UNIVERSITÀ CATTOLICA DEL SACRO CUORE

Sede di Milano

Dottorato di Ricerca in Psicologia

XXXIV Ciclo

M-PSI/05 Psicologia Sociale

Self-Completion Processes Underlying Social Media Use

Coordinatore:

Ch.mo Prof. Camillo Regalia

Tesi di Dottorato di:

Simona Sciara

N. Matricola: 4814666

Anno Accademico 2020/2021

Abstract

Why do people use social media? Drawing on the theory of symbolic self-completion (SCT; Wicklund & Gollwitzer, 1982), the present work hypothesizes that people use social media to engage in self-symbolizing posting and reach self-completion, that is for sharing pertinent symbols of completeness and restore incomplete identity goals such as 'becoming a physician' or 'being a good mother'. Further, since new social networking sites have *ideal features* for self-symbolizing, people may be attracted to using them right because of these ideal features (e.g., the possibility to address an audience at any time). The first set of experiments tested whether medical and law students who sense incompleteness concerning their professional identity goals engage in compensatory self-symbolizing on Instagram by increasing their posting of respective indicators of goal attainment (e.g., medical white coats vs. court clothes). Study 1 found that incomplete medical students post more medicine-related symbols on Instagram. Study 2 replicated this effect in a sample of law students and clarified that students' self-symbolizing posts specifically relate to their incomplete goal (i.e., law career) and not to other non-pertinent domains (i.e., university life). Study 3 demonstrated that incomplete medical students only engage in self-symbolizing when their incompleteness refers to their career goal and not to other careers they do not aspire to (i.e., a law career).

Driven by the theory, a fourth experiment extended these findings by testing two related hypotheses: (a) identity goal incompleteness—as a goal-oriented state—should induce orienting effects, such as impulsiveness when posting online, disinterest in others' posted contents, irritation, and narrowing of attention; (b) all these orienting

effects should be defused through the publishing of a self-symbolizing post on

Instagram (i.e., a post entailing symbols of goal attainment). Study 4 supported both the

hypotheses, demonstrating that identity goal incompleteness causes specific orienting

effects intended to facilitate goal achievement and that posting self-symbolizing content

on social media can resolve incompleteness and make these orienting effects disappear.

An additional set of studies took the testing of our self-completion explanation a

step further by strictly verifying whether people are attracted to social sites because of

their ideal features for self-symbolizing. Based on SCT, we identified eight of these

ideal features (e.g., the possibility to treat others as a mere audience) and created

various manipulated conditions in which social media had or did not have these ideal

characteristics, expecting that the absence of them would have reduced social media's

appeal and their efficiency in satisfying self-completion needs. Across two experiments,

we found partial support for both these hypotheses. Study 5 and Study 6 indeed found

that social media with ideal features for self-symbolizing were more appealing than

other sites, as well as more efficient in satisfying self-completion needs. Theoretical and

practical implications of the present research for a better understanding of social media

behaviors, preventing negative consequences of self-symbolizing on social media, and

deepening the study of self-completion processes are discussed.

Acknowledgements

Table of Contents

References

Alhabash, S., & Ma, M. (2017). A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students? *Social Media + Society, 3*(1). https://doi.org/10.1177/2056305117691544

Alparone, F., Caso, S., Agosti, A., & Rellini, A. (2004). *The Italian LIWC2001 Dictionary*. LIWC.net. http://liwc.wpengine.com/

Bailenson J. N., & Beall A .C. (2006). Transformed Social Interaction: Exploring the Digital Plasticity of Avatars. In R. Schroeder R. & A. S. Axelsson (Eds), *Avatars at Work and Play. Computer Supported Cooperative Work,* (Vol. 34). Springer: Dordrecht. https://doi.org/10.1007/1-4020-3898-4_1

Bailenson, J.N., Blascovich, J., & Guadagno, R. E. (2008). Self-representations in immersive virtual environments. *Journal of Applied Social Psychology, 38*, 2673–2690. https://doi.org/10.1111/j.1559-1816.2008.00409.x

Baumeister, R. F. (1982). A self-presentational view of social phenomena. *Psychological Bulletin, 91*(1), 3–26. https://doi.org/10.1037/0033-2909.91.1.3

Baumeister, R. F., & Leary, M. R. (1995). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. *Psychological Bulletin, 117*(3), 497–529. https://doi.org/10.1037/0033-2909.117.3.497

Belk, R. (2016). Extended self and the digital world. *Current Opinion in Psychology, 10*, 50–54. https://doi.org/10.1016/j.copsyc.2015.11.003

Braun, O. L., & Wicklund, R. A. (1989). Psychological antecedents of conspicuous consumption. *Journal of Economic Psychology, 10*(2), 161–187. https://doi.org/10.1016/0167-4870(89)90018-4

Carpenter, C. J. (2012). Narcissism on Facebook: Self-promotional and anti-social behavior. *Personality and Individual Differences, 52*, 482–486. https://doi.org/10.1016/j.paid.2011.11.011

Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication, 23*(1), 46–65.

https://doi.org/10.1080/15456870.2015.972282

Carr, H. L., & Vignoles, V. L. (2011). Keeping up with the Joneses: Status projection as symbolic self-completion. *European Journal of Social Psychology, 41*(4), 518–527. https://doi.org/10.1002/ejsp.812

Caso, D., Schettino, G., Fabbricatore, R., & Conner, M. (2020). "Change my selfie": Relationships between self-objectification and selfie-behavior in young Italian women. *Journal of Applied Social Psychology, 50,* 538–549. https://doi.org/10.1111/jasp.12693

Chen, X., Latham, G. P., Piccolo, R. F., & Itzchakov, G. (2021). An enumerative review and a meta-analysis of grimed goal effects on organizational behavior. *Applied Psychology, 70*(1), 216–253. http://doi.org/10.1111/apps.12239

Cheung, C. M. K., Chiu, P.-Y., & Lee, M. K. O. (2011). Online social networks: Why do students use Facebook? *Computers in Human Behavior, 27*(4), 1337–1343. https://doi.org/10.1016/j.chb.2010.07.028

Choi, S., Williams, D., & Kim, H. (2020). A snap of your true self: How self-presentation and temporal affordance influence self-concept on social media. *New Media & Society*. https://doi.org/10.1177/1461444820977199

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. Hillsdale: Lawrence Erlbaum Associates.

Coraini, D., & Pantaleo, G. (2004). Strategie di autocompletamento simbolico nella costruzione del senso di sé di atleti e sportivi: Il ruolo giocato da insicurezza e coinvolgimento [Strategies of symbolic self-completion in constructing a sense of self in athletics and sports: The roles of insecurity and commitment]. *Giornale Italiano di Psicologia dello Sport, 2*, 3–8.

Correa, T., Hinsley, A. W., & de Zúñiga, H. G. (2010). Who interacts on the web?: The intersection of users' personality and social media use. *Computers in Human Behavior, 26*(2), 247–253. https://doi.org/10.1016/j.chb.2009.09.003

Davenport, S. W., Bergman, S. M., Bergman, J. Z., & Fearrington, M. E. (2014). Twitter versus Facebook: Exploring the role of narcissism in the motives and usage of different social media platforms. *Computers in Human Behavior, 32,* 212–220. https://doi.org/10.1016/j.chb.2013.12.011

Deci, E. L. (1971). Effects of externally mediated rewards on intrinsic

motivation. *Journal of Personality and Social Psychology, 18*(1), 105–115. https://doi.org/10.1037/h0030644

Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior.* New York: Plenum.

Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination theory. *Psychological Inquiry, 11*(4), 227–268. https://doi.org/10.1207/S15327965PLI1104_01

Dumas, T. M., Maxwell-Smith, M., Davis, J. P., & Giulietti, P. A. (2017). Lying or longing for likes? Narcissism, peer belonging, loneliness and normative versus deceptive like-seeking on Instagram in emerging adulthood. *Computers in Human Behavior, 71*, 1–10. https://doi.org/10.1016/j.chb.2017.01.037

Dunn, R. A., & Guadagno, R. E. (2012). My avatar and me – Gender and personality predictors of avatar-self discrepancy. *Computers in Human Behavior, 28*(1), 97–106. https://doi.org/10.1016/j.chb.2011.08.015

Duval, S., & Wicklund, R. A. (1972). *A theory of objective self-awareness.* Academic Press.

Easterbrook, J. A. (1959). The effect of emotion on cue utilization and the organization of behavior. *Psychological Review, 66*(3), 183–201. https://doi.org/10.1037/h0047707

Ellison, N., & Boyd, D. (2013). Sociality through social network sites. In W. Dutton (Ed.), *The Oxford handbook of internet studies* (pp. 151–172). Oxford: Oxford University Press.

Ellison, N., Heino, R., & Gibbs, J. (2006). Managing impressions online: self-presentation processes in the online dating environment. *Journal of Computer-Mediated Communication, 11*(2), 415–441. https://doi.org/10.1111/j.1083-6101.2006.00020.x

Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "friends:" Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication, 12*(4), 1143–1168. https://doi.org/10.1111/j.1083-6101.2007.00367.x

Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical

sciences. *Behavior Research Methods*, *39*(2), 175–191.
https://doi.org/10.3758/BF03193146

Ferguson, R., Gutberg, J., Schattke, K., Paulin, M., & Jost, N. (2015). Self-determination theory, social media and charitable causes: An in-depth analysis of autonomous motivation. *European journal of social psychology*, *45*(3), 298–307. https://doi.org/10.1002/ejsp.2038

Gagné, M., & Deci, E. L. (2005). Self-determination theory and work motivation. *Journal of Organizational Behavior, 26*(4), 331–362. https://doi.org/10.1002/job.322

Gigerenzer, G. (2010). Personal Reflections on Theory and Psychology. *Theory & Psychology*, *20*(6), 733–743. https://doi.org/10.1177/0959354310378184

Gollwitzer, P. M. (2018). The goal concept: A helpful tool for theory development and testing in motivation science. *Motivation Science, 4*(3), 185–205. https://doi.org/10.1037/mot0000115

Gollwitzer, P. M. (1986). Striving for specific identities: the social reality of self-symbolizing. In R. Baumeister (Ed.), *Public self and private self* (pp. 143–159). New York: Springer.

Gollwitzer, P. M., & Kirchhof, O. (1998). The willful pursuit of identity. In J. Heckhausen & C. S. Dweck (Eds.), *Life-span perspectives on motivation and control* (pp. 389–423). New York: Cambridge University Press.

Gollwitzer, P. M., Marquardt, M. K., Scherer, M., & Fujita, K. (2013). Identity-goal threats: Engaging in distinct compensatory efforts. *Social Psychological and Personality Science, 4*(5), 555–562. https://doi.org/10.1177/1948550612471143

Gollwitzer, P. M., & Moskowitz, G. B. (1996). Goal effects on action and cognition. In E. T. Higgins & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (pp. 361–399). The Guilford Press.

Gollwitzer, P. M., Sheeran, P., Michalski, V., & Seifert, A. E. (2009). When intentions go public: Does social reality widen the intention-behavior gap? *Psychological Science, 20*(5), 612–618. https://doi.org/10.1111/j.1467-9280.2009.02336.x

Gollwitzer, P. M., & Wicklund, R. A. (1985). Self-symbolizing and the neglect of others' perspectives. *Journal of Personality and Social Psychology, 48*(3), 702–715. https://doi.org/10.1037/0022-3514.48.3.702

Gollwitzer, P. M., Wicklund, R. A., & Hilton, J. L. (1982). Admission of failure and symbolic self-completion: Extending Lewinian theory. *Journal of Personality and Social Psychology, 43*(2), 358–371. https://doi.org/10.1037/0022-3514.43.2.358

Harmon-Jones, C., Schmeichel, B. J., & Harmon-Jones, E. (2009). Symbolic self-completion in academia: Evidence from department web pages and email signature files. *European Journal of Social Psychology, 39*(2), 311–316. https://doi.org/10.1002/ejsp.541

Hoffman, D. L. & Novak, T. P. (2012). Why do people use social media? Empirical findings and a new theoretical framework for social media goal pursuit. Retrieved from http://dx.doi.org/10.2139/ssrn.1989586

Jagayat, A., Boparai, G., Pun, C., & Choma, B. L. (2021). *Mock Social Media Website Tool* (1.0) [Computer software]. https://docs.studysocial.media

Katz, E., & Blumler, J. G. (1974). *The uses of mass communications: Current perspectives on gratifications research*. Beverly Hills, CA: Sage Publications.

Khan, M. L. U. R. (2014). *Social media and user engagement: A self determination perspective*. Michigan State University. Media and Information Studies-Doctor of Philosophy.

Kim, H.-W., Chan, H. C., & Gupta, S. (2007). Value-based adoption of Mobile Internet: An empirical investigation. *Decision Support Systems, 43*(1), 111–126. https://doi.org/10.1016/j.dss.2005.05.009

Kim, S., & Rucker, D. D. (2012). Bracing for the psychological storm: Proactive versus reactive compensatory consumption. *Journal of Consumer Research, 39*(4), 815–830. https://doi.org/10.1086/665832

Lalot, F., Quiamzade, A., Falomir-Pichastor, J. M., & Gollwitzer, P. M. (2019). When does self-identity predict intention to act green? A self-completion account relying on past behaviour and majority-minority support for pro-environmental values. *Journal of Environmental Psychology, 61*, 79–92. https://doi.org/10.1016/j.jenvp.2019.01.002

Lee, E., Lee, J.-A., Moon, J. H., & Sung, Y. (2015). Pictures speak louder than words: Motivations for using Instagram. *Cyberpsychology, Behavior, and Social Networking, 18*(9), 552–556. https://doi.org/10.1089/cyber.2015.0157

LeFebvre, L. E. (2018). Swiping me off my feet: Explicating relationship initiation on

Tinder. *Journal of Social and Personal Relationships, 35*(9), 1205–1229.
https://doi.org/10.1177/0265407517706419

Lewin, K. (1926). Vorsatz, Wille und Bedürfnis [Intentions, will, and need].
Psychologische Forschung, 7, 330–385. https://doi.org/10.1007/BF02424365

Lin, C.-P., & Bhattacherjee, A. (2008). Elucidating Individual Intention to Use
Interactive Information Technologies: The Role of Network
Externalities. *International Journal of Electronic Commerce, 13*(1), 85–108.
https://doi.org/10.2753/JEC1086-4415130103

Lin, K.-Y., & Lu, H.-P. (2011). Why people use social networking sites: An empirical
study integrating network externalities and motivation theory. *Computers in
Human Behavior, 27*, 1152–1161. https://doi.org/10.1016/j.chb.2010.12.009

Longoni, C., Gollwitzer, P. M., & Oettingen, G. (2014). A green paradox: Validating
green choices has ironic effects on behavior, cognition, and perception. *Journal of
Experimental Social Psychology, 50*(1), 158–165.
https://doi.org/10.1016/j.jesp.2013.09.010

Lu, H., & Yu-Jen Su, P. (2009). Factors affecting purchase intention on mobile
shopping web sites. *Internet Research, 19*(4), 442–458.
https://doi.org/10.1108/10662240910981399

Lyu, S. O. (2016). Travel selfies on social media as objectified self-presentation.
Tourism Management, 54, 185–195.
https://doi.org/10.1016/j.tourman.2015.11.001

Madden, M. (2012). Privacy management on social media sites. *Pew Internet Report*, 1-
20.

Mahler, W. (1933). Ersatzhandlungen verschiedenen Realitätsgrades [Substitution at
various levels of reality]. *Psychologische Forschung, 18*, 27–89.
https://doi.org/10.1007/BF02409627

Manago, A. M., Graham, M. B., Greenfield, P. M., & Salimkhan, G. (2008). Self-
presentation and gender on MySpace. *Journal of Applied Developmental
Psychology, 29*(6), 446–458. https:// doi.org/10.1016/j.appdev.2008.07.001

Mäntymäki, M., & Islam, A. K. M. N. (2016). The Janus face of Facebook: Positive and
negative sides of social networking site use. *Computers in Human Behavior, 61*,
14–26. https://doi.org/10.1016/j.chb.2016.02.078

Marengo, D., Azucar, D., Giannotta, F., Basile, V., & Settanni, M. (2019). Exploring the association between problem drinking and language use on Facebook in young adults. *Heliyon, 5*(10). https://doi.org/10.1016/j.heliyon.2019.e02523

Marquardt, M. K., Gantman, A. P., Gollwitzer, P. M., & Oettingen, G. (2016). Incomplete professional identity goals override moral concerns. *Journal of Experimental Social Psychology, 65*, 31–41. https://doi.org/10.1016/j.jesp.2016.03.001

Moghavvemi, S., Sulaiman, A., Jaafar, N. I., & Kasem, N. (2018). Social media as a complementary learning tool for teaching and learning: The case of YouTube. *The International Journal of Management Education, 16*(1), 37–42. https://doi.org/10.1016/j.ijme.2017.12.001

Moller, A. C., Ryan, R. M., & Deci, E. L. (2006). Self-Determination Theory and Public Policy: Improving the Quality of Consumer Decisions without using Coercion. *Journal of Public Policy & Marketing*, *25*(1), 104–116. https://doi.org/10.1509/jppm.25.1.104

Moskowitz, G. B., Li, P., Ignarri, C., & Stone, J. (2011). Compensatory cognition associated with egalitarian goals. *Journal of Experimental Social Psychology, 47*(2), 365–370. https://doi.org/10.1016/j.jesp.2010.08.010

Muñoz, C. L., & Towner, T. L. (2017). The Image is the Message: Instagram Marketing and the 2016 Presidential Primary Season. *Journal of Political Marketing, 16*, 290–318. https://doi.org/10.1080/15377857.2017.1334254

Nadkarni, A., & Hofmann, S.G. (2012). Why do people use Facebook? *Personality and Individual Differences, 52*(3), 243–249. https://doi.org/10.1016/j.paid.2011.11.007

99 Firms Statistics. (2021). *Instagram Stories Stats.* 99 Firms. https://99firms.com/blog/instagram-stories-statistics/#gref

Norman, D. (1988). *The psychology of everyday things*. London: Basic Books.

O'Dell, J. (2010, August 10). Facebook feeds narcissism, survey says. Retrieved from http://www.cnn.com/2010/TECH/social.media/08/30/facebook.narcissism.mashable/index.html

Pantaleo, G. (1997). *Explorations in orienting vs. multiple perspectives*. Lengerich-Berlin, Germany: Pabst Science Publishers.

Pantaleo, G., & Wicklund, R. A. (2001). *Prospettive multiple nella vita sociale: l'aprirsi e chiudersi degli eventi sociali [Multiple perspectives in social life: The opening and closing of social events]*. Padova-Bologna: Decibel-Zanichelli.

Pelletier, L. G., Rocchi, M. A., Vallerand, R. J., Deci, E. L., & Ryan, R. M. (2013). Validation of the revised sport motivation scale (SMS-II). *Psychology of Sport and Exercise, 14*(3), 329–341. https://doi.org/10.1016/j.psychsport.2012.12.002

Pennebaker, J. W., Booth, R. J., & Francis, M. E. (2007). *Linguistic Inquiry and Word Count: LIWC* [Computer Software]. LIWC.net. http://liwc.wpengine.com/

Rain (2020, June 26). *But If You Didn't Post About It, Did It Really Happen?* Medium. https://medium.com/@Rainaltay/but-if-you-didnt-post-about-it-did-it-really-happen-7d4b56e917da

Robins, R. W., Hendin, H. M., & Trzesniewski, K. H. (2001). Measuring global self-esteem: Construct validation of a single-item measure and the Rosenberg self-esteem scale. *Personality and Social Psychology Bulletin, 27*(2), 151–161. https://doi.org/10.1177/0146167201272002

Rosenberg, M. (1979). *Conceiving the Self*. New York: Basics Books.

Ross, C., Orr, E. S., Sisic, M., Arseneault, J. M., Simmering, M. G., & Orr, R. R. (2009). Personality and motivations associated with facebook use. *Computers in Human Behavior, 25*(2), 578–586. https://doi.org/10.1016/j.chb.2008.12.024

Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist, 55*, 68–78. https://doi.org/10.1037110003-066X.55.1.68

Schau, H. J., & Gilly, M. C. (2003). We are what we post? Selfpresentation in personal web space. *Journal of Consumer Research, 30*(3), 385–404. https://doi.org/10.1086/378616

Schauer, P. (2015). 5 Biggest Differences between Social Media and Social Networking. *Social Media Today*. Retrieved from www.socialmediatoday.com/social-business/peteschauer/ 2015-06-28/5-biggest-differences-between-social-media-and-social

Sciara, S., Contu, F., Bianchini, M., Chiocchi, M., & Sonnewald, G. G. (2021a). Going public on social media: The effects of thousands of Instagram followers on users with a high need for social

approval. *Current Psychology.* https://doi.org/10.1007/s12144-021-02172-x

Sciara, S., Malighetti, C., Martini, G., Riva, G., & Regalia, C. (*in press*). Idealization on
dating apps: Seeing fewer photos of the potential partner leads to expectancy
violation and lower attraction. *Annual Review of CyberTherapy and Telemedicine.*

Sciara, S., Villani, D., Di Natale, A. F., & Regalia, C. (2021b). Gratitude and social
media: A pilot experiment on the benefits of exposure to others' grateful
interactions on Facebook. *Frontiers in Psychology*, *12*, 667052.
https://doi.org/10.3389/fpsyg.2021.667052

Seidman, G. (2013). Self-presentation and belonging on Facebook: How personality
influences social media use and motivations. *Personality and Individual
Differences, 54*(3), 402–407. https://doi.org/10.1016/j.paid.2012.10.009

Serlin, R. C. (1987). Hypothesis testing, theory building, and the philosophy of
science. *Journal of Counseling Psychology, 34*(4), 365–
371. https://doi.org/10.1037/0022-0167.34.4.365

Shah, J. Y., Friedman, R., & Kruglanski, A. W. (2002). Forgetting all else: On the
antecedents and consequences of goal shielding. *Journal of Personality and
Social Psychology, 83*(6), 1261–1280. https://doi.org/10.1037/0022-
3514.83.6.1261

Shah, J. Y., & Kruglanski, A. W. (2002). Priming against your will: How accessible
alternatives affect goal pursuit. *Journal of Experimental Social Psychology, 38*(4),
368–383. https://doi.org/10.1016/S0022-1031(02)00005-7

Shane-Simpson, C., Manago, A., Gaggi, N., & Gillespie-Lynch, K. (2018). Why do
college students prefer Facebook, Twitter, or Instagram? Site affordances,
tensions between privacy and self-expression, and implications for social capital.
Computers in Human Behavior, 86, 276–288.
https://doi.org/10.1016/j.chb.2018.04.041

Sherman, D. K., & Cohen, G. L. (2006). The psychology of selfdefense: Self-
affirmation theory. In M. P. Zanna (Ed.), *Advances in experimental social
psychology* (Vol. 38, pp. 183-242). San Diego, CA: Academic Press.

Silverman, J. (2015, February 26). *'Pics or it didn't happen' – the mantra of the
Instagram era*. The Guardian.
https://www.theguardian.com/news/2015/feb/26/pics-or-it-didnt-happen-mantra-

instagram-era-facebook-twitter

Silvia, P. J., & Duval, T. S. (2001). Objective self-awareness theory: Recent progress and enduring problems. *Personality and Social Psychology Review, 5*(3), 230–241. https://doi.org/10.1207/S15327957PSPR0503_4

Statista Research Department. (2021, September 10). *Number of social network users worldwide from 2017 to 2025.* https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/

Steele, C. M. (1988). The psychology of self-affirmation: Sustaining the integrity of the self. In L. Berkowitz (Ed.), *Advances in Experimental Social Psychology* (Vol. 21, pp. 261–302). San Diego, CA: Academic Press.

Stephenson, B. O., & Wicklund, R. A. (1983). Self-directed attention and taking the other's perspective. *Journal of Experimental Social Psychology, 19*(1), 58–77. https://doi.org/10.1016/0022-1031(83)90005-7

Stsiampkouskaya, K., Joinson, A., Piwek, L., & Stevens, L. (2021). Imagined Audiences, Emotions, and Feedback Expectations in Social Media Photo Sharing. *Social Media + Society.* https://doi.org/10.1177/20563051211035692

Sung, Y., Lee, J.-A., Kim, E., & Choi, S. M., (2016). Why we post selfies: Understanding motivations for posting pictures of oneself. *Personality and Individual Differences, 97,* 260–265. https://doi.org/10.1016/j.paid.2016.03.032

Tausczik, Y. R., & Pennebaker, J. W. (2010). The psychological meaning of words: LIWC and computerized text analysis methods. *Journal of Language and Social Psychology*, *29*(1), 24–54. https://doi.org/10.1177/0261927X09351676

Throuvala, M. A., Griffiths, M. D., Rennoldson, M., & Kuss, D. J. (2019). Motivational processes and dysfunctional mechanisms of social media use among adolescents: A qualitative focus group study. *Computers in Human Behavior, 93,* 164–175. https://doi.org/10.1016/j.chb.2018.12.012

Tipper, S. P. (1985). The negative priming effect: Inhibitory priming by ignored objects. *The Quarterly Journal of Experimental Psychology A: Human Experimental Psychology, 37A*(4), 571–590. https://doi.org/10.1080/14640748508400920

Toma, C. L. (2013). Feeling better but doing worse: Effects of Facebook self-presentation on implicit self-esteem and cognitive task performance. *Media*

Psychology, 16(2), 199–220. https://doi.org/10.1080/15213269.2012.762189

Toma, C. L., & Hancock, J. T. (2013). Self-affirmation underlies Facebook
use. *Personality and Social Psychology Bulletin*, *39*(3), 321–
331. https://doi.org/10.1177/0146167212474694

Utz, S. (2005). Types of deception and underlying motivation: What people think.
Social Science Computer Review, *23*, 49–56.
https://doi.org/10.1177/0894439304271534

Valkenburg, P. M. (2017). Understanding Self-Effects in Social Media. *Human
Communication Research, 43*, 477–490. http://doi.org/10.1111/hcre.12113

Valkenburg, P. M., Peter, J., & Schouten, A. P. (2006). Friend Networking Sites and
Their Relationship to Adolescents' Well-Being and Social Self-Esteem.
CyberPsychology & Behavior, 9(5). 584–590.
http://doi.org/10.1089/cpb.2006.9.584

Vignoles, V. L. (2011). Identity motives. In K. Luycke, S. J. Schwartz, & V. L.
Vignoles (Eds.), *Handbook of identity theory and research* (pp. 403-432). New
York, NY: Springer.

Yazdanifard, R., & Yee, L.T. (2014). Impact of social networking sites on hospitality
and tourism industries. *Global Journal of Human-Social Science 14*(8), 1–6.

Wang, X., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on
purchase intentions: A consumer socialization framework. *Journal of Interactive
Marketing, 26*(4), 198–208. https://doi.org/10.1016/j.intmar.2011.11.004

Weaver Lariscy, R., Tinkham, S. F., & Sweetser, K. D. (2011). Kids These Days:
Examining Differences in Political Uses and Gratifications, Internet Political
Participation, Political Information Efficacy, and Cynicism on the Basis of
Age. *American Behavioral Scientist*, *55*(6), 749–
764. https://doi.org/10.1177/0002764211398091

Wei, S., Chen, X., & Liu, C. (2021). What motivates employees to use social media at
work? A perspective of self-determination theory. *Industrial Management & Data
Systems*. https://doi.org/10.1108/IMDS-06-2020-0322

Weingarten, E., Chen, Q., McAdams, M., Yi, J., Hepler, J., & Albarracin, D. (2016). On
priming action: Conclusions from a meta-analysis of the behavioral effects of
incidentally-presented words. *Current Opinion in Psychology, 12*, 53–57.

https://doi.org/10.1016/j.copsyc.2016.04.015

Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal, 16*, 362–369. https://doi.org/10.1108/QMR-06-2013-0041

Wicklund, R. A. (1990). *Zero-variable theories and the psychology of the explainer.* Springer-Verlag Publishing. https://doi.org/10.1007/978-1-4612-3344-2

Wicklund, R. A. (1999). Multiple perspectives in person perception and theorizing. *Theory & Psychology*, *9*(5), 667–678. https://doi.org/10.1177/0959354399095005

Wicklund, R. A. (1975). Objective self-awareness. *Advances in Experimental Social Psychology, 8*, 233–275. https://doi.org/10.1016/S0065-2601(08)60252-X

Wicklund, R. A., & Gollwitzer, P. M. (1981). Symbolic self-completion, attempted influence, and self-deprecation. *Basic and Applied Social Psychology, 2*(2), 89–114. https://doi.org/10.1207/s15324834basp0202_2

Wicklund, R. A., & Gollwitzer, P. M. (1982). *Symbolic self-completion*. Hillsdale, NJ: Erlbaum.

Wilson, R. E., Gosling, S. D., & Graham, L. T. (2012). A review of Facebook research in the social sciences. *Perspectives on Psychological Science*, *7*(3), 203–220. https://doi.org/10.1177/1745691612442904

Wong, D., Amon, K. L., & Keep, M. (2019). Desire to belong affects Instagram behavior and perceived social support. *Cyberpsychology, Behavior, and Social Networking, 22*(7), 465–471. https://doi.org/10.1089/cyber.2018.0533

Zhao, S., Grasmuck, S., & Martin, J. (2008). Identity construction on Facebook: Digital empowerment in anchored relationships. *Computers in Human Behavior, 24*(5), 1816–1836. https://doi.org/10.1016/j.chb.2008.02.012