

A Skeleton in The Cupboard?

Mental Cost of Impression Management on Social Media

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O1 Literature Review

Research Design

O3 Data Analysis & Results

Conclusion

CONTENT

PART ONE

Literature Review

KEY WORDS

Impression Manage ment

> Goal-directed Controlling Social interaction (Dwyer, 2007)

СМС

Computer Mediated Communication

Social Media

Social Networks + Publishing Introjected Regulation

Enhance or maintain self-esteem and the feeling of worth (Ryan & Deci, 1999)

Theoretical Background

Being Likable Taking Control Light Sides Why managing impressions? Why CMC? Hyperpersonal Model Motivated to be desirable (Walther, 2007) Asynchronicity, Edibility, Self-affirmation Theory Reallocation (Toma, 2013)

A Gap in Research

Bright Sides Hyperpersonal Model Self-affirmation Theory

"Dark" Sides

Psychological Benfits over FtF Balance of identities FTA (Barody & Peňa, 2013)

A Gap in Research



Bright Sides

Hyperpersonal Model Self-affirmation Theory



Impression Management All Good?

Introjected Regulation

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Poor coping with failure

(Ryan & Deci, 1999)

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"Dark" Sides

Psychological Benfits over FtF Balance of identities FTA (Barody & Peňa, 2013)





PARTTWO

Research Design

Research Questions & Methods



What are current tendency, proficiency, and attitude of e-IM?

Method: Descriptive Statistics



Is IM significantly related to mood swings while using social media?

Method: Classification Tree



Research Subjects

126 Chinese Wechat Users



PART THREE

Data Analysis & Results

Descriptive Statistics of e-IM



Tendency

"Care about"
Nezlek and Leary's
(2000) IM scale



Proficiency

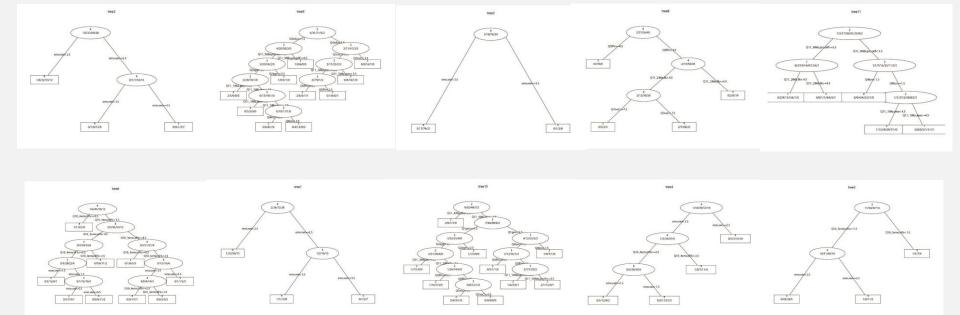
"Good at" Self-report Tag Using (f=0.24)



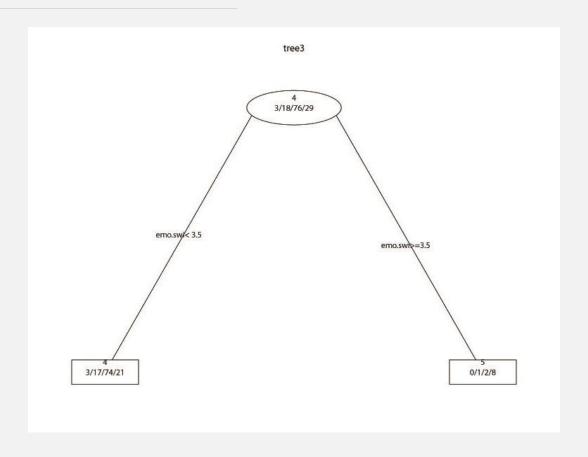
Attitude

"Demanding" Self-report

Classification Trees



Classification Trees



PART FOUR

Conclusion

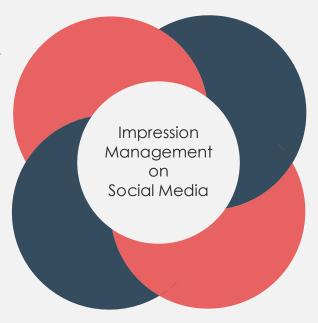
Conclusion

01. Tendency, Proficiency & Attitude

No much surprise: Willing & positive; Kind of good at

03. No general rules found

No need to worry about the negative effects of e-IM currently.



02. e-IM(fri) & mood swings

Significantly related!

A possible indicator of the by-product of e-IM

04. On the future

Facebook
Long-term survey
Technology Determinism

THANKS FOR YOUR WATCHING

A Skeleton in The Cupboard?

Real Thoughts & Feelings of Impression Management on Social Media