

Goffman's *Presentation of Self in Everyday Life* in HCI

In 1959, Erving Goffman published *The Presentation of Self in Everyday Life* in which he provided a dramaturgical framework for examining the intricacies of face-to-face interaction as ongoing performance. In this framework, dramaturgical concepts are used to interpret participant communication and realize social meaning through the examination of this performance. Goffman's framework has shone a new light on face-to-face interaction and given us new vocabulary for describing this information exchange. In the past 15 years researchers in IT-related disciplines, including human-computer interaction (HCI), have sought to integrate Goffman's dramaturgical framework into their own work to explain the interaction between humans and technology. The purpose of this study is to examine some of the key concepts from Goffman's *The Presentation of Self in Everyday Life* and review how these concepts have been used and Goffman's work cited in a sample of the HCI literature taken from the Association for Computing Machinery (ACM) online digital library. To gather the sample, a search was conducted with both the phrase "Presentation of Self" and keyword "Goffman" returning 130 articles. Out of the 130 articles, 123 articles were found to have cited Goffman's *The Presentation of Self in Everyday Life* in some way. Each of the 123 articles was coded using Martens & Goodrum's (2006) "typology of citation functions of theories" citation analysis technique to determine how Goffman's work was used in the article. In addition, a thematic analysis was performed on each article to determine which of Goffman's concepts were used. Results indicate that, within the sample, Goffman's framework was mostly cited as a type of positive acknowledgement used to describe aspects of impression management.

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