

“I” AS “OTHER” ON THE WORLD WIDE WEB: FROM “I”-REPRESENTATION TO “I”-IDENTIFICATION

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The article presents results of the empirical study aimed at investigation of I-representations of active social network users on the World Wide Web and those who use the Internet as the information resource only. Based on our conception of personal representations of “I-Other” interaction, we analyzed specific peculiarities of the communicative environment on the World Wide Web (discursiveness, orientation towards self-representation of a personality to Other, publicity, responsiveness, performativity), and identified that they contribute to development of various personal I-representations, which gradually become I-identifications and transform into a new model of personal identity. The applied aspect of the problem under study can be realized in psychological programs of communicative competence and personal development trainings, in solving practical problems concerning optimization of real interpersonal interactions and interrelations, in understanding of Other’s personality and developing harmonious personal identity.

Keywords: World Wide Web; Personal identity; Self-representation; I-image; publicity – privacy; Discursiveness; Responsiveness; Performativity.