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Impression Management Strategies on Instagram: A study of university Students in Faisalabad

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Abstract

The research investigation aims to explore utilization of various impression management tactics among university students in Faisalabad on Instagram. This study is guided by the impression management theory of Ervin Goffman. The data collected for this research study from eight hundred and thirty students (comprised of 435 male students and 395 female students.) who are active Instagram users. This study investigated the relationship between Instagram use and the use of various impression management strategies. Study Analysis revealed positive and negative correlations between Instagram use and IM strategies. The overall findings suggest that Instagram use has positive correlation with impression management strategies. The data was also analyzed to explore gender differences in university students using Instagram for impression management strategies. The results indicate that to manage impressions on Instagram students use strategies of ingratiation, self-promotion, exemplification, intimidation, more as compare to supplication. The study further reveals there is no gender distinctions while using these strategies among female and male students. The least used impression management strategy is supplication. The findings differ from previous studies demonstrating that females

utilize some strategies to a greater extent than their male opponents while other researches show that males utilize them more frequently for managing impressions online.

Keyword: - Social media, Instagram, Supplication Self- presentation, Exemplification, Self-Promotion, Intimidation and Ingratiation.

1. Introduction

The rapid improvement in communication technologies eradicates the concept of time and space; it glues individuals to mobiles, laptops, and personal computers, transforming the definition of the concept of social interaction. Along with the capability to reach many people, social media also provides the opportunity to curate his/her virtual environment individuality, share his/her content, create new polemics, engage with messages generated by other individuals, and share comments and likes. Recent studies discussed the sociological and psychological effects of these developments (Kuşay, 2013).

Technological devices have enabled convenient accessibility to a diverse array of activities for people, such as online games, shopping, and retrieval of information quickly, and finding friends for all users (Romero Rodríguez et al., 2020). Particularly Instagram, compared to other prominent social media apps such as Facebook or Twitter, focuses on image-based content including photos and videos (Faelens et al., 2021).

Instagram application has become hugely popular among digital natives (Turkle, 2011). In this digital era, Information and communication technologies have changed profoundly. Individuals are now deeply involved in the virtual environment of social media. The expansion of social research is not limited only to inter personal interactions but it includes online occurring

interactions. Individuals can connect through devices like laptops, tablets and phones to the networked world. They live much of their lives online (Palfrey & Gasser, 2008). Online Social apps allow individuals to share their life events, and experiences of day-to-day routines. It is a debatable topic in the scholarly world whether these shared experiences are a true reflection of one's true self (Tosun, 2010). According to (Castellon, 2011) there is an unprecedented amount of information people share, receive, and send over the internet, and there is a remarkable eagerness for social media use as a means of social communication. Use of social media on different platforms is increasing day by day. Different sites on social media attract millions of people to communicate different types of content through written, video, or audio and allow self-presentation and disclosure with their friends and families (Gharibi & Shaabi, 2012). People use communication technologies to determine their goals (Evans et al., 2017).

According to (Gan & Li, 2018) the intention to persist in using the technology is a growing concern and is a crucial factor in adopting information systems. Intention denotes to intention of an individual to perform a specific behavior and it is a determining factor in the decision-making process related to that behavior (Rashid et al., 2009). In behavioral science, intention represents the drive to actualize behavior (Setiawan et al., 2022). Previous studies have shown that subjective norms significantly influence behavioral intention (Al-Swidi et al., 2014). This indicates that social pressure generally affects a consumer's intention towards a particular product (Nekmahmud et al., 2022). Meanwhile, finding the factors that drive users' continued intention to use social media like Instagram is the key to success as it indicates user loyalty and sustained engagement.

Previous literature indicated that Self-presentation refers to the way individuals intentionally use behaviors to convey information about themselves to others. Individuals use different strategies consciously or unconsciously to shape how others perceive them. In the context of Instagram, individuals carefully select content to share and present themselves in front of their audience (Lewis & Neighbors, 2005). This explains why social media users carefully curate their online personas to shape others' perceptions of their social status and physical appeals. Consequently, individuals often display an idealized image of themselves. (Goffmann 1959). Individuals essentially construct their personas or images by selecting and sharing certain information on their profiles (Manago et al., 2008). like displaying achievements, personal interests, and relationships with others. People who feel they are capable of creating positive impressions of themselves on social media tend to exhibit extensive engagement than those who feel less self-efficacious on social media (Kramer & Winter, 2008).

A study conducted by Manago et al. (2008), employing a focus group technique on Myspace and investigated how gender present themselves on social media. Manago et al. (2008) suggest that a useful platform to involve individual for self-presentation is social media. The study found that female users encounter more pressure of sexual objectification and exaggerated scrutiny which could potentially harm and negatively affect their self-development. Similarly, Malik et al. (2015) by using a survey technique on Facebook identified the photo-sharing phenomena among male and female users. Males post more photos on Facebook for disclosure of gratifications as time passes while female users seem more vigilant and careful about their self-disclosure. Malik et al. (2015).

In recent years, impression management on social media has grabbed scholarly attention, studies like employers' impression management strategies on social media (Raban et al., 2016), social presence, effect partners, and pragmatic studies (Walther et al., 2008; Pearce, 2015; Pérez-Sabater & Maguelouk Moffo, 2019; Tobback, 2019).

Examining impression management (IM) strategies is vital to understanding online communication and impression management strategies of university students on Instagram. According to Leary (1996), investigating tactic which are used for impression management assists us to properly understand people's involvement in identity management. Therefore, this study concerns itself with how university students in Faisalabad use impression management strategies to show themselves to others on Instagram. Especially, its main objective is to examine use of impression management tactics on Instagram by university students (aged 18-34). This research tends to answer the following question: how do male and female Faisalabad University students differ in using impression management strategies? Investigating how these students navigate impression management strategies on Instagram can provide valuable insight into digital practices unique to this population.

2. Literature Review

2.1. Social media

Kaplan & Haenlein, (2010) demonstrate Social media "group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 technology and that allow the creation and exchange of user-generated content". A social media user perceives a service is more useful if she or he really enjoys it. Use of Facebook to share

personal experiences through pictures or videos from a vacation with family members like parents, and grandparents or engaging interactions like posting hilarious comments or captions can be fun and useful for a user. Also, it is very common for a social media user to frequently visit the site multiple times in a day. Childers et al. (2001) states that the extent of interactivity that a website provides is crucial for establishing a strong interaction among the visitor and the website because in interactive environments the experiential internet users mostly have more enjoyment.

2.2.Social media and self-presentation

Boyd & Ellison (2008), explain that individuals portray themselves within the environment of social network sites including self-presentation on Instagram. Designs of Social network sites encourage users to post certain information in a unique way that is different from other platforms, like Instagram and Facebook (Morrison, 2014). In this case, Instagram makes it extremely easy for users to edit and share photos as it is directly linked to the user's pictures gallery. Social media platforms like online dating sites provide additional time for users to interact and curate their online presence (Hancock & Toma, 2009). On social media users have a higher degree of control over their self-presentational behavior than interpersonal interaction. By creating online self-presentations, users have the luxury of time to think about which traits of their personalities should be highlighted. Social media platforms allow Individuals to curate and shape their self-presentations more strategically than in interpersonal interaction (Ellison et al., 2006).

For a long, individuals have been engaged in various strategies of self-presentation to show others how to perceive them. These strategies involve creating a specific impression on others by managing one's behavior (Bareket-Bojmel et al., 2015). For self-presentation, social media has in essence created novel platforms in everyday life by increasing popularity. (DeVito, et al., 2017). Photo-sharing opportunities on social media allow novel ways of visual self-presentation which is also a feature of self-objectification. (Fox & Vendemia, 2016). According to Goffman front stage self wishes to present an ideal version of oneself to others, aiming to create a favorable impression in the audience, and Social media features like photo enhancing tools allow users to deliver their required front-stage self. There is a strong connection between online self-presentation and social comparison. For example, upward social comparison is due to selective self-presentation. This is because, on social media individuals display only their most positive information about themselves (Gonzales & Hancock, 2011), this social comparison influences one's life satisfaction (Vogel et al., 2014). Due to the additional involvement of participants, selective self-presentation on social media has become very complex (Rui and Stefanone, 2013). Traditionally, in interpersonal communication contexts such as in Goffman's original conceptualization, it is the sole responsibility of individuals to provide information. However, social media allows other-provided information. It is meant that in online chat room interactions, information shared is self-provided. For example, users can have the ability to tag people in photos. Consequently, all members can view these photos within the tagged person's social network because they have access to these photos (DeVito et al., 2017). This situation can pose a threat to a person's carefully constructed self-presentation strategies, contradicting their idealized and meticulously maintained self-image.

2.3.Instagram

Fox & Vendemia (2016) reveals that people when actively interacting online, share about themselves. Because they have the power of editing to control how they can be seen. Bazarova and Choi (2014) describe how individuals strategically use different functions on social networking sites to present themselves in a proper way to obtain their required self-image. Furthermore, Uski & Lampinen (2014) explain certain mechanisms are available to individuals to share different types of content to manage their desired self-image. They also describe how users employ certain aspects to highlight personality traits and achievements of which they are proud. This selective content-sharing mechanism helps an individual attain a desired image within their online audience. However, No research has been conducted on how individuals in Pakistan aged 18-34 utilize self-presentation strategies on Instagram to create a self-impression.

Lee et al., (2015) in their study found that participants use Instagram as a source to engage with others; share important moments; and it also uses it as a new means of a powerful tool to present themselves. Given that, participants see Instagram as a predominant means for online self-presentation (Fox and Vendemia, 2016), it is not astonishing that people use Instagram to engage in self-presentation, particularly via photos. the participants of Lee's study also use Instagram to escape from reality, to create unrealistic relationships with celebrities, and as a source of viewing at other photos. Lee et al. (2015) describe that "Instagram users have five primary social and psychological motives; social interaction, archiving, self-expression, escapism, and peeking"

2.4.Instagram and self-presentation

Instagram profiles frequently focus on portraying positive aspects to cultivate a favorable impression of the user (Hilsen & Helvik, 2014). The accessibility of Instagram profiles extends to a wide audience, with varying levels of privacy settings observed across different platforms (Boyd & Ellison, 2008). According to boyd (2007), the public exhibition of connections holds significant importance on Instagram. Users are consistently attentive to managing the perceptions that may arise from the content they share. The platform enables users to customize their profiles, captions, and posts. Morrison (2014) suggests that updating a Facebook status can serve as a means of narrating an individual's life experiences. The accumulation of posts on social media platforms forms a narrative of one's life. Extensive identity research highlights the highly public nature of these posts (boyd, 2007).

3. Theoretical Framework

Impression management Goffman's research reflects the importance of self in all situations. the frame invented by Goffman's is extremely reliable for everyday occasions. to evaluate individuals who placed information on their profiles to achieve a desired response from other users (Kråmer & Winter, 2008). According to Robinson (2007) exclusiveness of individuals offline and online are persona not mutual. Zywicki & Danowski (2008) demonstrate that when online people might be willing to disclose or share their real selves, but literature reveals that, individuals keep sharing only positive aspects of their identity to maintain their positive image (Smith and Sanderson, 2015). This means Instagram users are seeking the perfect online self-impression. Generally, social media platforms like Instahram encourage individuals to show their positive features related to their ideal selves (Lee, 2014). At the same time, these platforms allow individuals to view quantitative information like number of friend's following

them, or the number of adores their posts get (Vogel et al., 2014). Users can upload or post photos and messages highlighting their personal attributes which make them to compare either upward or downward (Vogel et al., 2014).

Instagram has become another virtual environment in which individuals manage to keep their image in a socially acceptable way. Instagram has integrated into the daily lives of individuals, it has become another platform to maintain desired selves by using self-presentation tactics. As Goffman (1959) discussed the opinion of self-presentation. The utilization of self-presentations strategies has allowed Instagram consumers to display their best forms via visual content like portraits and videotapes in ways that are acceptable more than face-to-face interactions (Ellison, Heino, & Gibbs, 2006).

3.1. Impression Management Strategies

Strategies of Impression management (IM) focuses on how individuals create and deploy their images and perceptions in the minds of others. Number of IM tactics can be exercise on social media to command the perceptions, opinions, and decisions made by users (King, 2004). Jones & Pittman (1982) describe that there are five characteristics of self-presentation strategies, each of which is prominent due to its unique goals and motives.

The five characteristics of self-presentation strategies are ingratiation, intimidation, self-promotion, exemplification, and supplication. Ingratiation behavior is the yearning desire to be liked by others, where the individual makes an impression for example through humor, warmth, and friendliness means individual intention to shape perceptions of personal qualities. Intimidation is the opposite of ingratiation. Intimidation is an attempt to project a dangerous

impression subject to what is conveyed to instill fear and dominance in others. This behavior is considered a wish to show authority over others. Self-promotion is a desire to garner appreciation from others for their abilities and expertise, where someone attempts to present themselves as skillful and competent, both in general and in specific matters such as expertise in playing musical instruments, technical practices, etc. Exemplification is a behavior when an individual tries to display his self-image as a kind-hearted person or generous person by gentle action. The fifth self-presentation strategy is supplication, which emerges as a desire to get sympathy from others by displaying vulnerabilities to others. This means individuals try to display the impression that they are weak, by showing their weaknesses to others (Jones & Pittman, 1982). Jung, Youn, & McClung (2007) in their study tested four strategies of the self-presentation (excluding intimidation) in Korean weblogs, and their finding supports the viewpoint that individuals used same self-presentation strategies offline as they did in online interaction.

3.2.Hypothesis

H1. Gender does not significantly influence relationships between Instagram usage and self-promotion

H2. Gender does not significantly influence relationships between Instagram usage and ingratiation

H3. Gender does not significantly influence relationships between Instagram usage and exemplification

H4. Gender does not significantly influence relationships between Instagram usage and intimidation

H5. Gender does not significantly influence relationships between Instagram usage and Supplication

H6. There will be a significant relation between Instagram usage and Self-Promotion

H7. There will be a significant relation between Instagram usage and ingratiation

H8. There will be a significant relation between Instagram usage and exemplification

H9. There will be a significant relation between Instagram usage and intimidation

H10. There will be a significant relation between Instagram usage and Supplication

4. Materials & Methods

To determine the relationship between Instagram use and impression management, a cross-sectional research strategy was employed (Appendix A).

Bolino and Turnley (1999) developed a 22-item based scale that was further validated by Kacmar et al., (2007) who also used it to measure IM. Jones and Pittman's (1982) outline scale into 5 subscales according to 5 dimensions of IM strategies. The anchors for this scale are (1) Strongly Disagree; to (5) Strongly Agree. The internal consistence of these five subscales and alpha reliabilities produce for self-promotion = .89, ingratiation = .91, exemplification = .93, intimidation = .77, and supplication = .78 is acceptable"

4.1.Procedure

Before gathering data, we obtained the requisite permissions from the relevant institutes. In research, it is crucial to maintain ethical standards. For a smooth collection of data ethical procedures were carried out. A sum of 1000 questionnaires were handed out to participants, and participants returned back 870 questionnaires. 500 were distribute to males while 500 were distribute to female out which 435 questionnaire were received from male while 395 were received from female participants. The responses that were either incorrectly filed or partially

completed were all rejected. After using varied data cleaning strategies, 830 questionnaires were deemed final (response rate 83 %). The survey was executed with approval and the undertaking that no harm or misuse would be done to the probity of the participants. Information about participants was not used for any other purpose than academic research. Surveys are a popular strategy used to answer empirical and descriptive research (Saunders et al. 2016) and enable to collection of well-organized standardized data from an extensive cohort of participants. This enables research scholars to conduct comparative analysis and conclude correlations within response data.

5. Result & Data Analysis

Table 1: Descriptive Statistics and Reliability Coefficients for Study Variables

| <i>Scales</i> | <i>α</i> | <i>K</i> | <i>M</i> | <i>SD</i> | <i>Range</i> | |
|---------------------------------------|----------|----------|----------|-----------|------------------|---------------|
| | | | | | Potential | Actual |
| Self-Promotion by Using Instagram | .89 | 4 | 18.79 | 1.57 | 4-20 | 4-20 |
| Ingratiation by Using Instagram | .91 | 4 | 18.71 | 1.77 | 4-20 | 4-20 |
| Exemplification by Using Instagram | .93 | 4 | 18.89 | 1.74 | 4-20 | 4-20 |
| Intimidation by Using Instagram | .77 | 4 | 18.48 | 1.94 | 4-20 | 4-20 |
| Supplication by Using Instagram | .78 | 4 | 14.27 | 4.15 | 4-20 | 4-20 |

Note: α = reliability coefficient, k= no. of items in scale and subscale

Table-1 is showing the properties of questionnaire. Data collection instrument contains one Demographic Information Sheet and five point likert scale according to indigenous

interpretations. There were two different scales regarding using frequency and using patterns of Instagram and Impression management by using Instagram. Cronbach alpha reliability coefficient of scale regarding all five strategies of impression management were determined and recorded above $\alpha=.77$

Table 2: Usage of Instagram

| Gender | | Daily based using frequency of Instagram by the respondents (Minutes) | Stay on Instagram account per visit by the respondents (Minutes) |
|--------|----------------|---|--|
| Male | Mean | 36.19 | 6.57 |
| | N | 435 | 435 |
| | Std. Deviation | 20.982 | 6.148 |
| Female | Mean | 36.17 | 7.03 |
| | N | 395 | 395 |
| | Std. Deviation | 20.599 | 5.571 |

The research study consists of 830 university students of Faisalabad, Punjab, Pakistan aged from 18 to 34 years, including 52.0% male and 48.0% female respondents. Among them, most of the respondents were 339 (39.6%) from undergraduate programs, 286 (34.5%) from MPhil degree programs, 198 (23.9%) from master's degree programs, and 17 (2%) from PhD.

Daily uses: The table no.2 indicate that overall individuals spend time on instagram average 36.18 minutes per day. Men spend time on Instagram average 36.19 minutes per day as compared female who spend average 36.17 minutes per day.

Time per visit: Respondents were also probed how long they stay on Instagram per visit. Data shows that overall individuals spend an average of 6.8 minutes per visit on Instagram,

females spent fractionally more time on Instagram than males with an average visit of 7.03 minutes as compared to 6.57 minutes.

Table 3: Independent Samples Test

| Variables | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|-------|
| | | F | Sig. | T | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| Daily based using Frequency of Instagram by the Respondents | Equal variances assumed | .086 | .770 | -.015 | 828 | .988 | -.021 | 1.446 | -2.859 | 2.816 |
| | Equal variances not assumed | | | -.015 | 822.963 | .988 | -.021 | 1.444 | -2.857 | 2.814 |

Table 4: Correlations

| | | Self-Promotion | Ingratiation | Exemplification | Intimidation | Supplication |
|---|---------------------|----------------|--------------|-----------------|--------------|--------------|
| Daily based using frequency of Instagram by the respondents | Pearson Correlation | .000 | .000 | .008 | -.014 | .061 |
| | Sig. (2-tailed) | .999 | .990 | .826 | .680 | .080 |
| | N | 830 | 830 | 830 | 830 | 828 |
| Self-Promotion | Pearson Correlation | 1 | .934** | .964** | .679** | .164** |

| | | | | | | |
|-----------------|---------------------|--------|--------|--------|---------|---------|
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 830 | 830 | 830 | 830 | 828 |
| Ingratiation | Pearson Correlation | .934** | 1 | .917** | .646** | .270** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 830 | 830 | 830 | 830 | 828 |
| Exemplification | Pearson Correlation | .964** | .917** | 1 | .739** | .268** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 830 | 830 | 830 | 830 | 828 |
| Intimidation | Pearson Correlation | .679** | .646** | .739** | 1 | -.112** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .001 |
| | N | 830 | 830 | 830 | 830 | 828 |
| Supplication | Pearson Correlation | .164** | .270** | .268** | -.112** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | |
| | N | 828 | 828 | 828 | 828 | 828 |

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the above table 3 show that there is no significant difference between the mean values of the two groups. The results of the table also show that Levene's test was not significant statistically (sig. = .770), the statistical analysis assumed that the variances of the two groups are equal. The table also exhibits that there is no statistically considerable difference between the means of the two groups. (sig. = .828).

So it is established that there is no considerable difference exists in the Instagram usage to manage impression online. It means hypothesis H1. H2. H3. H4.and H5 all are accepted. Strategy that gender used least is Supplication. Means that there is no significant difference between males and females when it comes to use self-promotion, ingratiation exemplification, and supplication and intimidation strategies on Instagram

Table 4 result shows the correlation between Instagram use and five different impression management strategies: self-promotion, ingratiation, exemplification, intimidation, and supplication. Table 4 indicate positive and negative correlation. This suggests that Instagram usage likely have positive correlation with impression management strategies. The hypothesis H6, H7, H8, and H10 have positive correlation and while Hypothesis H9 have negative correlation.

6. Discussion

6.1.Self-promotion

This strategy tends to get recognition. By using self-promotion, individuals try to get people to recognize them as successful, capable, talented, intelligent, competent, etc. (Jones, 1990). This strategy involves claims about performance, success, achievement, and ability. It supports people to "appear innovative, credible and powerful" (DuBrin, 2011).

The information indicates that the second most commonly used self-presentation strategy is self-promotion which is equally popular among gender. The finding aligns with previous research suggesting that self-promotion is often ranked second compared to other strategies (Bortree, 2005). In contrast, Jung et al. (2007) tested self-promotion and found that it comes first

followed by ingratiation. This variance may be attributed to cultural shifts. Young individuals aim to enhance their social image and gain greater social acceptance by demonstrating competence, success, intelligence, and responsibility.

Correlation: Positive correlation (0.000). There is practically positive relationship between Instagram use and self-promotion. Data support hypothesis that there is a positive correlation between Instagram usage and Self-Promotion.

Gender Differences: In terms of gender differences, the data shows that the female and male participants equally use self-promotion. The numbers show that males and females equally used the strategy of self-promotion to maintain image in virtual environment. This finding does not show agreement with previous literature showing that males are involved in more competence than females (DuBrin, 2011).

6.2.Ingratiation

Ingratiation aims to get others to like us (Jones & Pittman, 1982). Therefore, users of ingratiation present themselves as kind to others, help others, give them favors, support and agree with them, and praise them by making comments on their posts, liking them, and interacting with other people. Ingratiation mostly involves presenting a positive self to others (Jones, 1990). In this tactic, individuals use statements of friendliness, familiarity, support, and interaction. Previous studies on self-presentation in SNS and FTF interactions show that ingratiation is the most commonly used self-presentation strategy, such as Huang (2014), Jung et al. (2007), and Wong (2012).

The concept of ingratiation is commonly linked to the belief that it is advantageous for young individuals to be seen as agreeable, as it leads to more benefits and fewer drawbacks (Jones, 1990). Additionally, students often view ingratiation as a favorable behavior and employ it in their efforts to gain social approval. Furthermore, young people often strive to cultivate a public image that garners attention. This suggests that young individuals, including both males and females, prioritize their interpersonal connections by demonstrating support, amiability, and engagement. As per Tidwell and Walther (2002), individuals engaging in online communication tend to display more supportive and friendly interactions compared to face-to-face communication.

Correlation: positive correlation (0.000). Similar to self-promotion, result support there's association between Instagram use and ingratiation. The statistical significance means there is positive relation between Instagram use and ingratiation. This positive association support hypothesis.

Gender differences: However, it was found that ingratiation was equally used by the male and female participants. The data show that both male and females opted ingratiation equally for impression management. This result does not support the findings of previous studies predicting that females use ingratiation tactics more than their male opponents do (DuBrin, 2011), while other studies show males use it more (Haferkamp et al., 2012).

6.3.Exemplification

Exemplification can be described as a self-presentation strategy aimed at showing a required self-image of moral superiority (DuBrin, 2011). By exemplification, an individual searches to be shown as superior or popular (DuBrin, 2011). To achieve exemplification, individuals may show themselves as virtuous, well-organized generous, etc. They tend to force others to follow them. Individuals indulged in this strategy present themselves as glamorous, generous, self-disciplined, and righteousness, etc.

Correlation: Positive correlation exist (0.008). This suggests and confirm, that exemplification might increase with more Instagram use. Statistical result supports Hypothesis that there is correlation between Instagram use and exemplification.

Gender Differences: The results of this study indicate that males and females equally involved in this strategy. Males' and females' involvement in exemplification shows that they have a demand to affect others' perceptions by leaving a long-lasting image of moral worthiness and integrity. The results show that this tactic is also equally popular among the participants as ingratiation and Self-promotion. But finding does not agree with the results of DuBrin (2011) and Huang's (2014) studies which found that Exemplification is not popular among participants.

6.4.Intimidation

Intimidation is the fourth self-presentation strategy. Individuals use this strategy to seek authority and power to create fear among others. Therefore, they use a tone that expresses toughness, ruthlessness, and superiority and use abusive and authoritative language with main intention is to be considered dangerous and more powerful (Kuzenkoff, 2013).

Correlation: Weak negative correlation (-0.014). Negative correlation suggest that people who use Instagram more often might interrupt others slightly less through intimidation. The negative correlation it does not support our hypothesis.

Gender Differences: The result of intimidation strategy also shows that there is no gender differences exist. The outcome does not align with the results of previous studies in face-to-face communication (Coates, 2003) and internet communication (Guiller & Durndell, 2006). In social networking sites, women were observed to employ emotional and distinctive language, while men were observed to use more assertive and conflicting language, as stated by Coates (2003).

6.5. Supplication

Supplication is a self-presentation strategy to display weakness and dependence to get others' attention and help (Jones and Pittman, 1982). Characteristic of this self-presentation strategy is expressing weakness, helplessness, and inability to do something.

Correlation: Positive correlation (0.061) suggesting a slight possibility that interrupting through supplication might increase with more Instagram use. Statistical result again support the hypothesis that there is relation between instagram use and supplication.

Gender Differences: The data exhibit that this method of presenting oneself is the least utilized approach among the participants in the study. This result aligns with the findings of Jones and Pittman (1982) and Huang (2014). The reduced occurrence of supplication indicates that the participants aim to be perceived as autonomous and self-sufficient.

7. Conclusion

The analysis revealed positive correlations between Instagram use and impression management strategies (self-promotion, ingratiation, exemplification, and supplication) while negative correlation with intimidation. The Result suggest that as Instagram use increases, so does the use of these tactics increase. This provides support for the hypothesis that there might be a connection between Instagram use and the way people manage impressions.

The finding of the study also indicate that male and female students tend to use impression management strategies, self-promotion, ingratiation exemplification, and supplication very often to present their self-image on Instagram this could be due to social media can be a place for validation for male and female students to use strategies like self-promotion (competent), ingratiation (interactive) exemplification (showcasing achievements) intimidation (authoritative) and supplication (vulnerable or weak).

The study displays that the most normally adopted self-presentation strategies by both the male and female students were ingratiation, self-promotion, exemplification, intimidation, and finally supplication. This study also reveals that there is no significant difference among male and female participants in using self-presentation strategies. Specifically, the study indicates that there is no significant correlation between Instagram use and IM Strategies us and similarly no difference observed when compared males and females, adoption ingratiation, self-promotion, exemplification, intimidation, and supplication strategies for self-presentation on Instagram. Although FTF self-presentational strategies still prevail in our day-to-day interactions, in

general, Instagram has created a new medium through which people, especially young individuals, can handle their impressions and form their individualism online.

The current research does face some challenges. The study's participants were limited to young university students aged 18 to 34. Future research could benefit from a broader sample including participants from different age groups, as young university students may differ from both teenagers and older adults. Additionally, studying self-presentation on Instagram across different cultures may yield different results, as it is important to consider the influence of culture on language usage on Instagram. Further investigation could also examine how males and females use their Instagram pictures for self-presentation. Lastly, online self-presentation is a significant topic that warrants exploration from various perspectives.

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APPENDIX A: IMPRESSION MANAGEMENT STRATEGIES ON INSTAGRAM: A STUDY OF UNIVERSITY STUDENTS IN FAISALABAD

The current research endeavors to investigate the relationship between Instagram use and Impression Management Strategies (Self-Promotion, Ingratiation, Exemplification, Intimidation, and Supplication) by university students in Faisalabad.

Consent Form

Please read through the following statements and acknowledge your consent.

I voluntarily agree to participate and share my information in PhD level research investigating “relationship between Instagram use and Impression Management Strategies.”

Yes: _____ No: _____

I understand that I can withdraw from my participation in the work at any time without giving any reason.

Yes: _____ No: _____

The researcher has assured me that the data will be kept confidential and anonymous.

Yes: _____ No: _____

Demographic Information Sheet

Gender: Male: _____ Female: _____ Other: _____

Age: 20 & below: _____ 21-30: _____ 31 & above: _____

City of residence: _____

Education: BA/BS (honors): _____ MA/MSc: _____ MPhil/MS: _____ PhD: _____

Marital status: Single: _____ Married: _____

Family system: Joint: _____ Nuclear: _____

Regional affiliation: Urban: _____ Rural: _____

Number of siblings: No siblings: _____ Up to 2: _____ More than 2: _____

Birth order: Only child: _____ First born: _____ Middle child: _____ Last child: _____

Stay on Instagram account per visit (Minutes)

Less than 1 Minutes: _____ 1-10 Minutes: _____ 11-20 Minutes: _____ 21-30 Minutes: _____
31-40 Minutes: _____ More than 40 Minutes: _____

INSTRUCTIONS: Please check the box that best corresponds to your answer for each question below.

Thank you for your willingness to assist us with this research.

Please fill in the short statements by using the scale provided.

Where '1' is 'strongly disagree-SD',

'2' is 'disagree-D'

'3' is 'moderate-M'

'4' is 'agree-A', and

'5' is 'strongly agree-SA'

Impression management measurement scale

Self-Promotion: I use Instagram to ...

- 1. To show my personality
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 2. To tell others about myself
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 3. Post pictures or videos that highlight my positive qualities and accomplishments.
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 4. Share my interests with people.
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

Ingratiation:

- 5. I like and comment on other people's posts.
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 6. I follow people who I think are cool or popular.
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 7. I send direct messages to people who I want to get to know better.
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 8. I post pictures or videos that show me interacting with other people.
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

Exemplification:

- 9. I post pictures or videos that show me doing things that are considered to be "cool" or "popular".
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 10. I use hashtags that are popular with my target audience.
1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree
- 11. I post pictures or videos that show me living a luxurious or glamorous lifestyle.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

12. I post pictures or videos that show me traveling to exotic locations.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

Intimidation:

13. I post pictures or videos that show me with expensive things.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

14. I post pictures or videos that show me with powerful or influential people.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

15. I use language that is assertive or demanding.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

16. I post pictures or videos that show me in a position of authority.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

Supplication:

17. I post pictures or videos that show me asking for advice or help.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

18. I post pictures or videos that show me struggling with something.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

19. I use language that is humble or self-deprecating.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree

20. I post pictures or videos that show me being vulnerable.

1. Disagree 2. Strongly Disagree. 3. Neutral 4. Agree 5. Strongly Agree