

The Pilot of Self Presentation and Self Disclosure with Blogging

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Abstract: - The purpose of this study is to develop a questionnaire to realize adolescence bloggers' experiences in self-presentation (consist of the material self, the spiritual self, the social self, and the online extended self), self-disclosure (consist of real world and internet world), and anonymity. The samples of this study were the junior high school students in Shulin City, Taipei Country and the senior high school students in Yangmei City, Taoyuan Country in Taiwan. A total of 70 valid samples were collected. After the pilot study, a total of 126 items in this questionnaire, and the Cronbach's alpha is .97.

Key-Words: - Self disclosure, Self presentation, Anonymity, Blog, Adolescence.

1 Introduction

Personal communication type is changing because of the appearance of the internet. In early ages, people can only face-to-face to interact with others. Nowadays, people can interact with others via internet, such as instant message applications (MSN), online games, blogs, BBS, discussion forums, and so on. In face-to-face communication situation, information such as figure, gender, facial expression, emotion, is easy to aware. However, when in computer-mediated communication situation, this information becomes very weak or hard to aware. A questionnaire is used in this study in order to realize adolescence experiences in the blog environment. The questionnaire consists of self-disclosure, self-presentation and anonymity to realize adolescence bloggers' experiences in the real world and blog environment.

2 Literature Review

2.1 Self Presentation

The concept of self-presentation was first appeared in Dramaturgical approach proposed by Goffman[1]. We, actors, behave differently in different place. The way we present or behave just in order to correspond to those watching audiences[2]. Within the last few

years, internet has been one of the important sources of information in our daily life, and it also becomes one of the place human engaged in. Due to the instance and anonymity characteristics of the internet, users can present their private information, such as address, e-mail, phone number, gender, and so on. The original definition of "in front of the stage" proposed by Goffman, means the situation when people face-to-face communicating to each other. When communicating with others, people will forming a kind of "self" concept, this self concept will gradually forming into self conscious and self cognition[3]. In the early years, researchers define components consisted of "self" as three parts: the material self, the social self, and the spiritual self[4]. Different from focus on face-to-face communication, when focus on computer-mediated communication environment, researchers proposed the concept of "the online extended self", which means the characteristics users created in the online environment.

2.2 Self Disclosure

Self-disclosure means the communicate behavior to express some personal information to others, includes thoughts, feelings, experiences and so on, in order to let others more familiar to ourselves[5-6]. Another definition of self disclosure means disclosure that inner, personal, familiar information to others, most of this information is private or

important to self[7]. Some researches focus on the gender issue to discuss the influence of self disclosure. Because of the exception of the society and culture, male are accepted to behave firm and steam; female are accepted to behave considerate and kind. This kind of social exception of the society and culture also cause the difference of self disclosure between male and female. Some researchers [8-9] figured out that because of male are often encouraged to behave active or positive, thus their self disclosure willingness and self disclosure level are higher than female. In this study, we focus on the computer-mediated communication environment to figure out users self disclosure.

2.3 Blog

Blog is the abbreviation of the word “weblog”, it means logs on the web. The definition of blog can be easily divided into two types: one kind of definition focus on blog usage, from this kind of definition, researchers interested in how bloggers use this application and so on; the other kind of definition focus on blog functions, from this point of view, blog include such functions: RSS (Really simple Syndication), comments, trackback, ping, blogroll, archive and so on[10-12].

Due to the anonymity of the internet, bloggers also behave differently from face-to-face communication environment or other, for example, bloggers may express their ideas or thoughts directly when writing their blogs because of the lack of social cues in the internet. Differently from the two kind of blog definition mentioned above, blog can be also be emphasized on other ways such self-attitude, self-presentation, self-disclosure, and so on.

3 Methodology

Due to the characteristics of anonymity and instance, users may behave quite differently on the internet in self presentation and self disclosure from real world. Also because of the blogging heat, lot of people using blog to express their ideas and thoughts, they also use this application to communicate with wild people out of the world. Thus, the aim of this research focuses on self disclosure and self presentation, trying to figure out adolescence bloggers’ experiences. The questionnaire consists of three parts: a) self-presentation willingness; b) self-disclosure willingness; and c) anonymity (Figure 1)

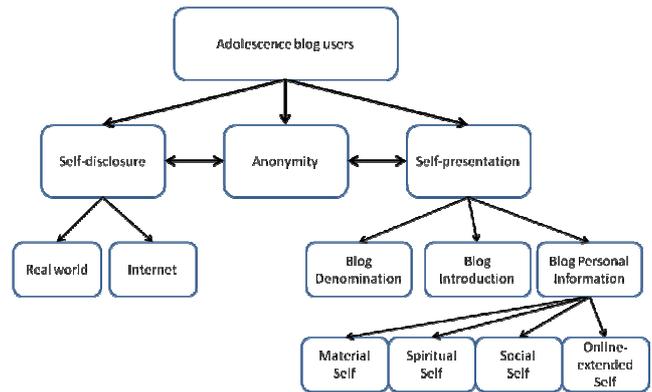


Figure 1: Research framework

3.1 Procedure

In this study, we attempted to develop a questionnaire consists of self-disclosure, self-presentation and anonymity. Based on the related research[13-14], we adopted items correspond to the situation of blog.

After adopted the questionnaire, then the delphi technique was be used to gather forecasts from independent experts in different fields. In this study, the following experts were invited in the Delphi survey: 2 experts of computer science and information technology, and 2 experts of education and psychology. After totally 4 rounds, 4 experts had the same opinion to this questionnaire. A total of 165 items in the adopted original questionnaire (table 1).

Table 1: Items of the original questionnaire

Dimension	Items
Self-presentation	87
Self-disclosure	72
Anonymity	6
Total	165

3.2 Participant

The target research sample of this study is adolescence blog users, thus junior high school and senior high school students are our target samples. Samples in this study were the junior high school students in Shulin City, Taipei Country and the senior high school students in Yangmei City, Taoyuan Country in Taiwan. A total of 70 valid samples were collected.

4 Result

4.1 Demographic Information

Among the 70 valid data, there were 31(44.3%) male and 39 (55.7%) female. The samples of this study was focus on junior and senior high school

students. in table 2, among the valid samples, there were 42 jounior high school students (age from 13-15) and 28 senior high school students (age from 16-17).

Table 2: Age of adolescence blog users

Age	Number	Percentage
13	1	1.4
14	28	40.0
15	13	18.6
16	15	21.4
17	13	18.6
Total	70	100.0

There are lots of Blog service providers (BSP) in Taiwan, among these BSP, most adolescence blog users in this study use Yahoo! as their main blog BSP (table 3). The top five reasons of why adolescence blog users like to use and read blogs were listed in Table 4. As tve can see, most of adolescence blog users use blog to kill their spare times, and other reasons related to social aspect, such as contact with classmates or friends, or in order to increase chat topics with friends, and so on. The fifth reason is related to the anonymity characteristic of the blog environment. Due to the characteristic of anonymity, they feel they can write down their secrets or diaries.

Table 3: Adolescence blog users' main blog BSP

Blog BSP	Number	Percentage
Yahoo!	63	90.0
Pixnet	3	4.3
PCHome	2	2.9
MSN Space	1	1.4
Others	1	1.4
Total	70	100

Table 4: Reasons of why they enjoy using blog

Reason	Number
To kill spare times	42
Contact with classmates or friends	40
Check other friends' information or	31
Increase chating topics	28
Because of the anonymity of the environment	28

In table 5, we can figure out that half of them (52.9%) have more than 4 years experience in using internet, and most of them using internet more than 3 years (80%). Only one person has the experience of using internet less than one year. In table 6, only 4 people have the experience of using blog more than 4 years. Most of them (87.2%)

using blogs less than 3 years.

Table 5: Experience of using internet

Year	Number	Percentage
0	1	1.4
1	3	4.3
1-2	4	5.7
2-3	6	8.6
3-4	19	27.1
More than 4	37	52.9
Total	70	100

Table 6: Experience of using blog

Year	Number	Percentage
1	24	34.3
1-2	22	31.4
2-3	17	24.3
3-4	5	7.1
More than 4	2	2.9
Total	70	100

As in table 7, half of these sample (85.7%) spent 1-5 hours a week to update their blog. We can also figure out that 5 people express that they spent more than 20 hours a week to update their own blog. In other words, they spent at least 3 hours a day to update their blogs.

Table 7: Frequency of update their blogs

Frequency of update their blog (hour)	Number	Percentage
1-5	60	85.7
5-10	3	4.3
10-15	1	1.4
15-20	1	1.4
More than 20	5	7.1
Total	70	100

4.2 Reliability Analysis of the Questionnaire

A total of 165 items in the adopted original questionnaire, after factor analysis and delphi technique, a total of 126 items in the questionnaire (table 4). The statistics information in Table 4 indicated that the values of Cronbach's alpha of self-presentation and self-disclosure are higher than .70[15]. The Cronbach ' s alpha of anonymity only higher than .50. according to Henson[16], the exploratory or pilot study, the Cronbach ' s alpha can decrease to .50. additionally, the cronbach ' s alpha of total questionnaire is .97, so we can sure the reliability

and validity of this questionnaire.

Table 4: Cronbach's alpha of the questionnaire

Dimension	Cronbach's alpha	Items
Self-presentation	.94	63
Self-disclosure	.97	58
Anonymity	.50	4
Total	.97	126

Here are some example items of self-presentation (table 5), self-disclosure (table 6), and anonymity (table 7).

Table 5: Example items of self-presentation

Self-presentation
I love to read others' blog denomination.
Blog introduction is the important part to know other bloggers.
The first step to know others from their blog denomination.
Via reading others' blog introduction, I can make friends with them.

Table 6 Example items of self-disclosure

Self-disclosure
I would like to talk about my trouble or embarrassed thing to he (her).
I can feel comfortable when I express something to he (her).
I would like to talk about my trouble of interpersonal relationship to he (her).
I can explore my drawback when I interact with he (her).
I have difficulty to behave natura when interac with he (her)
It is difficult to me to talk about something related to myself

Table 7: Example items of anonymity

Anonymity
The function of blog anonymity is important to me.
The function of blog anonymity give me a sense of security
I would like to use blog to give vent to my emotion.
My behavior in blog and in real life are quite different.

5 Conclusions

Internet has been oneo of the importatn information sources in our daily life in recent years, especially adolescence users. They spent much time on these new information technologies, such as blogs, wikis, or even online games. Nnumerous studies have focus on blogs, wikis, discussion forums, and so on. However, few researches focus on adolescence blog users' persection of self-presentation and self-disclosure. The purpose of this research is to develop a questionnaire with reliability and validity.

After the pilot study, a total of 126 items in this questionnaire, and the Cronbach's alpha is .97.

Acknowledgement:

The authors would like to thank the National Science Council of the Republic of China for financially supporting this research under Contract No. NSC 97-2511-S-008-003-MY3.

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