Heiti á bacheloruppgávu**

Examine Facebook as a part of individuals' identity projects, which is defined as an active process that takes place throughout life

### **Abstract**

This project seeks to examine Facebook as a part of individuals' identity projects, which is defined as an active process that takes place throughout life. The project takes a social-psychological stand, where the purpose is to investigate what characterizes the internet community's development, as well as Facebook.

Furthermore, the purpose is to look into the limitations and opportunities which the dynamics of today's society offer to individuals' identity projects.

We start by looking into Giddens' theory of modern society and his key features about the internet's development and further we examine what characterizes today's social media and the phenomena Facebook. Next we look into Latour's actor-network theory, where 'network' is defined and individuals are seen as agents, who interact through translations in different networks. Then we draw on some of Goffman's concepts about social interaction and identity as specific social roles in society. We also provide a definition of identity with Gergen's socialconstructionist theory, which describes identity as a social construction, where individuals have the opportunity to create several identities.

We also discuss the opportunities and limitations individuals coming from a small society have, when using Facebook as part of their identity projects, and compare these circumstances to the circumstances individuals coming from a bigger society have. We base this discussion on the Faroese society, which seems to be more restrictive than the other component in our discussion, that is the Danish society. Lastly we point out a subject, which could have been the theme of another study in this field. Here we look at how different types of networks provide opportunities as well as restrictions for individuals' identity projects.