



A Skeleton in The Cupboard ?

Mental Cost of Impression Management on Social Media

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「01」 Literature Review

「02」 Research Design

「03」 Data Analysis & Results

「04」 Conclusion

CONTENT

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PART ONE

Literature Review

KEY WORDS



Impression
Manage
ment

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



A Gap in Research

3

Light Sides

Hyperpersonal Model
Self-affirmation Theory

4

“Dark” Sides

Psychological Benefits over FtF
Balance of identities
FTA (Barody & Peña, 2013)



Impression Management All Good?

Introjected Regulation



Poor coping with failure

(Ryan & Deci, 1999)

3

Light Sides

Hyperpersonal Model
Self-affirmation Theory

4

“Dark” Sides

Psychological Benefits over FtF
Balance of identities
FTA (Barody & Peña, 2013)

A large, white, sans-serif number '2' is positioned on the left side of the image. It is set against a solid red background. A horizontal band of dark blue color runs across the middle of the image, passing behind the number '2'.

PART TWO

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

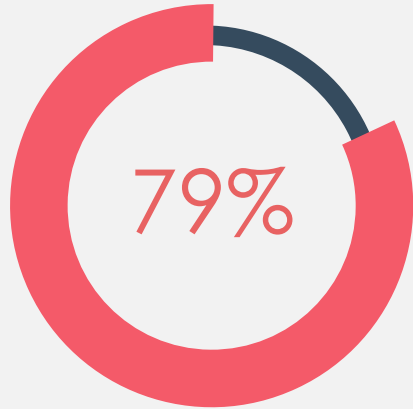
126 Chinese Wechat Users

3

PART THREE

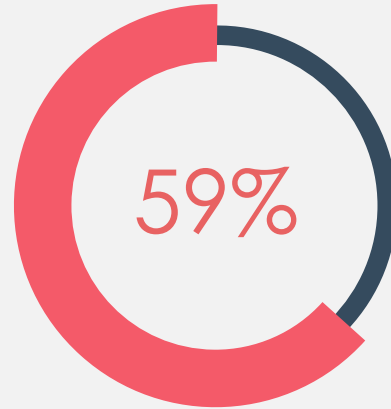
Data Analysis & Results

Descriptive Statistics of e-IM



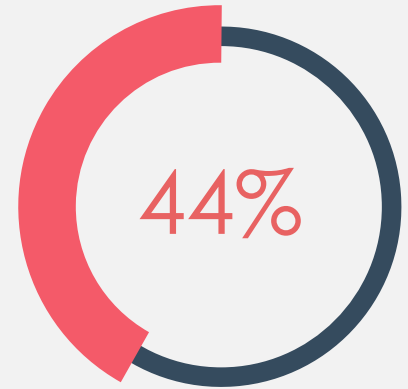
Tendency

“Care about”
Nezlek and Leary’s
(2000) IM scale



Proficiency

“Good at”
Self-report
Tag Using ($f=0.24$)

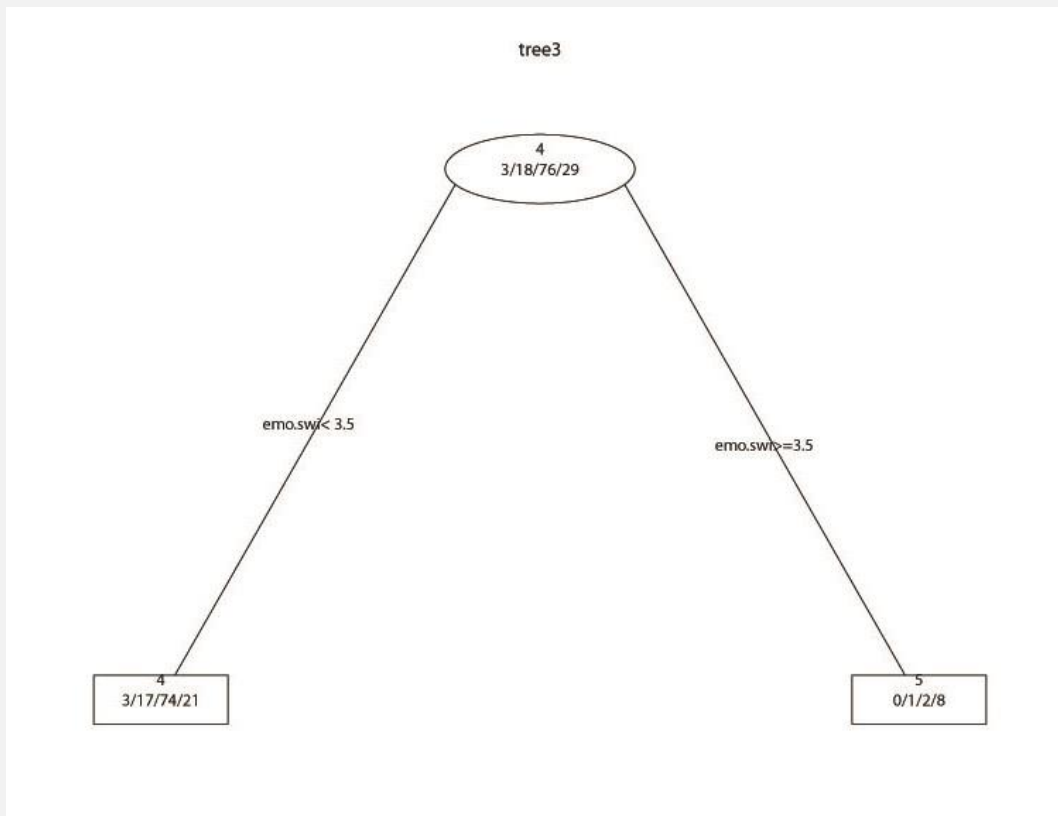


Attitude

“Demanding”
Self-report



Classification Trees



4

PART FOUR

Conclusion

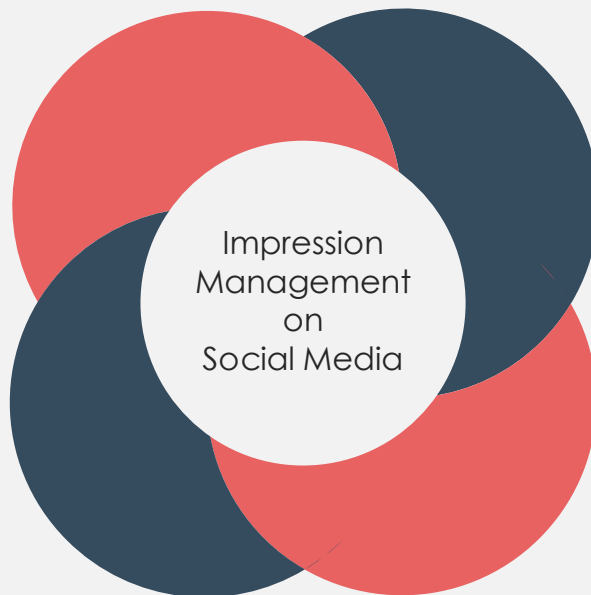
Conclusion

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.



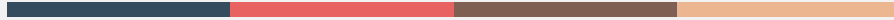
02. e-IM(fri) & mood swings

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



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Real Thoughts & Feelings of Impression Management on Social Media