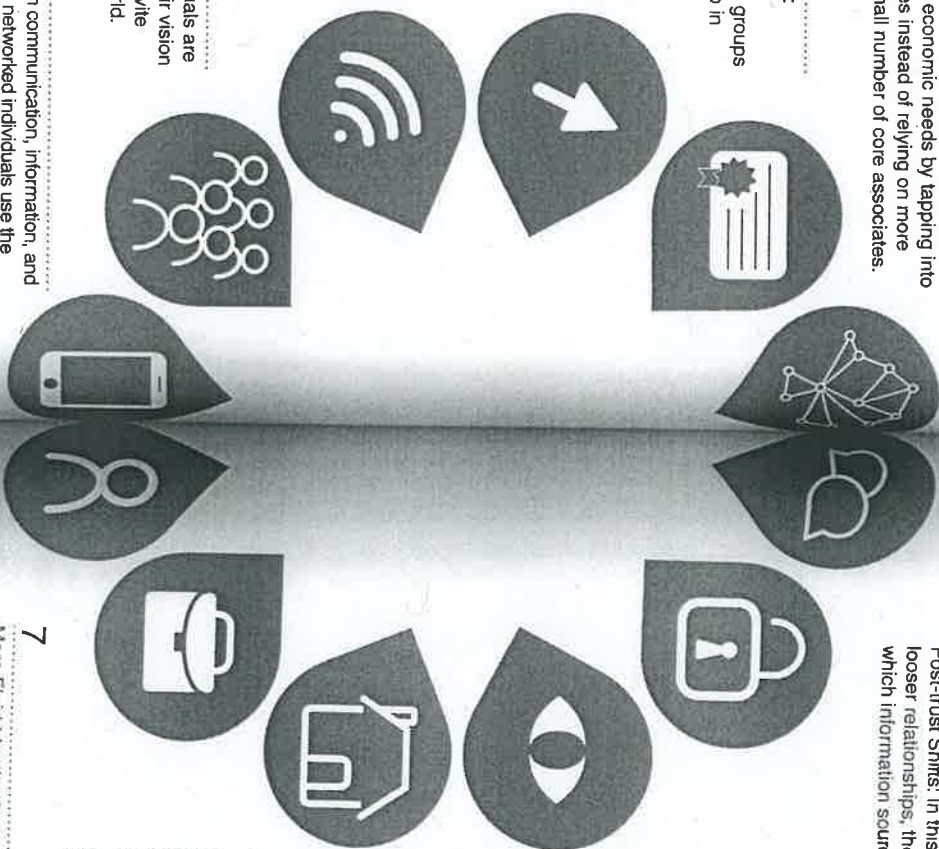


4.1

NETWORKED INDIVIDUALISM: 12 PRINCIPLES

Adapted from Rainie and Wellman (2012: 12–18)

- 1 Dispersed Versus Intimate Need Fulfillment: Networked individuals increasingly meet social, emotional and economic needs by tapping into dispersed networks of diverse associates instead of relying on more intimate connections with a relatively small number of core associates.
- 2 Partial Versus Permanent Memberships: Networked individuals maintain partial membership in many networks or social groups and rely less on permanent membership in established groups.
- 3 Technology Effects: Technology is accelerating the trend toward networked individualism by accelerating the growth, accessibility, and diversification of a less committed form of social interaction.
- 4 Internet as Neighborhood: The Internet is the new neighbourhood, increasingly containing some of the networked individual's most important social contacts.
- 5 Extended Audiences: Networked individuals are empowered by the Internet to project their vision and voice to extended audiences, and invite them to become a part of their social world.
- 6 Communication = Action. The lines between communication, information, and action have become increasingly blurred as networked individuals use the Internet, mobile phones, and social networks to instantly access information and act upon it. Think of a political leader who tweets policy changes on a cell phone while sitting on the toilet; this is the essence of online communication turned not only into action, but also institutional change.
- 7 More Fluid Identity Construction: Networked individuals move easily between relationships and social settings to construct their own complex identities, depending on their passion, beliefs, lifestyles, professional associations, work interests, hobbies, media habits, subcultural inclinations, and other personal characteristics.
- 8 Less Formal Work Relations: Less formal, more fluctuating, and more specialized peer-to-peer relationships are more easily sustained at work, and the benefits of hierarchical boss-subordinate relationships are less obvious.
- 9 Breakdown of Distinction Between Home and Work: Home and work are far more interlinked than in the past.
- 10 Breakdown of Distinction Between Private and Public: The public and private spheres of life are far more intertwined than in the past.
- 11 Privacy Shifts: New expectations and realities are emerging regarding the transparency, availability, and privacy of people's data and how it is treated.
- 12 Post-trust Shifts: In this new era of less hierarchy, more information, and looser relationships, there is greater uncertainty than ever before about which information sources to believe and who to trust.



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