

Series „Short Cuts | Cross Media“

edited by

Klaus Neumann-Braun,

Axel Schmidt and Henry Keazor

Volume 4

Ulla P. Autenrieth | Klaus Neumann-Braun [eds.]

# The Visual Worlds of Social Network Sites

Images and image-based communication on  
Facebook and Co.



**Nomos**

Edition Reinhard Fischer

copyright: <http://www.prismaonline.ch>

Die Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data is available in the Internet at <http://dnb.d-nb.de>.

ISBN 978-3-8329-6800-7

1. Edition 2011

© Nomos Verlagsgesellschaft/Edition Reinhard Fischer, Baden-Baden 2011. This work is subject to copyright. All rights are reserved, whether the whole or part of the material is concerned, specifically those of translation, reprinting, re-use of illustrations, broadcasting, reproduction by photocopying machine or similar means, and storage in data banks. Under § 54 of the German Copyright Law where copies are made for other than private use a fee is payable to »Verwertungsgesellschaft Wort«, Munich.

# Contents

Acknowledgements	7
ULLA P. AUTENRIETH, KLAUS NEUMANN-BRAUN Windows to Ourselves or the Visual Worlds of Social Network Sites – Introduction	9
JÖRG ASTHEIMER, KLAUS-NEUMANN-BRAUN, AXEL SCHMIDT MyFace: Portrait Photography on the Social Web	15
ULLA P. AUTENRIETH MySelf. MyFriends. MyLife. MyWorld. Photo Albums on Social Network Sites and Their Communicative Functions for Adolescents and Young Adults	61
JÖRG ASTHEIMER Personal Glam Worlds on the Social Web – Photo-documented Facework and Its Performance on Nightlife Platforms	101
ROBERTO BRUNAZZI, MICHAEL RAAB, MORITZ WILLENEGGER Bravo Gala! Users and Their Private Pictures on the Horizon of International Star Culture	121

