

Adolescents' Intentions of Self-presentation on Social Media

Yucheng Pan^{1,a,*†}, Shishuai Pang^{2,b,†} and Hengkun Wang^{3,c,†}

¹Nanjing Normal University Suzhou Experimental School, Suzhou, 215133, China

²Broadcasting and Hosting Art, Tianjin Normal University, 300382, China

³School of Written and Directed Arts, Sichuan University of Media and Communications, Chengdu, 611745, China

a. tizhabubaqini@hotmail.com, b. pompeii020403@163.com, c. whk20011015@126.com

*corresponding author

[†]Those authors contributed equally.

Abstract: With the development of the Internet and the innovation of mobile network technology, the advent of the social network era has broken the time and space constraints in the traditional social mode, changed the traditional social mode, and extended the interpersonal interaction in people's daily life to the virtual space. The difference between the social network and traditional Internet interaction is that it not only allows strangers to meet and communicate with each other, but it also aims to make a virtual social platform to generate a mapping with real-life interpersonal relationships and make this mapping visible. The social network builds an equal, open, and decentralized communication platform for users. Everyone becomes a creator and communicator instead of a passive recipient and provides a platform for each user to present themselves. In this research, in order to study the impacts on adolescents' online self-presentation intentions, Theory of Planned Behavior (TPB) and media use frequency are regarded as independent variables to measure their behavioral intentions. Besides, a questionnaire was conducted randomly in 529 samples from Suzhou and Tianjin, China, of which only 206 samples were about adolescents. Then, the data were analyzed via SPSS. The results show that there is a positive relationship between online self-presentation motive and attitude, subjective norm and perceived behavior control, and media use frequency. What's more, the other-related areas can testify to these results.

Keywords: Theory of Planned Behavior; Self-presentation; Adolescents; Social Media

1. Introduction

1.1. Research Background

Social media refers to online pages and software where people communicate and share information, which enhance their cooperation and relationship [1]. The past few years have witnessed the thriving development of social networking sites (SNS). Technical devices like mobile phones as the platform of information, make people easy access SNS in their daily life [2]. Therefore, social media platforms become a common feature of everyday life. Adolescents as the younger generation, incline to accept the new interactive ways and show themselves on the internet [3-5].

Additionally, displaying oneself is a way of impression management, leaving an impression on others. In this way, teenagers usually want to emphasize or belittle their aspects [4]. In online self-display, teens can do a lot of activities like expressing ideas, interests, and self-created videos, so it becomes indispensable in teens' life [6].

1.2. Research Gap

Facebook is a kind of platform for people to display their self-image and vlogs. The purpose of sharing is to seek attention, confidence, and recognition from others and then to communicate and entertain others [7]. Previous studies always concentrate on psychological factors of self-display on social media, including their display of best photos online and frequent-displaying behaviors [8]. However, studies on exploring influences on the intention of self-presentation on social media are rare.

Therefore, more data is needed to investigate the relationship between adolescents' self-display online and the frequency of social media usage. Then, the gap appears, the gap should be filled in this aspect of research.

1.3. Fill the Gap

With the increase in self-presentation on social networks, the present literature cares more about the reasons for SNS users' behaviors. Based on the Theory of Planned Behavior framework, has been applied to the studies of the relations of behaviors, attitudes, and the intention of behaviors. TPB has been in a variety of fields, such as IT acceptance research, advertising, public relation, advertising campaigns, and healthcare [9]. It is of significance for self-presentation from individuals to society.

With the guide of TPB, this research aims to identify the factors of self-presentation and media use frequency. What's more, the study tends to find the way of the four independent variables—attitudes, subjective norms, and perceived behaviors control affecting the intention of self-presentation of teenagers on social media. Additionally, adolescents were asked to fill in the 'Social Media Self-Presentation Questionnaire' to measure their self-reported behaviors and analyze the percentage of self-presentation, so as to fill in the gaps in the literature through the self-presentation behaviors of adolescents.

2. Literature Review

2.1. Definition & Development

The concept of "self-presentation" was first constructed by Erving Goffman on the basis of the symbolic interaction theory of Mead and Curry. In *Self-Presentation in Daily Life*, Goffman put forward the theory of drama, which is devoted to extending the principles and framework of drama performance to interpersonal communication and interaction in daily life, and exploring the way in which individuals control the image in others' minds in self-presentation [9].

In the early research and theory of self-presentation, the main focus of the scene is face-to-face interpersonal interaction, in which the interactive scene and audience self-presentation are also known as self-presentation [10]. Different from face-to-face self-presentation, self-presentation on social media has three characteristics. The first is asynchronous communication, that is, there is no need for immediate communication so that individuals can win time for discourse modification in communication. Second, the audience is diverse and the user heterogeneity makes individuals have to consider the different needs and the corresponding effects when presenting themselves. The third is audience feedback, in which participants can get interactive feedback from others on their self-

presented content [11]. That is, Asynchronous communication, Multiple audiences, and Audience feedback are the most obvious features of social platforms. In the influence of social media scenarios on self-presentation intention, the greater the amount of online feedback, the stronger the willingness to self-presentation, and the self-identity plays a moderating role in the process. As for adolescents' choice of media for self-presentation, the iteration of technology improves their subjective consciousness and also improves their ability to construct self-image [12]. The self-presentation of female college students indicates that in the context of new media, its composition is more complex and its ways are more diverse, and at the same time, he discussed the three aspects of image shaping of this group in social media networks, namely, creating an objective image, mimicry image and cognitive image [13].

The theory of planned behavior has been used in the following areas, firstly, a considerable number of TPB studies have focused on health behaviors, where perceived behavior control is seen as a central concept in health behavioral models, and previous studies have demonstrated the social impact and importance of research on blood donation and drinking and driving [14]. Also, Marketing researchers and practitioners use TPB to understand consumers' attitudes, intentions, and behaviors in delivering mobile viral content, and thus predict their mobile viral marketing intent and actual behavior [15]. Even TPB can be used in political behavior such as voting choices and expressed intentions in presidential elections [16]. TPB has been used by many scholars to discuss self-presentation, such as by extending the theory of planned behavior in controlling certain variables and the inclusion of narcissism to predict the behavior of intention of editing selfies [17]. Every behavior originates from behavioral intention, which depends on attitude, subjective norms, and perceived behavioral control to explain this, both internal and external intentions would be identified.

2.2. Important Results

Combined with TPB theory, attitude is the key influencing factor to explore the positive or negative performance of adolescents' self-presentation on social media (such as selfies). Based on the available literature, it is reasonable to assume that attitude is a key factor in how adolescents present themselves on social media. Studies have shown that having a positive attitude toward social media increases the probability of self-presentation among teens [18].

While attitude is positively correlated with the willingness of individuals to participate in self-presentation on social networks [19]. Attitude is one of the strongest predictors of users' willingness to continue using Facebook for self-presentation [20]. H1 is formed as follows:

H1: Attitude towards self-presentation is significantly correlated to adolescents' self-presentation on social media.

According to TPB theory, subjective norms are defined as the social pressure felt to perform a certain behavior. According to the existing social networks, social relationships can be established and maintained by relevant technologies, and supervisory norms can be used to explore the behavior of adolescents on social networks.

Moreover, there are many studies that believe that subjective norms have positive effects on the use of social media and self-presentation. For example, Some scholars have studied the use of social media using 320 data. The results suggest that social influence influences the continued use of social media [21]. Therefore, the hypothesis for this variable is as follows:

H2: Subjective norm towards self-presentation is significantly correlated to adolescents' self-presentation on social media.

Ajzen introduced perceived behavioral control in his theory of planned behavior to enhance the explanation of behavioral intention and behavior. For example, self-efficacy beliefs, through internal and external measures, look at the strong influence of confidence in executive ability.

Therefore, in the current study, a person's perceived control may relate to the knowledge of how to present himself or herself on SNSs. The perceived behavior control of self-presentation may have a significant relationship to the behavior of intention.

H3: Perceived behavior control towards self-presentation is significantly correlated to adolescents' self-presentation on social media.

The frequency of social media use is the fourth variable in this study in addition to the traditional TPB triad. Many studies have mentioned that self-presentation motivation is positively correlated with the frequency of social media users [22]. So hypothesized to explore the relationship between frequency of social media use and self-presentation. Therefore, the expression is as follows:

H4. Media use frequency towards self-presentation is significantly correlated to adolescents' self-presentation on social media.

2.3. Summary

Taken together, the hypothesized links are proposed between the independent variables and the dependent variable (the intention of self-presentation on social networks).

3. Method

3.1. Research Design

A self-presentation online survey was conducted among all the age groups in Suzhou and Tianjin. They all volunteered to participate in the study and were recruited from different educational backgrounds to participate in this study. Before surveying minors, who are legally under 18 years old, permission from their parents and children has been obtained, then they could fill out the questionnaire. The sample groups were randomly selected and distributed in different areas of the two cities. The survey was conducted from July 31st to August 4th.

3.2. Data Collection

A total of 529 questionnaire responses were received. Since the survey objects are aimed at adolescents, the participants needed to keep born in 2004-2008, so finally there were 206 samples (37.9% for male; 62.1 % for female. 33% born in 2004; 26.2% born in 2005; 21.8% born in 2006; 12.1% born in 2007; 6.8% born in 2008). In addition, for students' participation, 33.5% for junior high school, 42.7 % for high school, 12.1% for technical secondary school, 8.3 % for university, 2.9% for junior college, 0.5% for graduate student, 0.2% for doctoral 0.2%, 0.7% for other.

3.3. Data Analysis

Demographic variables of adolescents in this study included gender (1=male, 2=female, 37.9% male, 62.1% female), age (mean=16.665, SD=1.241) and educational level (Mean=2.07, 1=junior high school, 2=high school, 3=technical secondary school, 4=university, 5=junior college, 6=graduate student, 7=doctoral, 8=other, SD=1.107).

The attitude was measured by a 7-item scale adopted from Yang et al. on a 7-point Likert scale [23].

A higher score indicates a more positive attitude toward the intention of self-presentation on social media (M =5.251; SD = 1.298; Cronbach's alpha =0.898).

The subjective norm was measured by using a 2-item scale adapted from Ho, Chen, and Ng [24].

The items are averaged to create a composite index, in which a higher score indicates positive subjective norms toward the intention of self-presentation on social media (M = 4.546; SD =1.580; Cronbach's alpha = 0.612).

Perceived behavioral control was measured by using a 4-item scale adopted from Yang et al.: (a) “I am good at showing myself on the Internet,” (b) “I am very confident in presenting myself on the Internet,” (c) “I can control how I present myself on social media,” (d) “I am fully capable of showing myself on social platforms”.

The items are arranged into complex indexes, in which a higher score indicates a higher level of perceived behavioral control toward the intention of self-presentation on social networks ($M = 4.848$, $SD = 1.388$; Cronbach's alpha = 0.799).

Media use frequency was measured by using a 3-item scale adapted from Primack et al, where participants had to rate on a scale of 1 (strongly agree) to 7 (strongly agree) for the following statements: (a) “In the past month, my average daily use of short video social media was...,” (b) “In the past month, my average daily use of long video social media was...,” (c) “in the past month, my average daily use of graphic and informational social media was...”.

For the following analysis, the 6-point Likert scale was transferred to the 7-point Likert scale. The items are arranged into complex indexes, in which a higher score indicates a higher level of media use frequency toward the intention of self-presentation on social networks ($M = 3.092$; $SD = 1.130$; Cronbach's alpha = 0.591).

The intention of self-presentation was measured by using a 2-item scale adopted from Yang et al. [25].

The items were averaged to create a composite index, in which a higher score indicates a higher frequency of intention of self-presentation on social media ($M = 4.97$; $SD = 1.685$; Cronbach's alpha = 0.811).

4. Results

This paper aims to explore the relationship between adolescents’ attitudes, subjective norms, perceived behavioral control, media use frequency, and adolescents’ intention of self-presentation on social media.

The analysis software used is SPSS24.0. A regression analysis was conducted to test the four hypotheses. The mentioned variables are arranged in order. The control variables (gender, educational level, and age) were included in the regression model. Next, the independent variable media use frequency is included. Later, the assumptions of regression would be tested.

Hypothesis 1 suggested that adolescents’ attitude is positively related to intention. As is shown in Table 1, there is a significant positive correlation between them ($r = 0.802$, $p < 0.001$). Then a regression analysis was conducted, and the results were shown in Table 2. Therefore, adolescents’ attitudes can positively predict the intention of self-presentation on social media ($\beta = 0.811$, $p < 0.001$) after controlling gender, educational level, and age.

Table 1: Means, standard deviations and intercorrelations

	Mean	S.D.	1	2	3	4	5	6	7	8
1. Gender	1.620	0.486	1							
2. Education level	2.070	1.107	.166*	1						
3. Age	16.665	1.241	.185**	.581***	1					
4. Attitude	5.251	1.298	-0.122	-.140*	-.294***	1				
5. Subjective norm	4.546	1.580	-0.003	-0.102	-.203**	.747***	1			
6. Perceived behavioral control	4.848	1.388	-0.069	-.164*	-.190**	.819***	.778***	1		
7. Media use frequency	3.092	1.130	-0.117	-.164*	-.233**	.312***	.182**	.281***	1	
8. Intention of self-presentation	4.927	1.685	-0.037	-0.061	-.218**	.802***	.651***	.686***	.308***	1

Note. N=429. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Hypothesis 2 suggested that adolescents' subjective norm is positively related to intention. As is shown in Table 1, there is a significant positive correlation between them ($r=0.651$, $p < 0.001$). Then a regression analysis was conducted, and the results were shown in Table 2. Therefore, adolescents' subjective norms can positively predict the intention of self-presentation on social media ($\beta=0.633$, $p < 0.001$) after controlling gender, educational level, and age.

Hypothesis 3 suggested that adolescents' perceived behavioral control is positively related to the intention of self-presentation on social media. As is shown in Table 1, there is a significant positive correlation them ($r=0.686$, $p < 0.001$). Then a regression analysis was conducted, and the results were shown in Table 2. Therefore, the adolescents perceived behavioral control can positively predict the intention of self-presentation on social media ($\beta=0.678$, $p < 0.001$) after controlling gender, educational level, and age.

Hypothesis 4 suggested that adolescents' media use frequency is positively related to the intention of self-presentation on social media. As is shown in Table 1, there is a significant positive correlation them ($r=0.308$, $p < 0.001$). A regression analysis was conducted, results are shown in Table 2. Therefore, the adolescents' media use frequency can positively predict the intention of self-presentation on social media ($\beta=0.277$, $p < 0.001$) after controlling gender, educational level, and age.

As the analysis listed above, all hypotheses in this part are supported.

Table 2: Regression analysis results.

	Intention of self-presentation on social media				
	Model1	Model2	Model3	Model4	Model5
Gender	-0.002	0.057	-0.024	0.018	0.018
Educational level	0.099	0.056	0.086	0.152*	0.109
Age	-0.275	-0.023	-0.135	-0.181*	-0.220**
Attitude		0.811***			
Subjective norm			0.633***		
Perceived behavioral control				0.678***	
Media use frequency					0.277***
R2	0.054	0.650	0.437	0.495	0.126

Note. N=429. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. Values in cells are standardized regression coefficients

5. Discussion

The study has the purpose to explore the factors in the intention of self-presentation based on TPB. Moreover, the independent variable media use frequency will also be examined. The study supported this and found that the attitudes positively toward posting on Facebook doubles the intention for self-presentation on social networking [26].

The results show that social influence acts as a crucial role in predicting individual behavioral intentions in social environments where social relationships are the core motivation. In other words, one would like to post his selfie because he wants to gain others' attention [27].

Another finding is that perceived behavior control, which means the extent of easiness or difficulty of controlling themselves to present themselves, is positively related to the intention of self-presentation online. According to Rad et al, a primary determinant of technology-acceptance behavior.

Among the three predictors in TPB, that subjective norm has become the dominant predictor to influence the intention of self-presentation on social media. Perfect interpersonal relationships are

associated with self-display intentions in the media, and subjective norms in social networking environments can be affected by interpersonal relationships [28].

People develop self-awareness by giving SNS opportunities for self-presentation, which plays a role in the development of their identities (e.g., building and managing identities) about how people identify their decisions or thoughts, the feedback they receive about those thoughts is the underlying factor for identity [29]. Therefore, self-presentation of emojis would get involved with social interactions, after which some other studies would focus on personality factors that predict SNS use.

Another finding is that media use frequency significantly predicts the intention of self-presentation on social media, to support this, the frequency of Facebook users has more motivation to self-expression online [30]. Users who have higher media use frequency, will have higher self-esteem, and they will post more on Instagram and less time spending on selecting pictures [31].

If social media users use it more frequently, they will naturally have more possibilities to show themselves on social media, since the self-expression effect of people who use social media frequently is better, and the self-esteem of people who apply social media frequently will allow more self-presentations.

There is also an obviously finding that the intention of self-expression on social media is largely determined by media use frequency. For example, the frequency of Facebook usage enormously stimulates online self-display [32].

In terms of frequent media users, they tend to have higher self-esteem so they shall post more content on social networks with little time [33]. The results of this study show that the frequency of media use is positively related to the frequency of media use. If one frequently uses social media, he is inclined to have good expression and his self-esteem would promote to display himself on social media.

6. Conclusion

Under the increased growing phenomenon of adolescents' self-presentation on social networking, the aim of this study is to test the indicators of adolescents' intention of this self-presenting behavior. It is based on another variable media use frequency, to test the relations with intention of self-presentation behaviors.

The findings suggest that an adolescent's attitude, subjective norms, perceived behavioral control, and frequency of social media use are all important determinants of their self-presentation on social networks.

Although the study used a relatively large sample of self-introduction, it was mainly limited to Chinese students with an average age of 18, which meant that he did not pay attention to the social media usage patterns in the international community.

In the future, if possible, more comprehensive and extensive questionnaire surveys could be conducted, and obtain more extensive research surveys from the age level to the social level and to the national level. To deepen the understanding of the phenomenon, more research is needed.

The results of this study give several implications, it gives support that the application of TPB to self-presentation behaviors on social media. In the present study, firstly, the media use frequency was used to explain the individual differences in self-presentation. Also, the questionnaire that was conducted could use to find the relationship between the four variables and the intention of self-presentation.

In the intervention of network behavior, attention should be paid to identity construction on social media, but the individual differences behind the behavior should be considered instead of working on the surface of the behavior. This study found that levels of self-identity of individual social media present self-behavior have a significant impact, high self-identity of individual more self-directed present strategy, less influenced by online feedback and target audience, their

perception of self has stable, continuous, and present yourself in social media also can better express themselves, better conduct identification experiments in the Internet environment to improve self-image and self-concept. It can be seen that improving the level of self-identity of college students is an important measure to guide college students to present themselves and construct self-concept on social media, and to know themselves through their own experiences rather than others. It is foreseeable that with the increasing integration of social media use and social behavior, some psychological development tasks of individuals are likely to be carried out online, so it is more important to guide individuals to reasonable self-cognition for healthy social media use behavior.

The development of social media promotes the diversity of audiences, including different social statuses, ages, education levels, gender, and language. They often integrate these websites into their daily life and show themselves. These social media provide many functions, such as sharing pictures and ideas and receiving feedback from different groups. It can be seen that improving the level of self-identity of college students is an important measure to guide college students to present themselves and construct self-concept on social media, and to know themselves through their own experiences rather than others. It is foreseeable that with the increasing integration of social media use and social behavior, some psychological development tasks of individuals are likely to be carried out online, so it is more important to guide individuals to reasonable self-cognition for healthy social media use behavior.

Although the current study is based on the theory of planned behavior in examining self-presentation and motivation, several limitations should be taken. First, although the study used a relatively large sample of self-presentation, it was largely limited to Chinese with an average age of 18, which means it only focuses on different countries that have their own social media usage patterns, which are related to their own culture. Therefore, this study needs to be concerned when applying the results of self-presentation on social media to other countries, because it may not be applicable to other countries. Based on the study showing that the motivation to use SNS varies between age and region, the research needs to further investigate the behavior of the presentation style of the user groups in different groups. Different cultures in different groups may be responsible for the different motivations. Therefore, future studies can re-experiment in different cultural regions to find out the cultural differences and regional differences in social media self-presentation.

The present study collected self-reported quantitative data from questionnaires. To improve this study in the future, more data about the actual behaviors like posting (eg. posts on media platforms) should be collected, therefore to investigate the relationship between intentions of self-presentation and the real behavior. Even the potential variables that should be controlled could affect the results, although the age, gender, and educational level have been controlled.

For instance, perceived behavior control used may have other factors to influence.

However, this study does not test the relationship between the intention of self-presentation and the real behaviors (self-presentation on social media), to get the actual behavior of self-presentation in different contexts, this could be investigated in the future. Even cultural difference is not all the factors of the differences in motivation.

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