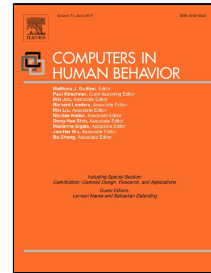


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Publicness and Directedness: Effects of Social Media Affordances on Attributions and Social Perceptions

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- High publicness is associated with greater dispositional attribution.
- High directedness is associated with greater interpersonal attribution.
- Dispositional attribution leads to lower social attraction of the message sender.
- Interpersonal attribution leads to higher message intimacy.
- Disclosure valence moderated the effect of publicness and directedness on social attraction of the message sender.

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