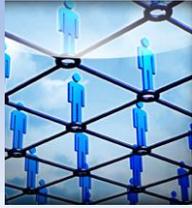


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Saudi women constructing their identities on Facebook

- 2014
- 2013
- 2011
- 2010

Introduction

Social network sites such as Facebook enable people to present themselves and interact with a 'public' audience. This study examines how Saudi Arabian women construct their identities on this site. What strategies do they use to manage their online presence and control audience impressions of their profiles? The study examines the way that online identities on Facebook are constructed, and how this construction is shaped by gender and cultural expectations.

Method (Qualitative method of research)



Sample

10 Saudi women from different ages, life experiences, educational level, and marital/working status to give variety to the data produced.

Key Themes

1. Judgement:

Participants' online actions are shaped by the ways they imagine themselves being judged, and their first-hand experience of being judged by others:

Pre-empting judgement:

- (The action) → Filtering the content not to be misjudged:
- Deleting friends with inappropriate photos to meet cultural expectations.
- Deleting males from the network - having a lot of males could give negative impressions.
- Reviewing the content not to be judged as a politician - no freedom of speech.

Being judged:

- Criticised for having a lot of males on the network.
- Criticised for disclosing photos with out a veil as a profile picture.

2. Impression management

Examples of strategies used to manage audience's impressions in presenting the desirable/ideal self:

Presenting the self

Interaction

- Reply on comments respectfully especially with men.

e.g. With men, "Greetings to you and your elegant comment", while with women, "thanks sweetly Or thanks my love"

Profile

- Concealing her private life and highlighting the professional aspect through her profile picture and content.

Promoting the self

Content

- Promoting her writing talent by posting her professional blog as a link on Facebook for her friends to visit.

Content

- Posting picture of dinning table on her professional profile during Ramadan when wives often play a significant role at home

Seeking the well-mannered impression

Seeking the professional impression

Seeking the skillful impression

Seeking the good housewife impression

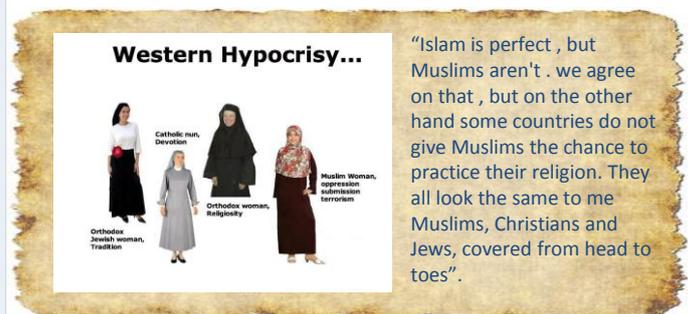
Key themes

3. Facebook as a site for the expression of political and religious opinions

The expression of feeling and the release of anger and negativity towards political and religious issues in the form of written or uploaded images.

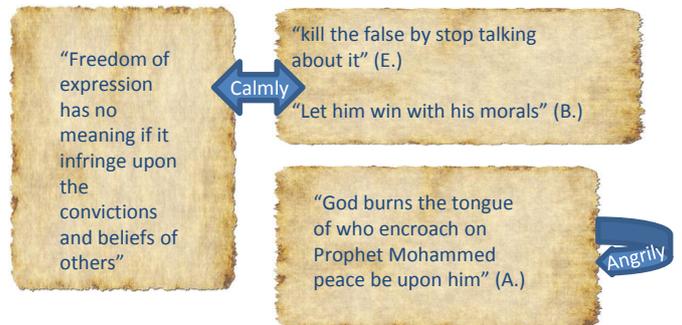
1- Challenging stereotypes:

Reacting to perceived racism towards Muslim customs in some Western countries



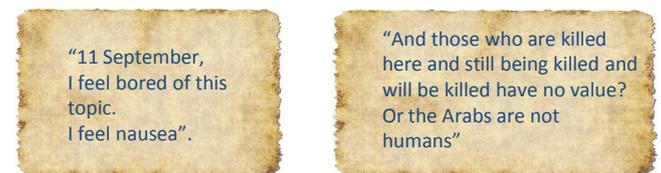
2- Calling for respect :

Responses to Prophet Mohammed's insulted video



3- Calling for peace:

Responses to Western media portrayals of Arabs and Muslims



4-Calling for Arab unity:

