

The Influencing Factors of Social Media Self-Presentation in Online Communication: An Analysis of Online Communication Behavior

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Abstract: In recent years, with the continuous development of online communication, more and more people use social media; not only does it bring convenience, but it also has a certain impact on users. This study aims to analyze the communication behavior of individuals in the new communication context from the perspective of communication, take WeChat and Microblog as the main media platforms, analyze people's use of We Chat and Microblog and social anxiety through questionnaires, Examine the elements that influence how people present themselves on social media, and propose theories about how online communication among current users and social anxiety are related. The online survey was completed by 304 persons from throughout the country. For data analysis, linear regression was utilized. According to the results, social media dependence, social anxiety, sharing content anxiety, privacy anxiety, and interaction anxiety positively affect social media self-presentation, and the impact of self-evaluation anxiety on social media self-presentation needs further research. According to empirical studies, while internet communication enriches our lives, users are becoming increasingly alienated, and a more rational communication space should be created to support human development.

Keywords: networking behavior, social anxiety, online social anxiety, social media dependence, social media self-presentation

1. Introduction

The development of the Internet has redefined people's forms of communication and survival; it has brought about great changes in how humans interact. Online contact, as a new type of social communication, has transformed people's social behavior patterns, social media self-presentation, and social media has become an important manner of interpersonal connection in the lack of communication space. We Are Social's 2016 Digital Report estimates that 2.31 billion people used social media globally in 2016, making up about one-third of the population, a rise of 10% annually [1]. Any medium is a double-edged sword; it offers convenience but also gives rise to new problems. Although most researchers believe that the absence of face-to-face interaction in cyberspace makes users feel less anxious and stressed, it remains a subject of debate. However, some studies have found that the use of social media can bring anxiety to users, and addiction to social networks can also bring

users a decrease in happiness, anxiety, and other negative effects. At present, communication studies mostly focus on the research of social media use, and few studies focus on social media self-presentation caused by social anxiety generated by social media platforms. There is no mature online social anxiety measurement tool in China, so this study uses the Social Media User Anxiety Table (SAS-SMU). Therefore, starting from the field of communication and mass media, this study studies the influencing factors of social media self-presentation of the public based on WeChat and Microblog social media platforms, not only studies the adverse aspects of social media but also adopts a more scientific method to study online communication behavior. As an important part of human life, social media provides convenience but also easily brings uncontrolled "addiction". At the same time, the impact of online social interaction on the psychology of modern people is analyzed, and it also provides reference significance for online social anxiety and behavior improvement. Therefore, this paper takes the WeChat Microblog social platform as an example, uses a questionnaire to explore the influencing factors of modern people's social media self-presentation, and uses SPSS26.0 to use linear regression for data analysis.

2. Key Definition

2.1. Social Anxiety

Social anxiety has long been studied at home and abroad. Social anxiety is one of the major psychological problems affecting people's mental health and has always been a hot spot in psychiatry and psychological research. Based on the guidance of different theories, foreign researchers have examined the intervention of social anxiety from the perspective and level of non-national research, and several research results have shown that cognitive behavioral intervention is better than behavioral intervention. Edelmann [2] believes multiple combination interventions, such as rational complex methods, focus management training, self-directed training, and other multiple combinations, are the most effective. Domestic research results also confirm that team intervention is effective for social anxiety. Yang Mei, studying the effect of group psychotherapy on social anxiety, compared and found that the degree of communication anxiety and interpersonal sensitivity of postmodern people have been significantly improved, and the self-confidence and openness of modern people have been enhanced. Peng Junzi et al. [3] conducted a group therapy study on modern people with social anxiety, compared the two dry therapies of cognitive and behavioral therapy, and found that both therapies can effectively improve people's social anxiety levels. The difference between the two therapies in this study was not significant. Yunus Alkis. Zafer Kadirhan. Mustafa Sat [4] compiled the Social Media User Anxiety Table (SAS-SVU). The results of this scale are a useful tool for assessing people's social anxiety as social media users through data analysis of sample data collected in Turkey.

2.2. Online Communication

Online communication is also known as "network socialization". There are many expressions of online communication. Foreign researchers mostly use "Computer-Mediated Communication" (CMC) to define the concept of network communication, Internet Communication, Computer-Mediated Interaction, etc. In 1992, Stasser defined network communication using the concept of CMC (Computer-mediated Communication), which emphasized the social context in which the subject of the interaction and the process of communication took place. Stasser believes that the process of communication and negotiation between actors in a particular environment and the created situation is network interaction [5]. Researchers revealed the regulation and restriction of the Internet as a medium for exchanging people's information symbols [6], and he emphasized the dependence of communication subjects on communication carriers. In 2004, Kevin proposed the concepts of

"Primarily Internet-based (PIB)" and "Exclusively Internet-based (EIB)", that is, "interpersonal relationships maintained mainly through the network, and "interpersonal relationships maintained mainly through the network"[7], Kevin did not clearly define the concept of network communication, but his research focused mainly on network interpersonal communication. Chinese scholars have made many research achievements on network communication and, in most cases, directly use this concept. In 2010, scholar Bu Ronghua proposed the concept of network communication, which refers to "the process of interpersonal communication between two parties using the network as a carrier and using network technologies such as images, words and sounds" [8]. In 2015, Zhang Guanwen defined Internet communication from two perspectives, broad and narrow, believing that Internet communication in a broad sense includes material communication and spiritual communication, covering all Internet use behaviors. In a narrow sense, Internet communication belongs to the category of spiritual communication, which is based on the Internet and intermediated by computers. There are many forms of network communication, including one-to-one interpersonal communication and one-to-many or many-to-many network group communication activities [9]. This paper adopts the definition given by scholar Zhang Guanwen, which has two aspects of material communication and spiritual communication in a broad sense, and the category of spiritual communication in a narrow sense, which is the exchange of information and emotions between individuals mediated by social mediation.

2.3. Social Media Dependence

In 2009, when the vegetable stealing craze triggered by the game Happy Farm became popular across the country, the media began to reflect on social media dependence, and the term "virtual social dependence" was first published in the mass media. The "social media dependence" referred to in this study is born in the era of online media, which refers to users not only spending too much time in the network but also wasting energy; users using social media to communicate to obtain physical and psychological satisfaction, when individuals cannot contact social media will appear psychological anxiety and sense of space, physiological desire to contact, contact can achieve a state of pleasure, satisfaction after a state of addiction. The "social media dependence" in this study is framed within the scope of Microblog dependence and WeChat dependence.

2.4. Social Media Self-Presentation

Sociologist Goffman first introduced the idea of "white self-presentation" based on symbolic interactionism, focusing on the efforts of individuals to make others see themselves according to their wishes and to show themselves and influence others. Goffman uses theatrical metaphors to refer to individuals in different life situations as "performers", arguing that performers can give "audiences" a certain impression by emphasizing and hiding certain things related to themselves [10]. Social media self-presentation is defined by a unified definition, but social media provides users with an ideal place for self-presentation. Bernie Hogan believes that self-presentation in the online environment, from dance performance to "self-exhibition"[11], such as the Southwest Circle of Friends, is a place for our past experiences and emotional expression. The social media self-presentation referred to in this article is an individual's efforts on social media platforms to shape their image in the minds of others, including posting statuses, comments, photos, and more.

3. Method

3.1. Sample and Collecting Procedure

This paper's data collection method is mainly through online questionnaires; WeChat is the main platform for questionnaire distribution. In the preliminary study, the research uses non-probability sampling to investigate. The questionnaire was delivered to 304 respondents through non-probability sampling, which was not limited by time and space, the cost was low, and many people could participate in the filling. Last, 304 questionnaires were obtained, and the recovery rate reached 100% according to the filling time.

The majority of the respondents were male (51.97%), the proportion of females was 48.03%, the age is mainly concentrated in the range of 18-30 years old, the proportion is 72.7%. More than 90% of people use social media software daily. Taking WeChat and Microblog social media as an example, 75% of people use WeChat every day and Microblog for 1-4 hours (Table 1)

Table 1: social-economic background of the respondents.

Items	Frequency	%
Gender		
Male	158	51.97%
Female	146	48.03%
Age group		
Above 18 years old	21	6.91%
18-25 years old	85	27.96%
26-35 years old	136	44.74%
31-40 years old	45	14.8%
41-50 years old	17	5.59%
Cumulative time spent on social media per day		
Within 1 hour	23	7.57%
1-2 hours	141	46.38%
2-4hours	89	29.28%
Above 4 hours	51	16.78%

3.2. Measures

Research based on the model by Zhang Yu han [12]. The social media dependency scale comes from Ellison [13], the social anxiety scale comes from Wang and Wang [14], the problems of sharing content anxiety, privacy anxiety, interaction anxiety, self-evaluation anxiety come from Yonus [15], and social media self-actualization comes from Kim and Lee [16].

To test the research hypothesis, the variables in this study were measured with reference to existing research literature and deleted based on existing research measurements. The social media platforms used in this study were mainly WeChat and Microblog. For the measurement of each indicator, the Likert five-level scale is used (1 indicated 'strongly disagree', 2 indicated 'disagree', 3 indicated 'neutrality', 4 indicated 'agree', and 5 indicated 'strongly agree'). All the adopted scales achieved a good level of reliability.

As shown in Table 2, The first part of the questionnaire is demographic information and basic social media use. The second part is social media dependence (SMD), social anxiety (SA), Internet anxiety (Sa-SMU) [sharing content anxiety (SCA), privacy anxiety (PCA), interaction anxiety (IA), self-evaluation anxiety (SEA)], social media self-presentation.

Table 2: Summary of measurement items [5-7].

Variables	Questions	M	SD
SMD	1. Going to social media sites (WeChat or Microblog) is part of my daily life	3.62	1.05
	2. If one day I don't use WeChat or Microblog, I will feel disconnected from the world		
	3. If one day, WeChat or Microblog is shut down, I will feel sorry and even sad		
SA	1. It took me much time to overcome my shyness in my new environment	4.04	0.80
	2. It's easy for me to talk to strangers		
	3. I was nervous when I talked in front of the crowd		
SCA	1. In WeChat or Microblog usage, I feel anxious because others find my behavior strange	3.66	0.92
	2. I'm worried that others will not like the content I share on Microblog or Moments		
	3. I get uncomfortable when my friends openly express their dislike of what I share on Microblog or Moments		
	4. I'm worried that my friends will comment on what I share on Microblog or Moments in front of others		
PCA	1. In the use of WeChat or Microblog, the possibility of others gaining access to my personal information makes me feel anxious	3.77	0.81
	2. In the use of Microblog or WeChat, I experience a sense of discomfort when individuals within my social circle divulge my personal information to unfamiliar individuals.		
	3. I worry about my Microblog or Moments being accessed by others without my consent		
	4. I am anxious about how the operators of Microblog or WeChat handle privacy policies that affect private life		
IA	1. When I talk to unfamiliar people on WeChat or Microblog, I feel nervous	4.07	0.78
	2. When I make new friends on WeChat and Microblog, I feel uneasy		
	3. I am afraid to interact with others on WeChat, Microblog		
	4. When I had to talk about myself to others on WeChat or Microblog, I felt nervous		
	5. Leaving a negative impression on WeChat, Microblog makes me feel anxious		
SEA	1. Feeling anxious arises from the prospect of creating a negative impression on WeChat or Microblog	3.86	0.78
	2. I worry that others will speak too little of me on WeChat or Microblog		
	3. I worry that I will not be able to meet the expectations of others on WeChat or Microblog		
SP	1. I only share pictures of myself when I'm smiling	3.95	0.73
	2. I will choose to share only a few photos that I find enjoyable.		
	3. I share pictures that reveal my authentic self.		
	4. I don't disclose any negative experiences when I update my status.		
	5. I have the freedom to openly express my negative feelings, such as sadness, anxiety, or anger.		
	6. I only share positive emotions when I update my status.		

The Cronbach α coefficient was calculated according to the SPSS 26.0 software to test the internal consistency of the scale used in the study, and the Cronbach α was above 0.8 for most variables, indicating good confidence (Table 3).

Table 3: Questionnaire reliability statistics.

Variable	α
SA	0.777
SMD	0.857
SCA	0.858
PCA	0.792
IA	0.844
SEA	0.715
SP	0.843

As shown in Table 4, Test for factor analysis KMO and Bartlett, factor analysis of the independent variables is greater than 0.7(except the variable of SEA), indicating a certain relationship between the independent and dependent variables.

Table 4: Test for factor analysis KMO and Bartlett.

Variable	Approximate chi-square	DF	Sig.	KMO
SMD	405.715	3	.000	0.735
SA	247.823	3	.000	0.703
SCA	524.320	6	.000	0.827
PCA	335.058	6	.000	0.793
IA	557.715	10	.000	0.856
SEA	172.282	3	.000	0.679
SP	613.409	15	.000	0.886

3.3. Hypotheses

Based on literature combing, this study selects variables that affect modern people's online communication anxiety, operationalize the concepts of variables, and then sets research hypotheses.

H1: Social media dependence positively affects social media self-presentation.

H2: Social anxiety negatively affects social media self-presentation.

H3: Sharing content anxiety positively affects social media self-presentation.

H4: Privacy anxiety positively affects social media self-presentation.

H5: Interaction anxiety positively affects social media self-presentation.

H6: Self-evaluation anxiety positively affects social media self-presentation.

4. Result

4.1. Descriptive Statistics

This section must be in one column. According to Table 5, the data of the respective variables are distributed centrally, the median is concentrated in 4, and the variance is concentrated between 0.5-1, indicating that the variance is stable, the degree of dispersion of the data is small, and the data is stable (Table5).

Table 5: Descriptive statistics for independent variables.

Variable	SMD	SA	SCA	PCA	IA	SEA	SP
Mean	3.6239	4.0351	3.6628	3.7656	4.0651	3.8596	3.9518
Median	4.0000	4.3333	4.0000	3.7500	4.2000	4.0000	4.0000
Standard deviation	1.04886	7.9525	0.91884	0.81013	0.76411	0.77741	0.73173
Variance	1.100	0.632	0.844	0.656	0.584	0.604	0.535
Min	1.00	1.00	1.00	1.00	1.00	1.33	1.17
Max	5.00	5.00	5.00	5.00	5.00	5.00	5.00

4.2. Inferential Statistics

In this paper, social media dependence (SMD), social anxiety (SA), Internet anxiety (Sa-SMU) [sharing content anxiety (SCA), privacy anxiety (PCA), interaction anxiety (IA), self-evaluation anxiety (SEA)] are analyzed multivariate, and the result of the analysis is shown in Table6.

As shown in Table 6, An empirical investigation was conducted using an ordinary least squares (OLS) hierarchical regression analysis to examine the proposed hypotheses. The independent variables were sequentially included in the regression model based on their presumed causal order. The regression equation is established by performing multiple linear regression between independent variables (social media dependence (SMD), social anxiety (SA), Internet anxiety (Sa-SMU) [sharing content anxiety (SCA), privacy anxiety (PCA), interaction anxiety (IA), self-evaluation anxiety (SEA)]) and dependent variables (social media self-presentation). Firstly, it was observed that all study variables exhibited a normal distribution. Secondly, based on the analysis of scatter plots, it was determined that the relationship between the independent variable. Finally, The R side (0.450) and the adjusted R side (0.439) are close, indicating that the data are more stable between them.

Table 6: Analysis of variance table.

Model	Sum of square	variance	Mean square	F	Sig
regression	73.049	6	12.175	40.543	.000 ^b
residual	89.187	297	.300		

A: dependent variable: social media self-presentation

B: independent variable: social media dependence (SMD), social anxiety (SA), Internet anxiety (Sa-SMU) [sharing content anxiety (SCA), privacy anxiety (PCA), interaction anxiety (IA), self-evaluation anxiety (SEA)]

According to Table 7(the ANOVA table), the significance is 0.000, and the significance is less than 0.05, indicating that the regression equation is meaningful. According to the coefficient table, the significance of all independent variables (SMD, SA, Sa-SMU, SCA, PCA, IA) is less than 0.05 except for the significance of SEA of 0.05, indicating that these independent variables are statistically significant for the model. According to the beta data, the influence of independent variables on social media self-presentation is positively correlated. The significance data of SEA indicate that the specific relationship needs to be further refined and analyzed, and there may be some degree of correlation (Table7).

Table 7: Correlation of each variable with purchase intention.

Model	Variable	Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Standard error	Beta		
	SMD	0.117	0.033	0.167	3.590	0.000
	SA	0.138	0.044	0.149	3.105	0.002
	SCA	0.190	0.039	0.239	4.905	0.000
	PCA	0.230	0.041	0.255	5.611	0.000
	IA	0.139	0.045	0.145	3.073	0.002
	SEA	0.129	0.045	0.137	2.843	0.005

A: dependent variable: social media self-presentation.

Based on the findings of the data analysis, it is evident that research hypotheses 1-5 hold true. The research hypothesis of this variable SEA is not valid, and further research is needed, and the relationship between the independent variable and the dependent variable needs to be further refined, and there may be a certain degree of correlation.

5. Discussion

With the development of technology, people's social interaction has changed from face-to-face to non-face-to-face in cyberspace. People are accustomed to online spaces to express their inner opinions and share their lives. The higher social anxiety, the more social media self-presentation people carry out. In cyberspace, social anxiety affects the self-presentation of social media; people can amplify the advantages of individuals in cyberspace to obtain the attention and "likes" of others. In this process, individuals will produce pleasure and negative emotions of anxiety. In digital platforms, the use of any media platform should be within a reasonable range and rational communication. Social media has become an indispensable part of interpersonal relationships. The participants should not only master the negative experience and Psychological phenomena associated with online social networking are explored, alongside the development of skills in effectively navigating social media platforms and maintaining interpersonal relationships, attach importance to the current media literacy education, guide contemporary people to healthily, scientifically, rationally use mobile phones and social media software, and improve personal media literacy.

6. Conclusion

This study verifies that the effects of SMD, SA, SCA, PA, and IA on social media self-presentation are all positive, and the effects of negative evaluation on social media self-presentation need to be further verified. The more individuals use social media, the more likely they become dependent, the more information they post on social media, and the more they present themselves in an online communication environment. Online virtual space enriches our lives, but individuals are also affected by network air conditioning, and online communication anxiety has a positive impact on social media self-presentation; it shows that people have great pressure in their daily lives and can only share their inner world through space and publish their information through online social media.

This study focuses on online virtual communication, mainly on anxiety in online communication and studying the influencing factors affecting social media self-presentation in cyberspace, but there are many shortcomings. This study focuses on the WeChat Microblog platform. However, different social media platforms may have different influencing factors affecting social media self-presentation,

so it should be based on different media platforms and communication scenarios. Secondly, the research method is limited, and the questionnaire is used for variable analysis, but the number of questionnaires is not large enough to have very important support, and further improvement is needed in future research.

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