



Self-presentation styles, privacy, and loneliness as predictors of Facebook use in young people



Agata Błachnio*, Aneta Przepiorka*, Wioleta Boruch, Edyta Bałakier

The John Paul II Catholic University of Lublin, Poland

ARTICLE INFO

Article history:

Received 20 June 2015

Received in revised form 19 November 2015

Accepted 31 December 2015

Available online 13 January 2016

Keywords:

Facebook use

Self-presentation

Need for privacy

Loneliness

ABSTRACT

Facebook is an increasingly popular online platform for communication, entertainment, and information exchange. Recent studies have shown that there is a relationship between loneliness and Facebook use patterns. The main aim of the study was to examine whether the use of different types of self-presentation styles, the need for privacy, and loneliness are related to three aspects of Facebook use: standard Facebook use, addiction to Facebook, and entertainment. The participants were 550 individuals (mean age: $M = 19.86$ years, $SD = 3.06$). We used the following measures: the Facebook Usage Questionnaire, the Self-Presentation Styles Questionnaire by Wojciszke, the Privacy Questionnaire by Pedersen, and De Jong Gierveld Loneliness Scale. The paper-and-pencil procedure was applied. Our results indicated that loneliness and self-promotion were positive predictors and the need for privacy was a negative predictor of Facebook usage. This study might open new perspectives on factors leading to addictive Facebook use tendencies.

© 2016 Elsevier Ltd. All rights reserved.

1. Introduction

Facebook and its increasing popularity has become an interesting topic for scientific research, which is reflected in the rising number of publications on that subject. The search conducted in the EBSCO database in May 2015, returned 634 articles concerning Facebook in the field of psychology published in peer-reviewed journals between 2014 and 2015. Facebook connects people with similar interests as well as allows them to share opinions and keep up-to-date with their friends' lives (Raacke & Bonds-Raacke, 2008). Facebook is slowly replacing other forms of electronic communication, such as e-mails (Anderson, Fagan, Woodnutt, & Chamorro-Premuzic, 2012). According to data from second quarter 2015 (<http://www.statista.com>), released on the Facebook website, there are 1.49 billion monthly active users. A majority of the users, approximately 80%, are from outside the U.S. and Canada. What is more, there were more than 125 billion friend connections on Facebook. According to statistics, the United States, Indonesia, and Mexico are among the top growing countries in terms of Facebook activity (www.socialbakers.com). When it comes to statistics for Poland, where the present study was conducted, there are almost ten million Facebook users there and the number is growing every year. Poland holds the 24th position in the world in the number of Facebook users. More than half of them (52%) are females. The largest age groups are young people in the 18–24 and 25–34 age brackets

(www.socialbakers.com). Considering these findings confirming the large scale of the Facebook phenomenon and its great impact on social life, it is worth taking a closer look at Facebook use and at the possible predictors of this online activity. Several studies have investigated Facebook use before, but the novelty of this one lies in its investigation of loneliness, the need for privacy, and self-presentation styles together as possible predictors of Facebook use.

The background for this study is the motivation theory, applied here to Facebook use. Socializing and self-presentation are the main motives to use Facebook. The inclusion of the need for privacy and loneliness was inspired by the Hosman's study (1991), where these variables, among others, were examined in relation to interpersonal communication. Both of them were related to the interpersonal communication motive for using Facebook. Bringing together the need for privacy and loneliness as robust predictors of Facebook use known from other studies will give us better insight into their associations with Facebook addiction. Bearing in mind the socializing aspect of Facebook and its great influence on communication, applying these variables in the context of social networking sites seems to be a good opportunity to explore the subject of motives for Facebook use. One of the main motives for using Facebook is building social capital (Ellison, Steinfield, & Lampe, 2007). Therefore, examining the influence of this motive for socializing with others on Facebook and thus reducing loneliness is great important. On the other hand these motives – the desire to maintain privacy and the desire to reveal information – are in constant opposition to each other, and setting the right balance between them may change in the course of life. Going even further in this direction and including the way people present themselves on Facebook in this set of predictors may bring interesting results. de Gierveld, van Tilburg, and Dykstra

* Corresponding authors at: Institute of Psychology, The John Paul II Catholic University of Lublin, Al. Raclawickie 14, 20-950 Lublin, Poland.

E-mail addresses: gatta@kul.pl (A. Błachnio), aneta.przepiorka@gmail.com (A. Przepiorka).

(2006) distinguished positive and negative types of loneliness. Privacy can be defined as the chosen and temporary state of withdrawal from social presence.

The need for privacy is one of the human needs that give people their identity, autonomy, and individuality (Jędruszczak, 2005). Considering that privacy has become one of the major concerns for Facebook users and that privacy violations have become quite frequent (Glac, Elm, & Martin, 2014), the issue of privacy needs further investigation. In recent years, with the development of social media, the meaning of privacy has been changing (Blachnio, Przepiorka, Bałakier, & Boruch, 2016). Facebook offers some privacy settings that restrict access selected personal information on the profile; however, users differ in the ways they apply these settings and in the degree to which they reveal private information to other users. Some age differences in the usage pattern have also been found (Brandtzæg, Lüders, & Skjetne, 2010). Young users were found to have a better ability to control their privacy on Facebook. Of its very nature and thanks to the available applications, Facebook facilitates disclosure of some personal information (Forest & Wood, 2012; Jones, Millermaier, Goya-Martinez, & Schuler, 2008; Valenzuela, Park, & Kee, 2009).

Many researchers have examined the motives for using Facebook (Blachnio, Przepiorka, & Rudnicka, 2013). According to Brandtzæg et al. (2010) entertainment and leisure is one of these motives. The authors coined the term *social curiosity* to refer to a motive for using Facebook that prompts people to follow other users' profiles.

Another motive might be socializing with other Facebook users. According to Nadkarni and Hofmann (2012), one of the basic social needs behind Facebook use was the need to belong. Other motives, identified in a study by Ellison et al. (2007), were keeping up with the lives of one's acquaintances and building social capital. The same study showed that students who used Facebook felt more integrated with the university community and felt less lonely. Facebook might be a remedy for the loneliness that is experienced as a lack of relationships and is an unpleasant feeling for an individual (de Jong-Gierveld, 1987). The study by Bonetti, Campbell, and Gilmore (2010) examined loneliness and online disclosure of information and concluded that the Internet may facilitate disclosing intimate information online. Other studies showed that the Internet may be a source of emotional support for lonely people (Morahan-Martin & Schumacher, 2003). There is a relationship between the use of social networking sites (SNS) and loneliness (Burke, Marlow, & Lento, 2010; Shaw & Gant, 2002), confirming the impact of more intense SNS and Internet usage on decreasing loneliness as well as its positive contribution to building social capital and boosting well-being. However, it is necessary to distinguish between online and offline connectedness; those who used Facebook for social purposes were less lonely online but not in real life (Grieve, Indian, Witteveen, Anne Tolan, & Marrington, 2013). Depending on the level of intensity, SNS use may have different effects. Active use – for instance, posting messages or status updating – was found to be related to lower loneliness, while passive social networking, such as viewing photos or reading other peoples' conversations, made users more lonely (Burke et al., 2010). Some studies also showed a relationship between loneliness and the pattern of Facebook use. Lonely users had a tendency to disclose more emotional information (Lee, Noh, & Koo, 2013) or more personal information (Al-Saggaf & Nielsen, 2014). The meta-analysis done by Song et al. (2014) showed that the effect that occurred was lonely people using Facebook rather than Facebook making people lonely.

The other basic social need behind Facebook use, according to Nadkarni and Hofmann (2012), is the need for self-presentation. Facebook as a platform for maintaining social interactions has become a place for self-presentation and self-expression as well as a place for presenting one's interests and hobbies (Kuo, Tseng, Tseng, & Lin, 2013). Self-presentation in an activity aimed at modifying one's own image to change the way one is viewed by other people and an attempt to make the desired impression (Szmajke, 1999). Self-presentation and self-depreciation are the two styles adopted in an automatic and

habitual way (Wojciszke, 2002). The suppression of activities is the main strategy used for managing one's image in the Internet. People tend to delete that part of their image which can lead to social disapproval, and this tendency is stronger in women (Strano & Wattai Queen, 2012). The gender differences in self-presentation on Facebook can stem from different motives for Facebook use. Haferkamp, Eimler, Papadakis, and Kruck (2012) showed that women use SNSs to compare themselves with others whereas men tend to use them to find friends.

Some researchers indicate a new problem: extensive Facebook use (Elphinston & Noller, 2011), defined as the kind of usage that lead to negative outcomes (Ryan, Chester, Reece, & Xenos, 2014). Some studies show that intensive use of social networking sites is related to a high level of loneliness (Spraggins, 2011). In the literature there are some methods measuring Facebook use, most of them are one-factor measures (e.g. Andreassen, Torsheim, Brunborg, & Pallesen, 2012; Elphinston & Noller, 2011).

The present study was multifaceted. Its first aim was to develop a new scale to measure different aspects of Facebook usage. The other aim was to examine whether differ types of self-presentation styles, the need for privacy, and loneliness were related to Facebook usage. Since the present study has an exploratory character, and since the new construct of Facebook use will be tested in it, only general assumptions were formulated in order to verify the possible directions for future studies examining Facebook behavior. Based on the results outlined in the above introduction, we supposed that loneliness and self-presentation would be positive predictors and the need for privacy a negative predictor of Facebook usage. The hypotheses were tested among young Facebook users.

2. Method

2.1. Participants and procedure

The sample consisted of 551 individuals aged 15 to 29 years. Their mean age was $M = 19.86$ years ($SD = 3.06$ years), and 71% of them were women. The participants were recruited in two types of schools: senior high schools ($N = 231$) and universities or colleges ($N = 320$) in different regions of Poland. The paper-and-pencil procedure was used. The participants were approached in their classrooms and asked to complete a paper booklet of questionnaires. They volunteered for the study and received no monetary reward. All the participants reported that they had profiles on Facebook. They were informed that participation in the study was anonymous.

2.2. Measures

The following methods are used:

The Facebook Usage Questionnaire

Based on a review of the literature, a set of 46 statements concerning Facebook use was developed. The main aim of developing this questionnaire was to obtain an instrument for measuring different aspect of Facebook use and the level of attachment to Facebook. The questionnaire utilized a five-point Likert scale ranging from 1 (*not at all true of me*) to 5 (*very true of me*). The study materials were posted online. The invitation for potential participants was sent as an e-mail, containing the study's URL. The requirement for participating in this study was having a Facebook account. For this reason, the first page contained only one question: "Do you have a Facebook account?" Only those who replied positively were directed to the questionnaire; those who replied "No" were thanked for their time. The questionnaire took approximately 10 min to complete. In order to investigate the structure of the questionnaire, we performed a factor analysis with the aim of extracting the factors that emerged. A principal components analysis with Varimax rotation was performed, yielding three factors. We chose the items with loadings higher than .40. The final version of the method had 38 items (see Table 1). The first factor explained 35.68% of the variability and

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات