

TITLE : How do Digital Natives Gratify Their Socio-Psychological Needs While Disclosing in Social Media? (Investigating the Role of Self-Esteem, Need for Popularity and Network Characteristics in Online Disclosure on Facebook)

Author: Rahkman Ardi

Promotor: dr hab. Dominika Maison prof. UW

ABSTRACT

The rapid development of social media has been increasingly attracting people around the world – especially digital natives – to disclose private and intimate information about themselves in online circumstances. Such behaviour can lead to certain negative consequences such as privacy violation. The aim of the current research project is to investigate the socio-psychological determinants of intimacy of online self-disclosure in social media, particularly Facebook. Three preliminary studies were performed before conducting the main study. The first one involved 613 participants – 332 Indonesians and 281 Poles and served to investigate the determinant factors, i.e.: need for popularity, need to belong, self-esteem, life satisfaction and profile accessibility, of online self-disclosure by Facebook users in both countries. The results show that people with higher need for popularity, lower personal self-esteem, and more accessible of profile information tend to show higher intimacy of self-disclosure. However, need to belong and life-satisfaction do not predict intimacy of online self-disclosure. The second study was participated by 646 participants, and is aimed at segmenting disclosure patterns between users in Poland (n=300) and Indonesia (n=346) by employing cluster analysis. Certain factors – personal sharing, frequency of using public communication features, accessibility of profile page, and need for popularity – were applied to categorise Facebook users into segments. The results show that Indonesians tend to be moderate and open-attentive users, while Poles were passive-distance users. The aims of the third study are: 1) to investigate how the determinants variables – need for popularity, collective self-esteem, perceived network size, and control of accessibility – affect intimacy of self-disclosure; 2) to compare perceived privacy between Indonesian and Polish Facebook users. The total number of participants were 552, 273 Indonesians and 279 Poles. The results indicate that need for popularity, profile accessibility, perceived network size, and collective self-esteem significantly predict intimacy of self-disclosure. Furthermore, Indonesians exhibit lower level of perceived privacy as compared to Poles. The main study (forth study) is aimed at testing the hypotheses specifically related to intimacy of self-disclosure of the Indonesian digital natives based on the findings in the preliminary studies. Social capital was added as a determinant variable of intimacy of self-disclosure. The sample consisted of 292 Indonesians. The results indicate that people with low collective self-esteem tend to exhibit higher intimacy of self-disclosure on Facebook in a form of social compensation. People with higher need for popularity are also more likely to disclose in a more intimate manner. Bonding social capital (strong ties network providing attachments and emotional support) and bridging social capital (weak ties network providing sources of finding broader information) play key roles in exacerbating intimate disclosure on Facebook. At the same time, people with higher collective self-esteem, higher need for popularity, and bridging social capital were more likely to exhibit surveillance behaviour towards others while using Facebook. All hypotheses for this study are confirmed, either fully, or partially.