

aus: Kozinets, Robert V.: Netnography: Redefined. SAGE Publications Ltd; Second Edition edition (July 24, 2015), S. 52 - : zitiert nach: Rainie, Lee and Barry Wellman (2012) Networked: The New Social Operating System. Cambridge, MA and London: MIT Press.

From Rainie and Wellman (2012: 12–18) we can reiterate the following 12 principles regarding networked individualism:

1. Networked individuals increasingly meet social, emotional and economic needs by tapping into dispersed networks of diverse associates instead of relying on more intimate connections with a relatively small number of core associates.
2. Networked individuals maintain partial membership in many networks or social groups and rely less on permanent membership in established groups.
3. Technology is accelerating the trend toward networked individualism by accelerating the growth, accessibility and diversification of these kinds of networks.
4. The Internet is the new neighbourhood, increasingly containing some of the networked individual's most important social contacts.
5. Networked individuals are empowered by the Internet to project their vision and voice to extended audiences, and invite them to become a part of their social world.
6. The lines between communication, information and action have become increasingly blurred as networked individuals use the Internet, mobile phones and social networks to instantly get information and act upon it.
7. Networked individuals move easily between relationships and social settings to construct their own complex identities, depending on their passion, beliefs, lifestyles, professional associations, work interests, hobbies, media habits, subcultural inclinations and other personal characteristics.
8. Less formal, more fluctuating and more specialized peer-to-peer relationships are more easily sustained at work, and the benefits of hierarchical boss-subordinate relationships are less obvious.
9. Home and work are far more intertwined than in the past.
10. The public and private spheres of life are far more intertwined than in the past.
11. New expectations and realities are emerging regarding the transparency, availability and privacy of people.
12. In this new era of less hierarchy, more information and looser relationships, there is greater uncertainty than ever before about which information sources to believe and who to trust.