

Chapter 1.22

Negotiating Virtual Identity in an Age of Globalization

Neil P. Baird
University of Nevada, USA

ABSTRACT

Virtual workplaces are no longer the province of young technophiles, and we must become more conscious of the particular challenges and issues those considered “nontraditional” face in this new environment. Continued globalization, fostered in part by computer-mediated communication, is bringing diverse populations together in virtual spaces; however, because we bring our culture with us when we move online, the default identity of the faceless virtual workplace becomes the young, white male. How do those considered nontraditional then negotiate their identity in order to contribute successfully? This chapter will explore this question with a case study of a

Vietnam veteran in the workplace of a freshman writing classroom and, in doing so, will invite educators, employers, and researchers into discussions of virtual identity and interaction, how we perform ourselves in online workplaces, and fostering virtual communities.

NEGOTIATING VIRTUAL IDENTITY IN AN AGE OF GLOBALIZATION

We find ourselves working more and more in virtual spaces these days. Even so, while many of us are compelled, in both senses of the word (i.e., drawn to and forced), to work in this new environment, we expect those who work in these settings and share these spaces with us to perform and behave in the ways they regularly do in tradi-

DOI: 10.4018/978-1-59904-893-2.ch046

tional workplace environments. We expect them to stay focused and on task. We expect them to communicate efficiently and effectively with each other. We expect them to remain professional and courteous in their interactions with us. We expect them to cooperate in order to collaboratively produce innovative ideas and new products. This chapter defines virtual workplaces as any virtual space where two or more people come together to accomplish some sort of task. As virtual workplaces in this sense became more and more popular to work and exist within, many scholars argued that the disembodied, faceless nature of this environment promoted and fostered the above values more than traditional settings (Butler & Kinneavy, 1991; Cooper & Selfe, 1990; Flores, 1990; Selfe, 1990). However, these technophilic, almost Utopian conceptions of online environments are being challenged by a number of researchers (Forman, 1994; Hawisher & Selfe, 1991; Janangelo, 1991; Matheson, 1991; Takayoshi, 1994).

What many of these studies are discovering is that we bring our culture with us when we move online, and the same issues of race, gender, and class that plague us in the “real” world also plague us in online environments. For example, we make certain assumptions about an other when all we see is a name on a screen, and the assumptions we make are fostered partly by the culture we live within. How many of us have made the assumption when working with a faceless name in a virtual workplace that the other person was white, male, and probably between the ages of 18-25, only to discover an identity very different when we finally meet that person face-to-face? More importantly, how does someone who is not white, male, and between the ages of 18-25 experience working in an environment where these assumptions are being made?

While the research challenging Utopian notions of virtual environments is doing so through the lenses of race, gender, and class, very few are examining the intersections of age and the online environment. Virtual workplaces are no

longer the province of young technophiles, and we must become more conscious of the particular challenges and issues those considered “nontraditional,” who are drawn to or being forced to work in virtual workplaces, face in this new environment. Continued globalization fostered in part by computer-mediated communication is bringing diverse populations together in virtual spaces. The default identity of many online workplaces can be difficult for them, many of whom are over the age 30, to negotiate. When the default identity of the faceless virtual workplace is the young, white male, how do those considered nontraditional present themselves in order to contribute successfully in the ways we value in traditional workplace settings?

This chapter will explore this question with a case study of a Vietnam Veteran in the virtual workplace of an online freshman writing classroom. A 60-year-old Vietnam veteran began my fully online course as a student who had no desire to share personal details of his life in order to begin fostering an online community. As the course progressed, he began to bear witness to his wartime trauma and experiences as a paramedic after the war, significantly altering his relationship with other members of the class. An e-mail he wrote to me shortly after the course came to an end expressed his gratitude at being able to come to an acceptance of himself and his trauma, an acceptance, he argued, that would not have happened in a traditional classroom. By exploring the way this student presented himself in a virtual workplace dominated by young freshman just out of high school, this chapter will invite educators, employers, and researchers into discussions of virtual identity and interaction, how we perform ourselves in online workplaces, and fostering virtual communities.

We expect those who work in virtual workplaces to perform and behave in the ways they regularly do in traditional workplace environments. We expect them to remain focused and on task in order to collaboratively produce innovative

8 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/negotiating-virtual-identity-age-globalization/48675

Related Content

Spatial Autocorrelation and Association Measures

J. Negreiros, M. Painho, I. Lopes and A.C. Costa (2008). *Encyclopedia of Networked and Virtual Organizations* (pp. 1502-1508).

www.irma-international.org/chapter/spatial-autocorrelation-association-measures/17785

Impact of Social Media and Technology Companies on Digital Journalism

Ükrü Oktay Kılıç and Zeynep Genel (2019). *Trends, Experiences, and Perspectives in Immersive Multimedia and Augmented Reality* (pp. 147-170).

www.irma-international.org/chapter/impact-of-social-media-and-technology-companies-on-digital-journalism/210732

Framework for Stress Detection Using Thermal Signature

S. Vasavi, P. Neeharica, M. Poojitha and T. Harika (2018). *International Journal of Virtual and Augmented Reality* (pp. 1-25).

www.irma-international.org/article/framework-for-stress-detection-using-thermal-signature/214986

Fostering Creativity in Global Virtual Teams: Conversations with Team Leaders

Margaret Oertig (2007). *Higher Creativity for Virtual Teams: Developing Platforms for Co-Creation* (pp. 123-137).

www.irma-international.org/chapter/fostering-creativity-global-virtual-teams/22166

Can You Feel It?: Effectiveness of Anxiety Cues for the Design of Virtual Reality Exposure Therapy

Jessica Morton, Jolien De Letter, Anissa All, Tine Daeseleire, Barbara Depreeuw, Kim Haesen, Lieven De Marez and Klaas Bombeke (2021). *International Journal of Virtual and Augmented Reality* (pp. 1-17).

www.irma-international.org/article/can-you-feel-it/298983