

SEXY SELF PRESENTATION AND PRIVACY PARADOX ON ALTER EGO ACCOUNTS ON TWITTER

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Abstract

It is easier for the public to access the internet, accompanied by technological sophistication, giving birth to a new phenomenon among teenagers. Freedom of expression but still wanting privacy in the public sphere (Privacy paradox) is a new phenomenon among adolescents studied in this study. The study aimed to learn how to practice Sexy Self Presentation (SSP) among teenage twitter users. In addition, this study wants to discover how the Privacy paradox occurs in SSP practices on Twitter. With qualitative descriptive research and virtual ethnographic methods, researchers conducted virtual observations on auto-base and alter-ego accounts and in-depth interviews with alter-ego account holders. The research results are the practice of Privacy Paradox carried out by adolescents, which is when adolescents on social media create privacy boundaries in their ways that are understood by their friends and/or community without worrying about their parents knowing, including by doing practices Sexy Self Presentation.

Keywords: Social Media, Privacy Paradox, Alter Ego, Second Account, Sexy Self Presentation

INTRODUCTION

What should we do when we catch our child accessing pornography on the internet through his laptop screen or personal cell phone? Restricting children's access to the internet may be the first choice as a form of sanctions, but it is not a permanent choice because the internet has become an inseparable part of life. Maybe our attitude can be classified as a moral panic when there is a condition, media content, person, or group that threatens the community and society's interests (Altheide, 2009). However, researcher's opinion, it is a natural thing. Pornography seriously threatens society's moral values, especially if it is exposed to children.

Ironically, pornography via the internet has now penetrated the most profound domestic spaces, and children and adolescents increasingly easily access it in the room using their devices. Cheap internet access devices make children easily exposed to pornographic content from the internet. Cell phones or smartphones increase the potential for exposure to pornography. So it is not surprising when parents catch their underage children accessing pornography online.

Not only sites specifically pornographic content that explicitly presents adult content, but all other services initially intended as a forum for adolescent social interaction are not spared from being attacked by indecent content. Social media loved by teenagers becomes a pornographic land, covert but visible, hiding in the public space of social media. This automatically increases the number of exposure to pornography children.

Research conducted by Kominfo and UNICEF on the use of smartphones in children states that there are 25,000 Indonesian children who access pornography every day (Wahyuningratna & Saputra, 2017). While another study on the behavior of smartphone use among junior high school students states that smartphones have the potential to open access to pornographic content. Junior high school students who were the subjects of the study agreed that since their mobile devices turned into smartphones, pornographic content easily came to them. (Rachmaniar et al., 2018)

The ease of internet access and the increasing love of social media make the internet the most frequently accessed media for pornographic material. Although currently, the Indonesian government has promoted a healthy internet movement through the Ministry of Communication and Information, with the aim that people use the internet healthily and safely by learning healthy internet ethics by involving all components of society (Astuti et al., 2016), harmful content such as pornography remains easily accessible, even by children and adolescents.

From technical access, pornographic content can be easily accessed through Virtual Private Network (VPN) or standard routing, where pornographic content passes through social media. Means. Pornography is difficult to contain through the system, how tightly the system tries to protect the public from graphic porn, perpetrators still find loopholes to produce and disseminate it (Hafiar et al., 2019), in this case pornography according to the definition of Law of the Republic of Indonesia number 44 of 2008, namely images, sketches, illustrations, photographs, writings, sounds, sounds, moving images, animations, cartoons, conversations, gestures, or other forms of messages through various forms of communication media and/or public performances, which contain obscenity or sexual exploitation that violates the norms of decency in society. Another broader definition of pornography is "Sexually explicit texts intended to arouse." (McKee et al., 2020)

Easy access and also the cheaper supporting technology devices, especially cellular phones, make people able to access the internet anytime and anywhere. Especially in Indonesia, the latest data currently shows that the use of the internet and its services is increasing.

In 2020, mobile phone users in Indonesia increased rapidly, even exceeding the population. That is, many Indonesians have more than one cellular phone. The number of mobile phones is 338.2 million while the population is 272.1 million.

In addition to the easier and cheaper internet access, the data above indirectly also explains that social media is a separate factor that makes people like the internet. Social media is a decisive factor in the dramatic change of established communication structures over the years. This is the era of mass communication to the era of internet-based interaction communication (Khang, Ki and Ye, 2012). (Syahputra, 2017)

Other research on pornography on the internet has also been widely conducted. Research on this matter is one of them because the easier access to the internet to increase the high access to pornography, especially among adolescents. (Peter & Valkenburg, 2016). Empirical research on pornography use has grown rapidly in recent years. Since 2005, more than 65

empirical articles have appeared, with a peak of 11 articles in 2011. In response to the rapid increase in research on adolescents and pornography, several researchers did review the field (Bloom & Hagedorn, 2015; Dombrowski et al., 2007 ; Owens, Behun, Manning, & Reid, 2012; Springate & Omar, 2013). These studies (Owen) observed that the use of pornography by adolescents also had a negative impact related to their attitudes and behaviors. (Peter & Valkenburg, 2016)

One of the results of research that is quite interesting is that it turns out that accidental motives more cause teenagers' access to pornographic content than search motives. Studies on the subject (Mitchell et al., 2003; Wolak et al., 2007) distinguish the prevalence of adolescents judged by (a) unintentional use, (b) intentional use, and (c) any use of pornography (i.e., not distinguishing between unintentional and intentional use). For example, it was opening or receiving unsolicited messages such as spam emails (Chen et al., 2013; Mitchell et al., 2003), mistyped Websites, searching for terms with sexual and nonsexual meanings (Flood, 2007), or accessing images and pop-up ads accidentally.

Currently, social media is the most widely used application for internet users. Its interactive nature and allowing users to share content causes internet users to like it. User Generated content-based social media users is free to receive, produce and disseminate desired content. Andreas Kaplan and Michael Haenlein define social media as an "a group of Internet-based applications built on the ideological and technological foundations of Web 2.0 and enabling the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010)

The high access and ease of uploading information also hurt social media interactions. Information on the nature of sexuality and pornography among adolescents is an undeniable phenomenon. Naezer explains in his book *Sexy Adventures* that in terms of teenagers, sexuality, and social media, the public imagination is heavily influenced by media reports about the dangers of digitally mediated child sexual practices. Cases of sexual violence have received massive media attention. Journalists have speculated about the negatives of social media use, such as childhood 'corruption,' innocence, romantic love, sexual health, and social cohesion. (Naezer, 2020)

Concerns about the negative impact of social media on adolescent sexuality are well established and reinforced by psychological circles and bio-medical academic research on the topic, mainly focusing on correlations between media use and issues such as sexual violence (e.g., Baumgartner, Valkenburg, and Peter 2010; Jones, Mitchell, and Finkelhor 2012), sexual dysfunction and sex addiction (e.g., Cooper 2000; Peter & Valkenburg, 2008; Delmonico and Griffin, 2012), and psychological problems such as narcissism (KorffSausse, 2016; McCain et al., 2016).

A large-scale quantitative study on the sexual practices of young Dutch people (Graaf et al., 2017) revealed that one in three young people aged 12-25 had used a dating app in the previous six months, and one in eight had sent someone nude pictures or sexual videos of themselves. Moreover, the Internet and social media are used to find information about sexuality, watch porn, and communicate with romantic partners. (Naezer, 2020) Social media has made

teenagers as individuals more free to express, reveal and decide what they want. However, not all teenagers abuse the ease of access in digital media, openness and privacy for teenagers who use social media is still an issue and norm held by some teenagers. As is the case in the real world, individuals will be aware of what information can be disseminated, or kept stored.

One of the other concerns is that pornographic content on social media can now be accessed and produced easily, ranging from videos, photos to short stories and novels that are not filtered by the healthy internet even though it has been launched by the government with internet service provider companies. In addition to pornographic content that is vulgar, there is an interesting phenomenon on social media, especially Twitter, which is associated with pornographic content and sexual exploitation. That is the phenomenon of alter ego accounts on Twitter, which display sensual sides and pornographic interactions.

Social media is suspected to have opened the possibility of easy and fast distribution of content including pornography, from various types of social media that exist today, Twitter ranks in the top 10 sites accessed by Indonesian netizens, while popular porn sites appear at rank 21, 26, and 37 which shows the high access to pornographic material by internet users in Indonesia (Anwar, 2018). That is, social media (twitter) is included in the category of the most popular sites in the presentation of pornographic content. Twitter is a website that offers a social network in the form of microblogs that allow users to send and read messages called tweets. A tweet is text up to 280 characters long displayed on a user's profile page. Twitter users may also upload a photo referred to as a tweetpic. Having a Twitter account allows a person to get various kinds of information according to his needs and interact with other fellow Twitter users {Formatting Citation} (Reilley, 2012)

At this time on twitter the phenomenon of alter ego accounts is rife. Unlike teenage accounts in general, there are accounts on the social networking site Twitter that have very different levels of private information disclosure. Generally, teenagers use Twitter as a place to interact, find information and pour their hearts through a tweet, but these accounts actually throw a photo containing pornographic content that is nothing but a photo of themselves. This can be seen from every time they upload sensual photos of themselves to twitter, they always complete it with a nametag that reads the username of the account used and attaches keywords such as hashtags #Realava or #alter #eksbis and others. As shown in the following picture:



Figure 1: Picture of one of Alter ego's accounts on twitter

The image snippet is the result of a search facility on the social networking site Twitter with the hashtag keyword #realava. It was very clear that @cielalova account posted a sensual photo of herself with a nametag that read the account's name and the hashtag #realava, also tweeted "Remes?" and one of her followers @rizkyalbhar replied "Mauuuu". The picture above is an example of an account that often throws sensual photos of themselves that seem not reluctant to reveal their sensual information in the form of photos of certain body parts in public spaces such as Twitter.

The practice of disclosing sensual information is usually in the form of Sexy self Presentation (SSP), which is trying to show or present sexy parts of the account owner. Many studies on SSP state that visually sexy self-presentation on social media is usually characterized by flirtatious, wild, and seductive posts, and by giving the impression that someone (account owner) is sexually available (Van Oosten et al., 2018). These traits may be related to what is called a sexually explicit self-concept (i.e., the extent to which a person feels that attributes associated with being sexually friendly, such as sexy, flirtatious, and seductive, are an important part of who they are). During adolescence, individuals become more sexually confident, less sexually reserved, and begin sexual exploration. (Van Oosten et al., 2018)

In this context, usually not all is done openly, some adolescents prefer to explore their CNS practices using alter ego accounts instead of their main social media accounts. According to experts, the term alter itself is actually still experiencing predefinition debate. In the context of twitter social media use, alter is adopted from the Latin 'alter ego' which means 'the other self' or the other side of a person who is hidden from society (Prakoso, 2020), or a condition in which a person forms another character in himself consciously. These other characters are often idealized images of himself, which he cannot realize and are only capable of coveting. With the alter ego's account, they naturally hide the name. Occasionally showing one side of the face, sometimes also covered with stickers

These alter ego accounts currently have distinctive interaction patterns, even the lexicon in the language of interaction they have with fellow account owners and followers has its own characteristics (Prakoso, 2020). In its interactions in social contexts, the lexicon in the alter world of twitter contains background that is not as directly applicable as real-world forms of communication. To be able to interact further in the world of alter twitter, for example, must mutualan (follow each other) first. Another form of acquaintance with other individuals is through the sending of self-portraits. The lexicon that is often used to describe this activity is pap, short for post a picture, which is the introduction stage when fellow alter account users send physical images. So when there is a man or woman who says "Pap yuk" it means that he has asked other individuals to send photos of themselves so that they can be judged whether it is worth continuing to the next stage of introduction or not (Prakoso, 2020).

Some of these alter ego account owners say that what they do is one form of their expression, which cannot be done in public spaces or on social media with their real accounts. They assume that what they do to alter ego accounts is still within the framework of their privacy constraints, where their real privacy space is not compromised.

Boyd and Marwick explain this in terms of Social Privacy, "Teenagers express the importance of privacy and public life. They want to participate in public networks, but they also want to have control over the social situations that happen there. They want to be visible, but only to a specific person. They want to be recognized and legitimized, but only by certain people. This is not a contradictory attitude; this is in line with how people have always been involved in public spaces. (boyd & Marwick, 2017)

Meanwhile, Barth and De Jong interpret phenomena such as those that occur in the alter ego account above as a Privacy Paradox experienced by teenagers on social media. On the one hand, teenagers (account owners) want to show their existence, on the other hand, they still want what they do not be discovered by close people. They consider this condition as an effort to maintain privacy. The concept of Privacy Paradox is a documented fact that explains that users have a tendency towards online behavior that endangers privacy, ultimately resulting in a dichotomy between privacy attitudes and actual behavior (Barth & de Jong, 2017).

The interaction that occurs in the Twitter alter ego space is an interesting and important inevitability to study. The space of power, values and norms of interaction between alter ego account owners and followers, as well as the alter auto base account that facilitates it- is an object of study that is no different from offline interaction. How the users of the alter ego account perceive social privacy in the public sphere is a study that needs to be done. Although it may seem that paradoxical privacy is a natural expression - because it is made possible by technology - but still, pornographic content is a worrying thing and belongs to social pathology.

Research Question

From the description of the background of the problem and also the focus of the problem above, the questions in this study are:

1. How is the practice of Sexy self-Presentation played by the owner of the alter ego account on twitter?
2. How do they hide in the role of sexuality and privacy practices paradox in alter ego accounts on social media twitter?

Theoretical framework and concepts

Privacy on Social Media

Petronio (2002) sees that humans make choices and rules about what to say and what to keep from others based on "mental calculus", which is meant by "mental calculus" is a ranking in a person based on important criteria, some of which such as culture, gender, context. He argues that these criteria include consideration of others involved as well as self-concept. For that reason, Petronio uses the terms disclosure and private disclosure rather than self-disclosure (West & Turner, 2008: 255). Disclosure of what personal information social media account users may or may not disclose should not be an immediate decision but a process of constant deliberation.

Privacy is a complicated concept, with no clearly agreed definition. Philosophers and legal scholars have worked diligently to conceptually discover privacy and offer a framework for explaining how and when privacy has been violated. However, fundamentally, privacy is a social construct that reflects everyday human values and norms. How people conceptualize privacy and find it in their lives varies greatly (boyd & Marwick, 2017),

Privacy for teenagers on social media

When trying to find privacy, young people criticize the tropes used by adults in discussing privacy. They talk about secrets and beliefs, and highlight certain spaces that are private or not. Throughout the discussion, the youth always said the importance of control and personal agency. They believe privacy has to do with their ability to control social situations, how information flows, when and where they can be observed by others.

Especially when talking about privacy for teenagers on social media. Since it was first popular, social media (2003), which later became known as a public network, became a gathering place for teenagers. Public on public networks (read social media) is interpreted not as an open society but consists of people who do not occupy a space, but a shared identity. It can also be understood as an “imagined community”. Thus, the public is not a collection of people that can be determined or limited space, With this understanding, the networked public (social media) is interpreted as (1) space built through technological networks and (2) imagined communities that emerge as a result of the intersection of people, technology, and practice. Facebook, for example, serves both as a public network itself and as a networking site.

Participation in public networks has become a core part of youth culture because adolescents value the opportunity to gather with their peers at large, especially in situations where their interaction is not much configured by adults. They struggle as privacy agents in public networks, precisely because adults are always present in their lives. Because physical space for socializing with peers has been lost or restricted, and when teens realize that their access is structurally or socially restricted, value space the mediation in which youth can gather has increased. In choosing where to go, the presence of friends is the most important factor. If friends and peers get together in person, teens feel the need to be there physically to feel included. If the collection is done online, online becomes socially critical. This sentiment is articulated by adolescents as social expectations.

Variations in privacy norms and practices on social media

Although all of the teens we interviewed expressed appreciation for privacy on some level (boyd & Marwick, 2017), they did not share uniform values about privacy and publicity. Like extroverted teenagers, or some introverts, even some exhibitionist teenagers, variations between individuals are shaped by local social norms, sharing different views in Different groups of friends, schools, and communities. For teens, privacy must be contextualized. Teens' understanding of privacy and how they bring it varies by individual, community, situation, role, and interaction. In other words, privacy – and norms around privacy – are inseparable from context. When teens share information about themselves, thereby increasing exposure, they do so because they gain something from their appearance. There is always a

trade-off, because teenagers account for what they may gain and what they may lose and how they analyze losses. Benefits according to their own mental risk and reward models. So, when teens negotiate privacy, they're not just thinking about the "downsides," they're considering what they might gain from self-expressing.

Privacy Paradox

Model privacy paradox is put forward by Susanne Barth and Meno. D.T. de Jong. Departing from the development of communication technology, especially the semantic web internet that gave birth to intelligent social media, the lives of billions of the world's population are affected by this. Simultaneously, the birth of big data interactions and digital technologies has also raised serious privacy and security concerns (Barth & de Jong, 2017).

The ease of data transactions using electronic devices on the one hand, makes consumers often unaware of their use. On the other hand, at the same time consumers are also concerned about their privacy due to potential data leaks and misuse. The difference between concern and such user behavior is a phenomenon known as the Privacy paradox.

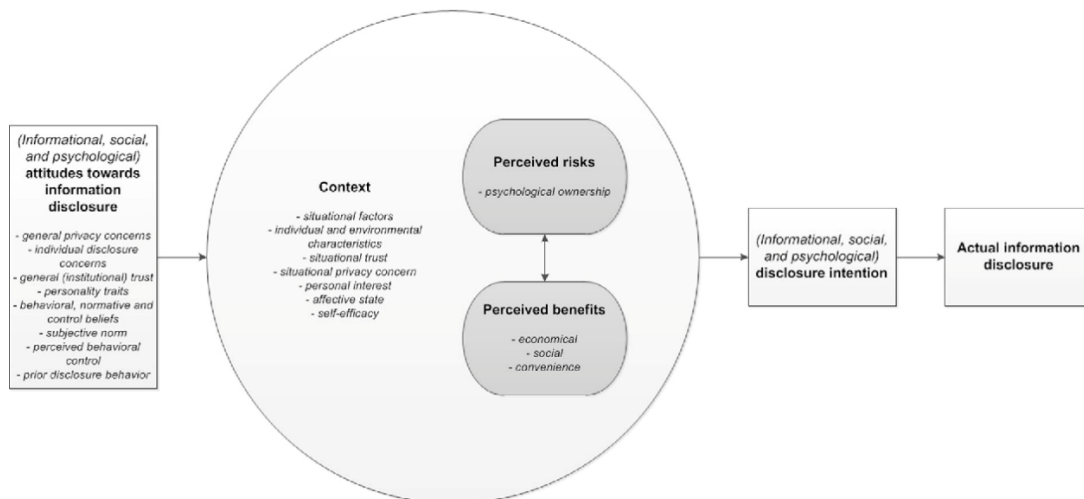


Figure 2: The Privacy Model Paradox

The concept of Privacy Paradox is a documented fact that explains that teenage social media users, have a tendency towards online behavior that endangers privacy and ultimately results in the dichotomy between privacy attitudes and actual behavior.

Barth and de Jong explain (figure 1) that the privacy paradox has at least the following approach:

In making decisions about private information on social media there are two main categories, namely:

1. decision making based on risk-benefit calculations
2. Customary benefit-based decision-making and little or no risk assessment.

METHOD

The type of research used by the author in this study is qualitative descriptive to describe facts and characteristics or certain fields systematically, factually and carefully. Descriptive research is a method of examining the status of a group of people, an object, a set of conditions, a system of thought or a class of thought today (Nasir, 1998: 13).

The method used in this study is virtual ethnography. If originally the object of traditional ethnographic study existed in geographically defined societies and cultures, virtual ethnographics placed the interaction and culture of online communities as the object of study. (Muhammad Siddiq; Hartini Salama, 2019)

This method emphasizes the main principles of virtual ethnography which demonstrate the importance of technological knowledge, participant observation and the use of technological utility to take field notes. (Global et al., 2020).

Researchers focused the object of research on alter ego account users are adolescent individuals aged 12-25 years or groups of adolescents. By conducting virtual operations on several auto base accounts and conducting interviews with 15 alter ego account owners.

RESULTS AND DISCUSSION

Motives and goals for using alter ego accounts on social media Twitter

The purpose of creating the account is to do things in disguise outside of the usual, such as follow any account, and be followed by any account. Using an alter account can also make it easier to find suitable circles. Alter users can easily find several individuals who are in agreement with what they like or believe.

Usually, someone creates an alter account so that all updates he posts are not known by others because it will be an anonymous figure. Some people claim to have an alter account more able to express their own hearts without fear of being scorned by friends and others. The characteristic of the alter account itself is that the account name and profile picture certainly do not characterize their respective identities at all.

Alter accounts are usually also referred to as second accounts that are usually used by people to show another side of themselves on Twitter. Twitter has many special circles for people who have similar interests. Circles specifically on Twitter social media such as fan accounts; special accounts to hype favorite artists or celebrities, cyber accounts; which are commonly referred to as like-like accounts, as well as alter accounts and role-play accounts.

Interestingly, akun alter ego Twitter is an account that is often used as a place to complain or tell the real grievances of his life. Alter accounts can also be a place to be 'naughty'. Usually, alter account users do not use their original photos. Therefore, it can be said that the purpose of someone using an alter ego account on Twitter has various variations, but the point is the same, which is to show the other side of the main account that often they have.

Practice sexy self-presentation

The high access and ease of uploading information also has a negative impact on social media interactions. Information of the nature of sexuality and pornography among adolescents is an undeniable phenomenon. Naezer in his book *Sexy adventures* explains that when it comes to teenagers, sexuality and social media, the public imagination is heavily influenced by media reports about the dangers of digitally mediated child sexual practices. Cases of sexual violence have received huge media attention, and journalists have speculated about the negatives of social media use such as childhood 'corruption', innocence, romantic love, sexual health and social cohesion. (Naezer, 2020)

Social media has made teenagers as individuals more free to express, reveal and decide what they want. However, not all teenagers abuse the ease of access in digital media, openness and privacy for teenagers who use social media is still an issue and norm held by some teenagers. As is the case in the real world, individuals will be aware of what information can be disseminated, or kept stored.

The practice of revealing sensual information is usually in the form of Sexy self-Presentation (SSP), which is trying to show or present parts of the account owner, usually marked by flirtatious, wild, and seductive posts, and by giving the impression that someone (account owner) is sexually available. This may be related to what is called a sexually outward self-concept (i.e., the extent to which a person feels that attributes associated with being sexually friendly, such as sexy, flirtatious, and seductive, are an important part of who they are).

In this context, not everything is done openly, some teenagers prefer to explore their CNS practices using alter ego accounts instead of their main social media accounts. With the alter ego's account, they naturally hide the name. Occasionally it shows one side of the face, sometimes it is also covered with stickers. There are more other areas of the body that are revealed and can be seen openly in their timeline, besides the genitals. They do not show off genitalia, they feel more secure and comfortable by only showing body curves, although not all of them have been free from insecurity called "body beauty standards". At least through the alter ego's account, they celebrate life. Free from the judgment of others, free from insecurity, free from complaints about shortcomings possessed.

Among women who own alter accounts, many like to post sexy photos or videos, on Twitter, the factor is because they want to be famous. Once famous they hope it can bring economic benefits, such as endorsements or followers.

Paradoxical privacy practices on alter ego accounts on social media twitter

This paradoxical theory was put forward by Susanne Barth and Meno. D.T. de Jong. Departing from the development of communication technology, especially the semantic web internet that gave birth to intelligent social media, the lives of billions of the world's population are affected by this. Simultaneously, the birth of big data interactions and digital technologies has also raised serious privacy and security concerns (Barth & de Jong, 2017).

Teenagers, on social media, create privacy boundaries in their own ways that are understood by their friends and/or community. For example, with adults on Instagram pages, they will be "not welcome" with adults and use the "close friend" feature when posting something on Instastory. Some teens also use different techniques to keep their message private when posting something, for example by posting a song for their mood, which only their friends or community understand.

Social media has the technical ability to serve the privacy needs of teenagers, just as journalists imagine their audience when creating stories, so teenagers have to imagine their audience every time they post something on social media. Another dynamic that adolescents must control is the social collapse that can occur. Like meeting close people in a private network for example. The third dynamic that social media technology has is related to obscuring what is public and what is private. As a social construct, privacy and publicity are influenced by what is structurally feasible and socially appropriate.

CONCLUSION

An alter ego account is a medium for the "other self" of a teenager. The motives and goals vary, but it boils down to freedom of expression without worrying about being known to those close to them. One of them is by doing a Sexy Self Presentation (SSP). The alter ego account owner's CNS practice is to show or present the same parts of the account owner, usually characterized by flirtatious, wild, and seductive posts, and by giving the impression that someone (the owner of the account)) sexually available. The above phenomenon and practice is a form of adolescent Privacy Paradox practice, which is when teenagers, on social media create privacy boundaries in their own ways that are understood by their friends and / or community without worrying about their parents knowing.

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