

Self-Disclosure in Indonesian Social Media User: What Leads People to Self-Disclose in Social Media?

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Abstract: This study examined factors that contribute to self-disclosure motivation in social media users. The factors are: self-awareness, anonymity and demographic variables. We assume that self-awareness (public, private, surroundings), anonymity (un-link ability, un-observability, pseudonym) and demographic variables (gender and age) predict self-disclosure in social media user. Samples are 226 participants (age range from 15-25 years old) using purposive sampling technique. The measurements are: self-disclosure scale (Wheeles and Grotz), self-awareness scale (Govern and Marsch), anonymity scale (Lee, Choi and Kim). The result showed that there was a significant influence of self-awareness, anonymity and demographic variables on self-disclosure in social media users (26.5%).

Key words: Self disclosure, social media users, Indonesian social media users, self-awareness, anonymity, demographic

INTRODUCTION

Social media technologies have opened new possibilities for sharing personal information with online networks and millions of people routinely self-disclose personal information on Social Network Sites (SNSs). In Indonesia, we can see many people can easily express them self in Facebook, for example. From expressing deep personal feelings and opinions to documenting mundane details of daily life, this type of public self-disclosure shared with multiple, diverse and often ill-defined audience's blurs boundaries between publicness and privacy. It also, raises questions about self-disclosure and information control in social media and what leads people to self-disclose in public communication on SNSs.

Self-disclosure can be defined as the behavior of revealing personal information to others Joinson by Retelas (2008). Self-disclosure may leads to deeper exchange and experience of interacting. The reason why online self-disclosure is easier to do is limited features such as physical appearance and because of the difficult feeling of opening up to the real world (offline); people feel embarrassed when telling stories directly; expressing oneself in written format is more easily than talking directly.

Self-disclosure is sufficiently associated with an individual's intrinsic motivation to see how the individual expresses himself to others. Some factors that influence individual decisions to express themselves (Ma *et al.*, 2016), namely: content intimacy and anonymity; relationship with the intended person (audience); applicable norms, the existence of reciprocity effects; valence and accuracy (appropriateness); personal identity and personality.

In addition, the anonymous features (usually used by individuals using more than one account) make it easier for people to open themselves because of an identity that is not fully open. The anonymous context in social media-based communication is quite closely related and there have been several studies. Anonymous in social media can be seen from various aspects offered by social media or social networking sites in general which have inherent functions with the level of anonymity of users (Keipi and Oksanen, 2014). One of the features provided in the online environment (cyberspace) is the availability of an option to become anonymity where individuals are given a unique environment to behave more freely and openly with a low level of restraint from the real world (Hu *et al.*, 2017). By hiding behind the scenes, individuals find new ways to express themselves. Without

the presence of physical appearance, individuals more easily express themselves freely and openly (Hu *et al.*, 2017).

Other studies mention self-awareness factors as factors that influence individual self-disclosure, especially, in the use of media-based communication. As the experiment conducted by Joinson by Miller *et al.* (2017) regarding self-awareness in the context of CMC communication, shows that individuals who have high personal self-awareness and low public self-awareness increase spontaneity in self-disclosure when communicating through CMC. In the research of Franzoi and Dacis by Joinson (2001) also, found that adolescents with high personal self-awareness were more willing to disclose information about themselves than those who had low personal self-awareness.

This study questioned: what leads Indonesian people to self-disclose in social media? We examined factors that contribute to self-disclosure motivation in social media users. The factors are self-awareness, anonymity and demographic variables. We assume that self-awareness (public, private, surroundings), anonymity (un-link ability, un-observability, pseudonym) and demographic variables (gender and age) predict self-disclosure in social media user.

Literature review

Self-disclosure: Self-disclosure is “the act of revealing personal information to others” (Jourard, 1971). It is an intentional act typically communicated through verbal behaviors describing the person, his/her experiences and feelings (Chelune, 1975). Self-disclosure decisions are guided by a complex dialectics of openness-closedness and the tension of public and private persona management. Disclosure fulfills fundamental needs for social connectedness and belonging and is intrinsically rewarding (Tamir and Mitchell, 2012) but it also, carries inherent risks of vulnerability and information loss because a discloser gives up some degree of privacy and personal control by sharing information with others.

According to DeVito (2014) self-disclosure means communicating information about individuals to others. Self-disclosure is not only done for direct interaction (face-to-face) but can also, be done in the context of indirect interaction using media such as the internet and social media. The information provided can be included in the values, beliefs and encouragement of individuals; individual behavior or self quality and individual characteristics. Cozby by Wheelless and Grotz (1977) states that self-disclosure is messages or information about an individual who is conveyed to others.

Joinson by Retelas (2008) defines self-disclosure as the disclosure of individual personal information to others. Derlega and Berg by Retelas (2008) added that researchers usually measure self-disclosure based on how broad (breadth) self-disclosure, how deep (depth) or a combination of both. Breadth includes the range of topics discussed while the depth is the level of intimacy of the topic being discussed.

Online self-disclosure is different with offline self-disclosure which is usually done face-to-face. Online self-disclosure tends to be more broad and varied whereas self-disclosure in direct face-to-face settings (offline) usually occurs only to certain people or small groups. Online self-disclosure with its features can help individuals to reveal parts of themselves in ways that cannot be done in offline settings or face-to-face. Kim and Dindia (2011) define online self-disclosure by extending the common definition of self-disclosure that is expressing themselves verbally by adding and including self-images and favorite links posted on certain social or web media as a way of expressing themselves. Self disclosure dimension according to, Wheelless and Grotz (1997) and Cui (2016).

Intended disclosure: Is the individual’s willingness to self-disclose. The extent to which individuals express what they want to express, how much an individual is aware of to control the information that will be told to others.

Amount of disclosure: Is the frequency and duration of messages that are disclosure. The quantity of self-disclosure can be measured by knowing the frequency with which the individual reveals himself and the duration of the message expressed or the time needed to reveal the individual’s self to others.

Positive/negative disclosure: Is whether the content of self-disclosure by individuals is positive or negative towards the individual who expresses himself. Individuals can express themselves about things that are pleasant or unpleasant in themselves.

Control of depth disclosure: Is the extent to which individuals can control the depth or intimacy that is expressed. Individuals can reveal the most intimate details of their lives, things that are perceived as peripheral or impersonal or lie.

Honesty and accuracy: Are the accuracy and honesty of individuals in expressing themselves. The accuracy of self-disclosure is limited by the degree to which individuals know themselves. Self-disclosure can be different in terms of honesty. Individuals can be totally honest or exaggerate, skip important parts or lying.

Self-awareness: Self-awareness theory was developed by Duval and Wickland by Okdie (2011) which refers to individuals being able to direct their attention both inside (themselves) and out (to others). Where individuals with high self-awareness will have a focus on attention in themselves compared to individuals who have low self-awareness. Self-awareness is a representation or term that is used when individuals with capacity become objects of attention or their own attention (Morin, 2011).

Fenigstein *et al.* (1975) define self-awareness as self-attention directed by an individual to himself caused by either situational influences, dispositions or both. Buss by Govern and Marsch (2001) also quotes that humans have the ability to direct their focus on attention or attention from the environment to themselves and vice versa. Self-focus or self-focus possessed by humans has two dimensions, namely the focus of the public self and the focus of personal self. Self focus, whether public or private can be disposition or situational. The disposition self focus is often referred to as self-consciousness while situational self-focus is called self-awareness Fenigstein by Govern and Marsch (2001). The dimensions of self-awareness according to, Govern and Marsch (2001).

Public self-awareness Is a term used where individuals see themselves as the subject of the evaluation of others and generally have several levels of discomfort and understanding of evaluation, so that, individuals usually try to change their behavior to better suit what others expect even, if the behavior is not consistent with the internal standards of individuals.

Private self-awareness: Serves to clarify and intensify anything such as affect, motive or personal standards that currently exist and appear in individuals. So that, causing personal aspects (such as values and feelings or mood) of a person to be greater or higher and individual behavior that appears tends to be a reflection of increased attention or attention in these factors Buss by Govern and Marsch (2001).

Awareness of immediate surroundings: Is another focus that originates or centers on individual environmental factors because according to Duval self-awareness can focus on both internal and external factors, namely the environment around the individual.

Anonymity: In social psychology, anonymity is associated with behavioral theory such as group

mind where the behavior of anonymity decreases self-awareness and personal identity that causes uncontrolled behavior to appear such as violations of general values and norms, crowd action or crowd Postmes, Spears and Lea by Hite *et al.* (2014). In addition, to crowd behavior anonymity is also often associated with deindividuation theory where deindividuation is a psychological level that describes a decrease in the level of individual self-evaluation which results in anti-normative behavior and disinhibited behavior Zimbardo by Hite *et al.* (2014).

Qian and Scott by Retelas (2008) define anonymity as a term where someone is not identified but socially requires listeners or interlocutors. In the context of psychology, the term often used is perceived anonymity. The definition of perceived anonymity is almost the same with definition described by Hayne and Rice by Hite *et al.* (2014) where they divide anonymity into two types: technical and social. Technical anonymity, i.e., a valuable information about an individual's identity is removed from the content of information exchange or conversation. Whereas social anonymity is the perception of others where the individual is not identifiable due to the absence of information that refers to the individual's original identity Christopheron by Lee *et al.* (2013).

Joinson's research by Berglund and Palme (2004) shows that participants with anonymity can significantly open up information about themselves; individuals can evaluate more objectively the messages or opinions they express compared to using or showing their real names; in discussions, individuals feel more equal or equal. Factors such as status, gender, etc. will not affect the evaluation of what they convey; pseudonymity helps individuals who are shy, reluctant or easily afraid to connect with others where it is very useful or valuable for the individual.

In addition to the advantages that can be obtained through the use of anonymity, on the other hand anonymity has the following negative deficiencies or impacts: anonymity can be used to protect criminals from committing crimes such as dissemination of slander or hoaxes, distribution of underage child pornography, fraud, etc., anonymity can be used as a strategy to find contacts to commit illegal acts, for example, such as pedophiles to search for victims; anonymity can also be used for offensive or destructive communication such as expressing bad things or words to certain people, even though this is not illegal.

Pfitzmann and Hansen by Lee *et al.* (2013) describe anonymity with a different point of view by grouping anonymity into three dimensions, namely un-linkability,

un-observability and pseudonymity where these three dimensions are based on the relationships that occur between senders, receivers and messages shared. Un-linkability, refers to the extent to which individuals cannot distinguish two or more items (such as subject, message, behavior, etc.) interrelated or not.

Un-observability, refers to senders who cannot be detected. The subject's original identity cannot be detected even though the subject's online identity is known. Pseudonymity refers to instructions or information for identifying (identifiers) a subject such as through the use of nicknames compared to the subject's real name. If the subject uses a nickname consistently, someone will be easier to identify the message via. the sender's pseudonym.

Major hypothesis:

H_{a1}: there is a significant influence of self-awareness and anonymity on self-disclosure of social media users

Minor hypothesis:

H_{a1a}: there is a significant influence of public self-awareness on self-disclosure social media users

H_{a2a}: there is a significant influence of private self-awareness on self-disclosure social media users

H_{a3a}: there is a significant influence of public awareness of immediate surroundings on self-disclosure social media users

H_{a4a}: There is a significant influence of un-linkability on self-disclosure social media users

H_{a5}: there is a significant influence of un-observability on self-disclosure social media users

H_{a6}: there is a significant influence of pseudonymity on self-disclosure social media users

H_{a7}: there is a significant influence of age on self-disclosure social media users

H_{a8}: there is a significant influence of gender on self-disclosure social media users

MATERIALS AND METHODS

Participants: Using purposive sampling techniques, we require participants from social media such Facebook and instagram. All participants for this research are 226 (Female = 188, Man = 38), all Indonesians.

Measurements: We use three instruments: self disclosure scale by Wheelless and Grotz by Cui (2016), measuring intended disclose, amount of disclose, control of depth disclose, positive/negative disclose, honesty and accuracy is close as seen in Table 1; self-awareness scale by Govern and Marsch (2001), measuring public self-awareness, private self-awareness, awareness of immediate surroundings as seen in Table 2 anonymity scale by Lee *et al.* (2013), measuring un-linkability, unobservability, dan pseudonymity as seen in Table 3.

Data analysis: Multiple regression analysis using SPSS for hypothesis testing and Confirmatory Factor Analysis (CFA) for scales validity test.

Table 1: Self-disclosure blueprint

Dimension/indicators	Item No.
Intended	
Individual's willingness to self-disclose	1, 2, 3, 4
The extent to which individuals express what they want to express	
How much an individual is aware of to control the information that will be told to others	
Amount	
The frequency with which the individual reveals himself	5*, 6, 7, 8*, 9*, 10, 11*
The duration of the message expressed or the time needed to reveal the individual's self to others	
Positive/negative	
Individuals can express themselves about things that are pleasant or unpleasant in themselves	12*, 13, 14, 15*, 16, 17
Intimacy	
Individuals can reveal the most intimate details of their lives, things that are perceived as peripheral or impersonal or lie	18, 19, 20, 21*, 22*, 23
Honest and accuracy	
Individuals express themselves as they are	
Things that individuals express are in accordance with the fact	24*, 25, 26*, 27*, 28,29, 30, 31*

Table 2: Self-awareness blueprint

Dimension/Indicators	Item No.
Public self-awareness	
Individuals are aware of the thoughts of others	
Individuals are aware of the feelings of others	3, 4, 7, 12*, 13*, 19, 20
Private self-awareness	
Individuals are aware of feelings in themselves	
Individuals are aware of their inner thoughts	2, 6, 8, 10*, 11, 14, 15, 16
Awareness of immediate surroundings	
Individuals are aware of the things around them	
Individuals are aware of things that are happening around them	1, 5, 9, 17, 18*

*Significant values

Table 3: Anonymity blueprint

Dimension/Indicators	Item No.
Un-linkability	
Individual online identities cannot be linked to genuine identity	2, 5, 8, 10*, 13
Individual online identities do not refer to genuine identity	
Un-observability	
Content shared on social media does not refer to an individual's original identity	3, 6, 9*, 11*, 12*, 14
The difficulty of others to find out the real identity of individuals from the content shared	
Pseudonymity	
Individuals use certain identifiers in interacting on social media	1, 4, 7, 15, 16*, 17*, 18
Names used by individuals in social media do not refer to the individual's original identity	

*Significant values

RESULTS AND DISCUSSION

Table 4 explain the results of hypothesis test where, R^2 is 0.265 or 26.5%. That is the proportion of self-disclosure explained by variables of self-awareness (public, personal and environmental), anonymity (un-linkability, un-observability, pseudonymity) and demographic factors (age and gender) is 26.5% while the rest is influenced by other variables outside this research.

Moreover, the result of F-test as we can see in Table 5, explain that the value of Sig.<0.05, then the null hypothesis which states that “ there is no influence of self-awareness, anonymity and demographic factors on self-disclosure” is rejected. That is there is a significant influence on self-awareness (public, personal and environmental), anonymity (un-linkability, un-observability and pseudonymity) and demographic factors (gender and age) on self-disclosure.

Meanwhile, if we see coefficient regression of each independent variable, the result was explained in Table 6. From the results above it is known that the coefficients of private self-awareness, un-observability, pseudonymity and age are significant while other variables are not significant.

In order to determine the proportion of variance from each independent variable, the R^2 change value is calculated by doing regression analysis one by one. This step is to see the size of R^2 change every time adding an independent variable to the regression analysis. The large R^2 change for each independent variable in this study can be seen in the Table 7. Based on Table 7, the following information are explainable:

- The contribution of the public self-awareness variable to self-disclosure is 1.1%. That is the variables of public self-awareness contribute to the variation of self-disclosure by 1.1% but not significant (Sig. $F > 0.05$)

Table 4: R^2

Model	R	R^2	Adjusted R^2	SE of the estimate	Sig. F change
1	0.515	0.265	0.238	8.17754	0.000

Predictors: (Constant), age, gender, public self-awareness, private self-awareness, awareness of immediate surroundings, un-observability, un-linkability, pseudonymity; Dependent variable: self-disclosure

Table 5: ANOVA

Models	Sum of square	df	Mean square	F-values	Sig.
Regression	5226.716	8	653.340	9.770	0.000
Residual	14511.266	217	66.872		
Total	19737.982	225			

Dependent variable: self disclosure; Predictors: (Constant), age, gender, public self awareness, private self awareness, awareness of immediate surroundings, un-observability, un-linkability, pseudonymity

- Contribution of private self-awareness variables to self-disclosure 13.5%. That is private self-awareness variables make a significant contribution (Sig. $F < 0.05$) for a variety of self-disclosure of 13.5%
- Contribution of 1% environmental awareness variable to self-disclosure. That is the variable environmental awareness contributes to the variation of self-disclosure by 1% but not significant (Sig. $F > 0.05$)
- The contribution of the un-linkability variable to self-disclosure is 0.2%. That is the un-linkability variable contributes to the variation of self-disclosure of 0.2% but not significant (Sig. $F > 0.05$)
- Contribution of un-observability variables to self-disclosure 2.8%. That is the un-observability variable provides a significant contribution (Sig. $F < 0.05$) for a variety of self-disclosure of 2.8%
- The contribution of the pseudonymity variable to self-disclosure is 6.3%. That is the pseudonymity variable gives a significant contribution (Sig. $F < 0.05$) for a variety of self-disclosure of 6.3%

In addition, we analyze in what term that age has a significant influence to self-disclosure in social media. The information for this are explained in Table 8. From Table 4 it can be seen the age differences in self-disclosure. Mean self-disclosure in individuals with ages ranging from 18-25 years is greater than individuals

Table 6: Coefficient regression

Models	Unstandardized coefficient		Standardized coefficient		
	B	SE	Beta	t-test	Sig.
(Constant)	72.952	6.118		11.925	0.000
Public self-awareness	-0.019	0.056	-0.020	-0.337	0.736
Private self-awareness	-0.328	0.062	-0.334	-5.307	0.000*
Surroundings awareness	-0.110	0.069	-0.101	-1.598	0.112
Unlinkability	0.112	0.099	0.108	1.136	0.257
Unobservability	-0.552	0.117	-0.523	-4.921	0.000*
Pseudonymity	0.400	0.092	0.403	4.359	0.000*
Gender	1.554	1.563	0.061	0.994	0.321
Age	2.800	1.327	0.128	2.110	0.036*

* Significant values

Table 7: Model summary

Models	R	R ²	Change R ²	Change statistics f change	df (1)	df (2)	Sig. F change
1	0.106 ^a	0.011	0.011	2.543	1	224	0.112
2	0.382 ^b	0.146	0.135	35.149	1	223	0.000*
3	0.394 ^c	0.155	0.010	2.534	1	222	0.113
4	0.397 ^d	0.158	0.002	0.571	1	221	0.450
5	0.431 ^e	0.186	0.028	7.580	1	220	0.006*
6	0.499 ^f	0.249	0.063	18.435	1	219	0.000*
7	0.500 ^g	0.250	0.001	0.224	1	218	0.636
8	0.515 ^h	0.265	0.015	4.451	1	217	0.036*

^{a-h}*Significant values

Table 8: Analysis of age differentiation

Parameter	Age	N	Mean	SD	SE
Self-disclosure	15-17	54	48.4393	8.72860	1.18781
	18-25	172	50.4900	9.52902	0.72658

with ages ranging from 15-17 years, amounting to 50,4900 which means that individuals with ages ranging from 18-25 years are more likely to self-disclose than individuals with ranges aged 15-17 years who have a mean of 48.4349.

Based on major hypothesis testing, the first conclusion obtained from this study is that there is an influence of self-awareness, anonymity and demographic factors on the openness of social media users. Based on the results of minor hypothesis testing which tested the significance of the regression coefficients from each dimension of independent variables to dependent variables (self-disclosure), there were four dimension that significantly affected the dependent variable, namely private self-awareness, un-observability, pseudonymity and age. The predictor that contributes the most to self-disclosure is the variable of private self-awareness.

From the results of the regression coefficient, it shows that private self-awareness has a negatively significant influence on self-disclosure. That is the higher the private self-awareness possessed by social media users, the lower self-disclosure carried out on social media and vice versa. This is not in line with Joinson (2001) research where he explained that private self-awareness has a positive influence on self-disclosure in social media users.

Private self-awareness can be explained as self-focus which causes individuals to be more aware of the feelings, attitudes and beliefs that exist in themselves, so that, individuals will only focus on themselves or self-centered (Wu, 2009). The results of this study can be explained by Yun's previous research that individuals who have low score on private self-awareness are usually not only focused on internal factors within themselves but more self-focused on awareness that refers to how to be who they are adjust attitudes and behaviors with who he is compared to who they want to be especially, in a social context. So that, self-disclosure is done not only refers to itself but how individuals expect others to see themselves. Especially, if the individual realizes that he has many shortcomings, the individual's tendency to express himself (self-disclose) is low. Shaffer and Tomarelli by Goh (2011) in his study also, stated that individuals with low self-awareness are more focused on making a good first impression on others to strengthen their tendency to open up.

Other variables that have a significant effect on self-disclosure are un-observability where the direction of the relationship is negative. Un-observability refers to discursive anonymity where others cannot recognize individuals only from messages posted on social media. Where an online identity owned by an individual in social media can be identified but the real identity or offline individual remains undetectable only from posts shared by individuals from their online identities.

The results of this study indicate the lower the level of un-observability, the higher the openness of the individual. This is not in line with previous research (Joinson, 2001) which says that anonymity has a positive influence on self-disclosure. Scott by states that anonymity has two types, namely visual anonymity and discursive anonymity. Visual anonymity refers to a condition in which an individual's physical presence cannot be known while discursive anonymity refers to a condition where verbal communication cannot be attributed to a particular source. This study has a negative relationship, possibly because individuals who have a low level of un-observability (can be identified) prefer to show who they really are so that, posts that are spread by individuals on social media have credit, recognition from others that things are posted is an idea or thought of himself or the individual's own desire to share personal experiences or stories with others openly on social media, another reason is the possibility that individuals prefer to be identified, if their friendship on social media also includes the scope of their friendship in the offline world.

The next variable that has a significant effect on self-disclosure is pseudonymity which is the dimension of anonymity. Pseudonymity refers to the use of names other than an individual's real name in using social media such as a surname or alias. The results of this study indicate the direction of a positive relationship which means that the higher the level of pseudonymity, the higher the self-disclosure. This is in line with previous studies by Joinson (2001), Qian and Scott by Solomon and Lowrey (2017) which stated that anonymity affects positive self-disclosure. Where according to, Qian and Scott by Solomon and Lowrey (2017) the limitations of individual information can increase self-disclosure. Individuals make faster self-disclosures online because of the convenience of individuals to determine personal information that can be shared on social media rather than directly.

Anonymity can also, reduce social anxiety and avoidance of individuals from bad prejudice toward others, so that, it can refer to high self-disclosure and produce healthy and maintained relationships. The positive direction of the influence of this variable may be due to the use of social media that gives users the freedom and ease to use the desired name, making it easy for social media users to use a nickname or an alias instead of using their original name in social media interactions. Where by using real names, individuals are usually more trying to consider what things they want to spread on their social media accounts and think about how others perceive themselves, so that, individuals are more in control of their disclosures. It also, proves that

social media users have a need to build self-reputation by using pseudonymity that is still said to be identifiable or less anonymity while an individual's original identity is still hidden.

Finally, variables that have a significant effect on self-disclosure are age. That is individuals with a more mature or mature age will increase their openness. This is in line with Sinha (1972) research which states that age differences significantly affect self-disclosure. In his research, it was found that variations in self-disclosure were influenced by age, especially, in adolescents. Where the development of age from the beginning enters the teenager to the middle phase, individuals begin to recognize themselves and find difficulties in expressing themselves as well as expressing their true self. However, when they leave the mid-teenage phase and begin entering the late adolescence stage, their self-awareness begins to mature and they begin to be able to self-disclose more.

CONCLUSION

The conclusion from this study is that there is an influence of self-awareness, anonymity and demographic factors on self-disclosure of social media users. Based on minor hypothesis testing, what leads people to self-disclose in public communication like social media is private self-awareness, un-observability, pseudonymity, and age. The predictor that contributes the most to self-disclosure is the variable of private self-awareness. That is, the higher the private self-awareness possessed by social media users, the lower self-disclosure carried out on social media and vice versa. It is advisable to parents who have children, to develop private self-awareness to their children, in order to control the information that children may share in social media. Private self-awareness can be explained as self-focus which causes individuals to be more aware of the feelings, attitudes and beliefs that exist in themselves. So that, they can adjust attitudes and behaviors in social media settings.

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