A Skeleton in The Cupboard ?

Mental Cost of
Impression Management on Social Media

Zhuqian (Karen) Zhou.

CONTENT

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Literature Review

KEY WORDS

Impression Management

Goal-directed
Controlling
Social interaction
(Dwyer, 2007)

CMC

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

1

Being Likable

Why managing impressions?

Motivated to be desirable

2

Taking Control

Why CMC?

Asynchronicity, Edibility,

Reallocation

3

Bright Sides

Hyperpersonal Model

(Walther, 2007)

Self-affirmation Theory

(Toma, 2013)

A Gap in Research

3

Bright Sides

Hyperpersonal Model

Self-affirmation Theory

4

"Dark" Sides

Psychological Benfits over FtF

Balance of identities

FTA (Barody & Peňa, 2013)

A Gap in Research

Impression Management All Good?

Introjected Regulation

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Poor coping with failure

(Ryan & Deci, 1999)

3

Bright Sides

Hyperpersonal Model

Self-affirmation Theory

4

"Dark" Sides

Psychological Benfits over FtF

Balance of identities

FTA (Barody & Peňa, 2013)

2

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?
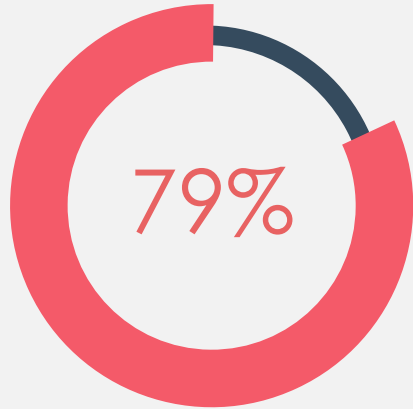
Method: Classification Tree

Research Subjects

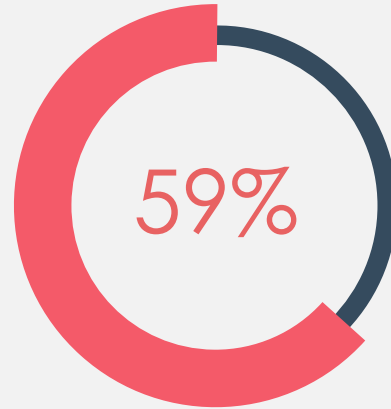126 Chinese Wechat Users

3

PART THREE

Data Analysis & Results
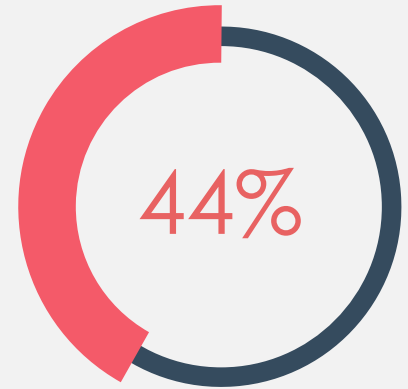
Descriptive Statistics of e-IM

79%

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

59%
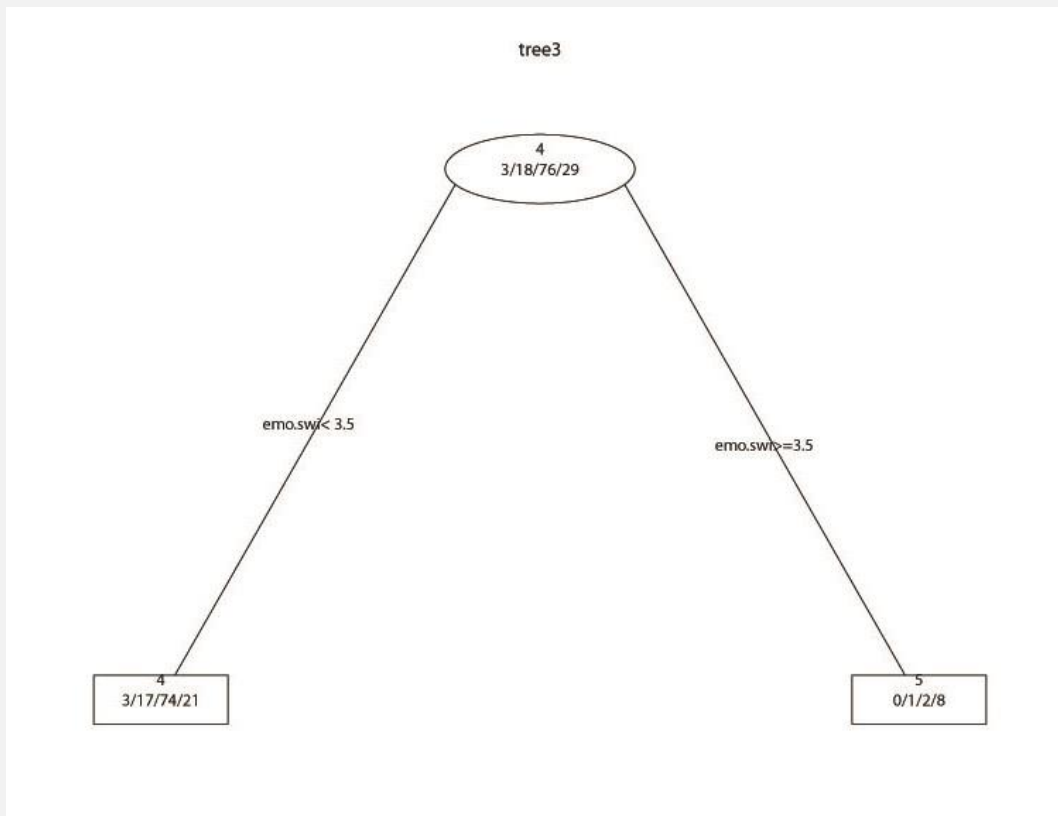
Proficiency
"Good at"
Self-report
Tag Using　(f=0.24)

44%

Attitude
"Demanding"
Self-report

Classification Trees

Classification Trees

4

PART FOUR

Conclusion

Conclusion

01. Tendency, Proficiency & Attitude

No much surprise:

Willing & positive;

Kind of good at

02. e-IM(fri) & mood swings

Significantly related!

A possible indicator of

the by-product of e-IM

Impression Management on Social Media

03. No general rules found

No need to worry

about the negative

effects of e-IM currently.

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