

Analysis of Interactive Behavior in Social Networking ——Based on Goffman's Dramaturgical theory

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ABSTRACT

With the development of technology and new media, online social networking has become a new communication mode, with social tools and online platforms forming for a virtual theatre. People's interaction behavior from offline also extends to the virtual network, and people can freely build their own identity and image in the network. Goffman's Dramaturgical theory posits that everyone is a performer and an audience, performing in human social activities. People build an 'ideal image' through social networks to express their 'expected self.' This paper aims to use Goffman's Theory of Dramaturgical to analyze social interaction behavior in online social networking

Keywords: *Goffman's Dramaturgical theory, Impression management, Interactive behavior, online social*

1. INTRODUCTION

With the development of the times, the new Internet has become an essential stage for human communication. Various social software types are also emerging, and the Internet has become the importance of life for human life is evident. Users on the Internet to share life, send and receive all kinds of news, view news, virtual social invisibly occupy the majority of people's fragmented time. People's acceptance of social software shows a growing trend. While people spread and receive information on the Internet, they also build various personal images and desired states on different dating platforms. Research has found that people are keen to reshape a 'new self' in all aspects of the Internet, and they are very aware of their self-presentation and identity in the online world [1]. 'Virtual social' has gradually replaced the traditional social model, and even in today's rapid development of technology. People are more 'biased' towards 'virtual socialization,' based on the advantages and disadvantages of virtual socialization, compared with traditional social modes to explore the interactive behavior in social networking.

2. DRAMATURGICAL THEORY IN ONLINE SOCIAL NETWORKING

Goffman elaborated on the idea of 'Dramaturgical theory' in the book *The Presentation of Self in Everyday Life*; he believed that people's life is a big theatre, carried out in various roles and specific social life situations. In performance, members of society are both actors and audiences. At the same time, everyone plays the role that others or oneself expect in a specific environment. In other words, everyone is performing, and everyone is a natural actor. In social life interaction, both parties, the area performer and an audience, everyone is in a dual role, and performance and viewing are both a continuous process. A distinction is made between frontage and backstage for performance, with frontstage being the observable space, the environment in which the account is explicitly constructed and presented. The performer will set the 'Foreground' as the image and content that he wants to show. When the performer is in the 'Foreground' mode, they will have the consciousness of being in the spotlight [4]. The backstage is to make preparations to cover up the frontstage. When the performance is over, it returns to backstage mode. The backstage is also a place to isolate the actors and the audience [2] [10]. On the assumption that human-to-human communication is performative, the new media age of 'virtual' socializing

forms a new interpersonal interaction model and demonstrates new communication features.

Everyone lives in a symbolic world, and the state we show at the 'frontstage' is in line with socially recognized values, norms, and standards. In interpersonal communication, we influence others' cognition through impression management. People use the 'frontstage' performance to create the image in front of others, using various strategies to manage the image. Individuals should not only work their impressions face-to-face but also in a computer-mediated environment [16]. In virtual social, the characteristics of impression management are more pronounced, for example, on the network 'frontstage' as self-discipline, like sports like reading people set, and the actual 'backstage' is a rambling and autistic person, this is the use of misunderstanding performance to achieve idealization of people set. In the virtual network state, people can freely set themselves as any desired role. Interpersonal communicators are wearing symbols made of "mask" performers, and mask performers can be well-intentioned or malicious.

3. ANALYSIS OF INTERACTIVE BEHAVIOR IN SOCIAL NETWORKING

Social media and user-generated content define interactive technologies designed to create and share information, ideas, and interests among virtual communities; social media continues to expand, progress, and grow globally. In 2020, social media reached a global penetration rate of nearly 54%. By this, the total number of social media users is expected to reach morgen 4.4 billion, or about half of the world's population [14]. The global design of apps for interaction is becoming more and more user-friendly, proving that the need for a frontstage display is growing over time. For example, the trifecta of likes on Instagram and Facebook comments, the new status settings in WeChat 2021, the way of acts to each other, and virtual gifts in gaming platforms all count as interactive acts. In general, interaction consists of creating impressions, forming a favorable perspective to the self, and simultaneously reflecting the intentions and aspects of one's own identity, achieving a relationship with others that becomes continuous management of the public image self-presentation.

3.1. The Advantages Of Interactive Behavior

Goffman pointed out that one of the difficulties of interaction is establishing contact because of the opportunity to in interacting the contrary, people can quickly get acquainted with each other through interactive behaviors in the network, quickly found their network of social relations, interact with confidence without being aware of rejection, and reduce mutual embarrassment [11]. For example, the live streaming in

TikTok, on which many anchors broadcast live every day, allows people to increase the setting of their communication opportunities by watching, commenting promptly, connecting online; by sending virtual gifts to the hosts they like, they are likely to receive thanks from them, which increases the excitement and frequency of communication and use of the software. Secondly, the seemingly ordinary shooting background is carefully arranged by the photographer, such as the shooting location, the props used, and the static stage designs of indoor and outdoor shooting locations. Through online social networking's interactive behavior, people can set up their personalities more intuitively and casually, and such a situation also feels derived from many new professions. The anchor's carefully selected clothes, make-up, way of speaking and are called mobile stage set-ups. The stage set-up helps to get better into the role that one wants to play, take advantage of the fans' attention, and reach a profitable model by selling peripheral products, thus creating a new industrial chain type.

Take the sudden emergence of the 2019 novel coronavirus, for example, the governments of various countries will also use the network platform as a large interactive area, people in the network to express feedback on the outbreak, the government also collected different kinds of situations in the network, this is the construction of interactive behavior bridge. The interactive platform between the government and the people also naturally changes offline to online. However, the government's words and deeds on the network are a kind of behavior to establish Self-presentation. However, it also highlights the differences in the presentation of content. The government shows a rigorous, scientific state, which is also the government's frontstage means. The public is more biased towards the separate personality of personalized differences. The government is again increasingly using online interactive behaviors to establish communication channels; using online media, such as websites, blogs, and social networking sites, for various public relations purposes, interactive actions on social networks will quickly get closer. The relationship with the people increases trust and removes class and seriousness [5]. People can express their more real thoughts on the Internet. Even many government agencies have opened functions such as anonymous complaints on the Internet to obtain feedback on problems, which is also a demonstration of interactive communication.

3.2. Problems Facing Interactive Behavior

The behavior difference between social networking and real-life communication is whether you can freely change your front desk. The personal uniqueness embodies the identity of the actor. But in social networking, appearance and behavior. Most media

interactions are based on text. Individuals use text and pictures on Weibo to highlight themselves and how individuals dominate. Both communicators cannot directly observe each other's facial expressions and body postures. This is more conducive to shaping the actor's front desk image, as it allows you to shape yourself into whatever you want. Maybe, in reality, you are an indifferent and passive person. Still, on the Internet, you can ultimately build yourself into a lively and cheerful person, or any role you want to be, by posting your status and photos. In real life, every actor must pay attention to his every move to maintain his personality. Social media that can hide their identity has become a catharsis for them to escape their daily identity. Not only that, but social media has also given every user a new channel for information dissemination. In such an environment, negative news undoubtedly floods into the lives of ordinary people. For a long time, the report may be 'distorted.' People do not have a right or wrong standard for judging information. At the same time, people get along with 'masks' and lose their true selves. This kind of 'impression management' loses the 'reality' in the process of dissemination. In dissemination, wrong values will be disseminated, and the original meaning of dissemination.

In a virtual society, people build the state that is best for them. Unlike traditional social, people do not need face-to-face communication, they do not need to face each other's emotions directly when they lose their real-world identity, and they do not need to meet each other's feelings now through the network, voice, or text expression missing part of the realism, which means that the network has a layer of outer packaging for the public. Even if the law provides for responsibility for their own online words and deeds, people's responsibilities are greatly diminished. In recent years, network violence has become more frequent, many people in the pretense of freedom of speech to carry out cyber violence. In most cases, online self-presentation and negative feedback, cyberbullying, and harassment can have a severe psychological impact on adolescents [9]. However, everyone on the network can be involved in network violence anytime, anywhere; in this case, interactive behavior, identity change is more likely to let people lose the 'frontstage' and 'backstage' management, more likely to blur the boundaries between the two. In a network 'war,' filled with mixed real and false news, the perpetrator's identity and the victim are often blurred and transformed into interaction behavior. The harm in the network interaction will continue to ferment, involving innocent people at any time, while people ignore the network violence interaction behavior may cause damage in real life.

4. DISCUSSION

Although the development of the network society has played an essential role in promoting interactive behavior,

the network performance space is deliberately created from a definition. The performance platform is also mobile and conscious. Both individuals and Internet users can create the aspects they want to perform while exposing their privacy. There is no equivalent between the online self and the offline self [13]. People on the social network will continue to enter their role information, self-establishment. People move their 'backstage' forwards on the web, resulting in a narrowing of their backstage areas, and even many people lose their 'backstage' and expose all their lives to social platforms. In social networks, users can be connected with real-life friends through mobile phone numbers, friend recommendations, which also caused acquaintances to invade, self-privacy and interests are impossible to guarantee. Anyone can enter actor 'theatre' anytime, anywhere, inadvertently build a new 'playgroup.' Some studies show that the number of friends on social networks, the style of personal photos, and self-impression management are closely related [8]. On social media, people like to compare their appearance with others, which can also create psychological burdens, such as irritability and depression [12]. When the more people in social software, the higher the demand for performance; this may also be a self-loss phenomenon.

Ensuring specific 'backstage' areas in social networks and how to ensure the self-privacy of the 'ideal self' has become a challenge for online social interactions. Even though several social, technological, and legal solutions are being explored across channels for the protection of self-privacy, schools, social networking companies, and government officials see the leakage of personal information on public social networking sites as a problem [3]. Problems unfold more concretely in online interactions, for example, where teenagers use the internet as a medium to commit violent acts [7]. Teenagers are overly self-informed in their blogs, including their real names, home addresses, and more, and even have been known to gain attention for being gay [6]. How to 'present oneself' reasonably while protecting privacy in online interaction is one that everyone should think it.

5. CONCLUSION

People are increasingly inclined to the network 'frontstage' state, even if the online and offline 'frontstage' is mutual pressure or promotion. However, with the frontstage and backstage areas blurred, interactive behavior will be more specific. If people long in the virtual social 'people set,' real-life cannot tell whether it is masked, everyone quietly in their set role, with action to maintain their image. In today's increasingly progressive society, social networks have become a platform for human interaction, the continuous development of science and technology has also changed the way individuals communicate. Traditional theoretical

methods are still an essential theoretical basis for exploring the new communication environment [15]. However, Goffman's Dramaturgical theory cannot fully adapt to the current social climate. It also provides a sufficient theoretical basis for people's interactive behavior, which is also the cornerstone of modern sociology and social psychology.

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