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Effects Of Self-Monitoring and Public Self-Consciousness on Perceptions of Facebook Profiles

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Today's society is inundated with technological communication. This form of communication is commonly known as computer-mediated communication (CMC). CMC ranges from instant messaging on computers to blogging to communication through social networking sites. One of the biggest and fastest growing social networking sites available to anyone who has an email address is Facebook. Facebook hosts more than 350 million users with approximately 175 million users logging onto the site each day (Facebook, 2010). Facebook has been growing rapidly since its creation in 2004 by Harvard undergraduate Mark Zuckerberg. Facebook is a social networking tool that allows users to connect with family, friends, classmates, or even strangers who share the same interests. Facebook allows users to share photos, videos, and information such as addresses, phone numbers, employer information, education information, likes and interests, and contact information. Consequently, researchers are presented with a vast array of CMC research questions such as the possible implications of Facebook on communication, impression formation, and expressive behavior, to name a few. Facebook provides an excellent opportunity to explore these social psychological concepts because it gives researchers the ability to test hypotheses without the constraints or difficulties of a more traditional method such as a standard paper-and-pencil task. The current study focused on the relationship between personality and what one displays on his or her Facebook page and whether this relates to how one perceives other users' Facebook pages.

Facebook provides an opportunity for users to create profiles to represent themselves in whatever way they want and for whatever reason. Sheldon (2007) used the "uses and gratifications approach" to examine the behavioral and attitudinal outcomes of Facebook use. This approach states that a person's social and psychological characteristics, such as self-monitoring and public self-consciousness, influence what information is sought through communication as well as the gratification that is obtained from it. Sheldon found that Facebook users used the site to maintain relationships as well as to develop new relationships. Because Facebook is used to maintain and develop relationships, it is a medium for users to form and manage impressions (Tom Tong, Van Der Heide & Langwell, 2008).

Self-presentational, or impression management, behavior is relevant when creating a profile on Facebook (Krämer & Winter, 2008). Self-presentation is any behavior intended to shape an impression of ourselves in the minds of others (Banerjee, 2002). Facebook allows users to decide the type of information and the amount of information they would like to display on their page. For example, users can avoid disclosing personal information by not completing a particular category on Facebook. In other words, if an individual choose not to fill out "activities," "school address," "favorite quotations," etc. this field simply will not

display on your page. Having the ability to manage what information is displayed gives the user complete control of the image they are trying to portray of themselves (Ellison, Heino, & Gibbs, 2006). Facebook users are aware that their friends and/or acquaintances will likely view their Facebook pages and use the information displayed to learn more about the user and to make an impression. Walther, Van Der Heide, Kim, Westerman, and Tom Tong (2008) suggested that individuals who meet offline will check each other's Facebook pages to find out more about the person and to determine if they share any common friends or interests, either immediately or soon after meeting. Therefore, self-presentation is evident when creating a Facebook page. Self-monitoring and public self-consciousness are two variables that contribute to self-presentation.

Self-monitoring refers to self-observation and restraint that is guided by situational cues to social appropriateness (Snyder, 1974). Snyder (1974) cited several goals of self-monitoring: (a) to communicate accurately one's emotions; (b) to communicate emotions that may not be representative of one's true emotions; (c) to conceal true emotions to appear unresponsive and unexpressive; (d) to conceal a true inappropriate emotional state and appear to be experiencing an appropriate one; (e) to appear to be experiencing an emotion when one is really not experiencing an emotion in a situation in which a nonresponse is inappropriate. It is important to distinguish between two types of self-monitoring; high self-monitors (HSM) and low self-monitors (LSM). HSM and LSM choose to display different or varying amounts of information. HSM change their behavior from one social context to the next to maximize their chance of being accepted by the audience. LSM remain true to themselves in that they remain consistent in differing social contexts regardless of the audience (Hutchinson & Skinner, 2007). Larkin and Pines (1994) exemplified these characteristics of high and low self-monitors in their two-part study. In the first part of their study, Larkin and Pines showed slides to both high and low self-monitors of an interviewer that did or did not fit an occupation. In the second part of their study, Larkin and Pines had high and low self-monitors give the "right answers" on a personality test that either fit or did not fit their personalities. In part one of the study, the HSM reacted more negatively when the face did not fit the matched stereotype because this provided unclear cues for expected behavior. However, the LSM reacted more negatively when the face did match the stereotype because "stereotypical behavior would constrain their expression of self" (p.297). In part two of the study, the LSM reacted more negatively to jobs that did not fit their personalities, whereas the HSM reacted less negatively to jobs that did not fit their personalities. These results were explained by the idea that the LSM reacted more negatively because of their desire to accurately portray who they are, whereas, the HSM reacted less negatively because they are accustomed to changing their behavior from one social context to the next.

According to Lin (2008), a user's perception of web portal usage, such as Facebook, may be linked to the personality trait of self-monitoring. It can be argued that degree of self-monitoring affects what information a Facebook user will display on his or her page. All of Snyder's aforementioned goals of self-monitoring are legitimate reasons for deciding what information to display or not to display on one's Facebook page. In addition, when a user creates a Facebook page, it is a form of self-expression. Users utilize self-monitoring to gauge what is appropriate or inappropriate information to display on their pages in attempts to represent themselves in likeable ways. Therefore, HSM might display limited and generic information on their Facebook pages in order to ensure a more agreeable page for all audiences, whereas a LSM might display more personal and in-depth information on their Facebook pages because they want to accurately portray themselves.

In close relation to self-monitoring is the personality trait of public self-consciousness. Public self-consciousness is the consistent tendency of a person to direct attention outward, as well as the awareness a person has of being a social object (Nystedt & Ljungberg, 2002). Public self-consciousness refers to the concerns a person has towards how their outer image is being perceived. Public self-consciousness can also be distinguished in two ways; high public self-consciousness individuals (HPSC) and low public self-consciousness individuals (LPSC). Thornton and Maurice (1999) demonstrated that those who have HPSC hold a high regard to outward appearances. They showed female participants photographs of women who were physically attractive and in good physical shape. As degree of public self-consciousness increased, self-rated attractiveness and self-esteem declined and physique anxiety increased. Therefore, the HPSC women had more negatively affected self-perceptions than the LPSC women. In addition, public self-consciousness influences a person's perceived comfort in social situations. An individual with HPSC will be more concerned with conforming to social standards in comparison to an individual with LPSC. Therefore, a person with HPSC might limit the information on their Facebook page in order to escape self-presentational failure of not living up to qualities displayed on their page (Doherty & Schlenker, 1991). A person with LPSC, however, may display more generous information on their Facebook page because they are less aware of themselves as social objects and have less anxiety of being negatively evaluated by others.

Hargittai (2008) suggested that people bring characteristics from their offline lives with them to their online activities. Therefore, personality characteristics such as high or low self-monitoring and high or low public self-consciousness would remain constant and predict what information is displayed on a user's Facebook page. In addition, these personality characteristics would carry over onto a user's perceptions of other Facebook pages. Fine and Schumann

(1992) found evidence that the characteristic of self-monitoring is utilized in perceptions of social interactions. Fine and Schumann paired HSM and LSM in order to examine four dyad types; (1) HSM salesman vs. LSM customer, (2) HSM salesman vs. HSM customer, (3) LSM salesman vs. LSM customer, and (4) LSM salesman vs. HSM customer. These pairs participated in a 30-minute business interaction in which the salesman attempted to sell a product or service to the customer. After the interaction, the salesmen completed a questionnaire rating the interaction. Results showed that HSM view interactions with LSM more positively and LSM view interactions with HSM more positively because "the attitude and behavior consistency of a low self-monitor provides clear direction to the high self-monitoring partner, who seeks cues from the partner to guide behavior" (Fine & Schumann, 1992, p. 285).

Because self-monitoring focuses on the degree to which people change their behaviors due to social context, and public self-consciousness deals with the degree to which people consider their public appearance, it would make sense that these two personality traits are correlated. Fiore and DeLong (1993) confirmed this in their study on the influence of public self-consciousness and self-monitoring on participation in an Effective Presentation program. They found a significant association between public self-consciousness and self-monitoring. HSM (people who change their behaviors in social situations in order to fit in) would also have HPSC (great awareness of being a social object and very concerned with public appearance) whereas LSM (value consistency between who they are and what they do) would also have LPSC (less awareness of being a social object and have less concern about public appearance).

Self-presentational behavior is utilized when deciding what information to display on a Facebook page. It is predicted that those who are HSM and have HPSC will be more cautious in the information they display because they will be unsure of their audience. HSM and HPSC individuals will not want to display too much personal and in-depth information because they are unsure of the social context. HSM and HPSC individuals will favor pages that display more generous, personal, and in-depth information because it provides them more information to guide behavior. In other words, HSM and HPSC can gauge how to portray themselves in terms of how they think the person's page they are viewing will perceive them. By receiving a lot of information from a highly detailed page, the HSM and HPSC will feel more confident and comfortable in determining what the socially acceptable behavior is. It is predicted that LSM and LPSC individuals will favor pages that are more cautious in the information they display because they will believe the information to be more genuine and accurate and not created in a way to "show-off" who the person is. LSM and LPSC individuals will display more generous, personal, and in-depth information on their Facebook pages

because they want to present themselves accurately regardless of whether their audience views them in a likeable or non-likeable way.

Method

Study One

Participants. Participants included 134 college students (108 female, 26 male) 18 years or older (*M* = 19.38; *SD* = 2.90). All participants were volunteers. Some participants received nothing in exchange for participation; other participants in various psychology undergraduate classes received course credit for participation.

Materials. Two fictitious Facebook pages were created displaying personal information about two men. The Facebook pages focused on two men to control for gender differences in perceptions and allow the only differences to be the type of information on the pages. Participants were not aware that the Facebook pages were fictitious until they were debriefed at the end of the study. The pages displayed information in the following four categories. "Basic information" gave the user an opportunity to display information on networks (city you are affiliated with), sex, birthday, hometown, home neighborhood, relationship status (single, in a relationship, engaged, married, or it's complicated), interested in (male or female), looking for (friendship, dating, a relationship, networking), political views, and religious views. "Personal information" gave the user an opportunity to type in information on activities, interests, favorite music, favorite TV shows, favorite movies, favorite books, favorite quotations, and about me. "Contact information" gave the user an opportunity to display information such as email addresses, instant messenger screen names, mobile phone, land phone, school address, home address, and website. "Education and work" gave the user an opportunity to display information such as high school name, college name and concentration, and employer (position, description, and time period at this job).

Facebook Page 1 (John Towsons) was not very detailed and was cautious in the information it presented. This page displayed minimal information in all four of the main categories; basic information, personal information, contact information, and education and work. For example, John's page consisted of very general information that most people could relate to ("favorite music: a little bit of everything from rock to jazz"). This page only showed four conventional pictures of John (see Appendix 1). In contrast, Facebook Page 2 (Joe Franklin) was very detailed and generous in the information it presented. This page displayed specific information in all four of the main categories; basic information, personal information, contact information, and education and work. For example, Joe's page consisted of more detailed information that may not be acceptable in all social contexts ("interests: occupying various administration buildings, smoking a lot of the Thai stick, breaking into the ROTC building, and bowling"). This page

also provided a variety of photographs of Joe, some were conventional whereas others showed drinking and what others may perhaps deem offensive behavior (see Appendix 2).

After viewing the two fictitious Facebook pages, participants evaluated the information displayed on the two Facebook pages. The *After Viewing Facebook Page 1 and Facebook Page 2* questionnaire consisted of four questions as they pertained to Page 1 and the same four questions as they pertained to Page 2. These questions asked the participants to decide whether Page 1 or 2 contained the amount of information that they would display on their Facebook pages, whether the information displayed was too generous or too cautious, whether the page did not display enough information, or whether the page displayed too much information. The last two questions required the participants to compare the two Facebook pages and identify which Facebook page was more characteristic of the information they would display on their own Facebook pages. Depending on how the questions were worded, the scales either ranged from strongly disagree (1) to strongly agree (4), not cautious (1) to very cautious (4), or not generous (1) to very generous (4). There was also a question asking the participants which page they preferred overall. The scale ranged from definitely Page 1 (1) to definitely Page 2 (4). These questions were concluded by a section in which the participants could add any additional comments in regards to the study (see Appendix 3).

In addition, participants viewed their own Facebook pages and then completed the *Viewing Your Facebook Page* questionnaire. This questionnaire focused on the kind of information the participants were displaying on their Facebook pages. The questionnaire included questions regarding how concerned the participants were to portray themselves honestly, whether the page reflected all aspects of the participant, whether the participants chose what information to display on their Facebook pages based on who they though was viewing their pages, the amount of concern the participants had for presenting themselves accurately, whether or not the participants limit the information displayed on their Facebook pages, and what information the participants chose to display on their Facebook pages (controversial opinions, personal positive qualities, etc). The participants rated each question on a scale of one to four. Depending on how the question was worded, the scale either ranged from strongly disagree (1) to strongly agree (4), or to not at all concerned (1) to extremely concerned (4). These questions were concluded by a section on which the participant could add additional comments in regards to the study (see Appendix 4).

After viewing one's own Facebook page, participants also completed two surveys. One survey was the self-monitoring scale (Snyder, 1974). The self-monitoring scale consists of 25 true/false questions, 13 targeted towards high self-monitors (e.g., item 5: “I can make impromptu speeches even on topics about which I have almost no information”), and 12 targeted towards low self-monitors

(e.g., item 1: "I find it hard to imitate the behavior of other people") (see Appendix 5). The other survey given was the public self-consciousness scale (Fenigstein, Sheier, & Buss, 1975). The public self-consciousness scale consists of 23 items, seven items (public self-consciousness subscale) targeted towards high public self-consciousness (e.g., "I'm concerned about the way I present myself"). For the purposes of this study, only the "public self-consciousness" subscale (items 2, 6, 11, 14, 17, 19, and 21) was used (Cronbach's alpha = .79). Participants were asked to rate themselves on a scale of zero (extremely uncharacteristic) to four (extremely characteristic) (see Appendix 6).

Procedure. All participants were seated by themselves at a computer. Participants were simply told they would be completing a study about Facebook. Each participant was randomly assigned into one of two groups. One group of participants was asked to view their own Facebook pages and complete the questionnaire pertaining to their Facebook pages, then complete the self-monitoring scale and the public self-consciousness scale. After completing the questionnaire and surveys, the participants were then asked to view the two fictitious Facebook pages. After viewing the two pages the participant completed the questionnaire rating the pages individually as well as rating them as compared to each other. The second group of participants did the same procedure in reverse order. The second group viewed the two Facebook pages and completed the questionnaire. Next, they viewed their own Facebook pages and filled out the questionnaire pertaining to their Facebook pages and self-monitoring and public self-consciousness surveys.

After the participants completed the questionnaires and surveys and turned them into the experimenter, the participants were debriefed. The debriefing informed the participants of the specific purpose of the study which had only been vaguely explained in the informed consent. The participants were also informed that the two pages they were assigned to view were created for the purposes of the study and completely fictional.

Results

Study 1

Analysis Overview. A correlation matrix was created using the total scores of the Self-monitoring Scale, the public self-consciousness subscale of the Public Self-Consciousness scale, the *Viewing Your Facebook Page* questionnaire, and the difference scores of the *After Viewing Facebook Page 1 and Facebook Page 2* questionnaire. Difference scores were used because the first eight items of the *After Viewing Facebook Page 1 and Facebook Page 2* questionnaire asked the same question for each page (items 1-5 pertained to Page 1, items 6-10 pertained to Page 2). Difference scores were calculated by subtracting the scores of the same questions about Page 1 from Page 2. Age, gender, and order of viewing had no significant effects and therefore were not used in any other analyses.

Analysis of One's Own Facebook. A principal components factor analysis with Varimax rotation was performed on the *Viewing One's Own Facebook Questionnaire*. Results of the factor analysis yielded four interpretable factors with eigenvalues greater than one. The first factor (Eigenvalue = 2.13), "Facebook Self-Consciousness" explained 17.8% of the variance and was composed of four items; question four (.645) "How concerned are you about who views your Facebook page," question five (.723) "I choose what information I display on my page based on who I know will be viewing it," question nine (.514) "I weigh the advantages and disadvantages of displaying certain information on my page," and question twelve (.629) "I tend to focus more on presenting my positive qualities on my page rather than my negative qualities." The second factor (Eigenvalue = 1.88), "Truthful" explained 15.7% of the variance and was composed of two items; question one (.867) "How concerned are you with presenting yourself honestly on your Facebook page," and question six (.846) "How concerned are you in presenting yourself accurately on your Facebook page?" The third factor (Eigenvalue = 1.77), "Self-expression" explained 14.7% of the variance and, was composed of three items; question two (.742) "I will post any information on my page," question three (.642) "My page reflects all aspects of who I am," and question seven (-.674) "I limit the information I display on my page." The fourth factor (Eigenvalue = 1.27), "Display Controversial" explained 10.6% of the variance and was composed of one item; question eleven (.885) "I display opinionated information I know may be controversial." These factors were then correlated with self-monitoring and public self-consciousness scores to identify any significant correlations.

Self-Monitoring and Viewing One's Own Facebook Page and Mock Facebook Pages

As shown in Table 1, higher self-monitoring was associated with higher scores on Factor 4, displaying controversial information on Facebook.

As shown in Table 2, higher self-monitoring was associated with greater overall preference for Facebook page 2 (more informative page) and for the amount of personal information displayed on Facebook page 2. Individuals with higher self-monitoring were more likely to disagree with page 1 (more limited page) containing about the same amount of information they would displayed on their own Facebook page, as well as page 1 does not give enough information to get a sense of who the person is.

Public Self-Consciousness and Viewing One's Own Facebook Page and Mock Facebook Pages

As shown in Table 1, individuals with higher levels of PSC scored higher on Factor 2, Facebook Self-Consciousness, of the *Viewing Ones Own Facebook Page Questionnaire*. Individuals with higher levels of PSC were also more

concerned with displaying truthful and accurate information on their own Facebook page (Factor 3).

As shown in Table 3, participants who were more self-conscious about their own Facebook page reported greater preference for the limited amount of information displayed on Facebook page 1. Participants who had a greater preference for using Facebook to display opinionated information that may be controversial significantly disliked mock Facebook page 1 in terms of the amount of personal information displayed. Participants who viewed their own Facebook page as a form of self-expression preferred the amount of information on mock Facebook page 2, and disagreed that page 2 does not give enough information about the person. Additionally, these participants disagreed that page 1 contained the information a Facebook page should display, but agreed page 2 contained the information a Facebook page should display.

Method

Study Two

Upon the completion of Study One, I ran a second study to examine *why* participants use Facebook.

Participants. Participants included 66 college students (34 female, 32 male) 18 years or older. All participants were volunteers. Some participants received nothing in exchange for participation; other participants in various psychology undergraduate classes received course credit for participation.

Materials. Participants completed a questionnaire focusing on why they use Facebook. The questionnaires included questions regarding whether Facebook was used to keep in touch with friends you rarely see, whether Facebook was used to communicate with friends on a day-to-day basis, whether or not the participant sets their Facebook page to public or private, whether Facebook was used as a primary way to express who you are, or whether Facebook was a way to express who you are without getting too personal. The participants rated each question on a scale of one to four. The scale ranged from strongly disagree (1) to strongly agree (4) (see Appendix 7). After completing this questionnaire, participants were asked to complete the Self-Monitoring and Public Self-Consciousness scales.

Procedure. All participants were seated by themselves at a desk. After the participants completed the questionnaire, they turned them into the experimenter.

Results

Study Two

Analysis Overview. A correlation matrix was created using the total scores of the Self-monitoring Scale, the public self-consciousness subscale of the Public Self-Consciousness scale, and the *Why You Use Facebook* questionnaire.

Study 2

Analysis of Why You Use Facebook. A principal components factor analysis with Varimax rotation was performed on the *Why You Use Facebook*

Questionnaire. This factor analysis yielded three interpretable factors with eigenvalues greater than one. The first factor (Eigenvalue = 1.90), "Limited Use" explained 31.7% of the variance was composed of three items; question one (.651) "I mainly use Facebook to stay connected with friends I rarely see," question three (-.824) "I set my Facebook page to public so that I can meet new people," and question four (.835) "I set my Facebook page to private so that only my friends can view information." The second factor (Eigenvalue = 1.30), "Using Facebook as a Means of Self-Expression" explained 21.7% of the variance was composed of two items; question two (.838) "I mainly use Facebook to communicate with my friend I see on a day-to-day basis," and question five (.714) "Facebook is primarily used as a way to truly express who you are." The third and last factor (Eigenvalue = 1.10), "Using Facebook without Getting Too Personal" explained 18.1% of the variance was composed of one item; question six (.976) "Facebook is primarily used as a way to present who you are without getting too personal."

A paired-sample t-test was computed to examine participants' scores on the three factors of the *Why You Use Facebook Questionnaire*. Participants ($t(65) = 8.472$, $p < .001$) agreed more with Factor 1, Using Facebook in a Limited Way ($M = 3.13$) than with Factor 2, Using Facebook as a Means of Self-Expression ($M = 2.51$). Factor 3, Using Facebook without Getting Too Personal, did not differ significantly from either Factor 1 or Factor 2.

Discussion

The current study examined what aspects of personality may be related to what one displays on one's Facebook page and if this is related to how one may perceive other Facebook pages.

Higher self-monitoring was associated with a greater overall preference for Facebook page 2 and for the amount of personal information displayed on Facebook page 2. Additionally, higher self-monitoring was associated with a greater preference for using Facebook to display opinionated information that may be controversial. This preference suggests that high self-monitors prefer a more detailed page because it allows them to learn more about the person. This finding is in accordance with Larkin and Pines (1994) in that HSM need clear cues to guide expected behavior. It also suggests that high self-monitors prefer to use Facebook to express themselves even if it results in displaying opinionated information.

Individuals with higher levels of public self-consciousness were more self-conscious about their own Facebook pages, as well as more concerned with displaying truthful and accurate information on their own Facebook pages. This result is consistent with Doherty and Schlenker's (1991) research suggesting that high public self-consciousness individuals may display truthful and accurate

information in order to escape the self-presentational failure of not living up to qualities displayed on their pages.

It is important to note that not only have previous research findings on self-monitoring and public self-consciousness been replicated (e.g. Doherty & Schlenker, 1991; Larkin & Pines, 1994), they has also been extended into a new domain of interaction: CMC.

Participants who were more self-conscious about their own Facebook pages reported a greater preference for the limited amount of information displayed on Facebook page 1. This finding may suggest that those who are very aware of how they are perceived (HPSC) may prefer a page that is cautious in the information is displays because this leaves less room for negative self-perceptions. Additionally, participants who had a greater preference for using Facebook to display opinionated information that may be controversial significantly disliked mock Facebook page 1 in terms of the amount of personal information displayed. This result suggests that those who use Facebook to express themselves do not prefer a page that does not reciprocate that. Lastly, participants who viewed their own Facebook pages as a form of self-expression preferred the amount of information on mock Facebook page 2. This result supports the notion that individuals who use Facebook as a means of self-expression and have a highly detailed page, will prefer pages that do the same.

Overall, results suggest that undergraduates felt that using Facebook in a limited way was preferable to using Facebook as a means of self-expression.

Implications for Studying Facebook Use

These results have important implications for those studying Facebook use. It is important to note that individuals are concerned about what they express and how they express themselves on Facebook because of the potential consequences enforced by the audience. Depending on the individual, Facebook could be used for reconnecting with friends and family, networking/advertising for a business, a way to express who you are, etc. The varying contexts for Facebook use will yield differences in the type and amount of information displayed. Within this particular undergraduate sample, many individuals expressed a concerned for who would be viewing their page and for what reasons. For example, one participant stated (this statement was generally repeated with other participants), “Page 2 put too much personal information on his Facebook. A possible employer would not hire him if they saw this.” This statement shows that individuals using Facebook are aware of the consequences of displaying certain information that may limit future opportunities for them such as a job offer. Additionally, there seems to be an increase in privacy concerns aimed towards Facebook use. One participant stated, “I tend to omit certain things that may not be well-received by all, and I keep my profile private,” another participant stated, “My profile is private, so that no one I don’t know may see

information. I do not have inappropriate photos, or words, or contact information, but I offer more personal information than page 1." This study highlights the difficulty of studying personality traits based on Facebook use and perceptions because Facebook users may or may not be completely genuine in the information they display based on the possible repercussions.

Limitations

Although I found important links between self-monitoring, public self-consciousness and Facebook use and perceptions, a number of significant limitations should be noted. First, the sample was limited to an undergraduate population. Although this is a group represents a considerable proportion of the Facebook user population, it does not capture the entire population of Facebook users. Study One consisted primarily of women and students under the age of 25. A more evenly distributed sample in terms of gender and age may account for a difference in preference for the amount and type of information displayed on the mock Facebook pages, as well as a difference in the amount and type of information displayed on one's own Facebook page. Second, because this sample was made up of only undergraduate students, their attitudes towards Facebook may differ from the general public. For instance, many students noted that a Facebook page should be limited in the amount of information displayed because potential employers or graduate school programs may be viewing the page. Students' apprehensiveness to express themselves fully on Facebook, weary of their potential audience, may have influenced the results of this study. Furthermore, mock Facebook page 1 and 2 differed in the amount and type of information. Mock Facebook page 2 included illegal activities such as breaking into buildings and using drugs. Mock Facebook page 2 may have been more focused on controversy than just supplying more personal and detailed information than Facebook page 1. This difference may have influenced the participants ratings because they felt that mock Facebook page 2 was not more expressive but rather contentious. Lastly, another limitation to this study was the restricted number of personality measures used to examine Facebook attitudes. Additional personality variables such as self-efficacy and extraversion (Kramer & Winter, 2008), or the Five-Factor Model (Costa & McCrae, 1986) may offer more explanation of Facebook attitudes and behaviors.

Conclusion and Future Directions

The results of this study show there is a relationship between personality characteristics such as self-monitoring and public self-consciousness and attitudes towards Facebook. Individuals who were lower self-monitors and higher public self-consciousness preferred a less detailed and cautious page in terms of the amount and type of information displayed. Individuals who were higher self-monitors preferred a more detailed and generous page in terms of the amount and type of information displayed. Overall, Facebook users have, as well as prefer,

more limited and cautious Facebook pages in terms of the amount and type of information displayed. Future research is needed with a more representative sample. Different generations may account for different views of Facebook. Additionally, future research is needed to explore the implications of other personality traits in addition to self-monitoring and public self-consciousness, associated with Facebook and impression formation.

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Table 1. *Correlations between Self-Monitoring, Public Self-Consciousness, and Viewing One's Own Facebook Page Factors*

Variable	SMS Total	PSC Total
1. Facebook Self-Consciousness	.09	.28**
2. Truthful	-.03	.29**
3. Self-Expression	-.01	-.03
4. Controversial	.23**	.08

* $p < .05$. ** $p < .01$. ***$p < .001$.

Table 2. *Correlations between Self-Monitoring, Public Self-Consciousness, and Mock Facebook Pages*

Variable	SMS Total	PSC Total
1. Page 1 amount of personal info	-.18*	-.41
2. Page 1 cautious	-.00	-.05
3. Page 1 generous	-.03	-.00
4. Page 1 not enough info	-.17*	-.06
5. Page 1 too much personal info	-.08	.01
6. Page 2 amount of personal info	.21*	.06
7. Page 2 cautious	-.07	-.01
8. Page 2 generous	.15	.04
9. Page 2 not enough info	-.11	.03
10. Page 2 too much personal info	-.10	.11
11. Prefer page 1 or 2	.30**	-.02
12. Page 1 info should display	-.16	.12
13. Page 2 info should display	.20**	.04

* $p < .05$. ** $p < .01$. ***$p < .001$.

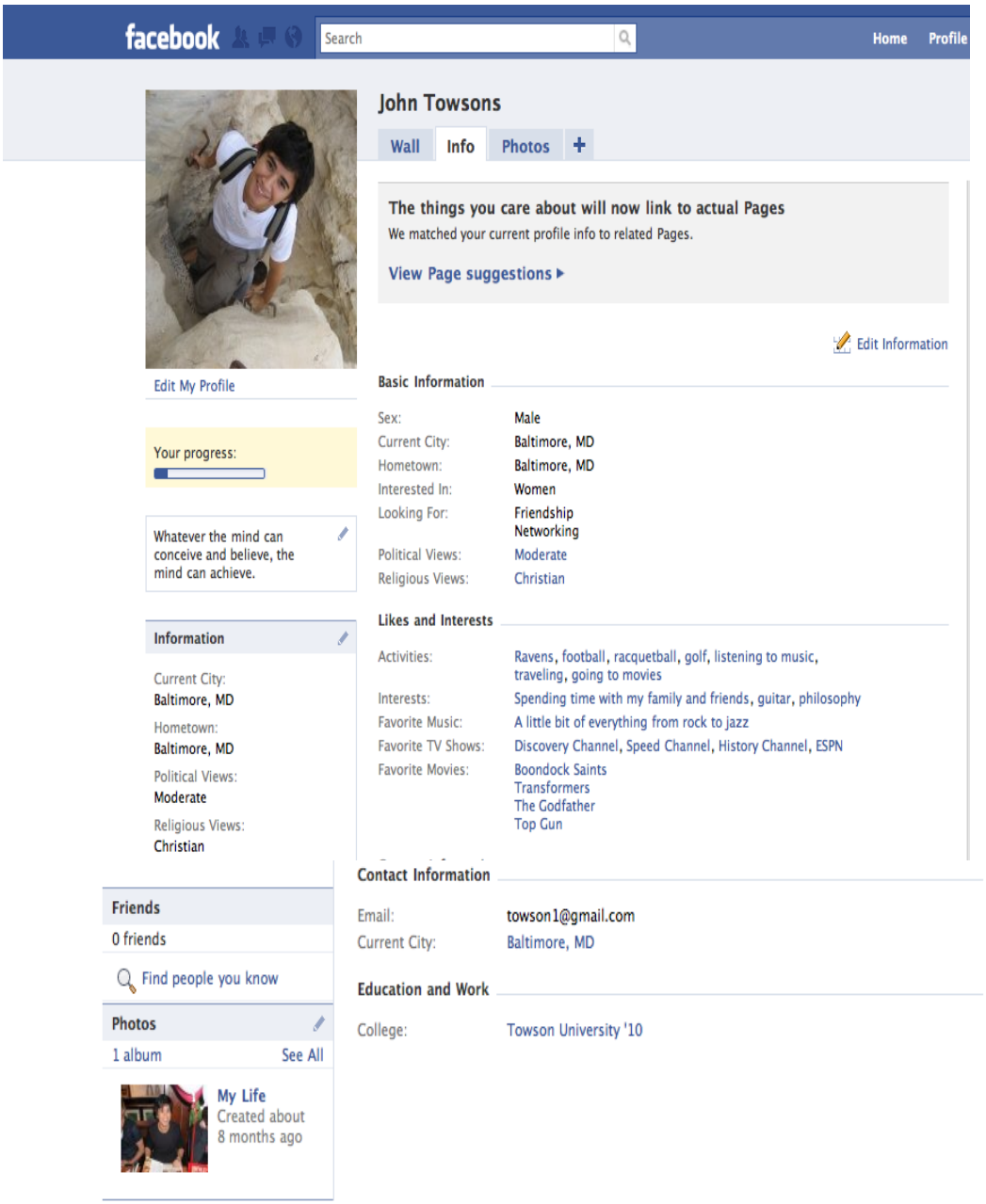
Table 3. *Correlations between Factors of the Viewing One's Own Facebook Page Scale and Items on the Mock Facebook Page Questionnaire*

Factors	1[a]	2[b]	3[c]	4[d]
1. Page 1 amount of personal info	.12	.05	-.07	-.25**
2. Page 1 cautious	-.20*	.09	.06	.07
3. Page 1 generous	-.03	-.13	.12	.14
4. Page 1 not enough info	.06	-.03	.04	-.16
5. Page 1 too much personal info	-.12	-.04	.19*	-.03
6. Page 2 amount of personal info	.09	.02	.21*	.11
7. Page 2 cautious	.14	.03	-.02	-.09
8. Page 2 generous	.01	.08	-.10	.03
9. Page 2 not enough info	.12	-.01	-.20*	-.05
10. Page 2 too much personal info	.04	.07	-.09	.06
11. Prefer page 1 or 2	-.04	.09	.23*	.14
12. Page 1 should display	.04	.02	-.21*	-.07
13. Page 2 should display	-.03	.10	.18*	-.10

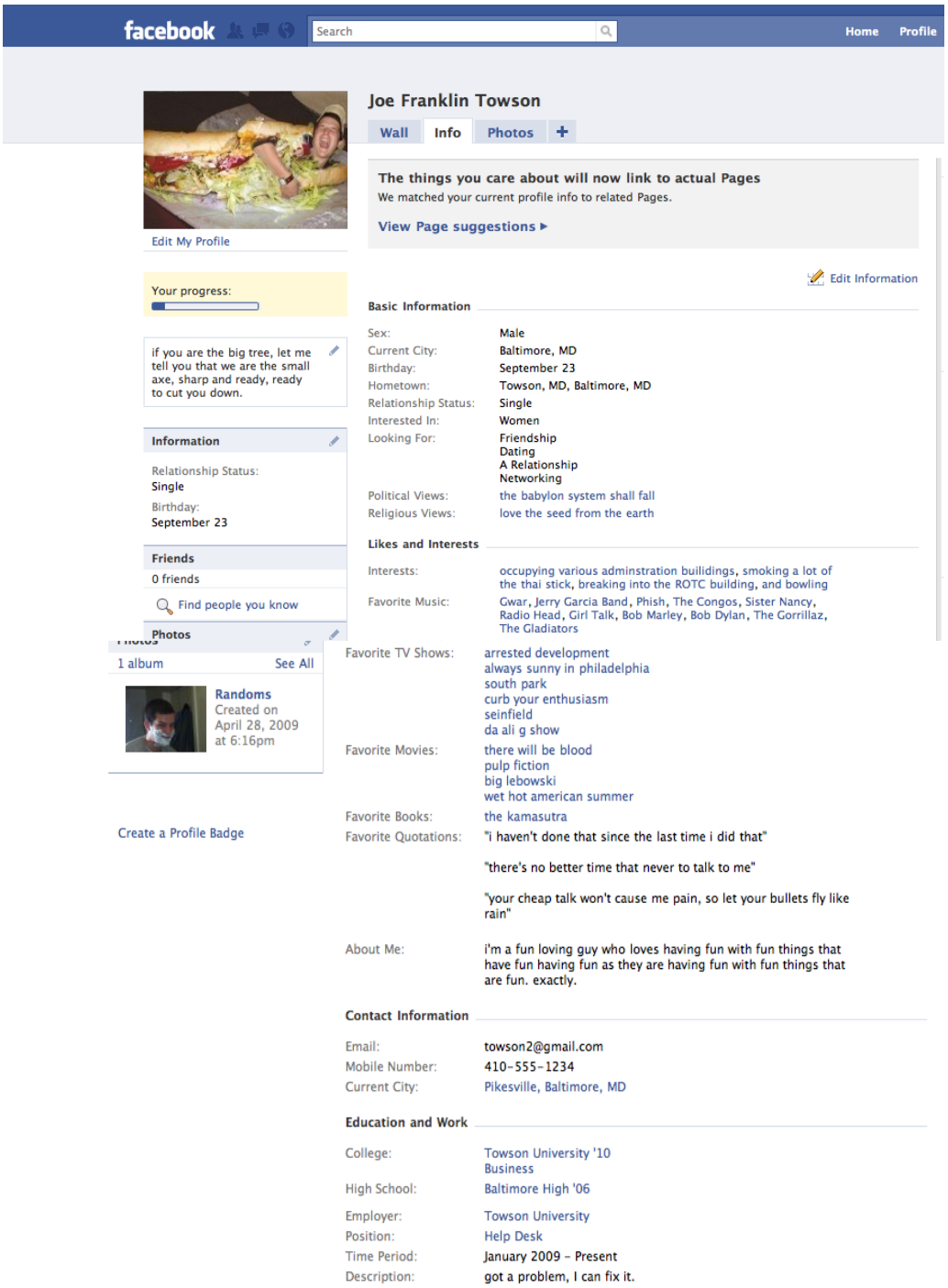
* $p < .05$. ** $p < .01$. ***$p < .001$.

[a] "Facebook Self-Consciousness"
[b] "Truthfulness"
[c] "Self-Expression"
[d] "Displaying Controversial Information"

Appendix 1


facebook
Search
Home
Profile
John Towsons
Wall
Info
Photos
+
The things you care about will now link to actual Pages
We matched your current profile info to related Pages.
View Page suggestions
Edit Information
Edit My Profile
Basic Information
Sex: Male
Current City: Baltimore, MD
Hometown: Baltimore, MD
Interested In: Women
Looking For: Friendship Networking
Political Views: Moderate
Religious Views: Christian
Your progress:
Whatever the mind can conceive and believe, the mind can achieve.
Likes and Interests
Activities: Ravens, football, racquetball, golf, listening to music, traveling, going to movies
Interests: Spending time with my family and friends, guitar, philosophy
Favorite Music: A little bit of everything from rock to jazz
Favorite TV Shows: Discovery Channel, Speed Channel, History Channel, ESPN
Favorite Movies: Boondock Saints Transformers The Godfather Top Gun
Information
Current City: Baltimore, MD
Hometown: Baltimore, MD
Political Views: Moderate
Religious Views: Christian
Contact Information
Email: towson1@gmail.com
Current City: Baltimore, MD
Friends
0 friends
Find people you know
Education and Work
College: Towson University '10
Photos
1 album
See All
My Life
Created about 8 months ago

Appendix 2


facebook
Search
Home
Profile
Joe Franklin Towson
Wall
Info
Photos
The things you care about will now link to actual Pages
We matched your current profile info to related Pages.
View Page suggestions
Edit My Profile
Edit Information
Your progress:
Basic Information
Sex: Male
Current City: Baltimore, MD
Birthday: September 23
Hometown: Towson, MD, Baltimore, MD
Relationship Status: Single
Interested In: Women
Looking For: Friendship Dating A Relationship Networking
Political Views: the babylon system shall fall
Religious Views: love the seed from the earth
if you are the big tree, let me tell you that we are the small axe, sharp and ready, ready to cut you down.
Information
Relationship Status: Single
Birthday: September 23
Friends
0 friends
Find people you know
Photos
1 album
See All
Randoms
Created on April 28, 2009 at 6:16pm
Likes and Interests
Interests: occupying various adminstration builidings, smoking a lot of the thai stick, breaking into the ROTC building, and bowling
Favorite Music: Gwar, Jerry Garcia Band, Phish, The Congos, Sister Nancy, Radio Head, Girl Talk, Bob Marley, Bob Dylan, The Gorrillaz, The Gladiators
Favorite TV Shows: arrested development always sunny in philadelphia south park curb your enthusiasm seinfield da ali g show
Favorite Movies: there will be blood pulp fiction big lebowski wet hot american summer
Favorite Books: the kamasutra
Favorite Quotations: "i haven't done that since the last time i did that"
"there's no better time that never to talk to me"
"your cheap talk won't cause me pain, so let your bullets fly like rain"
About Me: i'm a fun loving guy who loves having fun with fun things that have fun having fun as they are having fun with fun things that are fun. exactly.
Create a Profile Badge
Contact Information
Email: towson2@gmail.com
Mobile Number: 410-555-1234
Current City: Pikesville, Baltimore, MD
Education and Work
College: Towson University '10 Business
High School: Baltimore High '06
Employer: Towson University
Position: Help Desk
Time Period: January 2009 - Present
Description: got a problem, I can fix it.

Appendix 3

Questionnaire: After viewing Facebook page 1 and Facebook page

Please view Facebook Page 1 and Facebook Page 2 and answer the following questions. These questions are not designed to measure how much you like the person's page you are viewing but rather refer to the **amount** of information presented.

1. **Page 1 contains about the same amount of personal information I would display on my Facebook page:**

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

2. **To what degree is Page 1 cautious in the information it displays to the public:**

1	2	3	4
Not Cautious At All	Somewhat Cautious	Mostly Cautious	Very Cautious

3. **To what degree is Page 1 generous in the information it displays to the public:**

1	2	3	4
Not Generous At All	Somewhat Generous	Mostly Generous	Very Generous

4. **Page 1 doesn't give enough information to get a sense of who the person is:**

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

5. **Page 1 reveals too much personal information about the person:**

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

6. **Page 2 contains the amount of personal information I would display on my Facebook page:**

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

7. To what degree is Page 2 cautious in the information it displays to the public:

1	2	3	4
Not Cautious At All	Somewhat Cautious	Mostly Cautious	Very Cautious

8. To what degree is Page 2 generous in the information it displays to the public:

1	2	3	4
Not Generous At All	Somewhat Generous	Mostly Generous	Very Generous

9. Page 2 doesn't give enough information to get a sense of who the person is:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

10. Page 2 reveals too much personal information about the person:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

11. I prefer the amount of information:

1	2	3	4
Definitely Page 1	Somewhat toward Page 1	Somewhat toward Page 2	Definitely Page 2

12. Page 1 is more like what information a Facebook page should display:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

13. Page 2 is more like what information a Facebook page should display:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

If there are any additional comments you would like to add, please express below:

_____

_____

_____

Appendix 4

Questionnaire: Viewing your Facebook page

Please view your Facebook page and answer the following questions:

1. **How concerned are you with presenting yourself honestly on your Facebook page?**

1	2	3	4	
	Not At All Concerned	Somewhat Concerned	Mostly Concerned	Extremely Concerned

2. **I will post any information on my page:**

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

3. **My page reflects all aspects of who I am:**

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

4. **How concerned are you about who views your Facebook page?**

1	2	3	4	
	Not At All Concerned	Somewhat Concerned	Mostly Concerned	Extremely Concerned

5. **I choose what information I display on my page based on who I know will be viewing it:**

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

6. **How concerned are you in presenting yourself accurately on your Facebook page?**

1	2	3	4
Not At All Concerned	Somewhat Concerned	Mostly Concerned	Extremely Concerned

7. I limit the information I display on my page:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

8. I use Facebook to express who I am:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

9. I weigh the advantages and disadvantages of displaying certain information on my page:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

10. I will NOT post any information that I think will cause people to view me differently:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

11. I display opinionated information I know may be controversial:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

12. I tend to focus more on presenting my positive qualities on my page rather than my negative qualities:

1	2	3	4
Strongly Disagree	Disagree	Agree	Strongly Agree

13. If there are any additional comments you would like to add, please express below:

Appendix 5

DIRECTIONS: The statements below concern your personal reactions to a number of different situations. No two statements are exactly alike, so consider each statement carefully before answering. If a statement is TRUE or MOSTLY TRUE as applied to you, **circle the "T"** next to the question. If a statement is FALSE or NOT USUALLY TRUE as applied to you, **circle the "F"** next to the question.

(T) (F) 1. I find it hard to imitate the behavior of other people.
(T) (F) 2. My behavior is usually an expression of my true inner feelings, attitudes, and beliefs.
(T) (F) 3. At parties and social gatherings, I do not attempt to do or say things that others will like.
(T) (F) 4. I can only argue for ideas, which I already believe.
(T) (F) 5. I can make impromptu speeches even on topics about which I have almost no information.
(T) (F) 6. I guess I put on a show to impress or entertain people.
(T) (F) 7. When I am uncertain how to act in a social situation, I look to the behavior of others for cues.
(T) (F) 8. I would probably make a good actor.
(T) (F) 9. I rarely seek the advice of my friends to choose movies, books, or music.
(T) (F) 10. I sometimes appear to others to be experiencing deeper emotions that I actually am.
(T) (F) 11. I laugh more when I watch a comedy with others than when alone.
(T) (F) 12. In groups of people, I am rarely the center of attention.
(T) (F) 13. In different situations and with different people, I often act like very different persons.
(T) (F) 14. I am not particularly good at making other people like me.
(T) (F) 15. Even if I am not enjoying myself, I often pretend to be having a good time.
(T) (F) 16. I'm not always the person I appear to be.
(T) (F) 17. I would not change my opinions (or the way I do things) in order to please someone else or win their favor.
(T) (F) 18. I have considered being an entertainer.
(T) (F) 19. In order to get along and be liked, I tend to be what people expect me to be rather than anything else.
(T) (F) 20. I have never been good at games like charades or improvisational acting.
(T) (F) 21. I have trouble changing my behavior to suit different people and different situations.
(T) (F) 22. At a party, I let others keep the jokes and stories going.

(T) (F) 23. I feel a bit awkward in company and do not show up quite as well as I should.
(T) (F) 24. I can look anyone in the eye and tell a lie with a straight face (if for a right reason).
(T) (F) 25. I may deceive people by being friendly when I really dislike them.

Appendix 6

Below are twenty-three statements that may or may not be characteristic of the way you see yourself as a person. Read each one carefully and rate whether the statement is characteristics or uncharacteristic of you using the rating scale below. Select the number of your answer after each question.
Extremely uncharacteristic = 0,
Generally uncharacteristic = 1
Equally characteristic and uncharacteristic = 2
Generally characteristic = 3,
Extremely characteristic = 4

1. I'm always trying to figure myself out.
0 1 2 3 4

2. I'm concerned about my style of doing things.
0 1 2 3 4

3. Generally, I'm very aware of myself.
0 1 2 3 4

4. It takes me time to overcome my shyness in new situations.
0 1 2 3 4

5. I reflect about myself a lot.
0 1 2 3 4

6. I'm concerned about the way I present myself.
0 1 2 3 4

7. I'm often the subject of my own fantasies.
0 1 2 3 4

8. I have trouble working when someone is watching me.
0 1 2 3 4

9. I constantly scrutinize myself.
0 1 2 3 4

10. I get embarrassed very easily.
0 1 2 3 4

11. I'm self-conscious about the way I look.

0 1 2 3 4

12. I find it hard to talk to strangers.
0 1 2 3 4

13. I'm generally attentive to my inner feelings.

0 1 2 3 4

14. I usually worry about making a good impression.
0 1 2 3 4

15. I'm constantly examining my motives.
0 1 2 3 4

16. I feel anxious when I speak in front of a large group.
0 1 2 3 4

17. One of the last things I do before I leave the house is look in the mirror.
0 1 2 3 4

18. I sometimes have the feeling that I'm off somewhere watching myself.
0 1 2 3 4

19. I'm concerned about what other people think of me.
0 1 2 3 4

20. I'm alert to changes in my mood.
0 1 2 3 4

21. I'm usually aware of my appearance.
0 1 2 3 4

22. I'm aware of the way my mind works when I work through a problem.
0 1 2 3 4

23. Large groups make me nervous.
0 1 2 3 4

Appendix 7

Questionnaire: Why You Use Facebook

Please consider your Facebook page while answering the following questions:

1. I use Facebook mainly to stay connected with my friends I rarely see:

1	2	3	4
Strongly Disagree	**Disagree**	**Agree**	**Strongly Agree**

2. I use Facebook mainly to communicate with my friends I see on a day-to-day basis:

1	2	3	4
Strongly Disagree	**Disagree**	**Agree**	**Strongly Agree**

3. I set my Facebook page to public so that I can meet new people:

1	2	3	4
Strongly Disagree	**Disagree**	**Agree**	**Strongly Agree**

4. I set my Facebook page to private so that only my friends can view information:

1	2	3	4
Strongly Disagree	**Disagree**	**Agree**	**Strongly Agree**

5. Facebook is primarily used as a way to truly express who you are:

1	2	3	4
Strongly Disagree	**Disagree**	**Agree**	**Strongly Agree**

6. Facebook is primarily used as a way present who you are without getting too personal:

1	2	3	4
Strongly Disagree	**Disagree**	**Agree**	**Strongly Agree**