



Personality Traits Conscientiousness and Openness to Experience as a Predictors of Authentic Self-Presentation Online

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Abstract. This study aims to look at the role of the personality traits conscientiousness and openness to experience in shaping the behavior of displaying authentic self as one method of online self-presentation. Authentic self describes the authenticity of an individual's identity in online media. A total of 209 participants were asked to complete the Presentation of Online Self Scale for Adult (POSSA) and Mini International Personality Item Pool (Mini IPIP) questionnaires. Both questionnaires are multidimensional, so all participants were asked to fill in items that were in the dimensions of conscientiousness, openness to experience and authentic self only. By using multiple regression analysis techniques, it is known that trait conscientiousness and openness to experience significantly influence and play a role of 4.3% in shaping the behavior of displaying authentic self on social media. The relationship between the three variables is positive. So it can be concluded that the higher a person's level of trait conscientiousness and openness to experience, the higher the likelihood of displaying his authentic self or real self on social media. With a high authentic self score, the self-presentation that a person displays in the real world and the virtual world is consistent.

Keywords: Authentic Self, Online Self-Presentation, Personality, Conscientiousness, Openness to Experience.

1 Introduction

Humans today seem to live two lives, namely in the real world and the virtual world or commonly known as cyberspace. Cyberspace, or the “virtual” world, is made up of connections between computers, internet-enabled devices, servers, routers, and other components of the Internet infrastructure. So that in cyberspace, a person can interact with other people by utilizing the internet network. It has become easier for people to socialize with others without worrying about distance and time. Through social media, we can exchange messages, get a lot of information that can increase insight and knowledge, and share photos that we want easily [20].

It turns out that technological advances do not always provide positive benefits to humans. There are also many negative things that we can feel as an impact of using

social media. Disrupted sleep, lower life satisfaction and poor self-esteem are some of the negative impacts that are often associated with the use of social media [23]. In fact, a society that has a Healthy and Prosperous Life is one of the 17 global ideals of the world formulated at the UN General Assembly in September 2015 [16]. All of these global targets are more often known as the Sustainable Development Goals (SDGs). SDGs are a series of goals set by the United Nations (UN) to achieve a better and more sustainable life for everyone on the planet. So, it is fitting that we contribute to creating a society that lives a healthy and prosperous life even in the midst of the onslaught of social media.

One of the things that makes people feel unhealthy or unwell when using social media is the tendency to compare one's own achievements with those of other colleagues seen on social media [21]. This can make people feel inferior and a failure. Often this self-comparison process ends with a person's desire to present themselves in a certain form.

Through the social media used, each individual can easily choose what they want to show to give an impression to others. With the existence of a very diverse and broad social media, people can utilize this as a place for free expression, they can determine and control their character and appearance. This is referred to as self-presentation. According to Jones and Pittman [4], self-presentation is an attempt to form a selective self-impression carried out by each individual, which aims to present a self-image that matches the expectations of himself or others. Self-presentation is also known as the process of managing information about oneself in expressing to others both shown and not intentionally shown [10].

In the process of self-presentation, individuals can choose what kind of self-image they want to present to others. For example, they can form a new character that can be far different from their original character. In the context of the online world, this self-presentation is also associated with the self-image that a person displays on their social media, or often known as online self-presentation. Online self-presentation is individual behavior consciously or unconsciously, with a preparation that aims to be accepted by others in the online world [24].

According to Strimbu, et al [18] there are several dimensions in online self-presentation, namely Adaptable Self, Authentic Self, and Freedom of Self Online. Adaptable self describes the extent to which individual online media users show different personas from themselves and adjust a more desirable identity. Authentic self describes the authenticity of an individual's identity in online media with the offline world. Freedom of Self Online describes the extent to which individuals consider the benefits of online self-presentation, one of which is freedom of expression. This research specifically only discusses authentic self to see if someone has a tendency to present their true identity online.

Since they do not communicate face to face, everyone has a tendency to display a certain self-image on social media, which is the result of a person's thought process and consideration to choose what self-image they want to show. Sometimes this is in accordance with his personality in the real world, but it is not uncommon for people to try to present a self-image that is different from the original. Online disinhibition effect

is a condition where a person has behavior that is contrary in cyberspace to his behavior when interacting directly in the real world [19].

In deciding what kind of self-image you want to display online, of course there are many factors that are taken into consideration and influence these actions, one of which is personality. Ansori [2] explains that personality includes all aspects of attitudes, emotions, expressions, temperament, traits and behavior of each individual. All of these aspects are realized through a person's behavior when they are in certain situations or circumstances.

Each individual has behavior that tends to be consistent in dealing with the situations they face, and this is a characteristic of each individual. According to Dami & Curniati [6], personality is called a complex trait and may reflect a person's lifestyle. Personality is an individual's pattern of emotions, thoughts, and behavior. According to Eysenck [9], personality is a combination of a person's behavior and abilities, which are determined by heredity and environment, and seen through the functional interaction of four behavioral factors such as the cognitive sector (intelligence), the conative sector (intelligence), the affective sector (temperament), and the somatic sector (constitution).

In personality theory, there is one form of approach used to measure personality, namely the big five personality. Nasyroh & Wikansari [13] said that big five personality is a consistent approach to viewing and assessing a person's personality through factor analysis of adjectives, there are 5 factors including extraversion, agreeableness, openness to experience, neuroticism, and conscientiousness. According to Feist and Feist [8], Big five personality is a personality theory that can explain and predict human behavior.

According to Costa & McCrae [5], individuals with neuroticism tend to experience anxiety, irritability, emotionality, and are easily disturbed by things that cause stress. Meanwhile, individuals with an agreeable personality are trustworthy, generous and have good behavior. Individuals with an openness to experience personality are creative, like diversity, and are more open to their opponents. Individuals with an extraversion personality are cheerful, talkative, affectionate, enjoy being in crowds, and finally individuals with a conscientiousness personality are ambitious, like order, are thorough and hardworking.

Of the five personality traits, this research will focus on Conscientiousness and Openness to Experience. So, this research aims to identify the role of conscientiousness and openness to experience in forming an authentic self as a self-image when presenting oneself online.

2 Methods

The average age of participants in this study was 23 (SD = 2.93), with an age range of 17 – 43 years. A total of 209 people (74 male; 135 female) participants were asked to fill out a questionnaire online. Comparison of the number of respondents in proportion to both genders, as depicted in the diagram below.

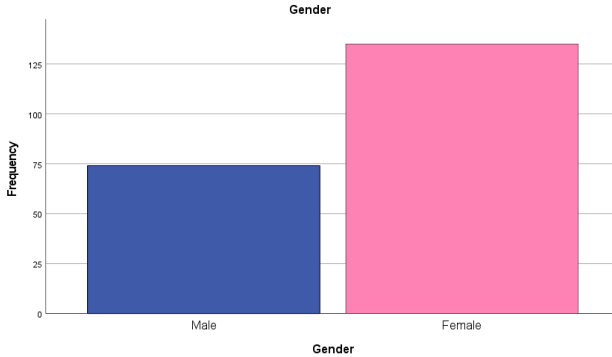


Fig. 1 The Gender Comparison Diagram

By distributing links and QR codes on the SurveyMonkey website, participants in this study were asked to fill out the Presentation of Online Self Scale for Adult (POSSA) and Mini International Personality Item Pool (Mini IPIP) instruments. The Presentation of Online Self Scale for Adult (POSSA) instrument was developed by N. Strimbu, et al in 2021 [18] which aims to measure online self-presentation. This instrument consists of a total of 17 items with three dimensions. These dimensions are adaptable self which consists of 6 items, authentic self which consists of 4 items, and freedom of self online which consists of 7 items. However, in this research, only measuring instruments for the authentic self were used in accordance with the research objectives.

Meanwhile, the Mini International Personality Item Pool instrument developed by Donellan [7] consists of 5 dimensions in which there are 20 items with a total of 9 favorable items and 11 unfavourable items. Just like the POSSA instrument which is multidimensional [18], the Mini IPIP measuring instrument is also multidimensional [7]. So that in accordance with the objectives of this research, only items in the dimensions of conscientiousness and openness to experience were used.

The research data that has been successfully collected is then analyzed using multiple regression analysis techniques. Multiple regression analysis is a statistical technique that analyzes the relationship between two or more variables and uses this information to estimate the value of the dependent variable [22]. In multiple regression, the goal is to develop a model that describes the dependent variable against more than one independent variable.

3 Results and Discussions

Assessments for scores of authentic self and personality traits of conscientiousness and openness to experience were tested on 209 people as participants. This research data has met the prerequisite tests for using analysis techniques from the Parametric test group. So, the data in this study was tested using multiple regression analysis statistical

techniques, to develop a model that describes the dependent variable against more than one independent variable.

Table 1. Mean Scores of Authentic Self, Conscientiousness and Openness to Experience

	N	Mean	SD
Authentic Self	209	14,5885	2,60603
Conscientiousness	209	13,5981	2,67026
Openness to Experience	209	14,4258	2,66227

The results of the analysis obtained were that the mean score for authentic self was 14.59 (SD = 2.61), conscientiousness was 14.43 (SD = 2.67) and openness to experience was 13.60 (SD = 2.66).

Table 2. Correlation of Authentic Self, Conscientiousness and Openness to Experience

		Conscientiousness	Openness	Authentic Self
Conscientiousness	Pearson Correlation	1	.197**	.170*
	Sig. (2-tailed)		.004	.014
	N	209	209	209
Openness	Pearson Correlation	.197**	1	.152*
	Sig. (2-tailed)	.004		.028
	N	209	209	209
Authentic Self	Pearson Correlation	.170*	.152*	1
	Sig. (2-tailed)	.014	.028	
	N	209	209	209

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

It can be seen that conscientiousness and openness to experience have a significant relationship to authentic self. This can be seen through the significance values of conscientiousness (p = 0.014) and openness to experience (p = 0.028) which are less than 0.05. The relationship between these three variables is also positive, namely the higher the personality traits of conscientiousness and openness to experience, the higher the possibility of someone displaying their authentic self on social media.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.208 ^a	.043	.034	2.56113

a. Predictors: (Constant), Conscientiousness, Openness

The personality traits of conscientiousness and openness to experience together have a significant influence on authentic self. The two predictor variables in this study contributed 4.3% in shaping the behavior of displaying authentic self on social media.

Table 4. Significance Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.378	2	30.689	4.679	.010 ^b
	Residual	1351.234	206	6.559		
	Total	1412.612	208			

a. Dependent Variable: Authentic_Self
 b. Predictors: (Constant), Conscientiousness, Openness

The contribution of conscientiousness and openness to experience in forming an authentic self on social media has proven to be significant, with a significance value of 0.010 ($p < 0.05$). So, it can be said that the personality traits of conscientiousness and openness to experience are significant in contributing to a person's tendency to display authentic self on social media.

Table 5. Coefficients Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.898	1.220		8.932	.000
	Openness	.121	.068	.123	1.776	.077
	Conscientiousness	.142	.068	.145	2.092	.038

a. Dependent Variable: Authentic Self

Based on the coefficient value obtained by the personality traits of conscientiousness and openness to experience, it is possible to estimate the value of authentic self in a person. To estimate the value of authentic self, you can use the regression equation formula as a calculation method [11].

$$Y = a + bX_1 + bX_2$$

$$Y = 10,898 + 0,121 X_1 + 0,142 X_2$$

$$\text{Authentic Self} = 10,898 + 0,121 \text{ Openness to Experience} + 0,142 \text{ Conscientiousness}$$

Based on the calculation method above, it can be concluded that for every one unit increase in openness to experience, authentic self will also increase by 0.121 times, and for every one unit increase in conscientiousness, authentic self will also increase by 0.142 times. Thus, for every one unit increase in the personality traits of conscientiousness and openness to experience, the authentic self that displayed on social media also increases.

The results of this research are in line with previous research which states that individuals who have high traits of conscientiousness and openness to experience tend to display their authentic self on social media. Individuals with a high conscientiousness

trait tend to be more careful in their self-presentation online, this shows that they also tend not to explore multiple selves in an online context [17; 18]. The conscientiousness trait has criteria in the form of being disciplined, organized and planned, having competence and focusing on achievement [11]. Individuals with a tendency towards conscientiousness maintain order in carrying out their lives [8]. This can be a reason for individuals with the conscientiousness trait to display their 'real self' on social media to maintain order in their lives.

Openness to experience is a trait with the criteria of accepting various new thoughts, being full of creative or imaginative thoughts, being enthusiastic and having an interest in various things [11; 15; 8]. They will also be more open to sharing information about themselves on social media [1; 14]. Therefore, individuals with a high openness to experience trait will tend to present their true selves on social media.

Although not examined in this study, it is assumed that if someone increasingly shows their authentic self on social media, then happiness and well-being will also increase. This is supported by the results of a study conducted by Bailey et al [3] which stated that individuals who are more authentic in expressing themselves also report greater satisfaction with their lives and are more prosperous. So, it is hoped that with more people who are authentic in expressing themselves, one of the SDGs goals set by the UN can be achieved.

4 Conclusions

Based on the research results obtained, it is known that the personality traits of conscientiousness and openness to experience simultaneously have a significant influence in shaping the behavior of displaying one's authentic self on social media. The relationship between these three variables is positive, so it can be concluded that the higher the level of the personality traits of conscientiousness and openness to experience in a person, the greater the possibility of displaying an authentic self on social media. Authentic self describes the authenticity of an individual's identity in online media and in the offline world. The higher score of individual's authentic self, the greater the possibility of someone showing their true self on social media, so that the self-presentation they display in both the real and virtual worlds is consistent.

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