Am I Being Myself on Instagram?

The Role of Identity Clarity and Self-esteem in Real and Deceptive Self-

presentation on Instagram

ABSTRACT

Instagram provides an interactive social media platform for adolescents to create strategic self-presentation, where they can explore different facets of the self (e.g real self and deceptive self) then establish a desirable self-image through photos and videos. However, if there is a discrepancy between their real self and deceptive self, adolescents begin to confuse which of the selves is their true self. Identity clarity and self-esteem may predict how adolescents present themselves on social media especially Instagram. The current study examines the role of identity clarity, self-esteem in real and deceptive self-presentation. Participants were 205 Indonesian undergraduate students aged 18-21 years old (Male = 47, Female = 158). Self-presentation scale, identity clarity scale and self-esteem scales were used to collect data through an online procedure. Multiple linear regressions revealed that identity clarity and self-esteem together significantly predicted real self-presentation ($R^2 = .259$, $F = 35.332$, $t = 9.645$, $p < .001$) and deceptive self-presentation ($R^2 = .151$, $F = 17.922$, $t = 12.998$, $p < .001$). However, among the two predictors, only identity clarity contributed significantly to real self presentation ($\beta = .119$, $t = 4.244$, $p < .001$) and deceptive self ($\beta = -.156$, $t = -4.330$, $p < .001$). The role of self-esteem was not significantly contributing in either real self presentation ($\beta = .057$, $t = 1.489$, $p = .138$) or deceptive self presentation ($\beta = .030$, $t = .605$, $p = .546$).

Keywords: self-presentation, identity clarity, self-esteem, social media