

Exploring the Fakes within Online Communication: A Grounded Theory Approach (Phase One: Study Background)

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Abstract

This study aimed at exploring, analysing, and investigating the fake profiling phenomenon among students with different age categories in schools in Jordan. The study sample is consisted of (87) male and female students of Al-Rai schools in the city of Amman; capital of the Hashemite Kingdom of Jordan. The age categories ranged between (12-18) years old students, and the selected students (the study sample) was chosen upon the academic achievement, usage ratios of online social networks, and teachers' recommendations. This study is phased in five stages: the study background, the grounded theory, the study methods and procedures, the study analysis, and finally the study results and recommendations.

Keywords: fake profiling, social networks, study sample.

1.1 Introduction

Given that fake profiling among online uses is a worldwide issue, the current study will start the examination and for future exploration to adjust its worldview model for other comparable investigation. This present concentrate, in this manner, will investigate young people's close to home encounters and view of fake profiling inside of the Jordan environment, and looks at all components that cause this marvel, including the attributes of fake profiling in online networking.

The researcher tries to make a valuable info to existing learning in the field of interrelated concentrates, especially regarding fake profiling occurrences among youths in Jordan. By encouraging to distinguish the majority of the components included, this momentum examination tries to discover ways to deal with propose how teenagers ought to act while conveying online and consequently minimizing faking profiling among them. What's more, by concentrating on the connections and winning conditions, the prerequisites for a superior focus on the watchman, and the issues particular to fake profiling are being tended to(Qutieshat, 2013).

This research is motivated by a passionate concern on fake profiling among adolescents. Extremely many studies recommended that a further study to be conducted as to the reasons that could stand behinds having multiple fake profile accounts, which have affirmed the researcher's belief that fake profiling is undeniably precarious for adolescents(Ensour, 2013).

1.2 Problem Statement

The kingdomof Jordan ranks as one of the countries whose fixed Internet network performance is improving at an advanced level. Internet penetration in Jordan reached 81 percent by the end of September 2014 (Al-Abdallah, Al-Khawaldeh, & Al-Hadid, 2014).And with an expected rapid growth that will continue (Rababah, 2012).

The social media world is exploding. Adolescents and young are being exposed to the digital world at an ever increasing rate, how this generation of adolescents' people portray themselves online versus their face-to-face interactions. When adolescents begin to have a different persona online than they do in real life, the possibility to engage in cyber bullying, sexting, and fake profiles behaviour may increase (Caldwell, 2013).

All of these behaviours can be destructive. Surveying adolescent's perception of their online behaviours as opposed to their real world conduct would contribute to the knowledge of the subject. It also could help Adolescents people identify with the fact they act differently online then they do in the real world, which might aide in preventing some of these destructive consequences. Finally, it would serve as a guide to others on how to better address integrity online and curb some of these bad behaviours. Previous research has mainly examined one or just a few common media of fake profiling, (text messages, email); and/or has measured fake profiling as a global category. However, different media have different characteristics; we distinguish seven media of fake profiling. We examine age and sex differences, which have not been consistent in previous research. Also, as some schools attempt to

block or monitor mobile phone and internet use in school, the venue of cyber bullying (inside or outside school) needs to be assessed.

The possible breadth of audience for fake profiling (on websites or by circulating picture clips) might heighten impact, but the possibility of blocking electronic compared to face-to-face harassment might lessen impact. As many countries over the world, Jordanian adolescents and teenagers are suffering from fake profiling. The researcher through this study will search all that factors in Jordanian schools.

Despite the advantages of using Facebook and other social network sites, users face different types of threats. With the common use of the internet, there is an increasing fear of online identity fraud. When examining the issue of online identity, one should discuss trust. Online identity is one of the major concerns associated with social networking sites (Qutieshat, 2013).

Since social networking sites make it easy to interact with anyone, anywhere, whether or not to trust the other party is a crucial issue. In fact, it was once said that "people trust people not technology!" (Friedman, et al., 2000). But what about people who have only met by technological means, are they trustworthy? In cyberspace, users are becoming familiar with the idea of having an online identity which is different from their real offline one (Crawford, 2004).

In addition, it is possible for the user to create an imaginary identity which only exists in his mind; and some users are more skillful and are able to plagiarize the real identity of another person. This identity, as described by Noveck, is more malleable and potentially much more controllable in mediated environments" (Noveck, 2005). Therefore there is a high possibility of providing false information such as the name, email address and age. This will lead to the fact that there is a high possibility to create fake online accounts.

1.4 Research Aims

Because the rise of worry issues on Jordanian adolescent's behaviour (Ensour, 2013) and also globally (Krombholz, et al., 2012), The main goal of this research is to evaluate the implications of fake user profiles on Facebook. Also the study aims to explore the nature of fake profile in a sample of Jordanian adolescents.

There has been a huge gap while no published research on fake profile in Jordan (to our knowledge), even though Jordan is a nation with one of the longest usage of mobile phones. The researcher aimed to investigate prevalence rates in the following main categories of fake profile. The categories were chosen due to their high prevalence rates in study of (Fire, et al., 2013) We examined incidence both inside and outside school.

1.5 Research Questions

This study aim to provide an understanding the effects of fake profile on adolescent's behaviour in The Hashemite Kingdom of Jordan, The questions to be answered by this study are: The researcher has placed indications to take the reader through a plan for this particular study. The first indication is the problem statement, and subsequently the research aims which establish the central direction for the study. Consequently, the researcher has provided research questions which the interview questions will be based later on.

First research question: what are the contexts and prevailing conditions that influence the antecedents of this phenomenon in Jordan?

Second research question: what are the antecedents that contribute towards the occurrence of central phenomenon in Jordan? Consequently,

Third research question: what the coping strategies resulting from the central phenomenon of fake are profiling. Finally,

Fourth research question: what are the consequences resulting from the coping strategies taken by informants?

1.6 Significance of Study

This study, to the researcher's best knowledge is the first to empirically investigate the relationship between the elicited online fake profiles on adolescent's behaviour in the context of Jordanian. With this, this study serves as a strong base for scholarly investigation into the research paradigm of fake profile, its effect on adolescent's behaviour.

Therefore, and as an answer to the clarion call on the need for studies on to fake profiling among adolescents while utilizing online media generally due to its teething stage significances. It specifically contributes to the empirical studies on the effect of fake profile in The Hashemite Kingdom of Jordan.

The significance of this study is also apparent in the desire of the researcher to fill the knowledge gap of empirical Jordanian perspective of the problem and challenges of fake profile in Jordan, as it is foreseen that the study will produce good ideas and knowledge that will add to the volume of literature on the global fake profile discourse. This study will optimistically provide empirical data to investigate the current level of fake profile.

1.7 Study Methodology

The researcher preferred a qualitative research framework for the current study. This type of framework is defined as an investigative process of comprehending based on distinctive methodological traditions of inquisition that examine a social or human predicament (Creswell, 1998). Creswell (1998) stressed that researchers ought to have convincing grounds for preferring a qualitative research framework. In this study, the underlying principle of using qualitative research can be rationalized by (i) the characteristics of the research questions, (ii) the amount of research completed on the topic to date, and (iii) the objectives of the research itself.

And the researcher had adopted the grounded theory approach which suggested that grounded theory aims to produce understanding concerning the behavioural patterns of a group which tally with this research. While Coyne and Cowley (2006) stated that the aim of this methodology is to develop theory that will enlighten the prevailing process in the phenomenon being explored.

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