

# ***Analyzing The Phenomenon of Self-presentation Content on Social Media Platforms***

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**Abstract:** In the new media era, the rapid and easy dissemination of information on the Internet has made the use of social media software an indispensable activity in interpersonal communication. The excessive use of social media software can make the audience's emotions influenced by its content. The purpose of this study was to investigate the effect of excessive attention to self-presentation on social media platforms on the audience's self-confidence. Based on TPB theory, the study explored whether the audience's confidence is affected by their personal outlook, perceptions, or education when they pay too much attention to self-presentation on social media platforms. A questionnaire was used to analyze the data with descriptive statistics. This study concluded that the content of self-presentation on social media platforms can cause self-presentation. The personal intention of the audience, the posting of self-presentation by their friends, and the pushing of the media have made more and more people willing to show themselves on social media platforms, and the good comments and likes they receive make them more confident.

**Keywords:** Social media, Self-presentation, Self-confidence.

## **1. Introduction**

### **1.1. Research Background**

With the rapid development of social media, media information has been widely disseminated, and with the development of social media, people's desire and behavior for self-presentation have increased. The ability of young people to quickly learn current facts through social media and to present themselves has made social media platforms very popular among young people, and the use of such platforms has become an essential event in their lives. While the emotional impact of online media platforms on people is not a new phenomenon in recent years, new possibilities for social media to create anxiety among young users have emerged, with terms such as "appearance anxiety" and "education anxiety" dominating media hit lists. The term "social media" refers to websites and

applications that allow users to create and share content or participate in social networks using images, text, and other forms. Every year, the number of users using such media platforms is increasing. The spread of social media messages can have both positive and negative effects on people's emotions. The negative effects range from depressed mood to severe anxiety and a lack of self-confidence. Severe anxiety can lead to disruptions in daily life. Therefore, it may be a promising research direction to study whether the different personalities generated by young viewers using social media cause people to display themselves. So far, studies reported in the literature have shown an association between new media use and avoidance and procrastination behaviors [1]. In the study by Erin, there is a significant and complex relationship between social media and self-presentation. Audience composition and technological affordances play a central role in self-presentation on social media [2]. Studies in the literature suggest that uncertainty about the existence of social phenomena during social transitions can generate anxiety, and if negative emotions accumulate over time without positive educational diversions, this can lead to a consistent upward trend in adolescent anxiety [3].

## 1.2. Research Gap

In 2015, Herring and Kapidzic conducted a study on gender-related self-presentation on social media use and other factors among adolescents in the United States related research [4]. And in 2016, Trudy Chua and Chang explored the relationship between self-presentation on social media and peer comparison among secondary school girls in Singapore [5]. In 2016, Marder's et al. study proposed a new perspective to understand the presence of multiple audiences' self-presentation in social networks [6]. This shows that researchers have focused more on the people themselves who present themselves on social media, that is, more on the analysis and study of some of the psychology and behavior of those who publish content on social media. The study of audiences has been inadequate and incomplete. At the same time, most of the researchers have focused on the youth group, more on the influence of minors on the Internet, and lacking some attention to young adults. In China, however, the impact of the new pneumonia epidemic has led to an increase in the use of social media platforms, and therefore it is assumed that the impact of information and content on social media has changed from what it was before. Therefore, there is a gap in the research on the recipients of information on social media, i.e., the audience of self-presented content on social media and young people as a group. This paper, therefore, focuses on young people in China to explore the impact of seeing self-presented content on social media platforms. Thus, the research question should be set up as follows: "Analysis of the impact of self-presentation on social media platforms on audience self-confidence".

## 1.3. Fill the Gap

In previous studies, foreign researchers didn't take into account the local characteristics of Chinese social platforms and the unique states of Chinese students, while domestic researchers did not directly discuss the relationship between self-presentation in social media and the confidence of young audiences. This paper will use the Theory of Planned Behavior to study and analyze the phenomenon and try to deduce whether the hypothesis in this research is valid by investigating the attitudes and feedback of the research participants towards the contents of the self-presentation. From this, the study wants to collect and analyze the data of young audiences aged 18–25 in the form of a questionnaire survey, to find the specific contents, causes, and degrees of the formation of self-confidence and self-repression. Then the paper plans to make an inductive and summary analysis in combination with today's social background and media environment to put forward suggestions and opinions on how to face the situation.

## 2. Literature Review

### 2.1. Definition & Development

The Theory of Planned Behavior (TPB) has been the subject of extensive research. The Theory of Reasoned Action (TRA), first proposed by Martin Fishbein and Icek Ajzen in 1980, was the basis for Ajzen's cognitive theory, TPB, proposed in 1985 [7]. Learning theory, expected value theory, attribution theory, and congruency theory all underlie the Theory of Reasoned Action and are all related to attitudes and attitude change. expectancy theory, attribution theory, and congruency theory, such as Festinger's dissonance theory, Heider's balancing theory, and Osgood and Tannenbaum's congruency theory.

Research has revealed that behavioral intentions do not necessarily translate into actual conduct. Ajzen added a component of "perceived behavioral control" to the TRA theory, which became the TPB, which is used to predict a person's intention to engage in a specific behavior at a specific time and place. This is necessary because behavioral intention cannot be the only factor determining behavior when the individual has limited control over the behavior. The idea seeks to explain all actions that humans have control over [7]. The behavioral intention is the main building block of the model, and it is impacted by attitudes regarding the likelihood that a behavior will result in the desired end as well as by subjective assessments of the risks and advantages of that outcome. According to the TPB, behavioral success depends on ability and desire (intention) (behavioral control). It makes a distinction between the three categories of beliefs: control, normative, and behavioral. TPB is made up of six components that collectively show how much control a person actually has over their actions [8]. Attitude refers to the degree to which a person assesses the behavior of interest. It requires taking into account the effects of engaging in the behavior. The motivational elements that affect a particular activity are referred to as "behavioral intention." The stronger the intention to carry out the behavior, the more likely it will be done. Subjective norms are opinions regarding whether the majority of people find the activity acceptable. Social norms are accepted rules of conduct that are specific to a group's culture. The term "perceived competence" describes the potential to help or hurt. The existence of elements that could support or obstruct behavioral achievement. A person's assessment of how easy or difficult it is to carry out the conduct of interest is known as perceived behavioral control (PBC). A person's impression of behavioral control fluctuates from situation to situation and from behavior to behavior because perceived behavioral control is situation- and behavior-dependent. The three components of TPB have been utilized successfully today to anticipate and explain a wide range of actions and intentions. Voting habits, corporate perspectives, and health-related practices [7].

### 2.2. Important Results

The TPB theory is widely used in research in various fields. In addition, several studies involving social media have used TPB theory in different segments at the same time. Although TPB has been applied to a wide range of areas, the majority of research findings, regardless of the application area, demonstrate that attitudes can have a positive impact on behavioural intentions in TPB theory. Firstly, the TPB theory has been used to study research related to social media-based tourism. In 2017, Leung and Jiang used TPB to study how Facebook pages in tourist destinations influence travelers' willingness to visit [6]. In 2020, Joo and others also used the TPB theory to investigate the positive impact of social media use on behavioral intention for sustainable rural tourism [9]. In addition, Cheakamus and others also used the TPB theory in 2020 and found that attitudes towards social media use positively influenced tourism planning decisions [10].

The TPB theory has also been used to examine issues related to employees' use of personal social media accounts to communicate about their work in a survey conducted by Zoonen and Verhoeven in 2014. In 2016, Lee et al. used the TPB theory to examine the behavioral factors that influence journalists' use of Twitter. The study showed that journalists' attitudes had a positive impact on the use of Twitter [11]. In 2019, Gu and others used the TPB theory to examine engagement factors that influence the continued health of social media health management systems, demonstrating that attitudes have a positive impact [12].

The TPB theory also studies the behaviors of university students during the epidemic era in recent years. For instance, Tian et al. showed the attitudes of online learning among college students during an epidemic influenced the behavioral intention on learning burnout [13]. In 2021 Wen and Wang examined the subjective norms in the Post-Epidemic Period had effect on behavioral intention of local university students studying abroad. In 2021, Gong issued the research which uses perceived behavioral control factors to decide entrepreneurial intention of local university students [14].

### 2.3. Summary

The research problem of this paper is "the impact of the self-display of social media platforms on the self-confidence of the audience." Whether the confidence of the audience will be affected not only depends on the audience's own thoughts and attitudes but also on the views of the people and things around them. The recipient of the message may feel envious or jealous. If the family or close friends think that such girls are good-looking and boys are successful, the audience may gradually believe this information, compare their current situation, and be hit, leading to a lack of self-confidence. If social media platforms often push such information, it may subtly influence the audience's thinking and gradually doubt itself, resulting in the audience's lack of self-confidence. These points are similar to the attitudes, subjective norms, and behavioral control in TPB theory that affect behavioral intentions. This is something worth learning from. However, under the condition that all three conditions of TPB theory are met, the audience's world outlook, view of life and values, cognition, and contact with the difference between things may be driven by the people around them or the environment. The media constantly pushes praise and other reasons. There is a segment of the audience that will stick to their own ideas and not be demoralized, and they don't think other people's self-presentation has any effect on them. That other people's self-expression has no impact on him, and even some audiences can be inspired and inspired by the self-expression of social platforms and focus more on improving themselves. This study studies this idea, applies and expands it on the basis of TPB theory, makes up for the shortcomings of the research problem to a certain extent, and carries out dialectical analysis.

## 3. Method

### 3.1. Research Design

In this study, questionnaire surveys and quantitative analysis were used as research methods. The research decided to use this method because individual differentiation is too great and different people have different attitudes towards others' self-presentation on social media. These differences will lead to disparate behavioral patterns. Since the paper wants to obtain a more objective and representative result of the majority of people, and since this research is closely related to social media, which are mostly user-based communities, a questionnaire survey with a certain number of samples is the best method for this study.

### 3.2. Data Collection

The questionnaire was designed based on TPB theory and divided into four sections, namely attitude, subjective norm, perceived behavioral control, and purchase intention, to explore whether the views on the world, life, and values, cognition, age, or other contents and ways of self-presentation of others would affect the willingness of the audience if they show themselves on social media. The questionnaire was mainly filled in by setting up some scenarios and using the degree to specify the positive or negative influence. To ensure that the respondents are mostly young people, the questionnaire was posted on daily social platforms or other communities such as QQ groups. When the quantity reached 200, the questionnaire was stopped and the collected data was analyzed.

### 3.3. Data Analysis

The data analysis was conducted by conducting validity analysis, regression analysis, reliability analysis, frequency analysis, and correlation analysis on the questionnaire results. This paper used SPSS to analyze the 271 questionnaires, of which 30 were invalid, and the percentages of men and women were 45.76 and 54.24, respectively.

## 4. Results

The results of this study are divided into five parts: frequency distribution; reliability analysis; validity analysis; linear regression analysis; and correlation analysis.

The data can be seen according to the frequency distribution. In the frequency analysis of this study, there were 271, with 241 valid questionnaires, and the percentages of men and women were 45.76 and 54.24 respectively.

Validity analysis refers to whether the designed question can represent the content to be measured and judge whether it is effective through salience. The value of KMO in the validity analysis of this study is 0.917, which is greater than 0.7, indicating that there is a certain relationship between the independent variables designed by the questionnaire. The questionnaire in this study is valid. The Sig value is less than 0.001, indicating that this questionnaire is a cooperative factor analysis. The cumulative percentage in the total variance explanation chart is 90.28.5%, greater than 0.7, which indicates that it is better.

Table 1: KMO and Bartlett test.

KMOS amping relevance quantity	0.759
Bartlett sphericity test approximate card square	1878.613
Degree of freedom	10
Remarkability	0.000

Reliability analysis can calculate whether the data of the survey results are reliable. The value of Alpha in the reliability analysis in this study is 0.978, which is greater than 0.8, indicating that the reliability of the questionnaire is very good.

Table 2: Reliability statistics.

Cronbach. $\alpha$ Coefficient	Number of items
0.978	16

Relevance analysis can measure the closeness between variables. In correlation analysis, the range of coefficients is between -1. The larger the absolute value, the closer the correlation between the variables. The positive and negative correlation represent the positive and negative correlation, and the significance represents whether it is significant. In the correlation analysis of this study, it is concluded that the correlation between Y and X1, X2, X3 and X4 variables is closer and the values are positive, indicating that the correlation between variables is positive and significant.

Table 3: Relevance analysis.

	<b>Y</b>
<b>X1</b>	0.888
<b>X2</b>	0.857
<b>X3</b>	0.902
<b>X4</b>	0.887

Linear regression analysis can determine whether there is a relationship between variables. Linear regression analysis is an analytical method to study the influence of X on Y. Party R represents the ability of independent variables to interpret dependent variables. The closer Party R is to the adjusted Party R, the more stable the data is. If the significance of ANOVA is less than 0.05, it shows that the regression equation is meaningful. The significance coefficient in the coefficient table is less than 0.05, which shows that the variable has statistical significance for the model. If the significance of X, that is, the P value is less than 0.05 or 0.01, then X has an impact on Y. The data of linear regression shows that the R square is 0.932, indicating that the independent variable has a strong ability to interpret the dependent variable. The adjusted R square value is 0.868, and the difference from the R square value is 0.002, indicating that the data is very stable and that the salience of ANOVA is less than 0.001, indicating that the variable is statistical for the model meaning.

Table 4: ANOVA.

	Square sum	df	Average variance	F	P-
Return	838.19	4	209.548	438,088	0
Residual	127.234	266	0.478		
Amount	965.424	270			



Table 5: Model summary.

R	The square of R	The square of the adjusted R	Model error
0.932	0.868	0.866	0.685

The calculation results of this study have reached the standard value. Through the data, it can be found that most audiences feel that the self-display of social platforms will have a positive or negative impact on their self-confidence. Everyone takes a rational attitude towards self-display on social platforms. The previous hypothesis was further validated.

## 5. Discussion

The analysis of the data shows that people's attitudes, competent norms, and perceived behavioral control regarding the self-presentation section on social media platforms can have an impact on the audience's self-confidence. That is to say, when audiences view content on social media platforms that has content about self-presentation, they may experience emotions such as anxiety and low self-esteem, which can lead to a blow to their self-confidence. Through the collection and collation of other literature in the early stages, this research finds that there is a certain importance attached to the influence of social media on people, which also shows the relevance of this study from the side. In previous studies, they have concluded more about the publishers of information than the receivers of information, and it is for this reason that this study hopes to fill this part of the research gap through a survey.

The aim of this research is to find out through questionnaires and data analysis that the content of self-presentation on social media platforms has an impact on people's self-confidence. This result can also be obtained through the data analysis described above. This research also confirmed that the hypothesis is valid, and this research has also summarized the relevant factors that cause the impact. Based on the available results, it can be seen that the authenticity of the information in the communication process is also crucial. The excessive focus on self-presentation content on social media may also lead to effects such as the emergence of some anxiety due to a blow to people's self-confidence. The analysis suggests that the self-presentation on social media is more often than not a "pseudo-self," which leads the audience to believe that the self-presentation on social media platforms is real, and this has an impact on the authenticity of the message. In addition, there are also self-presentation contents that contain advertisements for products, etc., which have a certain promotional effect, and this may lead to an increased impact on the audience if the content posted by the information publisher contains false information.

If the content on social media is dominated by false information, this can be a serious risk to people's mental health. The popularity of the internet has accelerated the information age, and the richness of each social platform and the low cost of creating information has made it possible for everyone to be the focus of information dissemination. Some people create and spread a lot of false information on the Internet in order to gain traffic and attention. The scope and depth of this disinformation are beyond people's imagination. Many people on the internet who do not take a strong stand will follow their opinion leaders and firmly expand their ranks. Trust in some disinformation can largely influence social discourse and can also deplete trust when information is disproved. Therefore, through this study, it is concluded that the authenticity of information has an impact on the emotions of social media audience.

## 6. Conclusion

Through a questionnaire survey of Chinese adolescents aged 17–30, this study further analyzed whether social comparison caused by excessive attention to social media affects people's behaviors of self-presentation on social platforms. The valid sample for this study was 200, and the reliability statistics indicated that this study had good internal consistency. The regression model fits well with the actual data. The independent variables are attitude, subjective norm, and behavioral intention control, which are statistically significant in the model. These independent variables were positively and strongly correlated with the dependent variable (human confidence). The study concludes that excessive focus on self-presentation on social platforms increases the audience's confidence and makes them want to present themselves on social platforms. The audience's personal desires, the self-presentation behaviors of friends around them, and media publicity all influence people's willingness to self-present. This finding is consistent with the hypothesis. This study demonstrates how attitudes, subjective norms, and perceived behavioral control predict people's self-presentation behaviors. This study deepens people's understanding of the relationship between social media self-presentation content and emotions among Chinese adolescents. In addition, this study summarized the relevant factors that affect people's self-confidence. It also found that the truthfulness of information may pose a serious risk to people's mental health.

Although the questionnaire data is valuable and reliable, the research is based in China and provides only limited indications of the impact of social media on the self-confidence of young Chinese people. The questionnaire data is based on different content that respondents see on social media, which means that the study is still limited, so the results of this study still need to be improved. The results of this study do not accurately assess how or to what extent each individual's self-presentation behavior is affected by social media. Therefore, there may be future studies with more accurate methods, such as using clinical assessments by psychologists and therapists, to measure how a person's self-presentation behaviors are affected by social media. The next step is to collect samples from different countries to refine the study. Thus, this method of information collection may be used in the future in a wider range of areas to ensure the accuracy of the study.

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