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Online self-presentation, young people & social media

Title of the dissertation	Exploring Online Self-presentation in Computer-mediated environments: Motives and Reasons for Photo-tagging and untagging
Contents of the dissertation	This dissertation aims to understand the online self-presentation behavior in computer-mediated environments by examining different reasons for tagging and untagging of digital photos. Recent years have witnessed an ever-increasing popularity and use of photo-tagging for online self-presentation reasons. However, despite its rising popularity and acceptability, the different reasons for tagging and untagging of photos remain largely unexplored. Furthermore, previous literature examining strategies for managing online self-presentation were overly qualitative in nature, and only a few quantitative studies are available at present. This dissertation has bridged these research gaps by developing instruments for photo-tagging and untagging.
	Particular emphases were given to the psychometrics, quantitative research methodology, and literature governing computer-mediated communication in order to deepen the existing understanding of its various aspects of this dissertation. Furthermore, the cross-cultural validity of the photo-tagging instrument, age and gender differences in the sought photo-tagging U&G and the relationship between untagging, online regret experience, digital imaging accessibility and management of digital photos were examined.
Field of the dissertation	Usability research
Doctoral candidate	Amandeep Dhir, PhD, M.Sc. (Tech.)
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A doctoral dissertation is a public document and shall be available at Aalto University, School of Science's notice board in Konemiehentie 2 and at Otakaari 1, Espoo at latest 10 days prior to public defence.