EXPLORATION OF SELF-PRESENTATION AND JUDGEMENT ANXIETY THROUGH THE LOOKING GLASS OF SOCIAL MEDIA

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ABSTRACT

Self presentation is behavior that attempts to convey some information about oneself or some image of oneself to other people. Purpose of this study was to find out the relationship between online self presentation and judgment anxiety among students of Bahauddin Zakariya University Multan. Survey method was used for collecting the data from sample of the study that comprises on 100 students of equal representation of male and female with the help of purposive sampling technique. Findings of the study revealed that there is a significant correlation between self-presentation and judgment anxiety. Excessiveonline self presentation enhance the judgment anxiety among students. They feel sad and depressed when they get negative comments on their pictures. Majority of the students did online self presentation for attention seeking. They want to attain the attain the attention of others through self presentation. Furthermore, Female students are more involved in online self-presentation as compared to the male students.

KEY WORDS

Self Presentation, Attention Seeking, Judgment Anxiety, Gender, Social Media.

INTRODUCTION

In the current era, the world has been revolutionized and usage of Information and Communication Technologies (ICTs) is increased in developing countries. As a result of rapid change in development of ICT, the involvement of youth in the developing countries has been increased and now youth has an open access to use ICT and they are getting information from it. (Ali, 2010).Leary defines self presentation as "the process by which people convey to others that they are a certain kind of person or possess certain characteristics" (Leary, 1996). Self-presentation in this era of social media triggers various features of how to present oneself and how to be perceived online. Social media participants have the freedom to display according to their choice. This selective form of presentation includes "impression management" and "selective disclosure of personal details designed to present an idealized self" (Hogan, 2010).

Self-presentation is an important phenomenon because it presents particularly that image which individuals wants to convey (Goffman, 1959). Self-presentation is a dominant

processit leads individuals to understand the various characteristics. These characteristics has an insightful influence on outcomes of an individual life (Hogan & Briggs, 1986). Self-presentationalanxieties lead individuals to adopt behaviors which specifically boost their appearances. Unanimously, these behaviors jeopardize their own real self (Leary, Tchividijian, &Kraxberger, 1994).Self-presentation become a very important elementfor the acceptance of selfies, but researches also discovered a general approachfor selfies that is associated with harmful effects and giving a preference for observing other images on social media (Diefenbach&Christoforakos 2017).

Additionally, self-presentation helps to control the perception of others (Leary and Kowalski 1990). That is how, individuals tend to act differently according to different situations (Vohs. 2005). There are various dimensions of Self-presentation, previously researchers have been using many the terms like self-disclosure to describe "self-expression" in online communications (Kim and Dindia2011). Thus, self-presentation can be examined by looking into various dimensions. People fluctuate in regulating their behaviors. In order to minutely look into this phenomenon, research is needed to study more closely the kinds of impressions individuals commonly convey. Lately, due to present scenario of virtual communication the issue of narcissism have been raised. Virtual settings of interactions give space to narcissists to enhance their appearances.(Buffardi,2008). After looking into about few dimensions of self-presentation, this exploratory study tends to examine judgement anxiety among students related to self-presentation.

The sense of identity as "online activities provide opportunities to manipulate their identities to receive overwhelming feedback and support from others" (Valkenburg & Peter 2011). What an individual present on social media networks becomes a substantial statement in real who a person is. Posting a variety of content on social media related to whom a person may be is a means of trying to achieve different possible identities (Manago, Graham, Greenfield, &Salimkhan, 2008; Coyne, Padilla-Walker & Howard, 2013). However, from the above mentioned studies , it is understood that self-presentation was associatedwith some specific needs and goals.

PROBLEM STATEMENT

All the previous work done on self presentation depicts a confused picture of the relationship between use of digital media and judgment anxiety among students. Internet technologies have helped out the individuals to receive spontaneous social feedback. Such feedback which affects how individuals view themselves and make them cautious. Online self-presentation is an important phenomenon that requires further research to understand the link between self presentation and judgment anxiety among the students. University students were considered as the population that use online media for different purposes that's why the findings of this particular study will help in understanding the purpose behind the excessive online self presentation among the students.

OBJECTIVES

- To examine the relationship between online self-presentation and judgment anxiety.
- To find out the purpose behind online self presentation.
- To explore the relationship between online self-presentation and gender.

LITERATURE REVIEW

Bargh & Mckenna (2004), in their study debated that before the age of internet people used to build relations on the basis of physical appearances only and now due to ICTS people interact on the basis of mutual values and interests. Wynn & Katz (2006) explored the activities of people on social networking sites. They argued that SNS allow people to play with multiple identities and exemplified personalities. Additionally, Hamburger, Wainapel & Fox (2002), investigated on forty hi-tech workers who use internet for online chatting. They argued that how people use internet depends upon the innate nature of users, that's how introvert people due to anonymity on internet and globalization characteristics takes more part in online interaction whereas extrovert people are not into online internet that much. Consequently, internet is allowing people to interact in a different way and with the rise of social media websites scholars have done tremendous researches on behaviors of people who use social networking sites.

Leary (1996) introduced several strategies for self-presentation such as self-depictions, attitude formation, behaviors, social connections, hostility and adventuresome. These tactics were involved in direct and delicate self-presentation, which meant at conveying a desire impressions to others. According to Mehdizadeh (2010), found that in order to get positive feedback from the public on Facebook users only select and post those photos which they thought were attractive to upload and write narratives in a way that improved and encourage themselves. In addition to this the researcher also found that people frequently use different options such as upload photos, and update status to present themselves on Facebook.

Collins and Stukas (2008) describe that people usually use Facebook for uploading pictures and self-praise on Facebook. Findings of the study relates that usage of Facebook with self-presentation. Papacharissi and Rubin (2000), studied merged actions of new media motives with traditional media to determine the reasons behind using the internet. Findings of their research study suggests that people use internet for different reasons like time pass, looking for information, entertainment and convenience. Researcher suggested that the users who were comfortable with personal interaction and satisfied with life use media for informational seeking gratifications as compared to those who were less satisfied with life were driven by escape or deviation from the real world.

According to Walther's (1996) hyper personal theory, "effects of social media use remain the strongest when users expect future communication on computer-mediated setting". Walther's experimental study suggested that "reactions from others on anyone's online self-presentation may affect the extent to which people adjust their selves for self-presentation". (ibid). However, users are more conscious in their self-presentation, that reduces the chance of resembling the offline self with online self. The social network sites may employ appearance pressure on youngsters which in return reflects in their behavior on social network sites.

Siibak 2009, conducted a survey among Estonian youngsters in which "good looks" was the criterion for choosing Facebook profile picture. Ringrose 2011, states that "youngsters also edit their photographs to create a physically attractive image of themselves on social network sites". Since the late 1950s Research has investigated

impression management and self-presentation. A milestone in this area has been set by Goffman in 1959 gave out the theory "presentation of self in everyday life". He was the pioneer of this phenomenon through describing self-presentation and impression management relations (Baumeister, 1982; Leary and Kowalski, 1990; Schlenker, 1980).

Previous research studies have also revealed that gender play an important role in activities related to social networking. (Kimbrough, Muscanell, & Guadagno, 2013) suggests that females are more involved in using social media sites for posting and sharing content as compared to the males users. Similarly, Hargittai (2007), indicates that females users are more involved in posting content and photos on Facebook as compared to the males. In other research study Malik et al. (2015) discloses photo sharing on Facebook on the basis of gender differences. Findings of the study suggests that male post photos on Facebook for disclosure gratifications and for time pass while women seems more vigilant about their online privacy and self-disclosure.

THEORETICAL FRAMEWORK

Uses and gratification Approach

According to Uses and gratification theory the media users are active in selecting the media which they prefer to gratify their needs, as compared to the audience which is passively effected by media (Katz et al., 1973). Although in the late 1950s and early 1960s, uses and gratification theory cannot overlook the concept of individuality presented by new media technologies in computer-mediated communication. Users of internet are empowered by choice, with entire control over creation and sharing of information. They can manage and control their online self, as well as determine how much time to spend online and which internet site they prefer (Ruggiero, 2000). In other words, we can say that audiences are more active than ever on internet in respect of selection of media and sharing of information.

Previous research studies using the framework of Uses and gratification theory have offered in-depth understanding of different motives behind the use of media. According to Malik, Dhir, and Nieminen (2016), attention seeking, habit, information sharing, and social influence were the basic gratifications of the users for posting photos on Facebook. Facebook is mainly used for the purpose of entertainment, identity seeking, socializing, and information sharing (Park, Kee, & Valenzuela, 2009).

The popularity of online self presentation still requires much more exploration for finding out the effects and motivation behind the phenomenon. Further research is required to determine the motives of self presentation that encourage the users to present their self online. Uses and gratifications theory presents comprehensive understanding of the social, physical, and emotional gratifications that users obtain by their own choice through online self presentation.

Hypotheses

1. Online Self presentation enhances the judgement anxiety among students.
2. There is a significant relationship between online self presentation and attention seeking.
3. Female students are more involved in online self presentation than males.

Research Questions
1. Does online self-presentation cause judgment anxiety among the students?
2. What is the purpose of online self-presentation?
3. Which gender is more involved in online self presentation

METHODOLOGY

Research Design

Quantitative research approach is used to examine the phenomena of online self-presentation and judgment anxiety.

Population of the Study

Population of the research study comprises the students from social sciences department of Bahauddin Zakariya University Multan.

Sample Size

100 students from the university on equal representation of male and female were selected as a sample for the research.

Sampling Technique

Purposive sampling technique was used for selecting the sample. Only those students were selected that use online media for self-presentation.

Data Collection and Analysis

Survey method was used to the get the data for the analysis. Questionnaire was used for collecting the data. Literature review from the previous researches and objectives of the study helped to develop the question statements. Five point Likert scale has been used for measuring the response of respondents and SPSS software was used to test the hypothesis.

Variables with their Indicators

Following major variables were examined in this study to quantify the relationship between self presentation and new media during COVID 19 in the light of uses and gratification approach. They all are given below with their indicators.

Online Self Presentation

The deliberate effort to present and create oneself as a desired image for an audience. Individuals want to depict themselves in a way in which they try to attain some specific goals. Online Self-presentation is different from offline because in an online setting one can control and manipulate image much more easily (Diefenbach & Christoforkas, 2017).

Indicators
- Desire image
- Socializing
- Positive behaviors

Judgment Anxiety

Emotions regarded as worrying thoughts, stressful and tensed feeling is known as anxiety. Anxiety levels are increased as new media users take stress by comparing themselves with others or worry about how they are perceived by other users. This constant worry or anxiety of being judged or wrongly judged online, is not normal.

Indicators

- Depression
- Sadness
- Excessive worrying

Attention Seeking

Online attention seeking is posting a picture on new media with the intent to get admiration Positive support and feedback from others through likes, comments, and shares (Sung et al., 2016).

Indicators

- Compliments
- Sympathy
- Confident

Hypothesis Testing

H1: Online Self presentation enhances judgment anxiety in students.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.048	.162		12.631	.000
	Self Presentation	.103	.081	.127	1.269	.000

a. Dependent Variable: Judgment Anxiety

To find out if judgment anxiety could be predicted by online Self-presentation on new media, Multiple regression analysis was conducted. The result showed that, self-presentation ($\beta = .127$, $p<.05$) was a significant positive predictor of judgment anxiety.

H2: There is a significant relationship between online self presentation and attention seeking

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	1.461	.431		3.387	.001
	Self Presentation	.671	.216	.299	3.100	.003

a. Dependent Variable: Attention Seeking

Multiple regression was conducted to investigate the relationship between self presentation and attention seeking Test demonstrated that self presentation (β = .299, $p > 05$) has significant relationship with attention seeking.

H3: Females students are more involved in online self presentation than males

		Gender	Self Presentation
Gender	Pearson Correlation	1	.155
	Sig. (2-tailed)		.000
	N	100	100
Self Presentation	Pearson Correlation	.155	1
	Sig. (2-tailed)	.000	
	N	100	100

In order to test the Hypothesis 3, the correlation test was applied to examine the relationship among self-presentation on new media and female students. The results generated, indicate that there was a significant and positive correlation between self-presentation on new media and female students (r = .155, p < .001).

FINDINGS OF THE STUDY

For testing the hypothesis that online self presentation enhance judgment anxiety among the students different questions were asked from the respondent and after testing the hypotheses it was concluded that there was a signification relationship between online self presentation and judgment anxiety. Majority of the respondents said that they feel sad when no one likes their picture and they feel stressed and bad because of negative comments on their pictures. Additionally, majority of the respondents said online self presentation helps them to distract from reality. Findings of the study also revealed that majority of the students involve in online self presentation for social interaction, and attention seeking.

One of the focuses of this study was to examine the gender which is more involved in online self presentation. It was hypothesized that females are more involved in online self-presentation on new media than males. According to results there was a significant correlation among the online self-presentation and female students on new media .So,

findings suggest that females were more involved in online self-presentation as compared to the male students.

CONCLUSION

Trends of online self presentation among the students has been increasing day by day because of the different features of the online media that helps the users to present their self according to their own choice. But at the same time it is also very important to highlight that online self presentation also increased the concept of judgment anxiety among the users **.**Excessive use of new media for online self-presentation lead the users towards its negative impacts like stress , disappointment and anxiety. Moreover, online media users are presenting their "idealized self" through self-presentation that is directly related to narcissism.

Online self presentation helps the users to get the attention through their pictures they post online. Basically, the main purpose for uploading the pictures online is to get compliments from the others. Online self presentation help the user to present their self according to their own choice but sometime this thing led them towards the depression and anxiety as well. When the users went through the phase of online judgment anxiety they feel exhausted and depressed.

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