

KADIR HAS UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES



**THE IMPACT OF AUDIENCE FEEDBACK ON SNS USER'S SELF-
REPRESENTATION IN THE NEW MEDIA AGE**

GRADUATE THESIS

YASMIN ESSAM SAID ALI

Student Number: 2012.09.19.006

January, 2016

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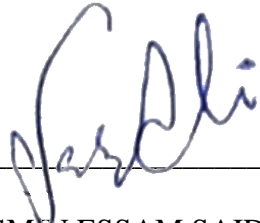
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Disclaimer

“I, YASMIN ESSAM SAID ALI, confirm that the work presented in this thesis is my own. Where information has been derived from other sources, I confirm that this has been indicated in the thesis.”

A handwritten signature in blue ink, appearing to read 'Yasmin', is written over a horizontal line.

YASMIN ESSAM SAID ALI

ABSTRACT

**THE IMPACT OF AUDIENCE FEEDBACK ON SNS USER'S SELF-
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YASMIN ESSAM SAID ALI

Master of Arts in New Media

Advisor: Assistant professor Dr. Çiğdem Bozdağ

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This thesis examines the relationship between audience feedback and self-representation on Facebook using Erving Goffman's dramaturgical model, focusing on the conceptions of audience and context on Facebook of Facebook-using students at Kadir Has University. I am exploring participants' perspectives in four main areas: Audience Feedback on Facebook user's posts and photos; examining user's response to audience feedback; investigating user's self-representation on Facebook; and finally examining if people's online and offline personalities are different and if they are presenting themselves differently in different situations and with different people.

I examine the impact of audience feedback on Facebook users' behavior, and understand how Facebook users is re-presenting themselves online. Theoretically, I consider Goffman's model, by applying it to the findings and results of this study.

Keywords: Online self representation, Social networking sites, Facebook, Audience feedback.

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1. Introduction:

In the age of the internet mediated-communication and with the rise of social networking sites (SNSs), humans have adopted an interaction methodology of living within a virtual group or community. The study of social media and particularly social networking sites and their effects on the self-representation is one of the very important as well as debatable issues nowadays. Many communication scholars and sociologists have studied different types of human communication interaction. They have realized that the use of social networking sites is increasingly becoming a commonsense for many internet users. According to GlobalWebIndex.com social networking now accounts for almost 30% of our daily internet activities and time spent online. Since people are spending this much of their time online, their online behavior could be affected by people they meet online. This research will focus on one of the most popular social networking sites which is Facebook. It will test whether there is a relationship between Facebook users' self-representation and the feedback they get from their friends and followers.

With the notion of being online means you are connected to the world, the youth are trying to be more connected via social networking sites (SNSs). In the social networking age a statement like "if you are not on Facebook, then you don't exist", is widely said by youth. People link the social existence and the self-representation with being present online or having a virtual presence (Vitak, 2008). That idea of "being connected" has a big impact on the individual's everyday life; most of the people use email, communicate via online texting applications, use virtual conversations, and, of course, at least have one or two social networking accounts. Those communication tools are influencing the human interaction and their ways of communicating with each other. As a consequence, this kind of human interaction supports the process of the virtual existence. There are several social networking sites, Facebook is just one of them. It is not only connecting people and allowing them to socialize with each other, it could be more than that. For instance, Facebook can be a platform for people to represent themselves and get feedback accordingly. This research will investigate if there is any impact of the feedback a Facebook user gets from friends and followers and whether this feedback relates to the self-representation of the user.

The Research Problem:

With the use of social networking sites (SNS), users tend to represent themselves to have a certain online image. Boyd and Ellison (2007) describe social networking profiles as unique pages that users can type themselves into being. SNS users create content in their social media accounts & therefore this content gets some feedback from their friends and followers. This feedback might be positive or negative. Accordingly, the feedback could affect the way the users present themselves. Positive feedback could be a motivation for the user to post more content and represent the self as an ideal self. On the contrary, negative feedback could discourage the user from posting more content. Some SNS users could have different online personalities because they might not be satisfied with their offline ones. The selective posting on SNS allow users to test several forms of online self, and based on the feedback given from the audience (friends and followers), the user tend to create a new identity. By using SNS, the users have control over their own identity formation and self-understanding and can choose how to represent themselves offline based on the feedback of their online-tested identity. As a consequence of the increased time spent on social networking sites, the formation of the users' identity is affected according to the degree they are willing to share their life online. This research study will discuss the relationship between SNS's user self-representation and the feedback the SNS's user get from the online audience (friends and followers). It will investigate the impact of the audience feedback on the SNS user's self-representation. It will also show how the extensive time spent on social networking sites can affect the user's identity based on the feedback on their posts.

The importance of this research comes from the increased usage and time spent on Facebook among youth especially college students, almost 80 to 90 per cent of all college students have a profile on an SNS (Tufekci, 2008). Another reason is the gap in the literature review in covering a specific area of the topic which is audience (friends and followers) feedback. In addition, my personal observation of people's self-representation on Facebook based on friends & followers' feedback has made me curious to know more about the relationship between SNS user's the self-representation and the audience feedback. Social networking sites are changing users' perception about themselves and about others around

them. People now care too much about the way they are represented online. A small comment from a friend could affect the way people think of each other. Not getting enough likes could make some users upset because they think that their friends don't care about them anymore. This attitude might lead to forming the identity accordingly. An identity that is concerned about how to impress the audience and get good and convenient feedback in return; even if it was a fake identity.

This study will be about the self-representation in the social networking age in relation to audience feedback. It will discover if the feedback given to the users helps them represent themselves online as acceptable, experienced and having a social life to other social network users or not. It will cover the idea of making a digital image for oneself. The study aims to understand how youth form their online personality when socially interacting with each other by using social networking sites. It will also examine the importance of social computing in supporting the self-representation. The research will draw upon survey data from 214 young adults who use Facebook as one of their social networking sites. Specific data will include providing information about their use of Facebook, their reaction on their audience feedback, and their way of representing themselves online.

2. Literature Review:

The emergence of social networking sites in recent years has been a hot topic for social science researchers as well as for sociologists to study. The use of those social networking sites has become very easy with the advanced technologies; a person can access their social networking accounts using their laptops, tablets or even mobile phones. Youth tend to check their accounts several times per day because they want to be connected and up-to-date. This feeling of connection to the world leads them to represent themselves online depending on the identity they wish to form or construct.

Identity is an ambiguous term that carries several meanings. It came from the Latin root word "idem" which means "the same". However, this term implies both similarities and differences. To define identity, it is what makes us unique. In other words, our identity is what

distinguishes us from other people. However, it also implies the relationship between us and any kind of social group (Buckingham, 2008).

Goffman's theory in self-presentation:

The well-known sociologist, Erving Goffman in his book "*The Presentation of Self in Everyday Life*" (1959) came up with a theory as a subject of sociological study that treat face-to-face interaction. The theory was called the dramaturgical analysis. In this theory, Goffman describes the human interaction process as a theatrical performance. He argues that individuals attempt to form impression about each other when they interact. Goffman believes that society is not homogeneous and therefore people have to act differently in different settings. He claims that there is a kind of connection between the acts that people put on in their daily lives and theatrical performances. He also argues that in social interaction, as in theatrical performance, there is an area that is called onstage; where the individuals appear before the audience. In this area, the positive self-concepts and desired impressions are offered. However, he believes that there is also a backstage, hidden and private area. In this area, individuals can be themselves and drop their societal roles and identities. As part of the tested hypotheses in this research, I will investigate the influence of the audience of today's technological world on the person who is using Facebook. Also, I will study whether people are using different identities online and offline.

Identity has been used in so many contexts; nevertheless, this research will discuss the term "identity" from the prospective of its relation to the youth engagement in social network sites and the way they represent themselves virtually.

Online Identity and Self-representation:

Self- representation in the online world is a broad area for research in the social sciences field. It is a complex issue especially when it comes to social networking sites. Nancy Thumim in her recently published book *Self-Representation and Digital Culture* talks about self-representation and its relation to digital culture (Thumim, 2012). In this book Thumim investigates how ordinary people practice self-representation in a contemporary culture. She

brings together various theories of contemporary self-representation. The author explains the development of self-representation since the 17th century post-Renaissance, moving towards the emergence of digital culture. She thinks that in digital culture there is a more flexible space for individuals to self-represent themselves online. She also argues that mediation is a must in self-representation; if there was no mediation, there wouldn't be self-representation. On a related note, Facebook is part of the digital culture mentioned by Thumim. The self-representation aspect of the Facebook user is clearly shown through the mediation.

Enli & Thumim (2012) in their research focused on analyzing how the social network institution and the technological features shape the possibilities for socializing and self-representation. The paper explored the concept of digital friendship, and discussed the arena for socializing and self-representation. How do the users negotiate the hybrid position between being private and being public, with what implications? In the process of socializing online in Facebook, people construct textual representations. The authors argued that users need to reconsider socializing in Facebook because socializing requires textual self-representation. This study has made a distinction between self-presentation and self-representation, which I think is a very important point to focus on.

Back, Stopfer, Vazire, Gaddis, Schmukle, Egloff, & Gosling (2010) study focuses on investigating whether Facebook profiles reflect actual personality or self-idealization. The study was a quantitative research and the participants were 236 OSN (online social networks) users (ages 17–22 years) from the most popular OSNs in the United States, and Germany. The result of the study showed that there was no evidence that Facebook profiles reflect self-idealization. Therefore, this implies that users of social networking sites and Facebook, one of them, are presenting their real or actual personality online. This argument is included in my research survey questions and will be discussed after collecting all the required data.

Social Networking and Self-presentation:

What is social networking? SNSs or social networking sites are web sites that enable users to create public or private profiles within that web site, make online connections or friendships with friends or other users of the same site, and allow the users to access and interact

with others' profiles. "What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks" Boyd and Ellison (2007, p.2) Boyd and Ellison argue that the visibility of the SNS user is the most important aspect of being online. To be visible to people represents the first step to being existed online and therefore interact with the online audience. In this way the users of social networking sites could present themselves online easily. This aspect of online identity visibility is also considered in my research; as it is the space which the users need to represent themselves on social networking sites.

As a supporting point to Boyd and Ellison argument about the SNS online visibility, Donath (1999) claims that online interaction makes it easy for individuals to play with one's identity. As a consequence of the online visibility, come directly the interaction with other visible online users. Donath argues that when people interact and communicate online their identities might be formed according to what they wish to be. Regardless of the information provided on a Facebook profile, users' pages are automatically seen as a representation of the physical person who created it. Social networks play a vital role in shaping the user's identity and self-representation online. I agree with Donath argument and to get more data about this aspect, I included some questions about it in the research survey.

Francisco Yus in his book *Cyberpragmatics: internet-mediated communication in context* talks about the identity formation in relation to the internet-mediated communications (Yus, 2011). He gives an analysis of the internet-mediated communications; such as using web pages, chat rooms, instant messaging or social networking sites in the online human interaction. The author discusses how the online communication could be a very important element in the virtual identity construction. As any other factors that affect the social identity formation, the internet could be a vital factor. Which is something that I agree with especially when applying it to Facebook as the most popular network that is used for internet-mediated communication. However, going back in time and to the nineties exactly, Judith Donath has a very distinguished point of view concerning this issue. Donath (1999) talks about the kinds of social spaces that people create with networks. She argues that there are two opposing visions that are popular; the first one is that networks will create new places that will provide opportunities for employment, social contact, entertainment and political participation. The second view is that

all the hype around the internet and its network opportunities is just part of surveillance and social control. What is important to my research is the first aspect of Donath's argument; which the creation of new opportunities via social networks. I think that Facebook creates an online opportunity for users to present themselves as virtual identities that interact with each other and as a consequence could have an impact on one another. This is the point that my research is going to cover and get more information about.

Another aspect of online identity formation was discussed in Greenhow & Robelia (2009) study that examines high school students from low-income families in the USA, who use SNS, MySpace, in identity formation and informal learning. The study revealed that SNSs used outside of school allowed students to formulate and explore various dimensions of their identity. However, students did not perceive a connection between their online activities and learning in classrooms. I think when students are online and representing themselves, they have a big chance to learn more about themselves and their friends, more than the things they might learn in classroom. When they are online, they have freedom to explore new stuff rather than being under the surveillance of their teachers in classrooms. My research will include this aspect as the survey will be distributed among college students who are representing themselves on Facebook. It will allow the students to learn more about their online behavior as they read the questions and fill out the survey. Accordingly, the data that will be provided by the students will answer the research questions and contribute to the learning aspect of the topic.

Facebook as the Leading Social Networking Site & the SNS users' audience Feedback:

Facebook now is considered to be the largest online social networking site among a large number of this kind of websites. Launched in February 2004 by Harvard student Mark Zuckerberg and some of his contemporaries, the service was initially only available to Harvard students but soon expanded to regional universities. Facebook now has more than 1 billion users; 80 % of them are young adults between 18 and 54 years old (Jin, 2015).

Facebook was initially launched to be a social platform to connect with friends and family. However, now it shifted to be a platform for users to represent themselves and be

influenced by their audience. Facebook is no longer just a socializing tool. Some Facebook users tend to format their profiles based on the reactions they think they will get from their Facebook friends and even strangers viewing their profile. “Regardless of the information provided on a Facebook profile, users’ pages are automatically seen as a representation of the physical person who created it.” (Estoisia, Pithia, Rodriguez, & Yu, 2009).

Zeynep Tufekci is another example of those researchers who are concerned about the online identity and sociality. In her study “Grooming, Gossip, Facebook and Myspace” (Tufekci, 2008), she explores the adoption of online social network sites or (SNSs). Tufekci’s study is on a group of U.S college students. She compares SNSs users and non-users by examining two aspects. Firstly, she looks at social grooming on those sites. And second, she discusses the concept of the online self-presentation. Tufekci’s article makes a clear distinction between the expressive Internet; which is the Internet of social interaction, and the instrumental Internet; which refers to the Internet of airline tickets and weather forecast. In other words, she is making a distinction between two different types of internet usage; social interaction usage and other purposes usage. As the author states “This paper compares and contrasts the user and non-user populations in terms of expressive and instrumental Internet use, social ties and attitudes towards social-grooming, privacy and efficiency.” (Tufekci, 2008) She looks not only at the internet usage but also at what students do with it and what kind of people they are when being online. Tufekci also gives a brief overview of the social network(ing) sites and how they are a representation of the self and people’s friends' network. She provides examples of those sites; such as Facebook, which started as a college site and now has gone beyond that. Another example is Myspace, which is open to the public. She raises two main questions about the people’s adoption process of the SNSs; why internet users adopt the use of those social networking sites, and why others prefer not to use them. She mentions that several studies show that a number of 80 to 90 per cent of all college students have a profile on an SNS. With that said, it is an evidence that social networking sites is a place where students prefer to be at most of the time. As the author mentions, SNSs are used as a representation of the self. Since Facebook is one of those social networking sites, therefore students do represent themselves on their Facebook profiles just like everyone else does. As a continuation of Tufekci’s research I am going to look at the relationship between Facebook user’s self-representation and audience

feedback. I will see if the students who are using Facebook are being influenced by their friends and followers online comments and reactions on their posts.

Self-representation on Facebook has been linked to aspects like narcissism and self-esteem. For instance, a study about self-presentation on Facebook has been done by Mehdizadeh (2010) examines how narcissism and self-esteem are manifested on the social networking website Facebook.com. The study correlation analysis revealed that individuals higher in narcissism and lower in self-esteem were related to greater online activity as well as some self-promotional content. Gender differences were also found to influence the type of self-promotional content presented by individual Facebook users. The relationship between self-esteem and Facebook self-presentation is clearly seen especially in people who have low self-esteem. Facebook users try to make a good impression through posting texts or photos in order to get good feedback from their friends and followers and as a consequence they feel good about themselves and become more confident. This aspect is related to my research in terms of getting good feedback and making a nice self-representation on Facebook. In the research questionnaire there will be some questions asking about the Facebook user's feelings on getting good or bad feedback. Also, there will be other questions that includes the user's reaction on specific online situations.

Michikyan, Dennis, & Subrahmanyam, (2014) have done a study on emerging adulthood and online self-presentation. The study aimed to examine emerging adults' presentation of their real self, ideal self, and false self on Facebook, and the relation between their identity state, psychosocial well-being, and online self- presentation. The methodology used for this research was quantitative method (questionnaire). A number of 261 Participants completed self-report measures of identity state, well-being, and self-presentation on Facebook. Respondents reported that they are presenting their real self, more than their ideal self and false self on Facebook. A path analysis suggested that emerging adults who reported having more coherent identity states also reported presenting their real self on Facebook to a greater extent. However, those with a less coherent sense of the self and lower self-esteem reported presenting their false self on Facebook to a greater extent. I agree with the authors in their argument about how adults are presenting their real selves more than their ideal ones. This study relates to my research in the topic similarity which is self-presentation on Facebook. In addition, the

methodology that has been used in this study was useful for my questionnaire. I have adopted some of the survey questions and add them to my survey with some changes.

I am testing a hypothesis of Goffman's onstage online or virtual identity that is formed on social networking sites. Therefore, they share the things they like to share and construct a personality that could be different from the real one. On the other hand, the backstage part is equivalent to the offline or real life personality, in which the person has hidden and private details that they don't want to share with others. Accordingly, SNS users develop a higher degree of self-consciousness due to the increased visibility of their lives (including pictures, life events, and communication) and they share whatever they want to be a presentation of themselves. When they get the feedback from their audience (friends and followers), this feedback might have an impact on the way the SNS users present their personalities.

A study by Trammell & Keshelashvili (2005) had investigated strategies of impression management and the extent of self-presentation by A-list bloggers through content analysis. Building on Goffman's constructs of self-presentation and operationalizing impression management strategies, the study content analyzed the most-linked-to blogs. A-list bloggers reveal more information about themselves than other bloggers and actively engage in impression management. Findings indicate the diversity of blogs and encourage researchers to understand the pieces of blogs before declaring to understand the medium as a whole. In the results of the research Impression Management Strategies Items were analyzed to identify whether posts seemed to demonstrate praising, competence, or criticism. Most of the bloggers demonstrated competence by presenting their intellectual abilities (78.9%) or praised others (25.4%) rather than criticize or blame (18.2%). This implies that bloggers presented themselves as competent and likable by using the ingratiation strategy. This study relates to my research in the aspect of the users attempt to get good impression on their Facebook pages by using the selective posting. Just like the bloggers do, the SNS users try to present themselves as competent and likable. They make effort in getting the impression they wish to get from their audience (friends and followers).

Zarghooni (2007) study examines self-presentational theories in the light self-presentation management on the increasingly popular social networking site; Facebook. He

used Erving Goffman and Mark Leary theories, and the research problem was how these theories may be generalized to online social networks and how the case, Facebook, contributes to our understanding of self-presentation. One of his study's results claims that a person who self-presents very differently from audience to audience may have difficulties trying to maintain these impressions over a long time. Therefore, people must find a balance between how they self-present to different people. Which is a point that I am trying to investigate in my research; if people are presenting themselves differently in different situations and with different people.

Audience Feedback & Facebook User's Self-Representation:

The question that should be asked is to whom do SNS users post things on their online Facebook profiles? Whose attention do they want to get? Facebook users have adopted more skills and techniques of audience appraisal and personal branding (Marwick and boyd, 2011) The concept audience feedback, is extracted from Goffman's theory of self-presentation. As the theory states that, there is a player and an audience in a play, the same thing applies to Facebook and social networking sites in general. There is always the producer of the message; written post, photo or video, and on the other hand there is the receiver of this message (the audience). Hall (1973) explains how media messages are being produced, circulated, and consumed proposing a different theory of communication. Hall argues that there are four stages of the communication model; those are production, circulation, use, and reproduction. Those stages are linked to each other but at the same time, they are distinct. The production stage refers to the encoding of a specific message, which is constructed according to the society's values and beliefs. The circulation stage refers to the audience way of perceiving the message such as visual or written form and then circulates it. The use or the consumption stage refers to the decoding or understanding process of the message that is being done by the audience. The reproduction stage refers to the interpretation of the message by the audience according to their beliefs, as well as social and cultural experiences.

According to Hall the messages that are offered by the mass media can be interpreted by the receiver in three main positions: The first position is called the dominant/hegemonic

reading; which means that the receiver accepts the meaning of the message and then reproduces it. The second position is called the negotiated reading; in which the receiver accepts the meaning but partly circulate it. Finally, the third position is called the oppositional reading; in which the receiver understands the meaning but rejects it. Unlike Lasswell's communication's theory which breaks down the elements of communication into five main questions that explain the whole process of communication; Who?, Says what?, In which Channel?, To whom?, With what effect?, Hall introduces a totally different theory. Hall's theory states that the media message is being produced, circulated, consumed and then reproduced by the audience. Likewise, on Facebook there is the culture of sharing; sharing thoughts, ideas, photos, videos...etc. In this research, Friends and followers of the Facebook user are considered to be the audience. The audience who can have access to what has been posted by the user of Facebook, then can comment, like, or share the content. Therefore, audience plays a significant role on a social media platform like Facebook. Audience could be recipients, participants or even observers. From here comes the importance of the audience, they may have an impact on the user's self-representation. Furthermore, this research aims to investigate the relationship between the audience feedback and Facebook user's self-representation.

3. Methodology/Research Questions and Hypothesis:

This research will answer the main questions of thesis: "How do SNS users feel about online audience (friends and followers) feedback?"; "How do SNS users represent themselves online?"; and "Is there a relationship between SNS users' self-representation and the feedback they get from their audience (friends and followers)?" By studying social networking sites such as Facebook that allow users to have friends and followers and therefore receive feedback on their posts, this research aims to find data that will help in understanding the relationship between SNS's user self-representation and audience feedback.

Research Hypotheses:

Buckingham argues that to understand the role of digital media in the formation of youth identities we have to have an approach that is clear sighted, unsentimental, and constructively critical (Buckingham, 2008) Buckingham is right in this point as youth online identities might be affected by so many aspects; such as their audience (friends and followers). That is the reason for making this research; to be critical about analyzing the social networking user's audience feedback and to see if there is a real relationship between it and the user's self-representation.

This research will be having two main hypotheses which are:

H1. Audience feedback from friends and followers (likes, comments, or shares) influence SNS users' self-representation.

H2. SNS users use different identities online than offline.

4. Research Design:

Data Description:

The data of this study was collected through random sampling with a survey that was created to measure SNS user's self-representation and audience feedback. By utilizing the Likert Scale, the participants of the survey were asked to answer the questions based on their personal experience in using Facebook and how they react to the audience feedback. This research study will also be result analysis using Goffman's dramaturgical theory by applying it into social network sites of today's new media age.

The target population for the research survey was educated youth in Istanbul represented by university students in Istanbul. Because I am a graduate student at Kadir Has University, I decided to choose Kadir Has University students to be the focus of my research population. The participants of the questionnaire were Kadir Has University students aged 18-40 years old, who are using social networking sites. I focused on Facebook, as the most popular social networking site used by youth and especially college students. I planned to get some insights on the impact of audience feedback on SNS user's behavior and self-representation.

Another reason for choosing university students to be the population of this study is that they are familiarized with social networking sites; especially Facebook which is considered to be part of their daily activities. Therefore, they would provide the most accurate measurements for my study. The initial goal for the survey participants was 150-200. However, the respondents' number reached to 411 respondents. Nevertheless, the sample size used in the analysis process were 214 complete responses; after excluding the incomplete submissions.

In this research I used quantitative research method (survey); quantitative research is basically about collecting numerical data in order to explain a particular phenomenon by using statistics (Muijs, 2010). This type of research method is more reliable and objective, and can use statistics to generalize a finding. I planned to reach as many students as possible and to get good insights about the topic of my research. I have chosen a survey website called www.kwiksurveys.com because it gave me unlimited number of questions and it has a very systematic way in organizing data. I have built my questionnaire on that website, have done a pilot survey, and then distribute the link online. Before distributing the survey online, I have done the pilot study on 11 students who accepted to be part of the pilot study. After getting the responses of the pilot study, I have made some changes to the survey questions according to respondents' feedback. At this stage the survey was ready to be distributed, however, before distributing the survey it had to be approved. Ethics committee of Kadir Has University has approved my survey and agreed to be distributed to all university students.

The survey was done online, as it is easy to research as many students as possible. Furthermore, students could have access to the survey anytime and from anywhere; whether they were on or off campus. The survey was sent out through emails as well as social media platforms such as Facebook, Twitter, and WhatsApp to reach participants from all over the university. I also asked some of my friends to share the survey link with their university friends in order to get a large and more diverse sample from different departments of the university. As online survey had advantages; it also had limitations such as the number of students who did not complete the survey till the end. This made the number of the participants decrease from 411 participant to 214 participant.

Demographics:

The participants in the research survey were 214 Kadir Has University students who use Facebook. They were consisted of 94 male participants which counts as 44% of the sample, and 120 female participants which counts as 56% of the sample.

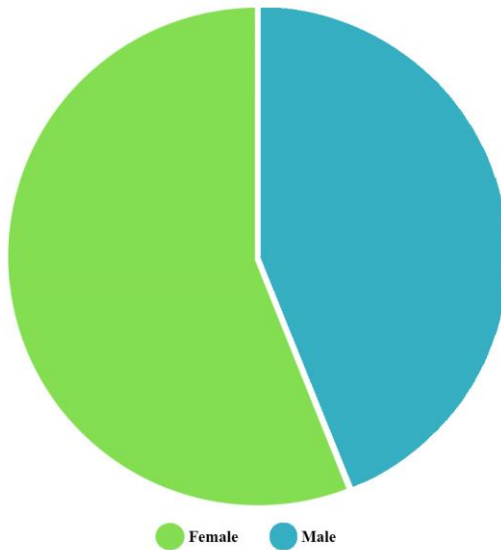


Fig. 1. Participants' male and female distribution

Regarding the sample's age, there were 152 students that represent 71% of the sample were 18-23 years old, 49 students that represent 23% of the sample were 24-30 years old, while 13 students were 31-40 years old which counts as 6% of the whole sample.

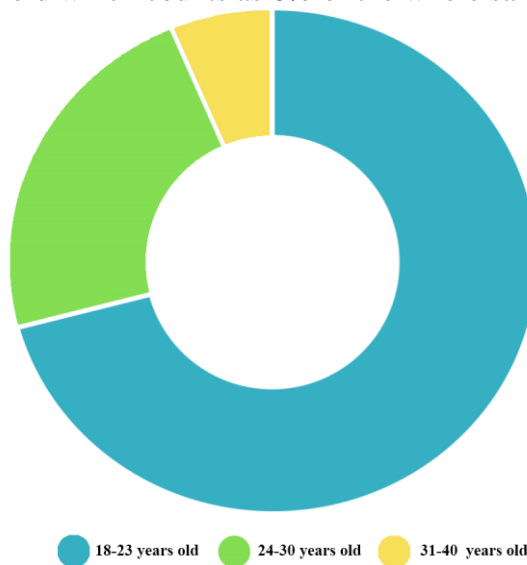


Fig. 2. Participants' age distribution

Regarding the level of education of the survey sample, 158 participants (74%) were bachelor students, 37 participants (17%) were masters’ students, while 19 participants (9%) were PhD candidates.

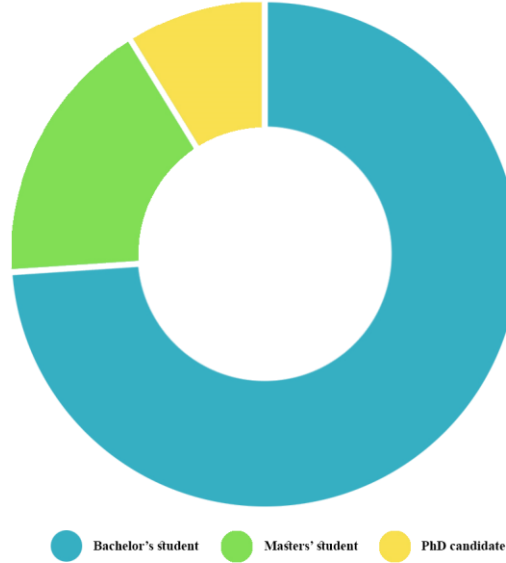


Fig. 3. Participants’ level of education

Participants of the survey were from various faculties and departments which means that the survey reached most of Kadir Has University students. Tables 1 and 2 below show the distribution of the participants according to their faculties and departments.

Faculty	No. of Students	Percentage
Faculty of Engineering and Natural Sciences	49	23%
Faculty of Economics, Administrative and Social Sciences	65	30%
Faculty of Law	27	13%
Faculty of Communications	37	17%
Faculty of Art and Design	21	10%
Faculty of Applied Sciences	6	3%
Other	9	4%
Standard Deviation	19.78	
Responses	214	

Table (1) shows the distribution of the participants according to their faculties

Department	No. of Students	Percentage
International Relations	18	8%
New Media	16	7%
Business Administration	16	7%
Management Information Systems	12	6%
Psychology	12	6%
Industrial Engineering	11	5%
Computer Engineering	10	5%
Electrical - Electronics Engineering	9	4%
Interior Architecture and Environmental Design	8	4%
Advertising	8	4%
Public Relations and Information	8	4%
Economics	8	4%
General Public Law	8	4%
International Trade and Finance	7	3%
Other	63	29%
Standard Deviation	10.48	
Responses	214	

Table (2) shows the distribution of the participants according to their departments

As the university consists of Turkish as well as some international students, the participants of the study were from both categories; 191 participants were Turkish students who represent (89%) of the sample, while 23 participants were international students who represent (11%) of the survey sample.

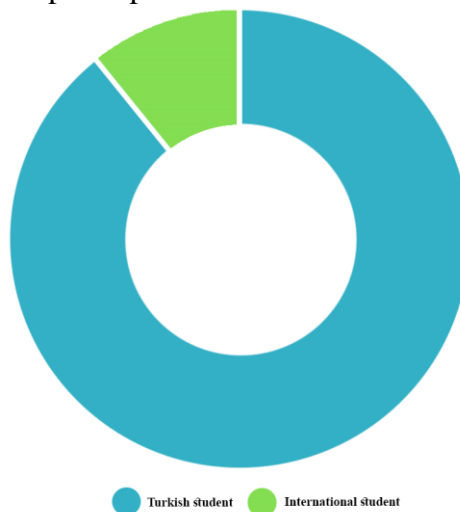


Fig. 4. Students' nationality

Measures:

The variables of this study include the audience (friends and followers) feedback, and the Facebook user self-representation. This was measured as follows: The independent variable was the audience (friends and followers) feedback and how it may influence the user; and the dependent variable was the Facebook user self-representation online and how it may be affected by the audience feedback. The data gathered from the survey was analyzed through using SPSS statistical application.

5. Research Findings:

This research study discussed the relationship between SNS's user self-representation and the feedback the SNS's user get from the online audience (friends and followers). It investigated the impact of the audience feedback on the SNS user's self-representation. To recall the research questions; the following questions were asked at the beginning of the research: "How do SNS users feel about online audience (friends and followers) feedback?"; "How do SNS users represent themselves online?" and "Is there a relationship between SNS users' self-representation and the feedback they get from their audience (friends and followers)?" By studying social networking sites such as Facebook that allow users to have friends and followers and therefore receive feedback on their posts, this research aimed to find data that will help in understanding the relationship between SNS's user self-representation and audience feedback.

Based on the survey study out of 214 participants 131 (61%) of the participants use Facebook every day, while 83 (39%) of the participants do not use Facebook every day. The study showed that 70% of survey participants, totaling 149 participant has been using Facebook for more than 5 years. There were also 43 participants which is equivalent to 20% of the sample, this group has been using Facebook from 3 to 5 years. Another group of the participants which was equivalent to 3% of the sample has been using Facebook from 1 to 2 years. The last group was the participants who have been using Facebook for only less than a year, they counted as 7% of the sample.

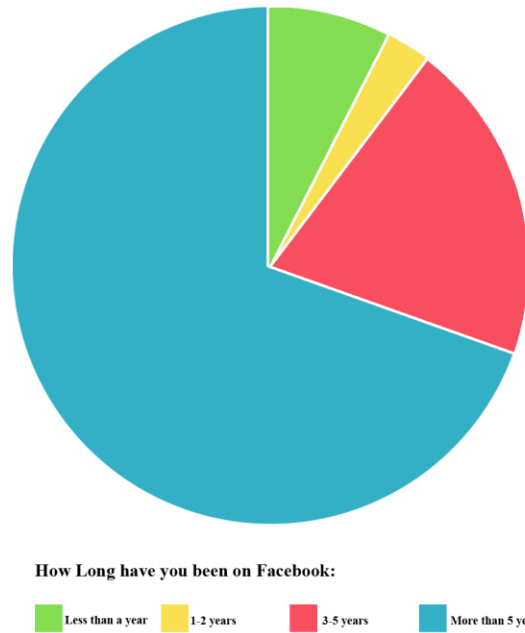


Fig. 5. Facebook Membership Years

Regarding the time spent on Facebook, the biggest percentage of the participants whose number was 189 Facebook user, which is equivalent to 88% of the sample; they were spending from 1 to 3 hours daily on Facebook. Nearly 18 (8%) of the participants were spending from 4 to 6 hours a day on Facebook. While 3% of the participants were spending from 7 to 9 hours a day on Facebook. Finally, the study showed that only 1 % of the participants were spending more than 9 hours per day on Facebook.

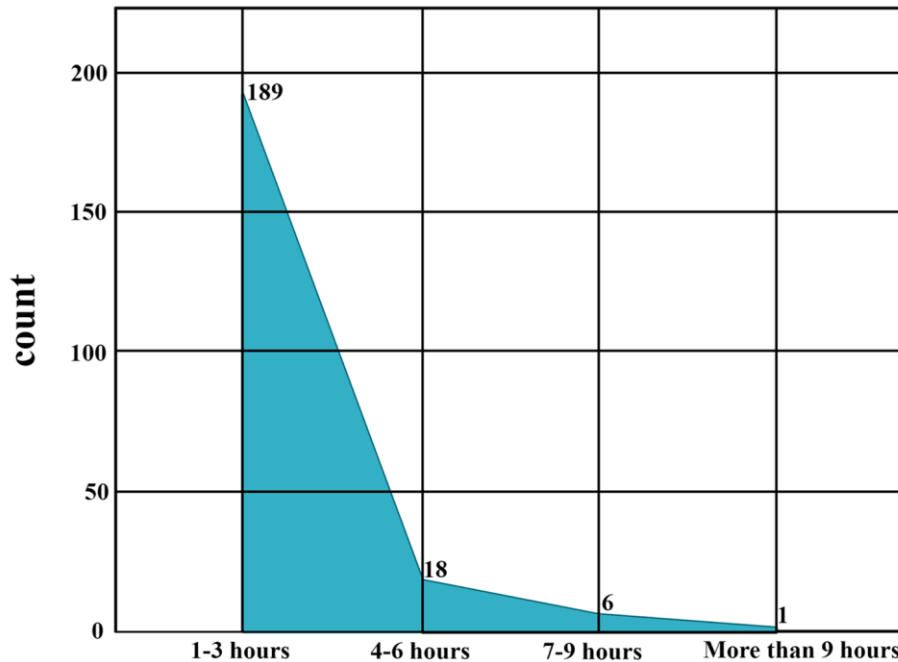


Fig. 6. Facebook time spent

Regarding the number of friends they have on Facebook, the majority of the respondents indicated that they have more than 500 friend; the percentage of this group of participants were 33% of the sample which totals in 70 participant. Just as 16% of the participants answered that they have between 301 and 400 friends, the same percentage 16% said that they have between 201 and 300 Facebook friends. The study also revealed that 13% of the participants have between 401 and 500 Facebook friends; while 12% of the participants have 100 friend or less. Finally, 10% of the participants have between 101 and 200 Facebook friends.

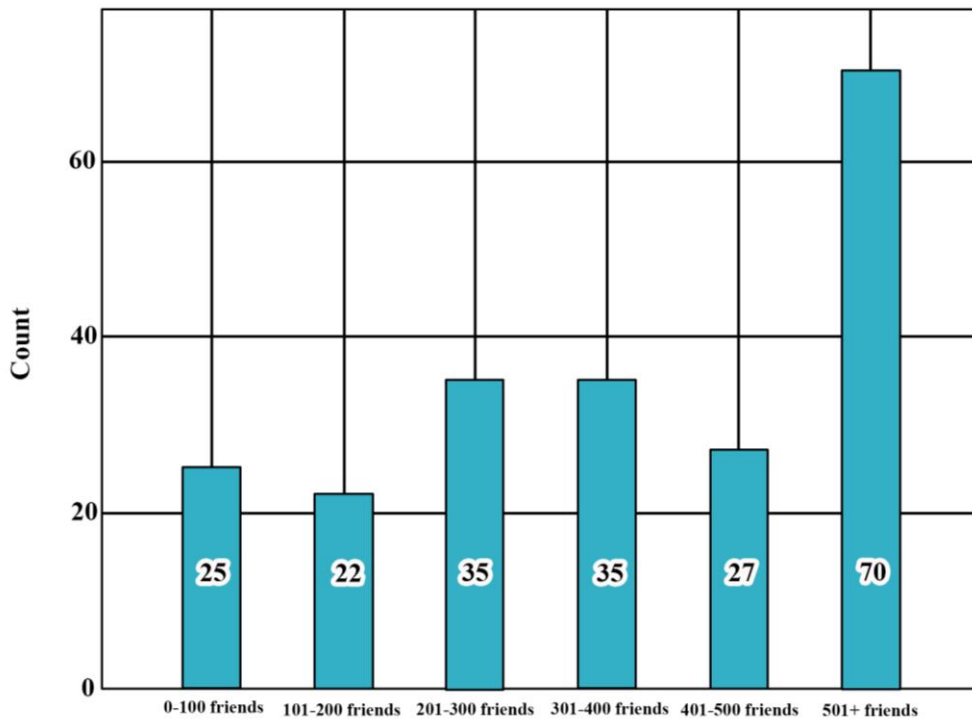


Fig. 7. Number of Facebook friends

Audience Feedback:

To know more about the impact of the audience (friends and followers) feedback on the Facebook user's posts & updates, there was a number of 7 statements that were used to measure audience feedback. According to Likert scale, below is the results for the audience feedback indicators. The following table shows the results in details.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Standard Deviation	Responses	Weighted Average
When using Facebook, I am concerned about what other people think of me.	33 (15%)	42 (20%)	64 (30%)	61 (29%)	14 (7%)	18.48	214	2.91 / 5
I feel good when I get good comments.	13 (6%)	19 (9%)	52 (24%)	101 (47%)	29 (14%)	31.99	214	3.53 / 5
I feel bad when I get negative feedback about a post or a photo.	21 (10%)	42 (20%)	77 (36%)	66 (31%)	8 (4%)	26.06	214	2.99 / 5
I don't care if I get lots of likes or not.	19 (9%)	39 (18%)	65 (30%)	54 (25%)	37 (17%)	15.7	214	3.24 / 5
I feel that my image is being influenced by other people's perspective about me when I post things.	21 (10%)	40 (19%)	82 (38%)	57 (27%)	14 (7%)	24.7	214	3.01 / 5
I feel disappointed when I get 0 likes or comments on a post or a photo.	46 (21%)	52 (24%)	46 (21%)	47 (22%)	23 (11%)	10.15	214	2.76 / 5
I don't care if my friends share my post or not.	12 (6%)	27 (13%)	68 (32%)	56 (26%)	51 (24%)	20.37	214	3.5 / 5
								3.14 / 5

Table.3. Audience Feedback

User's self-representation:

This part of the survey was created to know how the users of SNS is representing themselves online when using Facebook. The following table shows the results of the user's self-representation statements in details.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Standard Deviation	Responses	Weighted Average
When using Facebook, I usually worry about making a good impression.	28 (13%)	46 (21%)	82 (38%)	49 (23%)	9 (4%)	24.28	214	2.84 / 5
When using Facebook, I am concerned about representing myself in the best way I can.	15 (7%)	37 (17%)	76 (36%)	74 (35%)	12 (6%)	27.68	214	3.14 / 5
On my Facebook page, I feel that I have the ability to control the way I come across to people.	12 (6%)	32 (15%)	95 (44%)	67 (31%)	8 (4%)	33.43	214	3.13 / 5
On Facebook, even if I am not enjoying myself, I often pretend to be having a good time.	48 (22%)	59 (28%)	63 (29%)	37 (17%)	7 (3%)	20.06	214	2.51 / 5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Standard Deviation	Responses	Weighted Average
When I get negative comments, I regret posting a post or a photo.	45 (21%)	70 (33%)	61 (29%)	31 (14%)	7 (3%)	22.35	214	2.46 / 5
I am concerned about how other people evaluate my Facebook profile.	37 (17%)	46 (21%)	68 (32%)	54 (25%)	9 (4%)	19.73	214	2.78 / 5
My Facebook profile picture represents my personality.	22 (10%)	26 (12%)	57 (27%)	85 (40%)	24 (11%)	24.7	214	3.29 / 5
I put random pictures as my Facebook background picture.	34 (16%)	69 (32%)	55 (26%)	45 (21%)	11 (5%)	19.64	214	2.67 / 5
I choose my profile picture carefully so that my friends like it.	32 (15%)	33 (15%)	59 (28%)	71 (33%)	19 (9%)	19.17	214	3.06 / 5
								2.88 / 5

Table.4. User's self-representation

User's response:

This part of the survey was created to know how the users of SNS is respond and react to the feedback they get from friends and followers on Facebook. The following table shows the results of the user's response statements in details.

Audience Feedback and SNS User's Self-Representation

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Standard Deviation	Responses	Weighted Average
When my friends criticize me about a specific post, I usually delete it.	49 (23%)	79 (37%)	50 (23%)	25 (12%)	11 (5%)	23.36	214	2.39 / 5
When my friends criticize me about a certain photo I usually don't change it.	12 (6%)	35 (16%)	60 (28%)	81 (38%)	26 (12%)	24.69	214	3.35 / 5
I tend to follow or add users who like my posts and photos.	41 (19%)	59 (28%)	65 (30%)	44 (21%)	5 (2%)	20.92	214	2.59 / 5
When friends change their profile photo in solidarity with an event, I do the same.	73 (34%)	69 (32%)	48 (22%)	19 (9%)	5 (2%)	26.91	214	2.13 / 5
Sometimes I change my opinion about a topic according to friends' comments.	50 (23%)	60 (28%)	67 (31%)	35 (16%)	2 (1%)	23.06	214	2.43 / 5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Standard Deviation	Responses	Weighted Average
I sometimes delete friends who make bad comments on my posts and photos.	59 (28%)	69 (32%)	46 (21%)	31 (14%)	9 (4%)	21.17	214	2.36 / 5
When I get 0 likes or comments on a post or a photo, I try to post it again to get audience' attention.	84 (39%)	68 (32%)	42 (20%)	16 (7%)	4 (2%)	30.19	214	2.01 / 5
If I don't get likes, I delete the post.	81 (38%)	65 (30%)	42 (20%)	20 (9%)	6 (3%)	27.67	214	2.09 / 5
I try to answer the comments and replies I get from friends.	14 (7%)	24 (11%)	71 (33%)	76 (36%)	29 (14%)	25.58	214	3.38 / 5
I tag people that I think they will comment positively on my posts.	59 (28%)	54 (25%)	67 (31%)	24 (11%)	10 (5%)	21.92	214	2.4 / 5
								2.51 / 5

Table. 5. User's response

Online and offline selves:

This last part of the survey was created to know if the users of SNS use different selves or identities online than offline. The following table shows the results of online and offline selves indicators in details.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Standard Deviation	Responses	Weighted Average
I feel that my online personality is similar to my offline personality.	18 (8%)	20 (9%)	64 (30%)	75 (35%)	37 (17%)	23.04	214	3.43 / 5
My posts on Facebook are a true reflection of who I am.	13 (6%)	19 (9%)	63 (29%)	78 (36%)	41 (19%)	24.92	214	3.54 / 5
I discuss topics online that I don't feel comfortable to discuss offline.	46 (21%)	54 (25%)	80 (37%)	24 (11%)	10 (5%)	24.28	214	2.52 / 5
On Facebook, I act differently according to different situations and different people.	49 (23%)	55 (26%)	64 (30%)	40 (19%)	6 (3%)	19.99	214	2.53 / 5
I don't think that my online profile reflects my real identity.	46 (21%)	58 (27%)	64 (30%)	30 (14%)	16 (7%)	17.74	214	2.59 / 5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Standard Deviation	Responses	Weighted Average
When I disagree with someone online, this may affect our offline relationship.	29 (14%)	39 (18%)	77 (36%)	55 (26%)	14 (7%)	21.69	214	2.93 / 5
								2.92 / 5

Table.6. Online and offline selves

6. Discussion:

The following section is a summary of the research key results that were found through testing the validity of the study hypotheses.

Hypothesis 1: Audience feedback from friends and followers (likes, comments, or shares) influence SNS users' self-representation:

1- The indicators of Audience feedback are:

- When using Facebook, I am concerned about what other people think of me.
- I feel good when I get good comments.
- I feel bad when I get negative feedback about a post or a photo.
- I don't care if I get lots of likes or not.
- I feel that my image is being influenced by other people's perspective about me when I post things.
- I feel disappointed when I get 0 likes or comments on a post or a photo.
- I don't care if my friends share my post or not.

2- The indicators of User's self-representation are:

- When using Facebook, I usually worry about making a good impression.
- When using Facebook, I am concerned about representing myself in the best way I can.

- On my Facebook page, I feel that I have the ability to control the way I come across to people.
- On Facebook, even if I am not enjoying myself, I often pretend to be having a good time.
- When I get negative comments, I regret posting a post or a photo.
- I am concerned about how other people evaluate my Facebook profile.
- My Facebook profile picture represents my personality.
- I put random pictures as my Facebook background picture.
- I choose my profile picture carefully so that my friends like it.

Pearson’s test:

Calculated R	FD	significant	Significant Level
0.580	212	0.00000000001	0.05

Simple Calculator for Critical Pearson's *r* Values and *p* Values

Determine the critical *r* for a given alpha

α	<i>N</i>	# of tails (1 or 2)
0.05	214	1

Enter:

N = number of pairs of scores *r* = +/- **0.112741423**

As shown in the table above, we can see that there is a significant effect between Audience feedback from friends and SNS users’ self-representation as calculated “R” value is 0.580 at significance level 0.05 and degrees of freedom 212, and the Tabular value is 0.113. We can also notice that all the indicators correlation has an extrusive average relation.

As Tabular value < calculated “R” value, this proves the validity of the first hypothesis of the study and its own indicators.

Hypothesis 2: SNS users use different identities online than offline.

The indicators of online and offline selves are:

- I feel that my online personality is similar to my offline personality.
- My posts on Facebook are a true reflection of who I am.

- I discuss topics online that I don't feel comfortable to discuss offline.
- On Facebook, I act differently according to different situations and different people.
- I don't think that my online profile reflects my real identity.
- When I disagree with someone online, this may affect our offline relationship.

T- test:

Model	Mean	Std. Deviation	t	95.0% Confidence Interval		Ranking
				Lower Bound	Upper Bound	
I feel that my online personality is similar to my offline personality.	3.43	1.14	44.25	3.28	3.59	2
My posts on Facebook are a true reflection of who I am.	3.54	1.09	47.65	3.39	3.68	1
I discuss topics online that I don't feel comfortable to discuss offline.	2.52	1.09	33.84	2.38	2.67	4
On Facebook, I act differently according to different situations and different people.	2.53	1.12	33.01	2.38	2.68	5
I don't think that my online profile	2.59	1.19	31.92	2.43	2.75	6

reflects my real identity.						
When I disagree with someone online, this may affect our offline relationship.	2.93	1.12	38.48	2.78	2.08	3

t* Multiplier Calculator

Enter values for degrees of freedom and/or confidence level. Then, click "Calculate t*."

df	Confidence Level	t* multiplier
<input type="text" value="213"/>	<input type="text" value="0.95"/>	<input type="text" value="1.971"/>
<input type="button" value="Calculate t*"/>		

As shown in the table above we can see that "T" tabular value at significance level 0.05 and degree of freedom 213 is 1.971.

Then we can also see that calculated "T" for all the indicators > tabular value which means that they all have a significance effect on online and offline personalities.

- 1- My posts on Facebook are a true reflection of who I am, came in the first rank with a mean = 3.54, SD = 1.09, and calculated "t" value = 47.65.
- 2- I feel that my online personality is similar to my offline personality, came in the second rank with a mean = 3.43, SD = 1.14, and calculated "t" value = 44.25
- 3- When I disagree with someone online, this may affect our offline relationship, came in third rank with a mean = 2.93, SD = 1.12, and calculated "t" value = 38.48
- 4- I discuss topics online that I don't feel comfortable to discuss offline, came in the fourth rank with a mean = 2.52, SD = 1.09, and calculated "t" value = 33.84

- 5- On Facebook, I act differently according to different situations and different people, came in the fifth rank with a mean = 2.53, SD = 1.11, and calculated "t" value = 33.01
- 6- I don't think that my online profile reflects my real identity, came in the fourth rank with a mean = 2.59, SD = 1.19, and calculated "t" value = 31.92

From the above results we can notice that SNS users do not use different identities online than offline, which implies that the validity of the second hypothesis of the study and its own indicators is not proven.

This research was done to investigate if there is any impact of the feedback a Facebook user gets from friends and followers and whether this feedback relates to the self-representation of the user. It mainly discussed the relationship between SNS's user self-representation and the feedback the SNS's user get from the online audience (friends and followers). As has been said previously, the importance of this research came from the increased usage and time spent on Facebook among youth especially college students, almost 80 to 90 per cent of all college students have a profile on an SNS (Tufekci, 2008). Another reason was the gap in the literature review in covering a specific area of the topic which is audience (friends and followers) feedback.

Upon analyzing the findings of the study, the first hypothesis "Audience feedback from friends and followers (likes, comments, or shares) influence SNS users' self re-presentation" was approved. This indicates that the feedback SNS users get from friends and followers affect their self-representation. For instance, SNS users are very much concerned about their visibility online. This proves what Boyd and Ellison have found when they argued that the visibility of the SNS user is the most important aspect of being online. To be visible to people represents the first step to being existed online and therefore interact with the online audience. In this way the users of social networking sites could present themselves online easily. What my study results showed was that SNS users really feel concerned about what other people think of them on Facebook. As a consequence of this feelings, they are trying to represent themselves in the best way they can.

As a supporting point to my study's first hypothesis, Donath (1999) claims that online interaction makes it easy for individuals to play with one's identity. As a consequence of the online visibility, comes directly the interaction with other visible online users. Donath argues that when people interact and communicate online their identities might be formed according to what they wish to be. The results of my study showed that SNS users are most of the time trying to impress their friends by carefully choosing their profile pictures so they can get more likes. Another indicator of their impression management strategies (Trammell & Keshelashvili 2005) is that they try to reply all the comments they get from friends and followers. They also choose background pictures that represent them and their personalities rather than putting random pictures. Therefore, regardless of the information provided on a Facebook profile, users' pages are automatically seen as a representation of the physical person who created it (Estoisia, Pithia, Rodriguez, & Yu, 2009). Social networks play a vital role in shaping the user's identity and self-representation online. This was previously discussed by Yus (2011) when he assured that the online communication could be a very important element in the virtual identity construction.

Mehdizadeh (2010) proved that the relationship between self-esteem and Facebook self-representation is clearly seen especially in people who have low self-esteem. Facebook users try to make a good impression through posting texts or photos in order to get good feedback from their friends and followers and as a consequence they feel good about themselves and become more confident. Similarly, my study results show that there is a relationship between SNS users' self re-presentation and the feedback they get from friends and followers. When users get good feedback, they feel good about themselves and therefore try to make the good impression by being careful in choosing their posts and pictures. As I have mentioned at the beginning of this research, Facebook creates an online opportunity for users to present themselves as virtual identities that interact with each other and eventually could have an impact on one another. I believe that when students are online and representing themselves, they have a big chance to learn more about themselves and their friends.

As Tufekci (2008) argued in her research, SNSs are used as a representation of the self. Since Facebook is one of those social networking sites, therefore students do represent

themselves on their Facebook profiles just like everyone else does. As a continuation of Tufekci's research I have done my research to see the relationship between Facebook user's self-representation and audience feedback, and to be critical about that relationship (Buckingham, 2008). My study findings showed that students who are using Facebook are being influenced by their friends and followers' online comments and reactions on their posts.

The second hypothesis of this study was that "SNS users use different identities online than offline." The results of the study showed that SNS users do not use different identities online than offline, which implies that the validity of the second hypothesis of the study and its own indicators was not proved. According to Goffman, society is not homogeneous and therefore people have to act differently in different settings. In my study, I was investigating whether people are using different identities online and offline. Unlike what Goffman argued in his study, the case is different online. It is true that SNS users are trying to impress their audience in the best way they can, however, they are not pretending to be someone else online. They are being themselves online and offline. The study showed that even if they get negative comments on their posts, they still don't delete the post or regret posting it. Back, Stopfer, Vazire, Gaddis, Schmukle, Egloff, & Gosling (2010) study focused on investigating whether Facebook profiles reflect actual personality or self-idealization. The result of the study showed that there was no evidence that Facebook profiles reflect self-idealization. Therefore, this implies that users of social networking sites and Facebook, one of them, are presenting their real or actual personality online; this also was proved in my study results.

Unlike Zarghooni (2007) study results which suggested that people self-present themselves on Facebook very differently from audience to audience, my study suggested that people are not presenting themselves differently in different situations and with different people on Facebook.

To sum up, this research have been done to test two main hypotheses; 1) Audience feedback from friends and followers (likes, comments, or shares) influence SNS users' self-representation, and 2) SNS users use different identities online than offline. The study findings proved the first hypothesis that there is an influence of Audience feedback from friends and followers (likes, comments, or shares) on SNS users' self-representation. On the other hand,

the second hypothesis was rejected by showing that SNS users do not use different identities online than offline.

7. Conclusion:

This research has been done to examine the impact of audience feedback on Facebook users' behavior, and understand how Facebook users is re-presenting themselves online. The study results showed that there is a correlation and an influence between the audience feedback and the SNS user's self-representation. In addition, the study revealed that the SNS users are shaping their self-representation according to audience (friends and followers) feedback to impress them more. This is considered to be an important contribution to the field as there is not a lot of research covering the influence of audience feedback on SNS users' self-representation.

Regarding Goffman's model and applying it to the findings and results of this study, Goffman's theory was not applied to Facebook users concerning using different identities. The study results revealed that SNS users do not use different identities online than offline. They are being themselves online and offline. This is a good response to many people who claim that SNS users are using different identities online and offline.

One of the limitations of this study was the implementation of an anonymous online survey, which might have led to respondents not answering all the questions. Some of the participants might not take it seriously, and leave some questions not answered. This actually happened in this study as the number of respondents was 411 but when doing the result analysis, I had to exclude a big number of the responses because they were not complete. From 411, the study end up having 214 complete responses. Another limitation to this study is the data collection method. In this research a quantitative method was used to gather the required data. However, the use of qualitative method instead of quantitative method would have led to better understandings of participants' responses and feelings.

The suggestions for future research and as a continuation of this research area would be studying other SNS platform other than Facebook, it could be applied on Twitter or Instagram, as they are more used by young people.

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Appendix

Survey Questions

This survey has been designed as part of a master's thesis in order to investigate the impact of audience feedback on Social Networking Sites user's self-representation.

Demographic & General Information:

- 1- What is your age?
 - a. 18-23 years old
 - b. 24-30 years old
 - c. 31-40 years old

- 2- What is your gender?
 - a. Male
 - b. Female

- 3- You are a
 - a. Bachelor's student
 - b. Masters' student
 - c. PhD candidate

- 4- You are a student at
 - a- Kadir Has University
 - b- Other University

- 5- What is your faculty? (Drop down list)

- 6- What is you department? (Drop down list)

- 7- You are a/an
 - a- Turkish student
 - b- International student

- 8- Do you use Facebook?
 - a. Yes
 - b. No

- 9- How long have you been on Facebook?
 - a. Less than a year
 - b. 1-2 years
 - c. 3-5 years
 - d. More than 5 years

10- Do you use Facebook everyday?

- a. Yes
- b. No

11- How many hours do you spend on Facebook on a daily basis?

- a. 1-3 hours
- b. 4-6 hours
- c. 7-9 hours
- d. More than 9 hours

12- Around how many Facebook friends do you have approximately?

- a. 0 -100 friend
- b. 101 - 200 friend
- c. 201 - 300 friend
- d. 301 - 400 friend
- e. 401 - 500 friend
- f. 500+ friend

Please choose one of the following answers:

3- Audience feedback

No.	Statements	Strongly Disagree	Disagree	Neither/ Nor	Agree	Strongly Agree
1	When using Facebook, I am concerned about what other people think of me.					
2	I feel good when I get good comments.					
3	I feel bad when I get negative feedback about a post or a photo.					
4	I don't care if I get lots of likes or not.					
5	I feel that my image is being influenced by other people's perspective about me when I post things.					
6	I feel disappointed when I get 0 likes or comments on a post or a photo.					
7	I don't care if my friends share my post or not.					

4- User's self-representation

No.	Statements	Strongly Disagree	Disagree	Neither/ Nor	Agree	Strongly Agree
1	When using Facebook, I usually worry about making a good impression.					
2	When using Facebook, I am concerned about representing myself in the best way I can.					
3	On my Facebook page, I feel that I have the ability to control the way I come across to people.					
4	On Facebook, even if I am not enjoying myself, I often pretend to be having a good time.					
5	When I get negative comments, I regret posting a post or a photo.					
6	I am concerned about how other people evaluate my Facebook profile.					
7	My Facebook profile picture represents my personality.					
8	I put random pictures as my Facebook background picture.					
9	I choose my profile picture carefully so that my friends like it.					

5- User's response

No.	Statements	Strongly Disagree	Disagree	Neither/ Nor	Agree	Strongly Agree
1	When my friends criticize me about a specific post, I usually delete it.					
2	When my friends criticize me about a certain photo I usually don't change it.					
3	I tend to follow or add users who like my posts and photos.					
4	When friends change their profile photo in solidarity with an event, I do the same.					

5	Sometimes I change my opinion about a topic according to friends' comments.					
6	I sometimes delete friends who make bad comments on my posts and photos.					
7	When I get 0 likes or comments on a post or a photo, I try to post it again to get audience' attention.					
8	If I don't get likes, I delete the post.					
9	I try to answer the comments and replies I get from friends.					
10	I tag people that I think they will comment positively on my posts.					

6- Online and offline selves

No.	Statements	Strongly Disagree	Disagree	Neither/ Nor	Agree	Strongly Agree
1	I feel that my online personality is similar to my offline personality.					
2	My posts on Facebook are a true reflection of who I am.					
3	I discuss topics online that I don't feel comfortable to discuss offline.					
4	On Facebook, I act differently according to different situations and different people.					
5	I don't think that my online profile reflects my real identity.					
6	When I disagree with someone online, this may affect our offline relationship.					

Thank you for your participation.