3. Results

3.1 Self-presentation practices on TikTok and Instagram: comparison

- Similar behaviours: they do not care about the number of followers, likes or views, they share realistic visions of themselves.
- Variable behaviours: they share real personal information and forward/share other posts instead of publishing their own content.
- Practices to filter the self or the audiences for which they publish personal content: for 2/3 of the sample, they were not common practices.

3.2 Relationship of self-presentation practices with different profiles

1st factorial analysis with 10 for total sample and factorial analysis in 2 subsamples (Instagram and TikTok) with adequate KMO and significant sphericity level (p less than 0.001). Principal components method with orthogonal rotation (varimax) and Kaiser normalisation in main sample and subsamples. Elimination of 2 items (“I share myself just like I am in real life” and “I use filters to present a better version of myself”). 3 factors for the global sample: 1st Authenticity in the presentation; 2nd Social validation; and 3rd Image control.

3.3 Differences according to gender and age

Different practices by age or gender, but without finding statistically significant differences.

4. Conclusions

- Self-presentation practices less guided by social feedback.
- Conformity in self-presentation practices: adolescents tend to be guided by not hiding the real self.
- However, differences in the authenticity factor highlight the importance of contextual conditions and the possibilities offered by SNs.


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Instrument: 19-item questionnaire

Sample: 2,066 12-to-18-year-old students

Selection of the type of user: intensive, limited or ‘no use’

Separate analysis with the 2 subsamples of intensive users

Exploratory Factor Analysis

Identification of profiles to contrast differences (gender and age)