



# «Thank you, Next»: From broken relationships to Facebook narratives

Daflos Ioannis

Kourou Katerina

Ziavra Elena

Marilena Papachristophorou

University of Ioannina

School of Philosophy - Department of History & Archaeology

Interdisciplinary Postgraduate Programme in Modern History, Folklore and Anthropology

«Thank You, Next»:

"A diary of all the drama we live in our love lives"

# The Community “Thank you, Next”

- An acronym: TYN
- A closed online Facebook group
- Named from a pop song by Arianna Grande (TUN)
- Members sign their own rejection stories, and make them public (both as recipients and perpetrators of rejections)
- Currently counts 639,400 members / No other group of the same range on the internet
- Created in Greece, mainly for Greeks and in Greek

# Basic rules

- More than 300 **forbidden words**
- **Misdemeanors** include: Insulting members, Expressing racist ideas, Sexist ideas, Homophobic ideas, Body shaming, Victim blaming.
- **Penalties** range from "muting" for a period, or a permanent ban from the community.

- «**Thank You, Next**»: a dating site or a storytelling contest?

- "TYN ..." for "Once upon a time...", and the story goes as follows



# How we worked it out

Methodology...

- Digital Ethnography
- Participant Observation
- Complete Observation
- Archival research

... and Queries

- The projection and intake of sex taboos by community members
- The projection of the social self within online community contexts.

# Dealing with ethical issues

- We informed the control panel that we were acting as observers
- Signed in with our extant profiles and photographs
- Interviewed information about the community and its members
- Posted twice seeking for reactions
- Focused on the phenomenon itself, not personal identities, not personal stories
- *The posts presented in this article have been translated and edited, in the form and appearance of a Facebook post, still veiling members' identities.*

JESPERSEN, O. (2013) *Language: its nature and development*. Oxon: Routledge. p. 7

*“Communication between people is constantly changing and adapting to social trends, lifestyles and in the age of the internet and image in technology, language is recognized as a living organism”.*



# EMOJIS for Visual Literacy

- They are **understandable by everyone**.
- They are meant to be **light and fun**.
- Convey a wide range of **emotions**.
- Replace **body language** (gestures, voice, volume, emphasis).
- They express **diversity** in various forms, such as gender, race and ethnicity.
- Emojis can disguise **sarcasm**
- They may express **generation gaps**

The “TYN” community has developed its own communication codes and language, combining a grammar and visual alphabet with a strong use of emojis and memes. Emojis in the community accompany words or sentences that otherwise would put someone in an uncomfortable position. Furthermore, there is a strong use of gifs , memes and links from You tube influenced by pop culture in the comments.



## Menstruation as a taboo

Most of the members of the community find the perception of menstruation as a taboo obsolete and ridiculous. Though there is still a dynamic minority that defines its sexual behavior based on certain taboos.



**Thank you, Next**  
Εργασίες Μήνας · 2 Ιουλ 2020 · 📷

Cracked TYN

There was a dudette in training (M) and whenever she saw me in training she would say “hello totty”. “Where are you baby” and stuff like that in slang. In general, she talked like that with a lot of guys in the gym, however whenever I was stretching, she would come at the end by my side with an ulterior purpose to touch my muscles. I cringed like crazy but bless her M had a great butt (9/10 easily). M worked in a coffee shop located across the street from the gym and every time she saw me, she would come over to say hello, hug me and stuff. I should tell you that on that period I was kind of seeing another girl. Anyway, we made plans to go for a beer. We went to a place to have a beer but there was too much smoke and I don’t like this kind of stuff and we decided to live. The time had passed so like a gentleman I thought I should take her home. The idea to get crepes came up but the shop was closed so we went to hang out at her place. (She had training in the morning and my house was by the gym). I invited her to my place for a sleepover and she could go for training in the morning. She accepts and all is well, I think I could get some. Dudes she started talking about the amount of blood she has on her period and the pain she goes through. Immediate TYN. In my place I went to lie down and sleep on the spot (she was by my side caressing and teasing). She did the classic move facing the other way projecting her butt and whatever happens. I am not lying; I am cool with that stuff, but she used so much detail (her plumbing) I couldn’t take it and I sent her away.

PS 1: She never talked to me again.

PS 2: Girls if you don’t know someone that well don’t start analyzing your plumbing.

👍 Μου αρέσει!    💬 Σχολιάστε    ✉️ Αποστολή

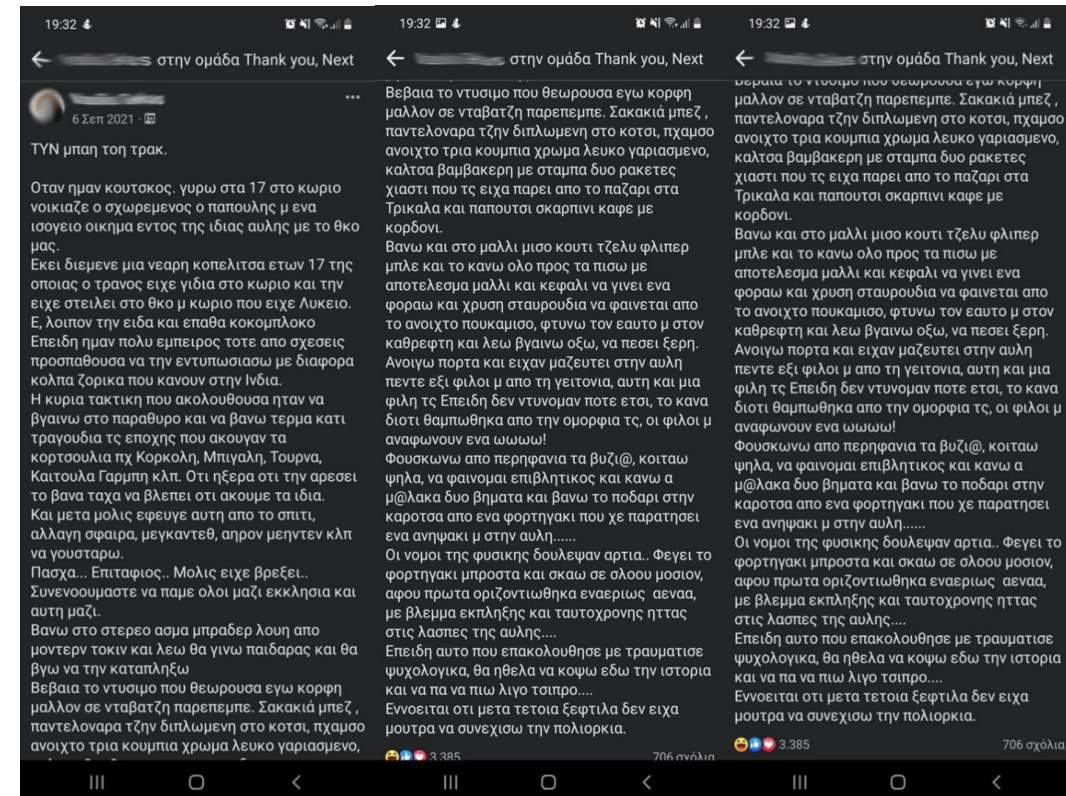
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## Social Self

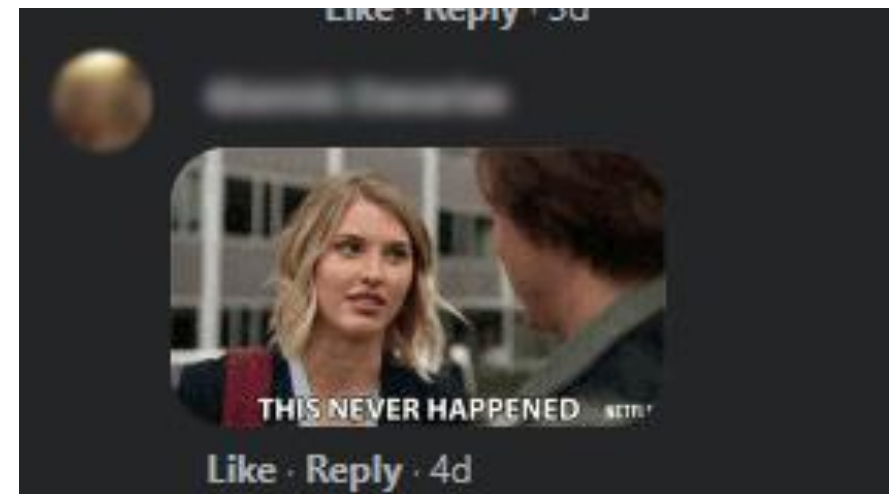
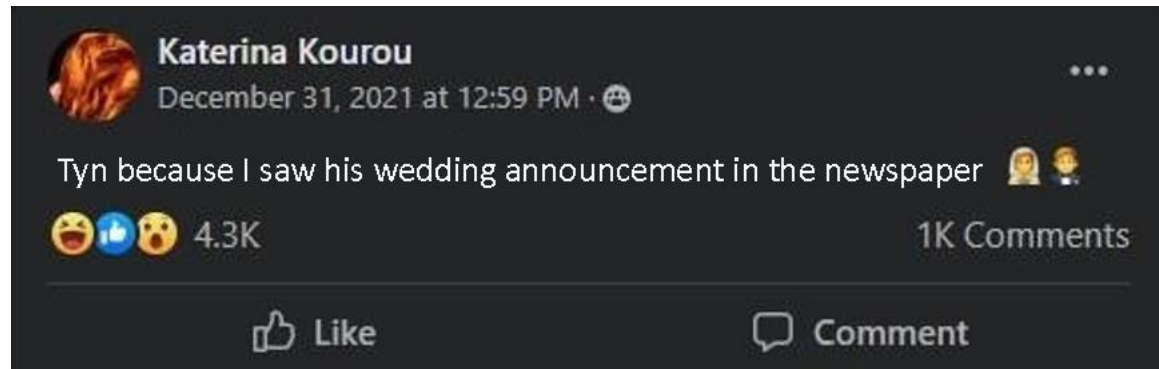
Many of the users seek to create a *persona* in order to become popular within the group, gain an audience, be accepted and collect "likes".

*"When I was seventeen, a girl around my age lived next door. She was from a nearby village and moved because her village didn't have a high school. I tried to woo her by playing to her various pop songs of that period because I fancied her. Every time she left the house, I listened to the genre I liked which was metal, of course. It was Easter and it had just rained. Me and my friends arranged to go to church together. The girl would be there too. I put on my best outfit and prepped for the event. Coming out of the house, though, I stepped on a toy-truck my nephew had abandoned in front of the door and fell in the mud. The girl was looking at me all the while and laughing. I felt embarrassed and didn't approach her again".*



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## Participant Observation

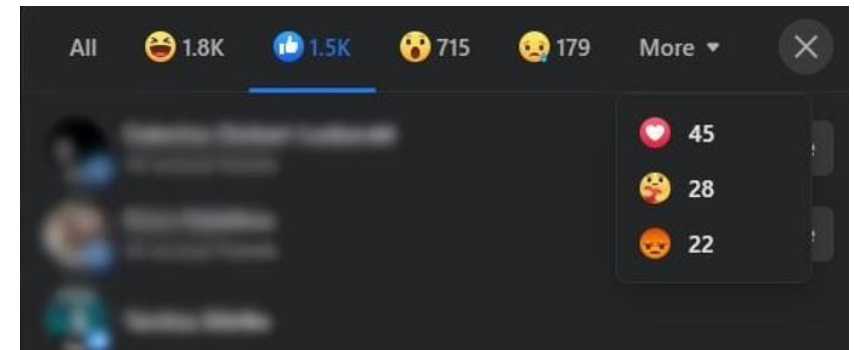


# Participant Observation

- 4,300 reactions
- 1,000 comments

A summary

- ☰ Why should anyone read a newspaper in 2022?
- ☰ How old is she?
- ☰ Why read the social columns?
- ☰ Must be desperate.
- ☰ It's your fault.
- ☰ Women.
- ☰ Smart man.
- ☰ Same old story, I've been there.



## «Thank you, Next»: A First Synopsis

- Members of the community show less scruples about sex attitudes.
- The digital world apparently functions as a “protective” wall.
- Members seek and gain popularity (celebritization), becoming local celebrities.
- Humor and stotyelling skills will make someone stand out.
- The group functions as a dating app.
- There is a strong presence of patriarchal stereotypes (mansplaining) and a generalized feeling of latent misogyny .

THANK YOU, until NEXT time!!!

