

Mediating Effect of Interaction on Usage of Social Media and Self Display

Dr. Anand Shankar^{1*}

ABSTRACT

Facebook and other forms of social networking sites are often considered as a medium where persons forms relationships and use it as sources for personal communications and interactions. These sites are also considered as a place for their emotional outlets (Grieve, Wittenveen, Talan; 2013, (Figueira & Oliviera, 2015). Studies have established the role of others appraisal in forming one's self concept. Social media is place where one freely and openly gets engaged in conversations which has the potential to influence their ability of self display. To this end the study was hypothesized to measure the mediating effect of interactions on social media on usage and self display of individual. This was done through PROCESS software, version 3.4 by Andrew F. Hayes (2017). This was done through PROCESS software, version 3.4 by Andrew F. Hayes (2017). Results show that Interactive usage on social media platforms mediates the relationship between Basic usage of social media and Self display of individual.

Keywords: *Mediation, Indirect effect, Direct effect, Total effect*

With 1 billion users per month, today, social media (Facebook, WhatsApp, Instagram, Snapchat, Twitter) has taken the world for a completely different kind of experience. The buyout of non-profit WhatsApp by Facebook in whopping 19 billion US dollars speaks volumes about the importance of social networking sites. Facebook and other forms of social networking sites are often considered as a medium where persons forms relationships and use it as sources for personal communications and interactions. These sites are also considered as a place for their emotional outlets (Grieve, Wittenveen, Talan; 2013, (Figueira & Oliviera, 2015). Studies have established the role of others appraisal in forming one's self concept. Social media is place where one freely and openly gets engaged in conversations which has the potential to influence their ability of self display.

Self display on social media

It was found in studies that people's level of self-worth or Self-Esteem determines whether other's appraisal will be included in their self-concept or not. Robinson and Harter (1991) found that those whose level of self-worth was low were affected by other's appraisal and are more likely to change their self-concept according to other's views. While on the other

¹Department of Psychology, S. M. College, Tilka Manjhi University, Bhagalpur, Bihar

*Corresponding Author

Mediating Effect of Interaction on Usage of Social Media and Self Display

hand, those who had a high level of self-worth were less likely to value other's appraisal and their own assessment of self matters more to them. Harter, Stocker and Robinson (1996) have given three types of self-worth orientations. In the first, an appraisal from others determines self-worth (Looking glass self). In the second, level of self-worth determines the influence of appraisal from others. Third, there is no relation between self-worth and other's appraisal. They also found that adolescents whose attitude is like looking glass self are more likely to have fluctuations in their emotions related to self-worth. Here it is noteworthy that people perception of others appraisal could be false, meaning people might have a false impression about how others view them. They might wrongly believe that others think positively of them and base their self-image on these false impressions (Shrauger & Schoeneman, 1979). Overall, it can be said that people do incorporate others true or false appraisals in their self-image.

According to Schlenker, Barry, Leary and Mark (1982) social anxiousness, related to self - presentation increases when people are inclined and motivated to make the desired impression on the real or imagined audience but have negative or unsatisfactory evaluations from their imagined audience. They also highlight the role of situational or dispositional antecedents which influence an individual's behaviour to impress others and to satisfy their expectations. Consistent with social learning theory, they suggest that cognitive states mediate between affective arousal and behaviour.

Online social networking sites have given rise to a new style of self-presentation. These cyber tools have provided new ways to examine self and identity. Narcissism and Self-Esteem was examined on Facebook by self-report measures. Web pages of participants were also coded to look for self-promotional content. The correlational analysis of the data revealed that users who were high on narcissism and low on Self-Esteem were more actively engaged on these platforms. Based on these findings following hypothesis was generated.

Objective: To access the mediating effect of interaction on basic usage of social media and Self display of an individual.

Hypothesis: *There would be some mediating effect between Basic usage of social media and Self display of an individual.*

Sample:

Criteria of inclusion: 1. Youth in the age group of 16-25 years.

2. Significantly connected to social networking sites.

Criteria of exclusion: 1. People who do not fall under the age bracket of 16-25 years.

A total of 740 samples were collected across two different cities.

Questionnaire used: Social Networking Sites Usage Questionnaire (SNSs): The questionnaire has been developed under the aegis of Chinese academy of Sciences by Shi, Luo, Yang, Liu, and Cai (2014). The questionnaire contains 13 questions covering 3 dimensions covering individual's Basic usage(Q:1,2,3), Interactive usage (Q: 5,6,10,11,12,13) and Self display usage (Q: 4,7,8,9). The range of response is 7. There are no reverse items.

RESULTS AND DISCUSSION

Social Media Networking scale (SNS) had three dimensions, Basic usage (F1), Interactive usage (F2) and Self display (F3). The research enquired about the mediating effect, if any, between Basic usage, Interactive usage and Self display. For this Mediation was explored.

Mediation was performed to check the effect of all three dimensions with each other. It was applied to check the indirect effect of Basic usage (F1) on Self Display (F3) mediated by Interactive usage (F2). This was done through PROCESS software, version 3.4 by Andrew F. Hayes (2017).

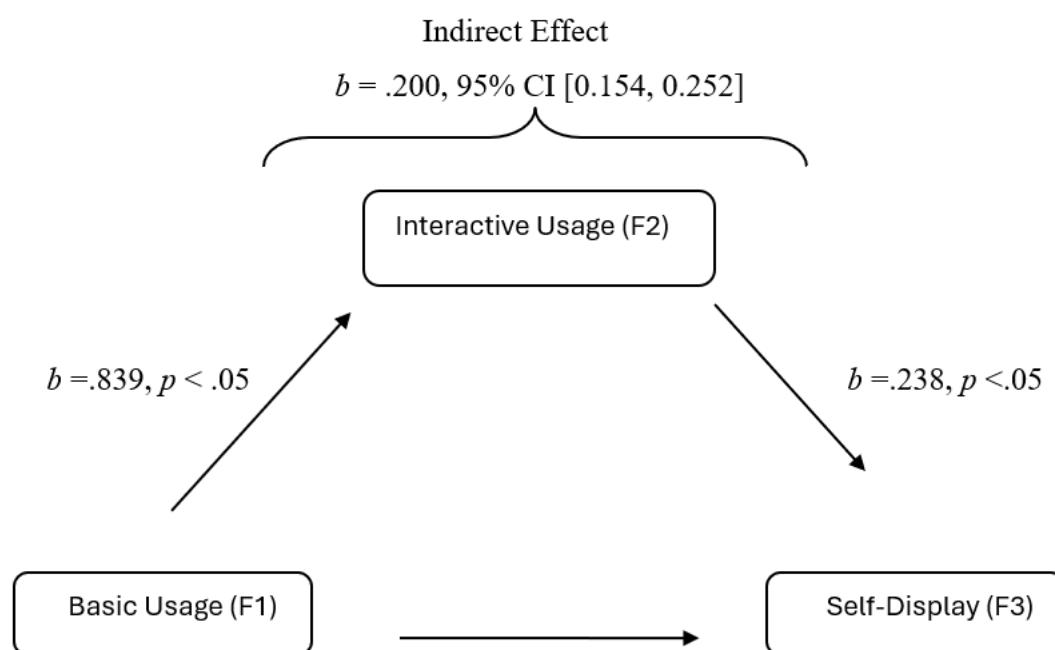


Figure:1. Effect of Basic usage on Self Display mediated by Interactive usage

The ‘Total effect’ of F1 on F3, meaning the effect of F1 on F3 when mediating variable F2 is not present, was found to be $b = .311, 95\% \text{ BCa CI } [.240, .384]$. The direct effect of F1 on F3, when mediating variable is present was found to be $b = .112, 95\% \text{ BCa CI } [.038, .186]$. The effect of F1 on F2 was found to be $b = .839, 95\% \text{ BCa CI } [.718, .961]$ and that of F2 on F3 was $b = .238, 95\% \text{ BCa CI } [.199, .277]$. The indirect effect of F1 on F3 was $b = .200, 95\% \text{ BCa CI } [.154, .252]$. The completely standardized indirect effect of F1 on F3 through F2 was found to be $b = .190, 95\% \text{ BCa CI } [.150, .234]$. If zero do not fall between confidence intervals then it is assumed that the true effect size is different from ‘no effect’, meaning there is mediation. Here indirect effect is explaining 19.7 % of variance. The hypothesis stands accepted. Interactive usage mediates the relationship between Basic usage of social media and Self display of individual.

The result can be interpreted as the usage of social media itself is certainly influencing the self display of individuals but when people interact on social media platforms then their self display ability is even more influenced because of these interactions on social media platforms. Schlenker, Barry, Leary and Mark (1982) have argued that self display habits of individuals on real or imagined audience gets affected by their desired or undesired feedbacks. They have also thrown light on antecedents factors that persons use to satisfy their expectations. These findings are in sync with social learning theories where cognitive

factors have been highlighted to play a mediating role in their behaviour. So social media has the potential to influence our behaviour and more so when we get engaged on interactions on these platforms. So, persons can be advised to monitor their interactions on these platforms.

REFERENCES

- Barker, V. (2009). *Cyber Psychology & Behavior*. April 2009, 12(2): 209-213. doi:10.1089/cpb.2008.0228.
- Baron, R. A. Byrne, D. & Bharwadwaj. G (2010). *Social Psychology* (12th Ed.). New Delhi: Pearson
- Baumeister, R. F., (1982). A self-presentational view of social phenomena. *Psychological Bulletin* 91.1, 3-26.
- Figueira, A, Oliviera. L (2015) Benchmarking analysis of social media strategies in the higher education sector, *Procedia computer science* 64, 779-786
- Grieve, R., Michaelle, Witteveen. K, Tolan. G, Marrington. J (2013). *Computers in Human Behavior*, volume 29, Issue 3, May 2013, pages 604-609
- Mead, G. H. (1964). The Genesis of Self and Social Control. *International Journal of Ethics*, 35(3), 251-277.
- Mead, G.H. (1934). *Mind, Self and Society: From the Standpoint of a Social Behaviourist*. Chicago: University of Chicago Press.
- Morgan, M.L., Vera, E. M., Gonzales, R.R., Conner, W., Bena Vacek, K. & Dick Coyle, L. (2011). Subjective Well Being in Urban Adolescents: Interpersonal, Individual and Community Influences. *Youth & Society*, 43(2), 609-634.
- Murray, G. (2014, 6 March). "Chainsmokers' '#SELFIE' Blasts Up Dance Charts, Enters Hot 100". *Billboard Prometheus Global Media*. Retrieved from <http://www.billboard.com/articles/columns/code/5930142/chainsmokers-selfie-blasts-up-dance-charts-enters-hot-100>
- Murray, S. (2008). Digital Images, Photo Sharing and Our Shifting Notions of Everyday Aesthetics. *Journal of Visual Culture*, 7(2), 147-163.
- Rais, Z. (2014, 5 May). Guest Times: The selfie epidemic – lessons for marketers. Retrieved from <http://www.bestmediainfo.com/2014/05/guest-times-the-selfie-epidemic-lessons-for-marketers/>
- Rubinstein, D. & Sluis, K. (2008). A Life More Photographic: Mapping the networked image. *Photographies*, 1(1), 9-28
- Shankar, A. (2020). *A Psycho-Social Study of Social Media Users: Explorations into Self and Well Being of Indian Youth* [Doctoral Thesis, University of Delhi].
- Smith, T. (2009). The social media revolution. *International journal of market research*, 51(4), 559-561.
- Soltero, A. (2014). URL: <http://thesocialu101.com/the-relationship-between-social-media-and-self-worth/#sthash.bYc7mZEZ.dpuf> (accessed on 23/07/2014).
- Spencer, R. Gowdy, G., Drew, A.L. (2020). It takes a Village to break up a match: A systematic analysis of Formal Youth Mentoring Relationship Endings. *Child Youth Care Forum*, 49, 97-120.
- Valkenburg, M. Jochen, P. & Schouten, P. (2006). *Cyber Psychology & Behavior*. October 2006, 9(5): 584-590. Doi:10.1089/cpb.2006.9.584.
- Wang, W., Qian, G., Wang, X. (2019). Mobile Social Media use and self-identity among Chinese adolescents: The Mediating effect of friendship quality and the moderating role of gender. *Current Psychology*.

Mediating Effect of Interaction on Usage of Social Media and Self Display

Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Shankar, A. (2025). Mediating Effect of Interaction on Usage of Social Media and Self Display. *International Journal of Indian Psychology*, 13(4), 1720-1724. DIP:18.01.157.20251304, DOI:10.25215/1304.157