

**“There’s Me in There, You Just Have to Look Harder”: The Presentation of  
Self and Gender Norms on Instagram**

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## **Introduction**

Humans have always used self-presentation as a way to express their identity, but now with social networking sites, the ways of presenting the self have expanded to include online audiences. Social networking sites help convey important information about the self quickly and easily, and have become an increasingly popular way to express oneself in today's world. The social networking site Instagram is used by many college students to convey a visual portrayal and image of themselves online.

Different genders may use Instagram in different ways in terms of which photos they choose to present, how they edit their photos, and how often they choose to post them. Individuals may present themselves on social media in a way that aligns with typical gender norms in their culture by representing predisposed notions of masculinity and femininity. On the other hand, individuals may gain new concepts of gender and form gender stereotypes through Instagram usage by viewing other male and female presentations of the self (Doherty, 2017).

However, since Instagram is a relatively new platform, the effects of Instagram on society's view of gender are not fully understood. By having a better understanding of how Instagram and other social networking sites reinforce existing and create new gender norms, we can help explain why females more so than males report feeling pressure on social media sites to look a certain way (Caldiera, de Ridder, & van Bauwel, 2018). This gender-based pressure of perfection can decrease women's self-confidence and self-worth by setting unrealistic expectations of body image (Macmillan, 2020). This can lead to feelings of inadequacy and even anxiety or depression.

This paper provides an additional primary source regarding how college students use social media to further our understanding of how and why males and females present themselves in certain ways on Instagram. This was done by interviewing thirteen college students at the University of Virginia (UVA) and exploring key differences in responses between men and women. In this study it was found that in general, females were more of perfectionists than men regarding their Instagram image and had different reasonings behind choosing particular photos to post. This aligns with previous research which states that cultural expectations about gender roles are a main factor influencing social media presentation (de Ridder, & van Bauwel, 2015).

### **The presentation of the self**

“Self-presentation... is the conscious process of impression control in which people try to establish, change, or maintain their image in the eyes of others” (Fan, Deng, Dong, Li, & Wang, 2019, p. 87). Self-presentation can be compared to acting onstage in the sense that individuals act differently “frontstage”, or in the context of others, than “backstage”, or by oneself (Goffman, 1959). The reason for acting differently in front of an audience, whether on purpose or instinctively, is to create a certain image of the self in the eyes of others (Goffman, 1959). This is done by managing the impression one gives off in front of various audiences.

### **The presentation of the self on Instagram**

Self-presentation today can also be done on social networking sites, or social media, where individuals convey a visual portrayal of themselves online to express their self-image. Instagram is a unique social networking site in the way that every post must include a photo. Instagram has grown in popularity among college students as a way to connect with friends and form a digital identity and has become the primary social networking site for many individuals. Users can post photos, edit them using filters and other tools, and include a caption with their photos. Users can “follow” others in order to view their content and in turn be “followed” by others. They can collaborate with others by “liking”, “commenting”, or messaging others on the site.

Many individuals use Instagram and other social networking sites to display a digital representation of themselves to a larger online audience. One’s social media presentation is important because others may form judgements about them by looking at their profile. Choosing how to present the self is not a new concept, since individuals already do this in person, however, it does differ in many ways than self-presentation face-to-face.

Social networking sites such as Instagram allow individuals to manage their impression further than they would be able to in their day to day lives, because they can specifically choose what to reveal to their online audience more so than they could in person, allowing them to create an idealized version of the self-image (boyd, 2015). This is done by carefully selecting what images of oneself to show the world and then editing these images with online tools. Because of this ability to transform the self-image, an individual’s Instagram profile is likely to be altered from the image they present in face to face interactions, becoming a blend of their actual self with an idealized, favorable image of themselves (Doherty, 2017). Participants in previous studies have

admitted to or knew people who altered their appearance so that the audience would view them more favorably than what their audience experienced during in-person interactions (Orth, 2016).

Another main difference between the way people form their image online versus in person is that online the audience is invisible. On social media platforms, individuals may find it difficult to tailor their presentation of self to meet the expectations of different groups of people and to picture the reactions of every person that comes in contact with their post. For example, students may find it difficult to balance posting images they want their peers to see, but that their parents would approve of (boyd, 2015).

Many Instagram users post photos in hopes of receiving gratification from others in the form of likes and comments. Cheung (2014) identifies several strategies that users employ to seek this gratification such as ingratiation, supplication, and enhancement. Ingratiation involves creating a likeable image and doing things that others would agree with; supplication refers to looking weak to receive help; and enhancement refers to portraying oneself as knowledgeable and skilled. Cheung found that of these three, ingratiation was the most common, perhaps due to users believing this type of presentation would yield the most followers, likes, and positive feedback (Cheung, 2014).

In order to appear interesting, well-liked, and attractive on Instagram, many users rely on opinions and input from their friends in crafting their online identity. Many users ask their peers for advice regarding what to post, which filters to use, and how to caption their photos to best represent themselves (Yau & Reich, 2018). By receiving input from others, individuals are

actually participating in the co-construction of their self-image along with their peers. Since individuals' profiles are heavily influenced by others, they may stray from a fully accurate representation of the true self.

### **Gender and presentation of self**

Instagram is shaped by individuals' interpretation of how they can use this platform to present themselves in the most appealing and likeable way (Orth, 2016). Usage of this app can be shaped by what is deemed socially acceptable, varying by gender. Different genders may have different goals when using social media and therefore interpret the technology in a different way. Self-presentations on Instagram can be seen as gendered performances, typically conveying gender norms that are most approved of in contemporary society. By feeling pressured to conform to societal standards, individuals tend to use Instagram to fit expectations of their peers based on their gender.

On the other hand, Instagram has affected the way gender is understood in society. Gender can be seen as both the product and the process of self-representation on social media, as it is heavily influenced by what individuals see online (de Ridder & van Bauwel, 2015). By viewing gender as "a fluid social construct that shifts and changes," (Dobscha, 2019, p. 102) Instagram can be understood to "not only depict gender but also actively create it", producing new gender norms that did not exist previously (Caldiera, de Ridder, & van Bauwel, 2018, p. 27). Users may base their ideas of gender norms based off of what they see on social media whether or not they held these beliefs previously.

Presentations of attractiveness and femininity by women often re-emerge on social networking sites (Caldiera, de Ridder, & van Bauwel, 2018). The high standard of female attractiveness on Instagram can cause women to feel pressure to look more and more perfect (Tolentino, 2020). Women's self-esteem may suffer from Instagram usage as they compare themselves to highly edited pictures of celebrities or peers. Tolentino believes that Instagram filters have even led to women getting plastic surgery at higher rates because they become obsessed over the idealized image of themselves they see online (Tolentino, 2020). After seeing themselves edited and filtered on Instagram, many women wish to maintain that idealized face or body in real life. This pressure many women feel to maintain a certain image of the self in person and online may be highly influenced by social media culture.

## **Methods**

Approval from the Institutional Review Board was received before beginning this study. A recruitment email was sent out to potential participants, starting from a sorority listserv and then using a snowball sample to find individuals with interesting perspectives. A snowball sample invites participants to recommend others who they believe would be interested in the study and provide helpful information. Recruitment was done in this manner because I believed it would be an effective way of finding people who had a unique perspective that I may not have found otherwise. Seven fourth year males, five fourth year females, and one first year female at UVA were interviewed to discover how they use social media to portray an image of themselves and their reasoning behind the image they attempt to create. Questions were asked regarding what

they post on Instagram and why, and notes as well as audio recordings were taken. Questions focused on the amount and substance of the information individuals present on Instagram as well as the reasons behind that presentation to gather insight into how and why students choose to present themselves how they do. They also aimed to determine whether the behavior of the participants aligned with gender norms in American society. While asking questions, I viewed the participant's Instagram profile with them, and asked them to choose two specific images to focus on. Identifiers of the participants were stripped for confidentiality. The questionnaire, consent form, and recruitment email are included in the appendices.

### **How do college-aged individuals determine what to post?**

On social media, users are less able to cater their self-presentation to a certain audience than they are in face-to-face and more personal interactions. Due to having segmented groups of followers including family, close friends, acquaintances, and work friends, participants struggled to balance the reactions of different followers. When asked what audience they think about when posting an image, some users stated family members such as “younger cousins... I don't want to be a bad influence” while others said “I normally think of the masses of people in college... I always forget there are other people who follow me, like relatives... so it's weird when they comment”. This aligns with what boyd found in her research – that it is difficult for individuals to portray images favorable to both their peers and relatives simultaneously (boyd, 2014). In addition, some individuals considered the reactions of their close friends when deciding what to post, in contrast with others who considered people they were trying to impress whom they were not as close with. One participant even mentioned using Instagram as a tool to market themselves



for career opportunities in fashion marketing, and struggled with balancing viewers in their “personal life with what I want to do (with my career)”. The level of thought behind which images to post varied with one participant stating that they think about their image “all the time, I obsess over it” while another stating, “I don’t really try” (to portray a certain image).

The captions for individuals’ photos were also worth a lot of consideration. One participant stated that coming up with the caption was “always the worst part” because there was pressure to make it interesting. Both men and women put a lot of time and energy into coming up with a “funny or relevant” caption for their photo. Participants tended to include inside jokes as their captions to “lighten (the post) up” if the picture seemed too serious. Three individuals interviewed stated they kept a notes file on their phone with a list of potential captions involving “funny puns”. It was interesting that so much thought was put into the captions when Instagram is a mainly photo-based social networking site.

### **How accurately do college students portray themselves?**

None of the participants interviewed stated that their image on Instagram did not represent their sense of self. Participants stated that they “stay accurate to my true self, I never try to hide who I am” and would be “uncomfortable posting something too curated”. Participants did acknowledge that “I’m definitely not that glam in person” and that “do I want my life to look fun, yes”. One participant described their photos as having “me in there, you just have to look harder”. This aligns with previous research in that individuals create an “Instagram self” that is uniquely individual but conforms to Instagram culture (Doherty, 2017, pp. 89-93). However, in previous

studies participants have admitted their posts are not consistent with their true selves, while in this study everyone said their Instagram image was at least somewhat consistent with their in-person self. Participants in this study may have portrayed a more accurate image of themselves on social media than participants in other studies because the participants in this study were older, college-aged individuals while participants in many previous studies were teens. College-aged individuals are more likely to have higher self-confidence than teens, so age could be a factor in these participants representing a more accurate version of themselves.

### **Why do college students post on Instagram?**

When asked about whether they feel gratification when others like and comment on their posts, one participant stated that “that IS the reason people post”. All of the participants stated they feel gratification when others like and comment on their posts as it’s “hard not to”, and that “if you get 600 likes on a picture you feel good about it”. The result that college students post photos with the hopes of receiving support on Instagram aligns with Cheung’s research that the main incentive of Instagram usage is to receive gratification from followers (Cheung, 2014).

Students also agreed that they post images to portray a likeable image of themselves that others would agree with, aligning with Cheung’s finding that ingratiation is the main motivator behind social media usage (Cheung, 2014). Only a few participants used enhancement, or attempted to show a skilled or successful image of themselves, on their Instagram profiles. This technique was only used by athletes by portraying pictures of winning a championship or playing in a tournament. Supplication, or attempting to gain sympathy, was rare. Ingratiation, or portraying

an image others would like and agree with, being the main motivator behind posting for both male and female participants aligns with the idea that social and cultural norms are a large influence on what image individuals choose to portray. When portraying an image that aligns with cultural norms, others may be more likely to agree with their image and support their image with likes and comments.

### **What influences what students post?**

Almost all participants asked friends for advice on their Instagram posts, saying “of course” they do. Users asked friends for advice on captions such as, “Is this funny?”, and in general such as, “Which picture looks the most fun?”. Some users, especially females, would also have others edit their photos for them. This agrees with Yau and Reich’s results that individuals are highly influenced by their friends in crafting their image online, and leads to the concept that individuals are co-constructing their image for others to see. One could argue that individuals co-construct their image in their day to day lives as well, by asking friends what outfit to wear, what shoes to buy, etc., but this is likely exaggerated on social media where the entire presentation can be tailored by friends’ opinions and advice.

Besides friends, celebrities may also be large influencers of social media usage by setting standards and beginning trends. One participant stated that “Celebrities have gotten a lot more formal with their posts so my posts have gotten more formal”. Even if they don’t follow Instagram trends, many participants noticed them. One stated “celebrity culture and the selfie” was influential and “there are certain poses (that celebrities do) that everyone starts copying”.

Another participant agreed that what others are posting is a “big influence” on what they post but not the “sole driver”.

### **Women as perfectionists on Instagram**

Female participants in general spent more time and effort editing their Instagram pictures. One woman said she will “spend 30 minutes at least” editing, and most women used photo editing applications other than Instagram such as VSCO, FaceTune, or Lightroom to edit their posts. These apps were used to “whiten teeth or get rid of pimples” as well as to “use filters to look trendy”. The result that women spend more time editing photos aligns with research that females feel more pressure to look perfect especially on social networking sites. Trying to look better and better can become addictive, as “the human body can be adjusted with the right kind of effort to perform better and better over time” (Tolentino, 2020, para. 3). With the ability to edit pictures and use filters to look more perfect, many females take advantage of this to portray a more polished or idealized image.

Another supporting factor that females tend to be more of perfectionists on Instagram is that they delete old pictures at higher rates. Almost every female interviewed had archived (made viewable to only themselves) or deleted at least one picture from when they were younger because it was with an ex-boyfriend, they “looked a mess”, or it was “an image I don’t want to portray anymore”. This aligns with the research done by Doherty in that women are more concerned than men with how others perceive them (Doherty, 2017).

## **Men and women use Instagram differently**

Female participants seemed to reveal more information to their Instagram audience than males by posting pictures more frequently and having multiple Instagram accounts. Many females discussed having two accounts: a main account with a larger number of followers, and a “finsta”, or fake Instagram, account with less followers. Users used their “finsta” accounts to share “intimate updates” and “funny stories... that I don’t feel like sharing with everyone” with their closer friends. I found it interesting that this more intimate account was referred to a “fake” Instagram when this account is actually more authentic to the user. Since in general, women posted more often on their main accounts and were more likely to share additional updates on their “finsta” accounts, women overall disclosed more information on Instagram. Previous research states that females disclosing more information about themselves social networking sites could be due to an expectation of women to be more expressive in society (Doherty, 2017).

Female participants also had different reasoning behind posting certain images, stating more often that they posted a particular picture because they liked their outfit, hair, or makeup. Women stated they posted an image because they “looked pretty” or “put-together” or that they had “gotten a haircut that day” while males stated they posted because they looked “cool” or “tough” (although, the male responses may have differed if it were a male conducting the interview).

It is also worth noting that the differences between how men and women use Instagram are likely emphasized due to females asking female friends and males asking male friends for advice on

what to post. It also may be heightened due to considering the response of an audience of the same gender when determining which pictures to post. For example, female participants, especially those in relationships, tended to cater their posts specifically toward other women. These factors could help explain why gender norms tend to be exaggerated on Instagram.

## **Discussion**

Overall, this study was more or less consistent with previous studies regarding self-presentation and gender norms on Instagram. Women in this study tended to post more often, spend more time editing photos, and delete photos at higher rates than men, leading to the belief that they were more concerned with their presentation of self on Instagram. This supports the idea that men and women use this platform in different ways, perhaps with women focusing more on creating their self-image and men using the platform as more of a mechanism to view others' content. Women feeling pressure to form a perfect self-image on social media can have negative effects such as creating obsessions over image and disliking their natural selves.

Societal beliefs about women's gender roles can affect what image women form of themselves on social media, leading them to present conventional forms of beauty. When a female asks other female friends for advice on what to post, her femininity is likely to be exaggerated. Then, when other females see her post presenting attractiveness, sexuality, or beauty, this influences what other females feel is acceptable to present. This may become a cycle of gender norms being reinforced and exaggerated on Instagram through a feedback loop.

## **Limitations**

The limitations of this study include the small sample size and the non-random sample. Since only thirteen people were interviewed, the results cannot be generalized to a population. Also, the recruitment process began with participants known by the interviewer and continued in a snowball sample which is a biased population. Another bias is that participants may not have been able to accurately remember why they posted a certain photo. I also recognize that people may have undermined wanting gratification from Instagram and fixating on their posts due to self-consciousness. This study could have been improved upon if more participants were gathered through a random sample and mathematical correlations between certain variables were found. By digging deeper into one an important way people use Instagram, the results from this study are useful in providing more information on how individuals present themselves on social media which is increasingly important in today's world as individuals continue to make judgements of others based on their social media profiles.

## **Conclusion**

College students present an idealized but realistic image of themselves on social media, not straying too far from their face-to-face self but also portraying the most interesting aspects of their lives. Students use social media to form a digital image of themselves and to receive gratification from others' comments and likes on their photos. Women tend to be more of perfectionists than men in forming their Instagram image, and Instagram usage reinforces traditional gender norms as individuals represent themselves in a way which they believe society

accepts of them.

So, what kind of femininity is Instagram forming? Previous literature states that women attempt to balance an image of appearing attractive and desirable with also not being labeled as promiscuous or vain (Doherty, 2017). This line women feel pressured to walk of being sexy but not overly promiscuous on Instagram may be difficult and cause them to stress over which images they choose to present of themselves. Women in society have typically been sexualized and are only more recently with feminist movements becoming thought of as equally intellectual and competent as men. Is Instagram, then, bringing women backwards? Are we, as women, presenting ourselves as beautiful or sexy on Instagram because that is the image we believe society expects of us, the one that will achieve the most “likes”? And how is this affecting society’s willingness to treat us as equals to men? I hope that in the future, women feel less pressure to present a certain image on Instagram and feel comfortable being true to themselves.



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## Appendix A

### Interview questions

1. Self-presentation in person
  - a. What characteristics do you attempt to portray to others in your everyday life?
  - b. Do you think about how others perceive you, or your image, on a day to day basis?
    - a. If so, how much/often do you consider your image?
  - c. What actions do you take on a day to day basis to portray a favorable image, if any?
  - d. How has the way that you perceive yourself changed since you have been at college?
  - e. Has the image you portray of yourself to others changed throughout college?
    - a. How so?
    - b. Can you identify any factors that have led to these changes?
  
2. Instagram usage
  - a. How long have you been an Instagram user?
  - b. How often do you post?
    - a. Pictures vs. stories
  - c. What image do you attempt to portray of yourself on Instagram?
    - a. Is this the same image you portray in person?
    - b. If not, what are the differences?
  - d. What are common pictures you post? **\*\*have participant pull up account to examine\*\***
    - a. Selfies? Pictures with friends? Pictures with significant other? Pictures of pets? Scenery? Food? Other?
  - e. How do you determine the captions for your posts? How much time do you spend on these?
    - a. Do you ask friends for advice on captions / how often?
  - f. How much time on average do you spend editing your posts?
    - a. Do you use filters?
      1. Do you use filtering / editing tools besides the ones on Instagram?
      2. Are the pictures you post significantly different from the original image resulting from using filters / editing tools?
  - g. Do you ask friends for advice on posts?
    - a. How often / how many friends do you ask?
    - b. Do you ever have others edit your pictures for you?
  - h. What audience are you thinking about when deciding which pictures to post?
    - a. Do you only allow specific people to follow your account?
  - i. Do you have multiple Instagram accounts you use?
    - a. If so, what are the different accounts?
    - b. How do the images you post on each differ?
    - c. How does the overall image you portray of yourself differ?
    - d. How do your followers differ?

- e. What led you to create multiple accounts?
  - j. Do you delete or archive old Instagram photos?
    - a. If so, why? Which photos?
  - k. How do you determine which pictures to “like” on Instagram?
    - a. Do you consider the way others will view / interpret your “likes” when deciding?
  - l. How do you determine which pictures to “comment” on?
    - a. Do you consider the way others will view / interpret your comments when doing this?
  - m. In your “liking” and “commenting” on others posts, is your main goal to show you support and encourage others?
3. Reasons behind Instagram usage
- a. Why did you start using Instagram?
  - b. How do you determine what to post or not post on Instagram?
  - c. Do you feel gratification when others like and comment on your posts?
  - d. How do other people’s Instagram usage (friends and/or celebrities) influence what you feel is acceptable to post?

4. Examining specific posts:

Please find a post that you think best represents the image you portrayed during each of these time periods:

- During High school / the beginning of college
- In the past few months / year

- a. Can you describe this image to me? (\*\*also will record the caption)
  - a. Who (or what) is represented in this image?
  - b. What is your (or their) expression?
  - c. What is the setting / location?
- b. What is the date on this post?
- c. What was your reasoning behind posting this image?
- d. What characteristics of yourself were you trying to present by posting this image?
- e. How much information do you reveal to your audience about yourself in this post? In general on Instagram during this time period? (1-10)
- f. How intimate / personal is the information you convey (does it include emotions, weaknesses) in this post? In general on Instagram during this time period? (1-10)
- g. How positive of an image do you present of yourself in this post? In general on Instagram during this time period? (1-10)
- h. How accurate do you feel this post represents your true self? In general on Instagram during this time period? (1-10)
- i. How have these measures of information changed as you have developed through college?
- j. How much did you consider others’ perspective / reaction when posting this photo (including likes, comments, etc.)? In general during this time period?

- k. To what extent were you trying to present a positive personality and/or an image others would like or agree with in this post? In general during this time period?
- l. To what extent were you trying to gain sympathy or support from this post? In general?
- m. To what extent does this post portray a knowledgeable, talented, or skilled image of yourself? In general during this time period?

## Appendix B

### Recruitment email

Hello all,

I am seeking interview fourth year participants for my thesis research. The purpose of this study is to investigate the presentation of self on social media of college-aged individuals. The interview will take approximately 30 minutes. Participants will be asked questions regarding their social media usage and the reasons behind their usage. If you are interested please contact Shannon McGrath at 571-484-2884 or [sm9nf@virginia.edu](mailto:sm9nf@virginia.edu). To be eligible to participate you must be 18 years of age or older, an active user of Instagram (posting at least three times a year), and have had an Instagram account for at least four years. IRB-SBS protocol number: 3388

Thanks!

Shannon McGrath



## Appendix C

### Consent form

#### **Informed Consent Agreement**

**Please read this study information sheet carefully before you decide to participate in the study.**

**Purpose of the research study:** The purpose of this study is to acquire information about my thesis topic which involves how and why students' presentation on Instagram changes over the course of their college career as they develop a stronger sense of self. The social networking site Instagram will be a good way to examine self-presentation of college students because on this is the most commonly used social networking site of many of my peers and I.

**What you will do in the study:** In this study, you will be asked questions in a one-on-one interview regarding your usage of the social media site Instagram over the past four years of college. I will review your social media profile along with you at some points during the interview. You may skip any question that makes you uncomfortable and stop the interview at any time. The data will be collected with notes and audio recording.

**Time required:** The study will require about 30 minutes of your time.

**Risks:** The risk of this study is confidentiality. I will mitigate this risk by assigning you a participant number and not using your names in my reports, making the risk unlikely to occur. If an unexpected risk occurs, I will maintain confidentiality to avoid individual harm to you. The information being collected is not especially sensitive so there are not severe confidentiality risks in this study.

**Benefits:** There are no direct benefits to your participation. The overall benefit of the study is to better understand how students represent themselves on social media and how this reflects their sense of self as they develop throughout college. This is useful in evaluating the impacts of social media on the formation of the self in a social media filled world.

**Confidentiality:** The information that you give in the study will be handled confidentially. Your information will be assigned a code number. When the study is completed and the data have been analyzed, this list will be erased. Your name will not be used in any report. The audio tape will be deleted following the submission of my thesis paper. I will identify which participant group you are in, for example, your gender and affiliation with certain groups so in the case that different groups have different responses I will be able to record this.

**Voluntary participation:** Your participation in the study is completely voluntary. Your decision to participate will have no effect on grades or school services.

**Right to withdraw from the study:** You have the right to withdraw from the study at any time without penalty. Your audio tape will be deleted should you decide to withdraw.

**How to withdraw from the study:** If you want to withdraw from the study, tell the researcher to stop the interview. There is no penalty for withdrawing and withdrawing will not affect your experience as a student. Withdrawing will not affect your grades or school services. If you would like to withdraw after the study, please contact the researcher.

**Payment:** You will receive no payment for participating in the study

**Using data beyond this study:** The data you provide in this study will be retained in a secure manner by the researcher for until the thesis paper is submitted and then destroyed.

**If you have questions about the study, contact:**

Shannon McGrath  
Olsson Hall  
151 Engineer's Way  
Charlottesville, VA 22904  
Telephone: (571) 484-2884  
Email address: [sm9nf@virginia.edu](mailto:sm9nf@virginia.edu)

Faculty Advisor's Name: Kent Wayland  
Department of Engineering and Society  
University of Virginia  
Thornton A222  
351 McCormick Road  
Charlottesville, VA 22904.  
Telephone: [434-243-8794](tel:434-243-8794)  
Email address: [kaw6r@virginia.edu](mailto:kaw6r@virginia.edu)

**To obtain more information about the study, ask questions about the research procedures, express concerns about your participation, or report illness, injury or other problems, please contact:**

Tonya R. Moon, Ph.D.  
Chair, Institutional Review Board for the Social and Behavioral Sciences  
One Morton Dr Suite 500  
University of Virginia, P.O. Box 800392

Charlottesville, VA 22908-0392

Telephone: (434) 924-5999

Email: [irbsbshelp@virginia.edu](mailto:irbsbshelp@virginia.edu)

Website: <https://research.virginia.edu/irb-sbs>

Website for Research Participants: <https://research.virginia.edu/research-participants>

UVA IRB-SBS # 3388

**Agreement:**

I agree to participate in the research study described above.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

You will receive a copy of this form for your records.