https://doi.org/10.37420/j.cer.2024.007

Investigating Ingratiatory Expression in Online Social Interaction from a dramaturgical theory Perspective: A Case research on WeChat Users

Renjin Wu
School of Literature and Journalism and Communication, Guangdong Ocean University, Guangdong, China
Corresponding author E-mail: 2512985169@qq.com

Abstract:
Amidst the deep entrenchment of users in digital platforms and the performative aspects of online interactions, ingratiatory communicative behaviors have emerged as a striking spectacle in social media exchanges. In this research, we adopt a dramaturgical approach with WeChat users as the subject, conducting in-depth interviews to investigate the ingratiation expression behavior on social media platforms.The research reveals that online ingratiatory behaviors manifest through textual expressions of intimacy and amiability, the emotive and lively deployment of emoticons, and the hyperbolic and illustrative use of digital meme stickers. These strategies are predominantly motivated by utilitarian necessities, adherence to social decorum, and the impetus for affective communication. Nevertheless, the tendency to excessively engage in ingratiating tactics during online social exchanges may precipitate the repression of authentic self-expression and engender social exhaustion.

Keywords:
Online Social Interaction, Ingratiation Expression, Self-Presentation, Social Media, WeChat Users

1. Introduction

The term "Textual Ingratiation Syndrome" delineates a pattern witnessed in online conversations where interlocutors carefully edit their verbiage and incorporate modality markers to render their dialogue ostensibly more accommodating for the other party. Such behaviors are marked by the amplification of responses, evidenced by the transformation of simple laughter indicators from "haha" to a more emphatic "hahahaha," or the colloquial softening of affirmatives from "okay" to "okay~." This tendency results in what can be termed as "expressive inflation" and "discursive devaluation." With the increasing confluence of virtuality and reality, users on social media platforms are intertwining strategies of off-stage social engagement with self-presentation, normalizing ingratiatory behavior in web-based interpersonal interactions.Therefore, this research employs sociologist Erving Goffman's theory of self-presentation as a interpretive framework, conducting in-depth interviews with WeChat users. The intent is to explore their behavioral characteristics, reveal underlying motivations and associated risks, in order to deepen our understanding of these phenomena. The findings may provide a reference for the adjustment of ingratiating behaviors in online social discourse.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

2. Literature Review

In the seminal work "The Presentation of Self in Everyday Life," social psychologist Erving Goffman presents the theory of self-presentation, illustrating how individuals craft their desired façades in a manner akin to thespians in social engagements. The theory highlights the duality between one's public performance (front stage) and the genuine self-expression in private (back stage), underlining the tactics deployed in impression management. Niu Gengfeng and colleagues examined the intrinsic connection between authentic self-presentation on social media and the sense of life satisfaction, and further analyzed the mediating effects of positive emotions and social support in this process. Sociologist Li Anzhai puts forward the "language inflation" theory in his book "On the Inflation of Language," delving into the potential discrepancy between forms of expression and the underlying thoughts and feelings, thus providing a robust theoretical basis for understanding the evolution of a single "haha" into a string of "hahahahaha" on social networks. Dai Feng's team, utilizing a combination of participatory observation and in-depth interviews as their research methodology, conducted a thorough investigation into the "haha inflation" phenomenon. They argue that such trends reflect a potential devaluation of language value in social interactions, which should be regarded with significance and treated with caution.

Globally, academic research on online users' self-presentation behaviors largely focuses on mainstream social platforms like Facebook and Instagram, examining a spectrum of influences from micro and macro perspectives including social and cultural capital accumulation, privacy protection mechanisms, and technological utilization. Domestically, research turns toward local social platforms such as WeChat and Weibo. Researcher Tong Hui conducted an extensive investigation into WeChat users' self-presentation on personal information pages and Moments. He stressed that future studies should pay closer attention to specific user behaviors and their underlying mechanisms on these platforms. Wu Feng and colleagues have observed that college students' strategies for expressing opinions on WeChat Moments are influenced by the boundaries between public and private spheres and the dual pressure of self-image presentation needs, typically adopting either an assertive or defensive style of expression .

In summary, current research on self-presentation and social performance has not adequately addressed the phenomena of "linguistic inflation and devaluation." This study aims to integrate the concept of social performance with ingratiatory communication, examining the behavioral characteristics of "Textual Ingratiation Syndrome" on social media through in-depth interviews. It explores the motives behind these behaviors and their potential consequences, endeavoring to deepen the understanding of online self-presentation and performative existence within the relevant fields.

3. Method

This study takes WeChat users as a case to delve into the phenomenon of online ingratiatory expression behaviors through interview methods, aiming to gain a deeper understanding of these behaviors and the associated phenomena. The interview content is divided into four sections: the first part primarily focuses on understanding the online social habits and WeChat usage of the users; the second part concentrates on examining the common characteristics of ingratiatory expression strategies during online interpersonal interactions among WeChat users; the third part explores the motivations behind users' online ingratiatory social behaviors; and the fourth part scrutinizes the impact that online ingratiatory social interactions have on the users.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

In this study, 22 participants aged between 20 and 44 were interviewed for durations ranging from 20 to 40 minutes, both online and offline. The gender distribution of the interviewees was balanced, with 11 males and 11 females. The interviews commenced in late March 2023 and concluded in mid-April 2023. The respondents included university students, teachers, media professionals, financial industry workers, medical personnel, and other professionals, with the intent to ensure that the research sample encompassed a broad range of fields and thus, fully understand the attitudes of various societal groups towards the perspectives presented in this paper. The results of the interviews were compiled into transcripts, totaling over 38 600 words. The basic information of the interviewees is presented in the following table.

Table1 Basic Information of Interviewees

No.	Gender	Age	Occupation
S1	Female	23	Undergraduate Student
S2	Male	31	Software Developer
S3	Male	24	Designer
S4	Female	25	Graduate Student
S5	Male	29	Real Estate Agent
S6	Female	28	Finance Professional
S7	Female	20	Undergraduate Student
S8	Male	34	E-commerce Professional
S9	Male	42	State-owned Enterprise Employee
S10	Female	28	Media Professional
S11	Female	43	Secondary School Teacher
S12	Male	22	Primary School Teacher
S13	Female	36	Civil Servant
S14	Male	35	University Lecturer
S15	Male	44	Retailer
S16	Female	43	Tour Guide
S17	Female	21	Associate Degree Student
S18	Male	29	University Counselor
S19	Female	25	Medical Staff
S20	Male	28	Doctoral Student
S21	Male	20	Undergraduate Student
S22	Female	23	Graduate Student

4. Discussion and analysis

4.1 Behavioral Characteristics of Ingratiating Expression

Erving Goffman posits that “impression management” is the process by which individuals control and manipulate their performance or presentation to elicit the desired reactions or effects in social interactions. Therefore, individuals may sculpt and manage the impression they wish to convey through altering their language, non-verbal behavior, attire, and other means. Interviews reveal that ingratiating expressions in online social interactions are primarily characterized by textually intimate and friendly expressions, emotive and vivid expressions via emoticons, and exaggerated concrete expressions through memes.

4.1.1 Use of Emoticons: Emotional and Vivid Expression

First and foremost, in interpersonal communication, over 70% of information is conveyed through non-verbal symbols. Therefore, emojis can intuitively communicate emotions and attitudes, compensating for the absence of bodily non-verbal cues in online interactions. This increases emotional engagement and reduces uncertainty in the communication process to avoid misinterpretation of messages. As the interviewees expressed:

"Whether it's posting on Moments or chatting, we often accompany our texts with emojis, which are like

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

the expressions we want to convey at the time." (S4)

"When asking for help, I might use 'flowers' or 'folded hands', and when complimenting someone, I might send a 'thumbs up' or 'fist bump'." (S1)

"Sometimes, there's no need for text; for instance, an angry emoji can express our empathy when a friend faces injustice." (S6)

Secondly, the use of emojis in online communication, such as the "crying face," can transcend cultural background and linguistic habits between communicators, fostering empathy and enlivening the exchange, while tactfully diffusing awkward moments.

"When a friend vents to me about someone else, even if I don't quite agree or am not very interested, I send a 'laugh cry' emoji to be considerate of their feelings." (S9)

"In an online contex, if someone sends you a 'smiling face' emoji, it might mean they don't quite agree with your point of view." (S15)

Lastly, emojis such as "handshake." "heart," and "hug," by compensating for information and reinforcing the transmission of meaning, extend one's physical presence and gestures, providing a more enriching communication experience to the recipient.

4.1.2 Use of Text Symbols: Intimate and Friendly Expression

Within the domain of textual symbol utilization, ingratiatory expression and textual placating behaviors are predominantly characterized by the repetitive use of words and the habitual embedding of special symbols. Interviews conducted for this study reveal that in online social contexts, users tend to resort to the repetition of words, reduplication, and the employment of modal particles as strategies to compensate for the lack of emotional depth and warmth that is inherent to conventional text-based communication. For instance, doubling the affirmative "okay" to "okay/okay" or frequently incorporating modal particles such as "ah", "ne", "la", "oh" and "lo", are techniques aimed at softening the rigidity and formality of the written language, thereby decreasing the emotional distance between communicators.

"In online communication, the absence of modal particles would render the conversation akin to written language, whereas the appropriate use of modal particles can convey cordiality and respect to the other party." (S2)

"When urging someone, I tend to say 'hurry up la' instead of just 'hurry up' to avoid a commanding tone." (S8)

"Plain text can only convey information, but with modal particles, one's attitude becomes clear."(S17)

Furthermore, the study also identifies a prevalent combination of special symbols like "!", ":)", and "~" in textual expressions among users. Compared to the simple acknowledgment of "I got it." , the embellished "I got it ~" is found to better express emotional nuance, thus contributing to a more relaxed conversational atmosphere, conveying positive feedback, and presenting a friendly demeanor and self-image. This enhancement enables the recipient to perceive that the message is valued and to receive a positive response.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

4.1.3 Use of Emoji Packs: Exaggerated and Concrete Expression

The trend towards video-centric information dissemination has driven the diversification of chat emoticons, thus endowing online interpersonal communication with visual and varied characteristics. Initially, emoticons, through their exaggerated, vivid, playful, and humorous styles, create specific contexts in the communication process, significantly enhancing the richness and intensity of the users' emotional expression. As interviewees stated:

"In the chatting process, emoticons are extremely convenient, allowing for the direct conveyance of personal attitudes without the need to type." (S9)

Another expressed, "Emoticons enable the recipient to clearly feel one's emotions." (S21)

Furthermore, the selection of emoticons, as well as their styles and types, has a notable impact on how others perceive the sender. Opting for cute pet emoticons or those matching shared interests during interactions not only adds to the fun of the interaction but also helps to craft a lively, positive self-image. This is more effective in bridging the emotional gap than mere textual communication .

"A simple daily greeting is far less effective in text than when using an emoticon pack." (S11)

"During conversations, I sometimes save and use emoticons that match the style of the person I'm chatting with."(S13)

"I now use emoticon packs even more than emoji expressions." (S20)

Lastly, in complex communication settings filled with uncertainty, communicators can send friendly, harmless emoticons to mask true emotions and avoid triggering dissatisfaction in others.

"Especially when dealing with people I'm not very familiar with, I often have to choose my words carefully at the beginning of a conversation. Using lively, cute emoticons helps to show friendliness." (S3)

In group chat environments, due to the inability to ascertain the thoughts of others accurately, "I opt to send non-aggressive, endearing pet emoticons to minimize conflict risk. This allows for the maintenance of harmony, even when faced with dissenting views." (S7)

4.2 Motivations for Ingratiating Expression

4.2.1 Impression Management Driven by Utilitarian Needs

In the context of the contemporary proliferation of social media, Goffman's concept of impression management increasingly becomes a strategic behavior in the realm of online self-presentation. This strategy aims to construct an image congruent with others' expectations, thereby maximizing self-efficacy and receiving return in the form of social capital. This phenomenon is particularly pronounced on online social platforms, where it serves as one of the primary motivations for users' frequent engagement in digital interactions. In such virtual environments, the notion of "textual ingratiation" emerges as a distinctive method of self-presentation, diverging from face-to-face interactions as described by Goffman. Its defining characteristics include a lack of immediate physical feedback and a tangible spatial correspondence. The online milieu reduces the costs associated with constructing a positive social persona through communicative actions. However, selecting

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

appropriate language and dissemination channels becomes crucial to ensure effective self-presentation.

"We adopt this mode of communication to facilitate more efficient transactions, not merely to ingratiate ourselves with others aimlessly." (S13)

"How can others treat you well if you don't treat them well?" (S17)

"Generally, one would not continue to ingratiate themselves without receiving some form of return or positive feedback; it would be meaningless." (S18)

"When seeking someone's approval or assistance, one would deliberately try to leave a good impression." (S21)

The linguistic strategies manifested in "textual ingratiation" reveal an individual's pursuit of social connections and external validation, which are fundamental drivers of this phenomenon. Indeed, the core objective behind adopting such a mode of self-presentation is to construct a positive image to garner societal recognition and support. Driven by the need for interpersonal communication, individuals tend to convey positive and enthusiastic attitudes, sometimes concealing their true feelings to avoid negative repercussions. As per the interviewees, some people believe that "textual ingratiation" in the network does not necessarily correlate directly with one's inner emotional or psychological state, and do not see it as necessary to mirror the true self in online interactions.

4.2.2 Respectful Expression Driven by Social Etiquette

Interviews have revealed that within the process of information exchange, the dual characteristics of dependence and independence between the sender and receiver operate as independent variables, creating a dual ambiguity in the communication process. Effective information transmission is central to communication; however, misunderstandings can arise if the receiver misinterprets the message, adversely affecting the exchange's success. Therefore, employing affable textual expressions not only deepens the meaning of the information but also aids in the sender's precise encoding and the receiver's correct decoding. This approach not only exhibits a friendly interactional attitude but also reduces the chances of misunderstandings.

"In online interactions, due to the limitations of textual expression, we cannot intuitively perceive the actual situation of others, which can easily lead to misunderstandings. Therefore, in such a context, communication that reflects respect and friendliness is particularly important." (S12)

"It's not really about ingratiating oneself; oftentimes, it's about adhering to basic social etiquette." (S10)

"In the online world, ingratiating social interaction is as common as it is in reality; many expressions are just polite ways to show respect." (S22)

Strategically using modal particles and other linguistic modifiers, affable textual expression can effectively convey the sender's positive emotional state, compensating for the lack of non-verbal cues in online communication. For instance, using "Got it, thanks!" instead of a mere "Received" can avoid misunderstandings in a positively charged interaction; however, a brief response may lead to misjudgment of the sender's emotions by a receiver in a bad mood, possibly even triggering negative evaluations. Conversely, expressions like "Okk" or "Sure thing" that are laden with positivity and affirmation, transmit the sender’s enthusiasm and appropriate attitude more directly. Among strangers, this dual uncertainty in communication is particularly pro-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

nounced, and affable textual expressions are more common in interactions between individuals with weaker ties, helping to reduce interpersonal distance and dispel indifference and animosity. In this trend, affable textual expression has gradually become a common mode of communication among contemporary youth. However, this trend may also render originally concise and direct dialogue as lacking warmth and even somewhat brusque by comparison.

4.2.3 Exaggerated Expression Motivated by Emotional Expression

In interpersonal interactions characterized by strong ties, such as those between family members, close friends, or colleagues, intensified textual expressions are more frequently encountered than the mild and friendly types of textual expression that often occur within weak relationship contexts. Under close relationships, emotional compensation tends to focus on the expression of robust emotions rather than concealment or flattery. It aims to convey a direct and intense emotional experience. While the text intensification behaviors used in intimate relationships may be classified as a form of "textual ingratiation," they are not typically the result of a calculated choice but are driven more by the immediate need for emotional release and to fill the void in emotional communication.

"Whether online or offline, when communicating with leaders or teachers with whom one is not very familiar, there is a kind of courteous and polite restraint. However, when interacting with good friends, it is common to uninhibitedly use emoticons to express feelings of sadness and joy." (S16)

"To convey one's emotions quickly to the chatting partner online, it is often necessary to use very exaggerated emoticons, something difficult to achieve with text alone." (S13)

The uncertainty inherent in media environments has an impact on the smoothness of interpersonal interactions. Analyzing from a perspective beyond technological determinism, individuals in online social contexts naturally seek alternative expressive strategies due to the lack of non-verbal communication elements. Although online communication cannot intuitively display facial expressions and body language, various emotions such as happiness, excitement, and anger can still be effectively communicated to others. Researchers have termed this phenomenon "emotional compensation." In the process of information transmission, a wide range of means, including punctuation, text, and emoticons, are extensively used to achieve emotional conveyance. Innovative use of text is one of the features of "textual ingratiation," partly due to the role of fulfilling individuals' needs for emotional communication and the mechanism of emotional compensation. Many respondents indicated that they tend to use a succession of words like "haha" to display their emotions. This form of intense emotional expression is prevalent in both Chinese and English contexts, where repetition of letters or stacking of exclamation marks is used to enhance semantic intensity (e.g., "I am soooooo busy" or "I am so busy!!!!!"). This exaggerated use of text actually reveals the individual's demands in emotional communication and exhibits a positive trend of emotional compensation.

4.3 Risks of Ingratiating Expression

4.3.1 Suppression of individuality

Goffman's theory of drama introduced the concepts of "frontstage" and "backstage". The "frontstage" is where individuals perform their roles, while the "backstage" is where individuals prepare and take respite from their roles, with social ingratiating behavior often repressing the true self due to the demands of "front-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

stage" performance. Excessive online ingratiation refers to the deliberate shaping of a virtual image in line with others' expectations or societal norms by an individual in networked interactions, in pursuit of others' acceptance and recognition, thereby neglecting or suppressing the expression of their true self. This phenomenon has become a psychological and social issue of public concern. With the acceleration of societal transformation and the rising cost of real-life communication, virtual network interactions have gradually become a part of life, and many people are starting to feel a fear of dependency in face-to-face interactions in real life. The virtual environment constructed by the Internet enables users to hide their own and others' behavioral characteristics, enhancing individuals' sense of control in communication. This makes people troubled by social anxiety prefer such social interaction and self-presentation platforms. However, as the reliance on textual ingratiation in online communication increases, people tend to mask their true emotions and positions, paying excessive attention to others' psychological responses and degrees of acceptance.

"For various worldly reasons, sometimes in online interpersonal conversations, one agrees with others for the sake of courtesy, but privately, they are very dissatisfied." (S22)

"Such socializing seldom comes from sincerity, the quality of social interaction is not good, and it is difficult to have a heart-to-heart." (S13)

"Pleasing others is equivalent to sacrificing one's real thoughts." (S6)

Firstly, online ingratiating behavior may lead to confusion about an individual's self-identity. When an individual frequently displays an image on social media that does not align with their true self, they may gradually blur the boundaries between real and virtual selves, thereby causing conflict and confusion in their sense of identity. Secondly, online ingratiating behavior suppresses the expression of individuality. In order to maintain an online image that pleases others, individuals often deliberately avoid expressing opinions that may cause controversy or be unpopular, thereby sacrificing the presentation of their unique perspectives and creative thinking. Thirdly, long-term online ingratiating behavior may cause individuals to feel alienated internally. In the constant process of self-censoring and performing, an individual's inner needs and emotional expressions are suppressed, making it difficult to achieve real self-satisfaction, thereby feeling isolated and misunderstood. Finally, online ingratiating behavior leads to superficiality in individual communication. When a large amount of social interaction is based on an untrue self-image, it is hard for communication between individuals to reach a deep level of understanding and connection, thus damaging the quality of social relationships.

4.3.2 Intensification of Social Fatigue

The internet provides a space for users to conceal their true selves and regulate behavioral characteristics, offering individuals with social anxiety enhanced control and making it their preferred platform for interactions and self-presentation. However, the trend of textual ingratiation online leads to the concealment of genuine emotions and stances, with an increased focus on the reactions and acceptance of others, exacerbating life stress and social anxiety. This pattern of textual ingratiation can lead to social fatigue, causing anxious individuals to further avoid social interaction, thereby intensifying symptoms of anxiety.

"Even when one caters to others, there is no guarantee of receiving the anticipated return." (S20)

"Consistently presenting one's best self to others and playing the role of an enthusiastic and friendly perso-

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

na can be exhausting and inauthentic when others may not be considerate of one's feelings. That's why sometimes I choose to 'read without replying'." (S19)

"This ingratiating form of socializing with bosses and clients is really just an online performance. Relying on this to maintain relationships is annoying." (S5)

First, online ingratiating social behavior requires individuals to persistently display a positive and sociable image within virtual spaces to gain the recognition and favorable feedback of others. This continuous management of image and social performance necessitates constant investment of time and energy. Over time, an individual's psychological resources available for socializing may gradually deplete, resulting in social fatigue. Second, in pursuit of social success online, individuals may consciously suppress or alter their true feelings and thoughts. Prolonged self-alienation can lead to a diminished intrinsic motivation for social activities, gradually stripping away the genuine meaning of socializing and subsequently fostering a sense of fatigue. Furthermore, individuals engaging in online social interactions often anticipate positive feedback and validation; however, in reality, such feedback may fall short of expectations. The accumulated disparity between expectations and actual experiences can decrease an individual's satisfaction with social interactions, leading to feelings of exhaustion and disillusionment, and progressively to social fatigue. Lastly, ingratiating behavior online increases the difficulty for individuals to maintain consistency across different social contexts. When there is a significant discrepancy between an individual's virtual social image and their real-life self, it can challenge their self-identity and lead to social fatigue.

5. Reflections and Limitations

In summary, "textual ingratiation", as a popular phenomenon in new media social interaction, plays an irreplaceable role in establishing interpersonal relationships, promoting emotional communication, and crafting online personal images. From a dramaturgical theory standpoint, ingratiatory behaviors, as a tactical social maneuver, proficiently convey benevolent intentions, intensify emotional discourse, resolve misunderstandings, augment the quality of interaction, and to an extent, safeguard the harmonious and balanced state of the online milieu. The practice of "textual ingratiation" should be approached with moderation and prudence. Over-reliance on, or incorrect use of this strategy, may lead individuals to excessively pursue superficial harmony and approval from others, overlooking the expression of their true selves and the quality of deep interpersonal relationships. Therefore, while acknowledging the positive impacts brought about by "textual ingratiation", we should also be vigilant of the potential adverse effects it may trigger. We encourage the establishment of sound online communication patterns, emphasizing sincere and open communication, in order to more effectively address fundamental issues in social relationships and promote the healthy development of online society.

The age range of the respondents in this study was concentrated between 20 and 44 years old, which to a certain extent, reflects the pattern of ingratiating social behavior online among social media users. However, due to the limited professional backgrounds of the selected respondents, there may be some group bias in the research results. Furthermore, this study did not specifically discuss the "textual ingratiation" behavior in the special contexts of different industries, fields, and groups. Hence, more attention might be needed in future studies regarding ingratiating online socialization in different scenarios.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

https://doi.org/10.37420/j.cer.2024.007

Reference

[1]Goffman, E. (1989). The Presentation of Self in Everyday Life. Zhejiang People's Publishing House. 202-211.(in Chinese)

[2]Niu, G. F., Bao, N., & Zhou, Z. K. (2015). The impact of self-presentation on social networking sites on life satisfaction: The role of positive emotion and social support. Psychological Development and Education, 31(5), 8. (in Chinese)

[3]Yue, Y. Y. (2020). The "inflation" of language and its meaning—In memory of Li Anzhai. Reading, 2020(5), 9. (in Chinese)

[4]Dai, F., & Cao, X. (2022). "Tongha inflation": Social performance in linguistic devaluation. Youth Journalist, 2022(15), 48-50. (in Chinese)

[5]Bohn, A., Buchta, C., Hornik, K., et al. (2014). Making friends and communicating on Facebook: Implications for access to social capital. Social Networks, 37, 29-41.

[6]Oscar, D., Bruijn, O., et al. (2014). Facebook helps: A case study of cross-cultural social networking and social capital. Information Communication and Society, 17(6), 732-749.

[7]Reed, P. J., Spiro, E. S., & Butts, C. T. (2016). Thumbs up for privacy?: Differences in online self-disclosure behavior across national cultures. Social Science Research, 59, 155-170.

[8]Comunello, F., Mulargia, S., & Parisi, L. (2016). The 'proper' way to spread ideas through social media: Exploring the affordances and constraints of different social media platforms as perceived by Italian activists. Sociological Review, 64(3).

[9]Tong, H. (2014). Self-presentation and interpersonal communication on WeChat. Chongqing Social Sciences, 2014(1), 9. (in Chinese)

[10]Wu, F., & Tan, X. Y. (2021). Self-presentation of social motives: An empirical study of community opinion expression strategies under weak relationship dominance. Modern Communication: Journal of Communication University of China, 43(6), 6. (in Chinese)

[11]Derks, D., Fischer, A. H., & Bos, A. E. R. (2008). The role of emotion in computer-mediated communication: A review. Computers in Human Behavior, 24(3), 766-785.

[12]Tang, J. T. (2016). Political participation and collective action in online communities—The case of the FB "emoji battle". Journalistic University, 2016(3), 6.

[13]Peng, L. (2018). Selfie: A conflicted "self-technique". Journalistic University, 151(05), 45-55. (in Chinese)

[14]Ruesch, J. (2011). Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies, and Paradoxes. Acta Medica Martiniana, 12(12), 38-44.

[15]Dong, C. Y., & Ding, Y. R. (2018). Poor media, rich use—Emotional compensation in internet-mediated interactions. Journalism and Writing, 2018(9), 5. (in Chinese)

[16]Meshi, D., Tamir, D. I., & Heekeren, H. R. (2015). The emerging neuroscience of social media. Trends in Cognitive Sciences, 19(12), 771-782.

[17]Dhir, A., Yossatorn, Y., Kaur, P., et al. (2018). Online social media fatigue and psychological wellbeing—A study of compulsive use, fear of missing out, fatigue, anxiety, and depression. International Journal of Information Management, 40, 141-152.

© 2024 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)