UNVEILING THE SELF-PRESENTATION TACTICS ON FACEBOOK: THE ROLE OF PERSONALITY TRAITS

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Abstract

Self-presentation tactics on Facebook are subjects of study by researchers in the area of Social Media Retrieval. Social networking sites, such as Facebook, offer social scientists a unique opportunity to observe behavior in a real setting and increase the accessibility of study participants from different countries and demographic groups. Modern social networking sites platforms provide abundant behavioral cues, including self-presentation tactics, which can potentially reveal an user's personality. In the present study, we analyze two components of Facebook use: motives and self-presentation tactics, and explore the ways in which they associate with the Dark Triad and HEXACO personality traits. personality traits predict self-presentation tactics on Facebook; they lead individuals to certain motives for Facebook use and consequently, to specific self-presentation tactics. Besides, the motives of Facebook use mediate the relationship between personality traits and self-presentation tactics. The current study sheds light on the mechanisms of how personality traits might lead to self-presentation tactics on Facebook; it enhances existing knowledge about the relationship between motives of Facebook use and the self-presentation tactics employed by the Facebook users to achieve their goals.

Key words: *Self-presentation tactics, Social networking sites, Dark Triad, Hexaco Personality Traits*

Introduction

Throughout history, human beings have always been concerned about their social image and have tried to present themselves strategically (Goffman, 1959). However, the increasing number of Social Networking Sites (SNS) has had a substantial influence on such social endeavors. Social networking sites, such as Facebook, offer social scientists

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a unique opportunity to observe behavior in a real setting and increase the accessibility of study participants from different countries and demographic groups (Wilson et al., 2012). Modern SNS platforms provide abundant behavioral cues, including self-presentation tactics, which can potentially reveal a user's personality.

Self-presentation tactics on Facebook are subjects of study by researchers in the area of Social Media Retrieval. Looking at social media, self-presentation is a behavior that represents how an individual portrays oneself to others. More precisely, self-presentation strategies on Facebook are about how individuals have been self-modifying to present themselves in a more favorable light to their social network. Self-presentation on Facebook overwhelmingly focuses on selective exposure, social comparison, and identity management. The fundamental reason for these tendencies is at least partially related to the need to manage appearance and social impressions, which is also where self-deception comes into play.

On the one hand, by utilizing this wealth of behavioral information like self-presentation tactics, we can infer the personality traits of individuals (Shen et al., 2015) or make a conclusion about the predictive power of digital footprints collected from social media for personality traits (Azucar et al., 2018). On the other hand, personality traits also can be useful in predicting the online behavior, such as self-presentation tactics. Many studies have examined personality traits as predictors of Facebook use (Akbari et al., 2023; Amichai-Hamburger & Vinitzky, 2010; Ross, et al., 2009; Carpenter et al., 2011; Seidman, 2013; Lee, Ahn, & Kim, 2014; Marino et al., 2018; Moore K. &., 2012; Sindermann et al., 2020; Rajesh & Rangaiah, 2022). Nevertheless, most of them were focused on the Big Five traits, shyness and loneliness (Fox & Rooney, 2015). Some researchers also examined Dark Triad or HEXACO personality traits in the context of Facebook behavior (e.g., Brown et al., 2023; Garcia & Sikström, 2014; Fox & Rooney, 2015; Freyth et al., 2023; Nitschinsk et, al., 2022; Pabian et al., 2015; Goodboy & Martin, 2015; Grieve & Watkinson, 2016; Zafar et al., 2018). However, these studies do not provide information about the role that different motives for using Facebook play in the relationship between personality traits and self-presentation strategies on Facebook, or whether the relationship between personality traits and self-presentation tactics can be mediated by those motives.

Therefore, in the present study, we analyze two components of Facebook use: motives and self-presentation tactics, and explore the ways in which they associate with the Dark Triad and HEXACO personality traits. In the study, we examined whether personality traits predict Facebook use motives and which self-presentation tactics are used to achieve their goals. There is limited research on the impact of personality traits on SNS use motives and intentions. Besides, there is no data on motive-matching self-presentation strategies implied by SNS users to achieve their goals. This study contributes to understanding the relationship between the social media and personality traits and allows us to explore the digital landscape empirically.

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Self-Presentation Tactics on Facebook

Self-presentation tactics on Facebook involve a deliberate management and control of one's online identity to create specific images or impressions to others. This process is influenced by the desire for approval, recognition, and social validation. When presenting the self on social media, people try to use strategies that help them to gain more respect and liking from others. When they make decisions how to present themselves online, exaggeration of favorable characteristics and traits is likely (e.g., Bareket-Bojmel et al., 2016). With the rise of social media platforms such as Facebook, individuals have enormous opportunities than ever to shape how they can be perceived by their social network. Sometimes people even present a false 'Facebook-self' image that significantly deviates (for the better) from their true self (e.g., see Gil-Or et al., 2015; Michikyan et al., 2015; Turel & Gil-Or, 2019).

In general, researchers agree on the existence of different tactics of self-presentation. According to Lee and colleagues (1999), self-presentation tactics are behaviors used to impress others to achieve short-term interpersonal goals. They distinguish assertive and defensive self-presentation tactics. Defensive self-presentation is used when the desired impression is threatened or ineffectiveness of the impression is expected. Assertive self-presentation serves to create and maintain a certain impression.

The concept of assertive self-presentation aligns with theories related to impression management (Goffman, 1959), self-esteem and social identity in the context of social media platforms such as Facebook. Assertive self-presentation tactics on Facebook involve deliberate strategies that individuals use to present themselves in a confident and self-assured manner. These tactics aim to establish a strong and positive personal image while fostering respect and admiration from others.

Understanding the motives of Facebook use

Some researchers (Nadkarni & Hofmann, 2012) claim that one of the basic motivations of using the social media is fulfilling self-presentation needs. It gives opportunity to present different aspects of selves – the aspects that users may not generally be able to reveal offline (Seidman, 2014; Tosun, 2012). Uses and Gratification (U&G) is one of the most studied and applied theories in the field of psychological motives for the media use (McQuail, 1985). As per the uses and gratifications approach, individuals exhibit goal-driven preferences for communication channels, selecting specific communication technologies based on how effectively they cater for their needs compared to other options (Joinson et al., 2008).

Numerous studies examining the motives of Facebook use have identified several common motives. A number of individuals utilize Facebook as a means to foster and sustain relationships with people they have encountered or become friends with offline (Ellison et al., 2007, Joinson et al., 2008, Lampe et al., 2006; Alam et al., 2011; Clark et al., 2007; Urista, Dong & Day, 2009). To a lesser extent, Facebook is also utilized as a platform for

individuals to explore and learn about new people (Ellison et al., 2007, Joinson et al., 2008, Lampe et al., 2006).

Posting, commenting, and tagging shared photos serve as a distinctive motivation for using Facebook. Facebook provides opportunities for users to gain visibility, recognition, and social validation. Seeking popularity by striving to accumulate a high number of likes, comments, and shares, as these interactions serve as indicators of their posts' popularity and social acceptance. Some users may deliberately create attention-seeking posts to attract attention and generate engagement. Users may seek popularity by attempting to increase their follower count, as a larger following can be seen as a measure of popularity and influence within the platform.

Another significant motivation for using Facebook is the desire to stay updated on what other people are doing. Rau and colleagues' (2008) study highlighted the distinction between active participants who engage in posting and commenting, and 'lurkers', who passively observe online activities. An active participation involves active engagement and interaction while lurking refers to the regular reading of others' posts and comments without actively contributing. Understanding user behaviors in any online communication system, including Facebook, necessitates acknowledging the presence and motivations of both active and passive users.

Another motive to use Facebook is seeking entertainment (Sheldon & Gevorgyan, 2008; Park et al., 2009), and passing time (Foregger, 2008; Sheldon & Gevorgyan, 2008). Some users turn to the platform for relaxation and leisure. Pennington's survey study in 2009 on Facebook users confirmed that using Facebook was to connect with friends, while the second important purpose was engaging in 'Distraction/Procrastination'. These results highlight the role of social networking platforms in providing entertainment and means to combat boredom or engage in leisure activities.

Facebook's social environment fosters social comparison where users compare their popularity and social status with others. Some individuals may engage in Facebook use with the motive of seeking popularity to enhance their perceived social standing relative to their peers (Foregger, 2008).

Researchers (Nadkarni & Hofmann, 2012) suggest that Facebook use is motivated by two primary needs: the need to belong and the need of self-presentation. Humans are highly dependent on the social acceptance of others. Social acceptability, appearing to be a person who is fun to hang out with or seeming a 'cool' person who is having a likable and engaging personality that makes someone pleasant to spend time with, might be an important motive for using Facebook. This motivation might be especially important for people with specific personality (e.g., dark personality) traits. Research consistently shows that the Dark Triad is related to different motives for using Facebook. For example, study has identified links between dark personality traits and motives of Facebook use such as entertainment, communication and self-expression (Tang et al., 2022). Research also found the link between narcissism and motives of using social media platforms such as frequently seeking and receiving favorable feedback – 'likes' (Dumas et al., 2017). Addi-

tionally, it has been noted that narcissistic individuals frequently tend to engage in self-pro-motion activities (Carpenter, 2012), as well as frequently sharing selfies (Fox & Rooney, 2015). Narcissism is the most relevant Dark Triad trait when it comes to self-presentation and actively seeking approval and online admiration-seeking (Lyons, 2019). All of this suggests that the relationship between Dark Triad traits and self-presentation strategies may be mediated by a motive for using Facebook, such as appearing 'cool' among peers.

Personality factors and Facebook use

Personality plays an important role in shaping one's online behaviors. This is espe-cially evident through the link between personality traits and the ways individuals engage on Facebook. A lot of studies investigated the relationship between personality traits and Facebook use (for the review see Akbari et al., 2022; Carvalho & Pianowski, 2017; Liu & Campbell, 2017; Marino et al., 2018; Rajesh & Rangaiah, 2022). The Five Factor Model (extraversion, neuroticism, agreeableness, openness to experience and conscientious-ness) is the most frequently used framework for categorizing personality influences on Facebook behavior (McCrae, & Costa, 1999). Generally, extraversion and openness are the strongest predictors of social network site activities (e.g., gaming, online interaction, etc.), while conscientiousness, neuroticism and agreeableness are only correlated with a few of the SNS activities (Liu & Campbell, 2017). Facebook users report higher levels of extraversion and lower levels of conscientiousness compared to non-users (Sindermann et al., 2020). The recent meta-analysis (Huang, 2019) showed that the overall correlations of social network site use with neuroticism and extraversion are positively small, while con-scientiousness has a negative small correlation with SNS use, and openness and agree-ableness are not significantly correlated.

Those who are high in extraversion reported being a member of more groups (Ross, et al., 2009), as well as having more friends on Facebook (Amichai-Hamburger & Vinitzky, 2010). In addition, extraversion is in a positive correlation with the Facebook activity level (Michikyan et al., 2014). However, studies do not confirm the links between extraversion and the frequency of Facebook use (Skues et al., 2012). On the other hand, extroversion was found to be reflected by excessive online self-promotion (Gosling et al., 2011). People high in extraversion tend to represent themselves and use strategic self-presentation on Facebook (Seidman, 2013).

Even though agreeableness is associated with successful friendships and romantic relationships in real life, there is no significant connection in the Facebook context (Ross, et al., 2009). Agreeableness is positively associated with the tendency to express one's actual self on Facebook (Seidman, 2013). It shows correlation with a few of the social network activities (Liu & Campbell, 2017) and is not significantly related with SNS use (Huang, 2019). Furthermore, agreeableness might be a protective factor against social media addiction (Huang, 2022). People high in openness to the experience reported fre-quent posting on other people's Facebook walls (Carpenter et al., 2011). They use Face-

book to create real-life relationships, to get information about others and plan activities with them (Carpenter et al., 2011).

Neurotic individuals with low self-esteem tend to present their rather ideal and not real self (Seidman, 2013), thus they are frequently self-presenting in both, real and virtual life Facebook (Seidman, 2013). Moreover, as one study shows, their self-presentation is strategic (Michikyan et al., 2014). Generally, the findings about neuroticism and social network site use vary a lot. Namely, sometimes studies find a moderate positive (Giota & Kleftaras, 2013; Wang & Ching, 2013), a small positive (Huang, 2019; Michikyan et al., 2014), or a near zero correlation (Garcia & Sikström, 2014), while others show a negative correlation between neuroticism and SNS use (Lee et al., 2011; Marino et al., 2016; Moore & McElroy, 2012). Neuroticism is positively associated with the expression of ideal and hidden self-aspects (Seidman, 2013). Furthermore, neuroticism is positively related to tendencies towards Facebook-use disorder (Sindermann et al., 2020), it is a risk factor for the social media addiction and has a direct positive association with the addictive social media use (Marengo et al., 2020)

Individuals who score higher on consciousness do not tend to use social networking sites (Ryan & Xenos, 2011). Conscientiousness is also negatively related to tendencies towards the Facebook-use disorder (Sindermann et al., 2020) Interestingly, unlike their real-life, conscious people do not tend to be careful on Facebook and often regret after they post (Moore & McElroy, 2012). However, other study claims that conscious individuals are careful about self-presentation on Facebook (Seidman, 2013) and conscientiousness is a protective factor for the social media addiction (Huang, 2022).

The relationship between Dark Triad personality traits (Machiavellianism, narcissism, and psychopathy) (Paulhus & Williams, 2002) and Facebook use was also explored. The Dark Triad involves socially malevolent behavior such as self-promotion, emotional coldness, duplicity and aggressiveness (Paulhus & Williams, 2002). According to Rosenberg (2011), Machiavellianism is a significant predictor of Facebook's self-presentation tactics. People who scored higher on Machiavellianism tend to use self-promotion and manipulation on Facebook as strategies of self-presentation (Rosenberg & Egbert, 2011).

Narcissism is one of the most well-studied traits in the context of Facebook (Buffardi & Campbell, 2008). Research constantly indicates that it plays a substantial role in social media usage and behavior – there is a positive association between narcissism and Facebook activity level (Mehdizadeh, 2010), as well as the number of Facebook friends and posts (Buffardi & Campbell, 2008). Moreover, narcissistic individuals tend to employ Facebook as a means to establish new connections (Eşkisu et al., 2017). Narcissism positively correlates with the desire for admiration from Facebook friends (Davenport et al., 2014), the significance individuals attribute to their Facebook presence (Blachnio et al., 2016) and emotional attachment to the platform itself (Blachnio & Przepiorka, 2018). As one study shows, the photos uploaded on social networks by narcissist people tend to be more self-promotional (Buffardi & Campbell, 2008). They are more likely to post selfies (Kim & Chock, 2017) and some dimensions of narcissism are related to specific categories of sel-

fies taken by participants (Barry et al, 2015). They frequently post images of their material possessions (Scott et al., 2018) and update status about their accomplishments (Marshall et al., 2015). Furthermore, a meta-analysis (McCain & Campbell, 2018) shows significant associations between narcissism and various social media activities. This includes a positive correlation with the increased time spent on platforms, larger friend networks, higher numbers of followers, and more frequent sharing of status updates (on Facebook), tweets, their own photographs and selfies.

Studies show that virtual space makes self-presentation bolder (Subrahmanyam et al., 2006). Facebook helps shy people to avoid face-to-face communication and manage planned and consistent self-presentation (Ellison et al., 2007). As studies show, in general people prefer not to lie and present their real selves on Facebook, whilst they share information about themselves selectively (Zarghooni, 2007). In real life, as well as on Facebook, they use specific self-presentation tactics (Rosenberg, 2011). Lee et.al. (2014) reported two broad strategies of self-presentation: defensive and assertive, which serve different interpersonal purposes. 'Assertive self-presentations are meant to develop or create identities, whereas defensive tactics are used to defend or restore an identity which has been spoiled' (Lee et al., 2014).

The present study

The present study aims to investigate the relationship between personality traits and motives of Facebook use, as well as the self-presentation tactics employed by Facebook users to achieve their goals. Specifically, we aim to answer the following questions: How basic (HEXACO model) and aversive (Dark Triad) personality traits are related to self-presentation tactics revealed on Facebook; to what extent Facebook users match their motives with self-presentation strategies on social networking sites, and whether the relationship between personality traits and self-presentation strategies are mediated by the motives of Facebook use. It was expected that personality traits would predict self-presentation tactics on Facebook; personality traits would lead individuals to certain motives of Facebook use and, consequently, to specific self-presentation tactics; and finally, it was assumed that the motives of Facebook use would mediate the relationship between personality traits and self-presentation tactics.

Method

Participants and Procedure

The sample was composed of 231 Facebook users aged 18-28 (recruited via convenience snowball sampling; M_{age}=20.05; SD=2.47), 144 women (62.3%), and 87 men (37.7%). 84.4% of the participants reported being students, while the rest had higher (12.1%), or secondary (3.4%) education. The majority of the participants (75.3%) were psychology undergraduate students. As for the marital status, 95.2% of participants were single, while the rest was either married (2.6%) or divorced (0.4%).

All participants have been informed about the goal of the study and the possibility to withdraw at any time, without any explanation. They also have been informed that their responses will be kept confidential and will only be used for research purposes. All of them have given informed consent. Participation in the study was voluntary, and no reward was given for taking part.

Research Instruments

Facebook self-presentation tactics. For measuring self-presentation tactics on Facebook, we modified The Self-Presentation Tactic Scale (Lee et.al., 1999) by adding the phrase: 'On Facebook' to each item. The scale contains 63 items assessed on a 7-point Likert type scale (1= *Very Infrequently*; 7= *frequently*) and measures 12 subscales/self-presentation tactics (excuse, justification, disclaimer, self-handicapping, apology, ingratiation, intimidation, supplication, enhancement, blasting, basking and exemplification). These subscales make up two wide categories: Defensive (α=.88) and assertive (α=.89) self-presentation tactics.

Motives of Facebook use. To measure participants' motives for using Facebook, we used the Motives of Facebook Use Scale (Sheldon, 2008). It is a self-report questionnaire and consists of 26 items assessed on a 5-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). The scale measures six factors: relationship maintenance (α=.75); companionship (α=.81); entertainment (α=.75); passing time (α=.67); virtual community (α=.79) and coolness (α=.81).

Dark Triad. The Dark Triad traits were measurand by The Dark Triad Dirty Dozen (Jonason & Webster, 2010). The scale contains 12 items that are evaluated on a 7-point Likert-type scale (1 = *Strongly disagree*; 7 = *Strongly agree*) and measures all of three personality traits of Dark Triad: Machiavellianism (α=.61); psychopathy (α=.55) and narcissism (α=.60), as well as a composite of Dark Triad (α=.81).

The HEXACO model. To assess basic personality traits, the Georgian version (Martskvishvili et al., 2022) of the HEXACO-PI-R (Lee, & Ashton, 2018) was used. It is a self-report inventory containing 100 items rated on a 5-point scale from 1 (*I disagree completely*) to 5 (*I agree*) and measures six dimensions. The Cronbach's alphas of the domains in our study are: Honesty-humility (α=.76); Emotionality (α=.76); Extraversion (α=.79); Agreeableness (α=.73); Consciousnesses (α=.75); Openness to experience (α=.68). Each of the dimensions is measured via four facets and each facet contains four items. In addition to these 24 facets, the instrument contains the interstitial facet of Altruism, which is measured also via four items.

Analysis plan

To investigate the factors that affect self-presentation tactics on Facebook, we first analyzed the correlations (the Pearson product-moment correlation coefficient) between the study variables. Next, we examined whether personality, including basic personality traits and Dark Triad, predicts self-presentation strategies using multiple regression analysis. To

test the effects of motivation on the relationship between personality traits and self-presentation strategies, we employed mediation analyses (Conditional Process Modeling by Hayes, 2018; Model 4).

Results

The results of the correlational analysis (Table 1) show that basic personality traits are related to both, assertive and defensive self-presentation strategies. Specifically, honesty-humility negatively correlates with assertive self-presentation tactics (-.25), while extraversion (.25) shows a positive correlation. Emotionality is positively related to defensive tactics (.15). All three Dark Triad traits are positively related to assertive self-presentation strategies. The highest correlation is observed with Narcissism (.31) and the lowest – with Machiavellianism (.28).

The results of the correlational analysis also showed that personality traits are related to motives for Facebook use. Specifically, honesty-humility is negatively related to almost all motives of Facebook use: passing time (-.16); virtual community (-.19); entertainment (-.16) and coolness (-.20). Emotionality is positively related with most motives, with the highest correlation showing with the relationship maintenance (.22) and entertainment (.28). Consciousness shows negative correlations with the following motives: passing time (-.14) and companionship (.15). As for the Dark Triad traits relationship with Facebook using motives, Narcissism is positively related to the motives of coolness (.17) and virtual community (.15).

The correlational analysis also shows that the motives for Facebook use are related to self-presentation tactics on Facebook. The highest correlation was revealed between assertive self-presentation strategies and the motives of keeping the virtual community (.46) while the lowest correlation (.15) was revealed between assertive self-presentation and the motive of passing time on Facebook.

We used multiple linear regression analyses to test whether personality traits and motives of Facebook use predict self-presentation strategies on social media (see Table 2). First, we tested the model for combined personality factors and assertive self-presentation strategies (A-SPT). This explained 12% of the variance and significantly predicted A-SPT (R^2=.12, *adjusted* R^2=.09), F (6, 204)=4.63, *p*<.000) with Humility (β = -.23, *t*=-3.30, *p*<.01) as a significant negative predictor and extraversion (β =.22, *t*=3.20, *p*<.01) as a significant positive predictor of A-SPT. Regarding the defensive self-presentation strategies, the model for six personality dimensions explained 6% of the variance and significantly predicted the defensive self-presentation strategies (D-SPT) (R^2=.06, *adjusted* R^2=.03), F(6, 206)= 2.10, *p*<.05) with only emotionality (β =.16, *t*=2.41, *p*<.05) as a significant positive predictor of D-SPT.

The model of Dark Triad traits explained 12% of the variance and significantly predicted assertive self-presentation strategies (A-SPT). (R^2=.12, *adjusted* R^2=.1), F(3, 203)=9.03, *p*<.001) with narcissism (β =.18, *t*=2.08, *p*<.05) as a significant predictor of A-SPT. Regarding the defensive self-presentation tactics, the model of Dark Triad traits was not statistically significant explaining the variance of defensive self-presentation strategies.

Table 1. Descriptive statistics and intercorrelations of study variables

	M(Sd)	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
HEXACO																	
Humility (1)	3.44(0.68)	.05	-.17*	.19**	.113	.16*	-.46**	-.51**	-.50**	-.08	-.25**	-.03	-.16*	-.19**	-.16*	-.20**	-.05
Emotionality (2)	3.13(0.56)		-.05	-.02	-.01	0.02	-.30**	-.15*	-.08	.15*	.04	.22**	.20**	.07	.28**	.09	.14*
Extraversion (3)	3.32(0.56)			-.05	.23**	.13	.18**	.17*	.38**	.08	.25**	.12	-.09	.05	.08	.06	-.19**
Agreeableness (4)	2.80(0.51)				-.25**	-0.01	-.23**	-.16*	-.33**	.06	.03	.09	.01	.07	-.03	.02	.07
Consciousness (5)	3.33(0.52)					.34**	.07	.06	.12	.09	.00	.03	-.14*	-.11	-.09	-.06	-.15*
Openness (6)	3.58(0.48)						.08	.07	.03	.06	-.02	.06	-.04	-.06	-.07	-.16*	.02
Dark Triad traits																	
Machiavellianism (7)	9.55(4.49)							.59**	.56**	.09	.28**	-.02	.02	.10	.02	.13	.04
Psychopathy (8)	12.82(4.62)								.62**	.13	.29**	.03	.05	.05	.07	.08	.04
Narcissism (9)	12.86(4.77)									.10	.31**	.02	.03	.15*	.01	.17*	.06
Self-presentation Tactics on Facebook																	
Defensive (10)	2.94(1.10)										.81**	.01	.16*	.33**	.28**	.20**	.30**
Assertive (11)	2.37(0.91)											.07	.15*	.46**	.26**	.30**	.30**
Motives for Facebook use																	
Relationship maintenance (12)	3.87(0.78)												.48**	.11	.40**	.07	.20**
Passing time (13)	3.29(0.97)													.24**	.59**	.20**	.26**
Virtual community (14)	2.01(0.90)														.27**	.49**	.50**
Entertainment (15)	3.14(0.93)															.22**	.33**
Coolness (16)	1.43(0.77)																.40**
Companionship (17)	1.61(0.87)																

*Note: * p <.05; ** p < .01; ***p < .001.*

The model of Facebook motives explained 25% of the variance and significantly predicted assertive self-presentation strategies (A-SPT). (R^2=.25, *adjusted R^2*=.22), F(6, 204)=11.02, p<.001) with having a virtual community (β =.37, t=4.90, p<.001) and entertainment motives (β =.18, t=2.24, p<.01) as significant predictors of A-SPT. The combination of Facebook's different motives explained 15% of the variance and significantly predicted defensive self-presentation strategies (D-SPT). (R^2=.18, *adjusted R^2*=.15), F(6, 208)=7.43, p<.001) with having a virtual community (β =.21, t=2.71, p<.01) and entertainment motives (β =.22, t=2.73, p<.01) as significant predictors of D-SPT.

Table 2. Predictors of self-presentation tactics.

Predictor	Assertive self-presentation tactics			
	B	SE	β	95% CI
HEXACO				
Humility	-.31	.10	-.23**	[-.49, -.12]
Emotionality	.11	.11	.07	[-.10, .33]
Extraversion	.36	.11	.22**	[.14, .58]
Agreeableness	.15	.13	.09	[-.10, .40]
Conscientiousness	.01	.13	.02	[-.24, .27]
Openness	-.03	.13	-.012	[-.3, .23]
R^2			.12	
F			4.63***	
Dark Triad				
Machiavellianism	.02	.02	.11	
Psychopathy	.02	.02	.11	
Narcissism	.04	.02	.18*	
R^2			.12	
F			9.03***	
Motives of Facebook use				
Relationship maintenance	-.03	.08	-.03	[-.19, .13]
Passing time	-.06	.08	-.06	[-.21, .09]
Virtual community	.37	.08	.37 ***	[.22, .52]
Entertainment	.17	.08	.18*	[.02, .32]
Coolness	.09	.08	.08	[-.07, .26]
Companionship	.05	.07	.05	[-.11, .20]
R^2			.25	
F			11.02***	
	Defensive self-presentation tactics			
Predictor	B	SE	β	95% CI
HEXACO				
Humility	-.19	.12	-.12	[-.42, .04]
Emotionality	.32	.13	.16 *	[.6, .59]

Extraversion	.10	.14	.05	[-.18, .38]
Agreeableness	.26	.16	.12	[-05, .56]
Conscientiousness	.24	.16	.11	[-.81, .55]
Openness	.06	.17	.02	[-.27, .38]
R^2			.06	
F			2.10*	
Motives of Facebook use				
Relationship maintenance	-.19	.10	-.13	[-.39, .15]
Passing time	.01	.10	.01	[-.17, .02]
Virtual community	.26	.10	.21**	[.22, .52]
Entertainment	.26	.10	.22**	[.07, .45]
Coolness	-.01	.11	-.01	[-.22, .20]
Companionship	.19	.10	.15	[-.00, .38]
R^2			.18	
F			7.34***	
Note: *p <.05; **p < .01; ***p < .001.				

To test the effects of motivation on the relationship between Dark Triad traits and self-presentation strategies, we run mediation analyses (Conditional Process Modeling by Hayes, 2018; Model 4). The motive which mediated the prelateship between the Dark trait composite and assertive self-presentation strategies, was coolness. Examining the role of the coolness motive of Facebook use as the mediator in the relationship between the Dark Triad composite and assertive self-presentation tactics indicate that there is a significant indirect effect of Dark Triad composite on assertive self-presentation tactics through Facebook motives of coolness R2 = .18, F(2, 198) = 21.29, p =.000. b = .04; se = .02; BCa CI [.01, .08]. The total effect of the Dark Triad composite on assertive tactics is significant ((b = .34, se = .01, t = 5.02; p =.000). When controlling for the mediator, the direct effect of the Dark Triad composite remains significant [(b =.29, se = .05, t = 4.51; p = .000)] (Figure 1).

b = .16; se = .01; p = .02   Coolness   b = .26; se = .08; p = .000

Dark Triad Composite   Assertive self-presentation

Total effect b = .34; se = .01; p = .000
Direct effect b = .29; se = .05; p = .000
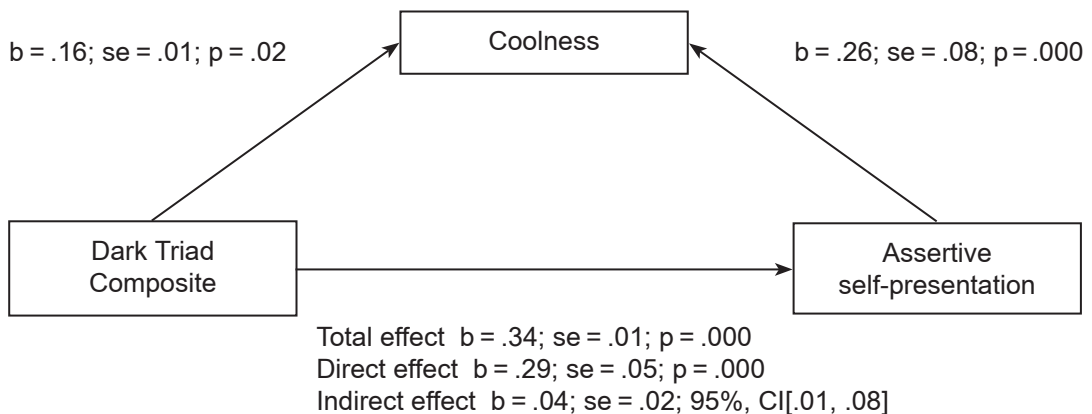Indirect effect b = .04; se = .02; 95%, CI[.01, .08]

Figure 1. The indirect effect of Dark Triad composite on assertive self-presentation

To examine which components of the Dark Triad contributed whether the mediational model stays significant, we tested all three aversive personality traits. As it turns out, the model is reliable in the case of Narcissism. Examining the role of Coolness motive in the relationship between Narcissism and assertive self-presentation strategies indicate that there is a significant indirect effect of Narcissism on assertive self-presentation tactics through coolness R^2 = .53, $F_{(2, 204)}$ = 19.92, p =.000. b = .04; se = .02; BCa CI [.01, .09]. The total effect of Narcissism on assertive self-presentation is significant (b = .31, se = .01, t(204) = 4.68; p =.000). When controlling for the mediator, the direct effect of Narcissism on assertive self-presentation remains significant [(b =.27, se = .01, t(204) = 4.12; p = .000)] (see Figure 2).

Total effect b = .31; se = .01; p = .000
Direct effect b = .27; se = .01; p = .000
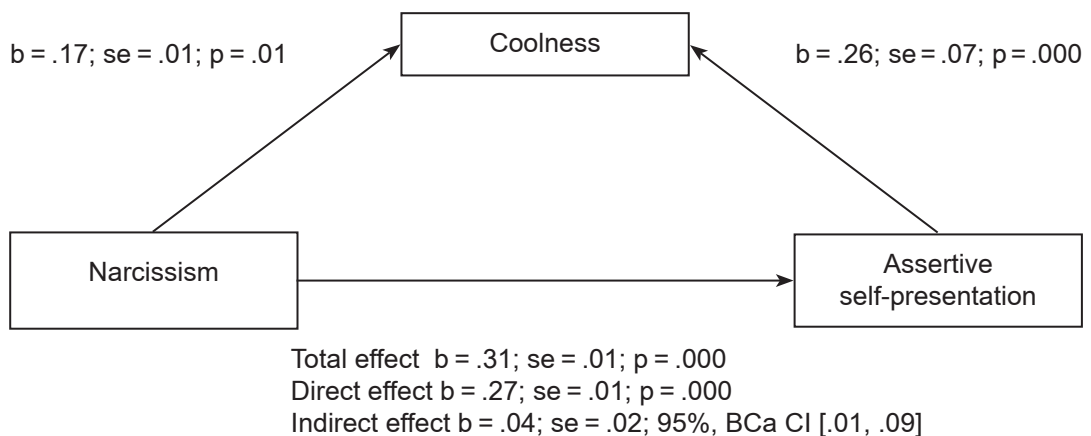Indirect effect b = .04; se = .02; 95%, BCa CI [.01, .09]

Figure 2. The indirect effect of Narcissism on assertive self-presentation

Discussion

The study aimed to investigate the relationship between personality traits (HEXACO model; Dark Triad), motives of Facebook use and the self-presentation tactics employed by Facebook users to achieve their goals. Specifically, to explore the role of Facebook usage motives in the relationship between personality traits and self-presentation tactics – whether the relationship between personality and self-presentation strategies are mediated by the motives. As it was expected, personality traits predict self-presentation tactics on Facebook; they lead individuals to certain motives for Facebook use and consequently, to specific self-presentation tactics. Besides, the motives of Facebook use mediate the relationship between personality traits and self-presentation tactics.

The results of correlation and regression analysis revealed the association between personality traits and Facebook self-presentation tactics, which nicely fits with the majority of scientific literature (e.g., Akbari et al., 2022; Back et al., 2010; Carvalho & Pianowski, 2017; Gosling et al. 2007; Lee et al., 2014; Liu & Campbell, 2017; Marino et al., 2018; Rajesh & Rangaiah, 2022; Rosenberg & Egbert, 2011). Specifically, regression analysis

showed that extraversion is a significant predictor of assertive self-presentation tactics. This can be explained by the fact that, basically, assertiveness is part of extraversion (McCrae, & Costa, 1999). They share common tendencies and characteristics. Extraverts usually gain energy through social interaction, which provides the opportunity to develop assertiveness skills. Extraverts tend to be more self-confident in expressing themselves, speaking up and sharing their opinions. This confidence contributes to their assertive behavior. Extraverts are characterized by a high tendency for social dominance which can be closely tied to self-confidence. They are more likely to take their place and establish themselves as leaders or key players in social interactions. Finally, extraverts are frequently described as energetic, enthusiastic and action-oriented. They have a tendency to take initiative and actively pursue their goals. This proactivity can manifest in assertiveness when it comes to expressing their thoughts, making decisions and taking charge of situations.

From the Dark Triad traits, Narcissism was a significant predictor of assertive self-presentation tactics. Undoubtedly, social media platforms offer numerous of ways for individuals with narcissistic tendencies to indulge in self-promotion and unveil the assertive self-presentation strategies on Facebook, resulting in substantial attraction for those inclined towards immodesty. This aversive trait has been found to play an important role in predicting various social network related variables: e.g., higher levels of social activity in the online community (e.g., the number of times Facebook is checked per day, the time spent on the website, the frequency of status updates or photo uploads). Narcissism serves as positive predictor of status update at Facebook. It is also related to self-promoting content in several aspects of the social networking. Individuals with higher levels of narcissism tend to have more attractive profile pictures, seek attention through photo uploads, and have a higher number of Facebook friends (e.g., see Buffardi & Campbell 2010; Grieve et al, 2019; Lee et al., 2014; Mehdizadeh, 2010). It is, therefore, not surprising that narcissistic individuals are more likely to intend sharing digitally enhanced self-images (Kim & Chock, 2017; Lowe-Calverley & Grieve, 2018) and even more unsurprising that narcissism appears to be a significant predictor of assertive self-presentation strategies employed on Facebook.

Results show that narcissism is positively related to the motives of coolness. Moreover, coolness as a Facebook-using motive mediates the relationship between Dark traits and assertive self-presentation strategies. One of the core motivations for using the Social Networking Site (e.g., Facebook) is to fulfil self-presentation needs (Nadkarni & Hofmann, 2012). So, a narcissistic person is unlikely to take a chance on being liked by the public not having a Facebook account and not being seen as the 'cool guy'. Furthermore, narcissism is characterized by an excessive sense of self-importance, a need for admiration and a lack of empathy for others (Jones & Paulhus, 2009). Research has suggested that individuals with narcissistic tendencies may be more likely to engage in self-promotion and seek validation from others. Using Facebook to appear 'cool' can be seen as a way for individuals with narcissistic traits to showcase their achievements, popularity and unique qualities in order to gain admiration and validation from their online friends or followers. It

allows them to control their online image, which aligns with their desire for attention and admiration. It should also be mentioned that our study participants are mostly young people and having a social media account is typically considered to be socially accepted, even valued or a mandatory thing by the young generation. Therefore, it is understandable why coolness can be one of the important strategies, which leads to assertive self-presentation on Facebook.

The results of correlational analysis showed that HEXACO honesty-humility factor is negatively related to almost all motives of Facebook use: passing time, virtual community, entertainment and coolness, which is in line with other studies showing that honesty-humility is related with a shorter Facebook usage time (e.g. Freyth et al., 2023), also significantly and negatively correlate with Facebook Addiction (Zafar et al., 2018) and all this is not associated with Facebook use or Facebook network characteristics (Brown et al, 2023). Not surprisingly, the honesty-humility factor does not show correlations with certain aspects of Facebook related variables, because HEXACO Honesty-Humility factor refers to traits such as honesty, fairness, modesty and greed-avoidance. It reflects an individual's tendency to be honest and humble, avoid manipulating others for personal gain, feel little temptation to break rules, are uninterested in lavish wealth and luxuries, and feel no special entitlement to elevated social status (Lee, & Ashton, 2013). There may be several reasons that contribute to the significant negative correlations between honesty-humility and Facebook related variables. One reason may be online opportunities of camouflaging. Social media platforms allow users to remain anonymous, exhibit behaviors that they would never engage in real life, and those may even be different from their true personalities. Also, social network platforms give online opportunities of selective self-presentation. The social media allows users to present and emphasize only certain aspects of their personality and hide others. Unraveling such behavior is not consistent with the characteristics of the individual with high scores on honesty-humility. It should also be mentioned that Honesty-Humility notably resembles the Dark Factor of Personality and is the basic personality dimension that most closely approximates to it (Moshagen et al., 2018), but it has the potential to provide additional insights and contribute incrementally to understanding the darker facets that extend beyond standard taxonomies and broadening our comprehension beyond conventional personality frameworks such as the Big Five.

The study has some limitations. First, we used only self-report questionnaires for measuring Facebook-related variables. Although self-report questionnaires are among one of the most widely used assessment strategies in psychology, nevertheless, in addition to actual behavioral outcomes, the use of behavioral measures would enhance the validity of the results. Another limitation is related to the purely cross-sectional data. We cannot conclude whether the motive of Facebook uses predicts the self-presentation tactics or the reverse, because both could make sense. And finally, a limitation of the study is related to the analysis of the specific self-expression tactics, which could not be carried out within the scope of this study and could represent the goals of future research. Notwithstanding these restrictions, the current study sheds light on the mechanisms of how personality

traits might lead to self-presentation tactics on Facebook; it enhances existing knowledge about the relationship between motives of Facebook use and the self-presentation tactics employed by the Facebook users to achieve their goals.

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