

Measuring Self on Social Media: Adapting the Facebook User Self Presentation Instrument

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ABSTRACT: Self-presentation is conveying or communicating information about an individual, how they perceive something, and how individuals can influence the feelings of others who have about themselves. Self-presentation carried out by individuals presents themselves differently from the authentic self, including the authentic self, the ideal self, and the false self in social media interaction. This study aims to test the validity of the Self-Presentation instrument on Facebook users. This instrument measures how Facebook users present themselves on the platform. A total of 324 Facebook users participated in this study. Data were collected through an online questionnaire. The analysis showed that the Self-Presentation instrument's initial measurement model did not meet the fit criteria. Therefore, modifications were made by eliminating items with low factor loadings and high residual variance. After modification, the measurement model of the Self-Presentation instrument showed a good fit with a GFI value of 0.993, RMSEA of 0.088, CFI of 0.973, and TLI 0.949.

Keywords: Self-Presentation, Validity, Modification.



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INTRODUCTION

Technological advances are developing rapidly and facilitating access to various things, including using social media, a platform for interacting virtually, sharing, and exchanging information ([Sa'diyah & Fauziyah, 2021](#)). Based on the data, there are 130 million people, 44.5% male and 55.6% female, which is the number of Facebook users in Indonesia in 2020 ([Riyanto, 2020](#)). The main activity on social media is sharing photos and videos to self-present ([Hu, Manikonda, & Kambhampati, 2014](#); [Dumas, Maxwell-Smith, Davis, & Giulietti, 2017](#)).

Self-presentation is a behavior that aims to convey specific information about an individual to others, either directly or online. In social media, individuals use digital platforms to capture their activities, where they try to get good results by thinking about captions or editing photos and videos. The purpose of this behavior is to form a particular impression in the minds of others about themselves, intentionally to match the expectations of others who see them (Goffman, 1959). Individuals often present themselves positively on social media, but focusing too much on what others idealize can hurt one's well-being (Vogel & Rose, 2016).

According to Michikyan et al. (2015), self-presentation on social media includes three forms: authentic, ideal, and false. The real self refers to authentic feelings motivated by internal attributes. In contrast, the ideal self is a form of ideal attributes such as aspirations, hopes, and desires that allow individuals to present good or bad versions of themselves. Meanwhile, false self is a feeling and action that is not by oneself, which can occur due to deception (presenting information that is not entirely true), exploration (trying various aspects of oneself), or the desire to give a particular impression to others by adjusting to their expectations.

Self-presentation behavior on social media is increasingly complex because digital platforms allow individuals to display various aspects of their self-identity (Goffman, 1959). Recent research shows that online self-presentation can affect an individual's psychological well-being. Ferryanti et al. (2020) found that authentic self-presentation on Instagram positively correlates with psychological well-being in college students. In addition, body image plays an important role in self-presentation, especially in adolescent girls who use social media (Rahmawati & Warastri, 2022).

However, not all factors contribute significantly to self-presentation. Ramadhani and Ningsih (2021) stated that self-esteem does not significantly contribute to self-presentation in adolescent Instagram users. Self-presentation strategies vary by gender and social context, with women tending to use ingratiation strategies to build positive interpersonal relationships (Ahmed, 2014). In addition, online self-presentation allows individuals to explore and shape their identities, especially during adolescence (Rahmah et al., 2019).

One important aspect of self-presentation research is the validity of the measuring instrument, which ensures that the instrument measures the intended concept. The Self-Presentation on Facebook Questionnaire (SPFBQ) is a widely used measuring instrument, but its validity must be tested thoroughly. Validity in research plays an important role in avoiding measurement bias that can cause research data to be inaccurate (Azwar, 2016). If the measuring instrument is not validated, then the reliability of the research data cannot be guaranteed because invalid instruments can produce results that cannot be replicated in other studies (Ghozali, 2021). Therefore, validity testing is essential to ensure that the measuring instrument measures the intended concept consistently and accurately. In addition, validity testing supports the development of more effective psychological measuring instruments and psychological interventions. With accurate measuring instruments, social media-based interventions to improve psychological well-being can be designed more precisely (Novianti & Rahmat, 2022). The validity of measuring instruments is also greatly influenced by cultural factors, so researchers need to ensure that the instruments used follow cultural norms and social contexts so that the research results are more relevant and can be applied widely (Haryono & Wardani, 2020).

Based on previous research conducted by Tama (2019) related to adapting the SPFBQ measuring instrument, the validity test results showed that not all items were valid. Several items were invalid and needed to be removed based on factor analysis. In this study, the total valid items that could be used were 12 items on the SPFBQ instrument, namely items 1, 2, 3, 4, 9, 10, 11, 12, 13, 14, 15, and 16. In our study, the total valid items that could be used were only seven items on the SPFBQ instrument: items 3, 4, 5, 6, 7, 14, and 15. The purpose of this study is to compare the validity of items identified in previous research with the results of the analysis in this study to evaluate the consistency and relevance of valid items.

METHOD

This study used the *Confirmatory Factor Analysis* (CFA) method to test the construct validity of the Self-Presentation instrument, which is a factor analysis technique that aims to confirm the factor structure of a measuring instrument (Kline, 2015). Sampling was carried out using the convenience sampling technique, a method of selecting participants based on availability and ease of access, which is often used in social psychology research (Etikan, Musa, & Alkassim, 2016). This study involved 324 Facebook users who filled out the Self-Presentation instrument, which had been adapted based on previous research (Michikyan, Subrahmanyam, & Dennis, 2014).

This instrument consists of three dimensions, *Real Self*, *Ideal Self*, and *False Self*, with 17 items measured using a 5-point Likert scale, ranging from 1 (very inappropriate) to 5 (very appropriate). An example of an item on this scale is "I have a good understanding of what I want in real life, and using Facebook is one way to express my views and beliefs." The instrument adaptation process was carried out through several stages, namely expert judgment, readability test, and respondent search. In the expert judgment stage, discussions were held with experts who have expertise in developing measuring instruments to ensure the validity of the content and cultural suitability of the items in the instrument (Boateng et al., 2018). Furthermore, a readability test was carried out, in which eight respondents were asked to assess the clarity and ease of understanding of the items in the instrument to ensure there was no ambiguity or misinterpretation (Flesch, 1948).

After the adaptation stage, data was collected using Google Forms, which is increasingly used in social psychology research due to its ease of distribution and broad reach (Wright, 2005). The data obtained were then analyzed using JASP software version 0.17.1.0 with the *Confirmatory Factor Analysis* (CFA) technique. The measurement model was evaluated based on various model fit indices, such as the *Goodness-of-Fit Index* (GFI), *Root Mean Square Error of Approximation* (RMSEA), *Comparative Fit Index* (CFI), and *Tucker-Lewis Index* (TLI), to ensure the model's suitability to the empirical data (Hair et al., 2019). The model is said to fit well if it meets the CFI and TLI ≥ 0.90 criteria and RMSEA ≤ 0.08 , as recommended in previous studies (Hu & Bentler, 1999). In addition, the reliability of the instrument was tested using *Composite Reliability* (CR) and *Average Variance Extracted* (AVE), where CR values ≥ 0.70 and AVE ≥ 0.50 indicate that the instrument has good reliability (Fornell & Larcker, 1981).

The analysis process in this study follows the validation procedure of measuring instruments recommended in psychometric research, namely through the content validation stage, *exploratory factor analysis* (EFA), and *confirmatory factor analysis* (CFA) to ensure the quality of the instrument (DeVellis, 2017). By implementing this procedure, this study aims to produce a valid and reliable self-presentation measuring instrument in Indonesia's context of social media use.

RESULT AND DISCUSSION

Table 1 results show that the measurement model is still not fit; the fit parameter values of RMSEA, CFI, and TLI are still below those specified, namely for GFI, CFI, and TLI are expected to be greater than 0.90 while for the TLI value is expected to be less than 0.05 - 0.08 (Hu & Bentler, 1999). In contrast to the three parameters, GFI has shown fit results. Table 1 results show that the measurement model is still not fit; the fit parameter values of RMSEA, CFI, and TLI are still below those specified, namely for GFI, CFI, and TLI are expected to be greater than

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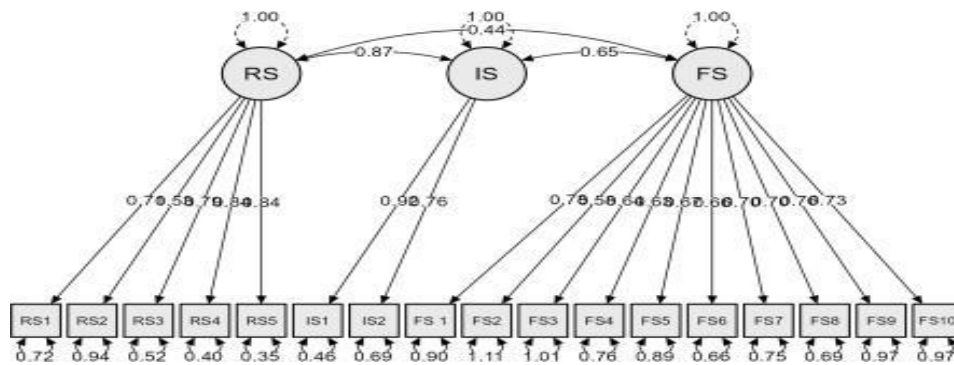


Figure 1. Initial Measurement Model of Self-Presentation Instrument

Table 1. Accuracy Parameters of the Unmodified Self-Presentation Model

Category	Parameter Fit	Output	Kriteria	Keterangan
Absolute Fit	Goodness of Fit Index (GFI)	0,913	$\geq 0,90$	Fit
	Root Mean Square Error of Approximation (RMSEA)	0,129	$\leq 0,08$	Tidak Fit
Incremental Fit	Comparative Fit Index (CFI)	0,741	$\geq 0,9$	Tidak Fit
	Tucker-Lewis Index (TLI)	0,696	$\geq 0,90$	Tidak Fit

In the first analysis, the obtained model did not meet the fit criteria, so the researcher modified it by eliminating the loading factor items with values below 0.5 and consisting of SPFBQ 2 (Who I am in cyberspace is similar to who I am in real life), item 8 (Sometimes I try to be someone other than who I am on Facebook), SPFBQ 9 (I am a completely different person in cyberspace than in real life), SPFBQ 10 (I post false information about myself on my Facebook profile), SPFBQ 16 (I compare myself to others on Facebook), and SPFBQ 17 (Sometimes I feel like I am pretending on Facebook). After eliminating six items, the RMSEA and TLI fit parameter values still did not meet the requirements set; therefore, the researcher modified it again by eliminating the loading factor items with values smaller than the value of the residual variance. The items that were eliminated consisted of SPBQ 1 (The way I present myself on Facebook is how I am in real life), SPFBQ 11 (I only show aspects of myself on Facebook that I know others will like), SPFBQ 12 (I try to impress others with the photos I upload on my Facebook profile), and SPFBQ 13 (I can try out more sides of who I am on social media than in real life). The final results of the elimination can be seen in Table 2, which shows that all parameter values fit with 10 items eliminated.

Table 2. Accuracy Parameters of the Modified Self-Presentation Model

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Category	Parameter Fit	Output	Criteria	Keterangan
Absolute Fit	Goodness of Fit Index (GFI)	0,993	$\geq 0,90$	Fit
	Root Mean Square Error of Approximation (RMSEA)	0,088	$\leq 0,08$	Fit
Incremental Fit	Comparative Fit Index (CFI)	0,973	$\geq 0,9$	Fit
	Tucker-Lewis Index (TLI)	0,949	$\geq 0,90$	Fit

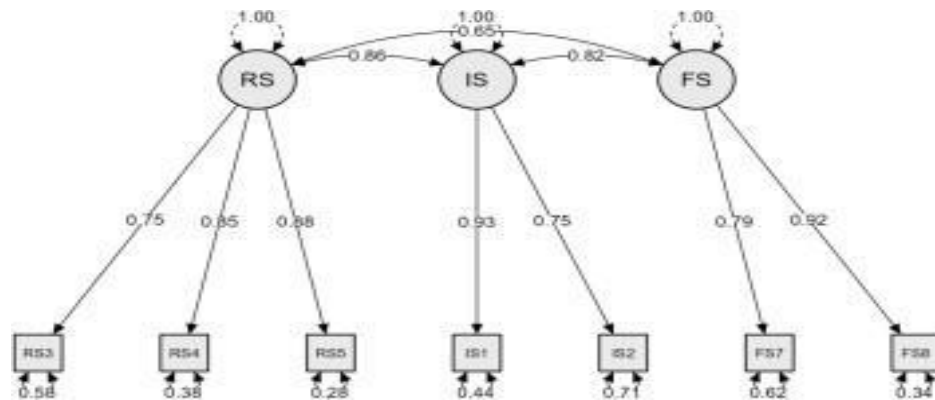


Figure 2. Measurement Model of Self-Presentation Instrument Fit

After analyzing the model and loading factors, the next step is to conduct a reliability test. Hair et al. (2010) stated that the reliability test in confirmatory factor analysis (CFA) includes construct reliability (CR) with a value that is interpreted as good if ≥ 0.7 . However, if CR is 0.6 to 0.7, the reliability can still be accepted if the indicator has factors that meet. In addition to CR, the average variance extracted (AVE) is also used as a reliability test in CFA. The recommended AVE value is > 0.5 . Based on the data shown in Table 3, it can be concluded that the factors in the SPFBQ measuring instrument are reliable

$$\text{Construct Reliability} = \frac{(\sum \text{Standardized Loading})^2}{(\sum \text{Standardized Loading})^2 + (\sum \text{Measurement Error})}$$

Table 3. CR and AVE Values of SPFBQ Instrument Items

Variabel Indikator	λ	Error	λ^2	CR	AVE
<i>Real-self</i>					
SPFBQ 3	0,70	0,51	0,49		
SPFBQ 4	0,81	0,35	0,65	0,83	0,63
SPFBQ 5	0,86	0,27	0,73		

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Total	2,37	1,12	1,18
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Variabel Indikator	λ	Error	λ^2	CR	AVE
<i>Ideal-self</i>					
SPFBQ 6	0,81	0,34	0,66		
SPFBQ 7	0,67	0,56	0,44	0,71	0,56
Total	1,48	0,89	1,11		

Variabel Indikator	λ	Error	λ^2	CR	AVE
<i>Ideal-self</i>					
SPFBQ 14	0,71	0,50	0,50		
SPFBQ 15	0,84	0,29	0,71	0,76	0,61
Total	1,55	0,78	1,22		

Self-presentation is conveying or thinking about oneself regarding information about the individual, how one perceives something, and how the individual can influence the feelings that others have about the individual. The Self-Presentation on Facebook Questionnaire (SPFBQ) measuring instrument owned by Michikyan, Subramanyam, and Denis consists of 17 items. This measuring instrument has three dimensions: the authentic self, the ideal self, and the false self. Authentic self includes items SPFBQ 1, SPFBQ 2, SPFBQ 3, SPFBQ 4, and SPFBQ 5. Ideal self SPFBQ 6 and SPFBQ 7. Finally, false self includes SPFBQ 8, SPFBQ 9, SPFBQ 10, SPFBQ 11, SPFBQ 12, SPFBQ 13, SPFBQ 14, SPFBQ 15, SPFBQ 16, and SPFBQ 17.

Based on the analysis results, 10 items were dropped out of 17 items. This was because several items were difficult for respondents to understand. After all, they remembered the use of repeated and similar words so that they could mislead the answers. Meanwhile, a study conducted by Tama (2018) regarding adapting the SPFBQ measuring instrument showed that five items were dropped or invalid because respondents tended to answer questions according to their culture and environment norms.

In addition to the research conducted by Tama (2018), several other studies have also adapted and evaluated the validity and reliability of the Self-Presentation on Facebook Questionnaire (SPFBQ) measuring instrument. Moningka and Selviana (2021) adapted the language of the SPFBQ to assess manipulative behavior on social media in students in Jabodetabek. The reliability test results showed a Cronbach's Alpha value of 0.624, indicating good internal consistency.

Another study by Gil-Or, Levi-Belz, and Turel (2015) examined psychological factors related to false self-presentation on Facebook. This study found that individuals with low self-esteem were more likely to display an inauthentic self-image, which has the potential to affect their psychological well-being. Therefore, construct validity in adapting the SPFBQ is very important to ensure that this measuring instrument can accurately identify self-presentation behavior on social media.

Additionally, a study by Yang and Brown (2016) explored how online self-presentation behaviors

change during adolescence to young adulthood in a college setting. This study highlights that adaptations of measurement tools such as the SPFBQ should consider developmental and cultural contexts, as individuals may adjust how they present themselves as they age and gain social experience.

CONCLUSION

Based on the results of this study, it can be concluded that the modified Self-Presentation instrument is valid and can be used to measure how Facebook users present themselves on the platform. This conclusion is based on several key findings:

1. This conclusion is based on several key findings: The initial measurement model of the Self-Presentation instrument did not meet the fit criteria. This indicates that some items in the instrument do not match the measured concept.
2. Modifying the instrument by eliminating items with low factor loadings and high residual variance resulted in a fitting measurement model. This indicates that the eliminated items are irrelevant to the measured concept.
3. The modified measurement model's fit parameters show a good fit. The GFI values of 0.993, RMSEA 0.088, CFI 0.973, and TLI 0.949 indicate that the modified Self-Presentation instrument's measurement model follows the observed data.

These findings indicate that the modified Self-Presentation instrument can accurately measure how Facebook users present themselves on the platform. This instrument could be used for further research on self-presentation on social media or for interventions aimed at helping Facebook users present themselves more authentically.

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