

A) A review of: boyd, d.m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230. <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2007.00393.x/full>

B) Objective: To describe the different social network sites (SNSs), their historical information, and the personal and relational implications in different social/cultural contexts, albeit with limitations.

C) Main Arguments: The paper focuses on how various cultures emerge around SNS, while the technology remains uniform. The variety of social network sites (SNSs) has experienced explosive growth in the last couple decades when the initial ones first appeared as a way to connect to others online. SNSs now have become permanently entrenched in offline experiences and may be reshaping them. As people connect to others who are similar in some way there is a tendency to self-preserve and validate identity through the use of impression management and to segregate from those who have different perspectives and viewpoints. And potential relational conflicts result when individuals chose not to present their authentic selves for a variety of reasons. The aggregation of personal information allows social media networks to provide rich data sources for large scale harvesting. Powerful currents of opinion-rich sources such as Facebook channel into a deep ocean of personal insights that create a breeding ground for data mining. Privacy threats are a growing concern as younger users access and contribute on SNS, which, in turn, challenges the notions of public versus private spaces.

D) Novel Idea: The article infers that boundaries are fluid and porous between what is considered authentic (e.g. identity) and what is perceived to be truthful, as they may not necessarily be the same thing. The unauthentic representation of oneself in order to fit in with and to emulate others is a reminder of the postmodern semiotic concept of “hyperreality,” coined by the French sociologist Jean Baudrillard. This term describes a representation that is a copy of the real artifact. Taken to extremes the copy becomes a copy of a copy that eventually becomes a copy of something that doesn’t exist. *Spoiler Alert!!!* Santa Claus is a good example of this as he represents someone who doesn’t exist.

E) Weaknesses of This Article: The article does not thoroughly discuss the relationship between communication and power and how social network sites affect and shift that dynamic in favour of the organization. Another weakness of this article is the omission of how social media users are exploited by performing unpaid labour for companies like Facebook. Users generate

personal data through their use of social media sites that are then stored and sold to the company's advertising clients (Fuchs 2014).

F) Potential Contributions to The Scholarship of Social Studies of Library and Information and to the practice of Librarianship: The library profession constructs meaning not only through knowledge but also through collaboration, and it utilizes technology to perform its core function of helping the public with their information needs. Relationship building is at the heart of enhancing the customer experience, but the relationship mindset has also infiltrated the non-human element of librarianship. While formulating bibliographic data, information professionals may use the new cataloguing standard, RDA (Resource Description and Access) to catalogue according to relationships. This may be another way that humans and nonhumans interact symbiotically (see Latour 1988).

G) References:

Baudrillard, J. (1981/1994). *Simulacra and Simulation*. Ann Arbor: University of Michigan Press.

boyd, d.m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.

Fuchs, C. (2017). *Social media: a critical introduction*. London: Sage.

Latour, B. (1988). Mixing humans and nonhumans together: The sociology of a door-closer. *Social Problems*, 35(3). Retrieved from:

https://www.nyu.edu/projects/nissenbaum/papers/Latour_Mixing.pdf