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Masquerade in the Blogroom
(Effects of Anonymity on Communication in the New Medium)

Entering into the cyberspace enhances the risk of losing identity. Actors willing to communicate with each other in the cyberspace have no means to prove their own identity in the eyes of the other which makes difficult mutually to maintain fixed and stable identities in the flow of communication. In the world outside borders have been established to separate the I and the Other, the ingroup and the outgroup. No such borders exist in the world within the internet. One is to be perceived by the text he/she has published in the heat of the moment. This paper aims at studying texts of anonymous actors published regularly as a response of a blog post which has been changing day by day. Only the author of the blog had real name (if anything can be real in cyberspace). There was a strong tendency of emotional polarization among the respondents. Some anonymous respondents showed much aggression and frustration. Others were more compassionate. Political themes elicited mostly aggression. Cognitive complexity, ironic communication tended to be misunderstood. Recurrent participants, however, finally have reborn in cyberspace which opened new possibilities for them and their partners as well.

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