Sex differences in online assertive self-presentation strategies

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Short title: Self-presentation and selfies.

Abstract

This study explored differential relationships between assertive self-presentational strategies and social media behaviour between females and males, and these are the same for selfie and non-selfie images. Four hundred and thirty six participants completed the study (253 females, 183 males; mean age = 21.24 years, range 18-30). They completed the Self-Presentation Tactics Scale (Assertive), and a week later the number of selfie-postings, selfie-edits, and total number of photo postings, on each participant's social media sites were counted. Females posted and edited more selfies than males, with no difference in non-selfie image posting. Males showed greater assertive self-presentational strategies of entitlement, enhancement, blasting, and ingratiating, but not intimidation. There was a complex relationship between sex and social media behaviour. The primary presentational strategy associated with selfie posting for females was intimidation, with a larger range of strategies associated with selfie posting for males. Both sexes showed associations between aggressive self-presentational strategies and non-selfie posting, but these associations were stronger for the males, in that those males with high levels of such strategies posted more non-selfies. These results are not easily characterised by either evolutionary or social role theories, but suggest online behaviour offers novel opportunities for sex difference research.

Key words: self-presentational strategies; sex differences; selfies; social media; aggression.

Introduction

Although the prevalence of sharing posts on social media is difficult to specify, Clements (2018) suggests that around 80% of all adults, aged 18 to 35, in the United States have shared an image of themselves (selfie). It has been estimated that this age group posts a mean of four selfies per day (Doğan & Adıgüzel, 2020). Whatever the actual numbers, it is clear that this is a very common behaviour, with nearly 50% of people over 55 also posting on social media (Clements, 2018). Multiple psychological factors are associated with this behaviour, and these factors include: attention seeking, communication, archiving, and entertainment (Sung, Lee, Kim, & Choi, 2016); and self-approval, belonging, and documentation (Etgar, & Amichai-Hamburger, 2017; Seidman, 2013). The current study explored differences in assertive self-presentational strategies and posting behaviour between females and males for selfie and non-selfie images to determine if these are as predicted in real world situations, or display novel sex differences.

Such motivations may be related differently to personality characteristics like conscientiousness, emotional stability, openness to experiences, and self-esteem (Etgar & Amichai-Hamburger 2017; Seidman, 2013), as well as to personality traits like narcissism (Reed, Bircek, Osborne, Viganò, & Truzoli, 2018; Sung et al., 2016), and psychoticism (Adler, 2017) and histrionic personality disorder (Sorokowski, Sorokowska, Frackowiak, Karwowski, Rusicka, & Oleszkiewicz, 2016). However, such personality traits do not always predict social media posting (cf. Biolcati & Passini, 2018; Etgar & Amichai-Hamburger, 2017). Both the form of the post (Reed et al., 2018), and the individual's self-esteem (Biolcati & Passini, 2018), mediate the role of personality variables, with self-esteem being supported by self-presentational strategies (Schlenker, 2003). Although this latter aspect of social media behaviour has been discussed widely, it has not received extensive empirical examination.

Self-presentation strategies regulate revelation of self-relevant information, including images, to others (Schlenker, 2003), and involve the motivation to manipulate others' perception of the self, and behaviours that produce or maintain a desired self-image (Leary & Kowalski, 1990). Self-presentation has been suggested as a key motivation behind the use of social networking (Sorokowski, Sorokowska, Oleszkiewicz, Frackowiak, Huk, & Pisanski, 2015), and impression management has been suggested as pivotal to understanding the processes underlying selfie-posting (Pounders, Kowalczyk, & Stowers, 2016). However, despite a number of authors postulating that this aspect of social media behaviour is connected to self-presentation, there has been little, in any, research conducted to explore which self-presentational strategies are employed by those posting on social media. To this end, a measure of self-presentational strategies – the Self Presentation Tactics Scale (SPTS; Lee, Quigley, Nesler, Corbett, & Tedeschi, 1999) – that has been adopted in personality research was used to examine associations with social media posting behaviours.

The SPTS asks about behaviours in real-world situations, and measures the sorts of strategies adopted, which fall into 'assertive' and 'defensive' varieties. The assertive strategies are: intimidation, entitlement, enhancement, blasting, ingratiation, supplication, and exemplification. All of these are strategies designed to gain a personal advantage by either dominating others aggressively (intimidation, entitlement, enhancement, blasting), or developing strong social reactions of support (ingratiation, supplication, exemplification). These assertive self-presentation strategies are of particular interest in the context of social media posting, as they can be related to aggressive online behaviour, which is a concern (Abell & Brewer, 2014; Kumar, Ojha, Malmasi, & Zampieri, 2018). For example, some of the assertive self-presentational strategies, like intimidation, and entitlement, are associated with personality traits such as grandiose narcissism (Hart, Adams, Burton, & Tortoriello, 2017), which has been found to be related to aggressive online behaviour and social media

posting (Reed et al., 2018; Sorokowski et al., 2015). Given this, it might be suggested that such assertive self-presentational strategies would be related to social media behaviours like the posting and editing of selfies (Etgar, & Amichai-Hamburger, 2017; Sorokowski et al., 2016). However, it is often assumed that, if posting of selfies is connected to an attempt to present a positive image of the self (Biolcati & Passini, 2018), then the relationship between self-presentational strategies and selfie posting would be stronger than that between self-presentational strategies and non-selfie image posting. Posting on non-selfie images has not been explored in any depth, and not in relation to self-presentational strategies.

In addition to an examination of the relationship between assertive self-presentational strategies and posting behaviours, there is reason to suspect that there may be sex differences in the extent of this relationship. It is known that females post more selfies than males (Cao & Halloran, 2014; Sorokowski et al., 2016), and are more likely to edit selfies than males (Dhir, Pallesen, Torsheim, & Andreassen, 2016). It is suggested that this is a reflection of a tendency for females to present themselves as attractive, and part of a social group (Manago, Graham, Greenfield, & Salimkhan, 2008). It is unknown whether this would hold for non-selfie images as well, although Cao and Halloran (2014) suggest that this tendency to post more photographs online by females may be restricted to photographs of a personal nature.

However, males tend to score higher on all of the forms of assertive self-presentation measured by the SPTS, except for supplication and exemplification (Lee et al., 1999). This result is consistent with other studies in which men have verbally reported themselves as more assertive than women in many professional/work-related situations (Hollandsworth & Wall, 1977). Importantly, it should be noted that women report themselves as more assertive than men in terms of social-relationships (Hollandsworth & Wall, 1977). Many sex differences are situation specific, with traditionally-assumed male versus female personality differences reversing under some circumstances (Costa, Terracciano, & McCrae, 2001;

Leaper & Ayres, 2007). Given these considerations, it is unclear whether social media behaviour would be related to assertive self-presentation more strongly in males for all assertive strategies. It may be that the more aggressive forms of assertive self-presentation strategies would show a stronger relationship to posting in males than in females, but the more socially-oriented self-presentations strategies might be more strongly related to posting for females. Moreover, the nature of the post (selfie versus non-selfie) may also produce differences in these relationships.

A further complication is that female social media behaviour, as opposed to 'real world' behaviours, can be seen to be as assertive as male behaviour (Gallbraith, Reed, & Saunders, 2020). Early studies of social media (MySpace) revealed that, while the language used by females was 'interpersonally warmer', and 'more compassionate', than that of males, it was also more assertive (Manago et al., 2008). Studies of more contemporary social media platforms also suggest that presumed differences between males and females in terms of assertiveness, as revealed by their language, do not exist (Park et al., 2016). Some studies have suggested that females' social media behaviour is as aggressive as males, especially in relation to posting of selfies (Chua & Chang, 2016; Gallbraith et al., 2020), and that females engage in cyberbullying, and online stalking to higher degrees (Guitar & Carmen, 2020).

There are a number of possible explanations for these assertive online self-presentational strategies by females. One suggestion is that they may be a form of intra-sexual competition (Guitar & Carmen, 2020), in which females compete for males. However, an alternative view stems from social role theory (Eagly, 1987), which might predict that online contexts could generate or allow novel social roles to develop. Social networking sites providing females novel opportunities to engage in different behaviours related to the self than real world situation (Park et al., 2016). Presently, which of these theoretical explanations will carry more weight in online contexts is unclear, and such

considerations suggest more research into sex differences in social media behaviour is required.

Given the current gaps in knowledge, the current study explored whether there were any differential relationships between assertive self-presentational strategies and social media behaviour between females and males, and whether any such relationships would be the same or different for selfie and non-selfie images. To this end, the SPTS scale was used to assess assertive self-presentational strategies favoured by the participants. These strategies were related to later social media behaviour, in terms of posting selfies, editing the selfies, and posting non-selfies. On the basis of previous literature, it is suggested that females will post and edit more selfies than males. Similarly, it is suggested that males will report higher degrees of assertive self-presentation strategies than females. If previously reported 'real world' sex differences were reflected online, then it might be predicted that males would show stronger relationships between assertive self-presentation, especially the aggressive varieties, and social media behaviour than for females. However, if current views about online environments are correct, then it may be that females will show as strong, if not stronger, relationships to self-presentational strategies. Again, it is unknown if these relationships will be the same or different for selfies and non-selfies.

Method

Participants

A convenience sample of students, between the ages of 18 and 30 years, were recruited during 1st year Psychology classes held in the University. All participants were volunteers; they received no payment, but did receive participant pool credit for their participation. To test a predictive model, involving 7 predictors from the SPTS, assuming a medium effect size ($f'=.15$), with a significance criterion of $p<.05$, and with 95% power, G-

Power indicates a sample of 153 would be needed. Initially, 587 students were offered the opportunity to participate, 494 agreed to participate, and, of these, 436 participants completed the study (253 females, 183 males; mean age=21.24 years, $SD\pm2.32$). Of these participants, 369 were white, 42 were Asian, and 25 were Black. Ethical approval for the study was given through the Ethics Committee of the University Psychology Department.

Materials

Self-Presentation Tactics Scale - Assertive (SPTS; Lee et al., 1999) consists of 38-items measuring self-presentation in real-life interactions (i.e. offline) to which participants respond on a 9-point scale (1 = very infrequently; 9 = very frequently). The tactics measured are: ingratiation (actions performed to get others to like the actor in order to gain advantage); intimidation (actions with an intent to project a powerful and dangerous personality to induce fear); supplication (projection of weak and dependent traits to solicit help); entitlement (claims of responsibility/credit for actions/achievements); enhancement (persuading others that outcomes of behaviour are more positive than originally believed); blasting (intended to produce negative evaluations of others); exemplification (presenting the actor as morally worthy and/or having integrity). The SPTS subscales had internal reliabilities (Cronbach α) in this sample of .81 to .94.

Procedure

Participants at the University were recruited during classes at a University, and were advised to follow a web link to obtain further information about the study, and to give consent if they wished to participate. If they consented, participants agreed to provide data collection across two sessions. The first 'session' was conducted via Qualtrics, and participants completed the assertive SPTS questionnaire, as well as answering demographic

questions about themselves. The questionnaire took approximately 20 min to complete. The participants could request help completing the questionnaire via e-mail if they wished (none took this option). At the end of the questionnaire, they were asked to select a time when they could see the experimenter in person, approximately one week after the questionnaire completion. In this second data collection session they were asked to bring their mobile device, and the number of selfie-postings, as well as the total number of photo postings, on each participant's social media sites (e.g., Instagram, Facebook) from the previous week. Participants were also asked how many images they had edited during the previous week using filtering, cropping, or other editing applications.

The analytic strategy was initially to examine sex differences in social media behaviour and self-presentation strategies by comparing: 1) social media behaviours (selfies, selfie edits, and non-selfie image posts); and 2) assertive self-presentation strategies (ingratiation, intimidation, supplication, entitlement, enhancement, blasting, exemplification, across the sexes using Multivariate Analysis of Variance (MANOVA) and follow-up analyses of variance (ANOVA). Then to examine whether sex moderates the relationship between each of the assertive self-presentation strategies and each of the social media behaviours using PROCESS (v.3.3) in SPSS. Finally, multiple regressions were conducted to determine which of the self-presentations strategies were independently associated with social media behaviour.

Results

----Table 1----

Table 1 displays the means (standard deviations) for social media behaviours (numbers of selfies, non-selfies, and edits made to posts), over the previous week, by the sample, and for the female and males, separately. A MANOVA conducted on these data

revealed a significant effect of gender, in that females exhibited more social-media related behaviour than males, *Pillai's Trace*=.800, $F(3,432)=574.83$, $p<.001$, $\eta^2{}_p=.800$. Separate ANOVAs revealed that females posted significantly more selfies, $F(1,434)=14.99$, $p<.001$, $\eta^2{}_p=.033$, and made more edits to them, $F(1,434)=110.46$, $p<.001$, $\eta^2{}_p=.203$, over the previous week than did males. There was no statistically significant difference between the numbers of non-selfie images posted by female and males, $F(1,434)=3.54$, $p=.061$, $\eta^2{}_p=.008$.

----Table 2----

Table 2 shows the sample means (standard deviations) for the types of assertive self-presentation strategies, and the means (standard deviations) for the female and male participants, separately. A MANOVA revealed a significant effect of gender, in that males displayed greater assertive self-presentation strategies than females, *Pillai's Trace* = .943, $F(7,428)=1002.55$, $p<.001$, $\eta^2{}_p=.943$. Inspection of the individual strategies shows that males had significantly greater scores for entitlement, $F(1,434)=34.97$, $p<.001$, $\eta^2{}_p=.075$, enhancement, $F(1,434)=11.28$, $p<.001$, $\eta^2{}_p=.025$, blasting, $F(1,434)=27.01$, $p<.001$, $\eta^2{}_p=.059$, and ingratiating, $F(1,434)=4.24$, $p=.040$, $\eta^2{}_p=.010$, than females. There were no significant differences in terms of supplication, $F(1,434)=1.12$, $p=.291$, $\eta^2{}_p=.003$, intimidation, $F(1,434)=1.74$, $p=.198$, $\eta^2{}_p=.004$, or exemplification, $F<1$ $\eta^2{}_p=.001$.

----Table 3----

To explore whether sex moderated the relationship between assertive self-presentation strategies and social media behaviour, a series of moderation analyses were conducted. Table 3 shows the results of these moderation analyses for each of the assertive self-presentation strategies and each of the social media behaviours. The table shows the lower and upper 95% confidence limits, and associated p values for each of the effects in each analysis.

Examination of selfie posting (left column) shows that each of the assertive self presentation strategies were significantly positively associated with selfie posting, and

females posted more selfies than males (female was coded 0 and male 1). Sex was only a significant moderator between supplication and selfie posting, and enhancement and selfie posting. The greater the use of the supplication strategy for females, and the greater the use of enhancement strategies in males, the more selfies were posted (Figure 1).

Examination of selfie editing (middle column) shows that all of the assertive self-presentation strategies except exemplification were significantly positively associated with selfie editing, females edited their selfies more than males. Sex significantly moderated the relationship between each of ingratiation, intimidation, and enhancement, and post editing. Figure 2 shows that females who employ more ingratiation strategies edited more selfies, and males who use intimidation, and enhancement, strategies more edited more selfies. For non-selfie posting (right column), all of the assertive self-presentation strategies were positively associated with posting, except for intimidation, supplication, and exemplification. Sex moderated the relationship between each of intimidation, enhancement, blasting, and exemplification, and non-selfie posting. The greater the use of intimidation, enhancement, blasting, and exemplification, strategies the greater number of non-selfies were posted for males.

----Figures 1–3----

Separate multiple regressions were conducted on the females and males to determine which of the assertive self-presentation strategies were independently associated with selfie posts. For the females, this revealed a significant model, $R^2=.202$, $F(7,245)=8.86$, $p<.001$, with only intimidation ($\beta=2.442$, $p<.001$) as significant independent predictor, all other ps>.30. For the males there was a significant model, $R^2=.481$, $F(7,175)=23.17$, $p<.001$, with intimidation ($\beta=1.655$, $p<.001$), enhancement ($\beta=2.388$, $p<.001$), blasting ($\beta =-.916$, $p=.002$), and exemplification ($\beta=-.492$, $p=.024$) as significant independent predictors, all other ps>.05.

For selfie-editing, the regression conducted on the females was significant, R^2=.220, F(7,245)=9.90, p<.001, with intimidation (β=.338, p=.034), enhancement (β=-.472, p=.040), ingratiation (β=.820, p<.001), exemplification (β=-.222, p=.013), and supplication (β=.357, p=.044), as significant independent predictor, all other ps>.05. For the males there was a significant model, R^2=.423, F(7,175)=18.29, p<.001, with intimidation (β=.415, p=.001), enhancement (β=.929, p<.001), entitlement (β=-.450, p<.001), ingratiating (β=.174, p=.043), and exemplification (β=-.492, p=.024), as significant independent predictors, all other ps>.30.

For non-selfie image posting, the female model was significant model, R^2=.068, F(7,245)=2.53, p=.015, with intimidation (β=1.525, p=.034), blasting (β=-2.198, p=.004), ingratiating (β=1.459, p=.017), and supplication (β=1.952, p=.020), as significant independent predictors, all other ps>.20. For the males there was a significant model, R^2=.681, F(7,175)=44.66, p<.001, with intimidation (β=4.175, p<.001), enhancement (β=5.568, p<.001), blasting (β=-2.446, p<.001), entitlement (β=-2.529, p<.001), and exemplification (β=-1.198, p<.001), as significant independent predictors, all other ps>.05.

Discussion

The current study examined sex differences in social media behaviour, specifically image posting in relationship to real-world assertive self-presentation strategies. It was suggested that male posting behaviour may be more tied to aggressive self-presentation strategies, like intimidation, entitlement, and blasting, and that female social media behaviour may be tied to more socially-oriented self-presentation strategies. The results only partly supported this view, in that sex differences in social media behaviour were related to a wide range of self-presentation strategies, which also depended on the type of social media posting behaviour in question.

Females posted more selfies than males (Cao & Halloran, 2014; Sorokowski et al., 2016), and were more likely to edit selfies than males (Dhir et al., 2016), both findings have been noted previously. There was no significant difference between non-selfie image postings between the sexes, although it should be noted that the trend was for females to post more non-selfies than males. There had been some indications that female posting may be higher only for selfies, and that males may post more non-selfie images (Cao & Halloran, 2014). This difference could have been predicted on the basis of evolutionary views regarding mate selection; selfie posting related to female attractiveness (Manago et al., 2008), and male posting of objects related to displays of wealth (Buss, 1988). However, there was no evidence that this occurred in the current sample. This may support suggestion that online behaviour allows novel expressions of role, and may not follow the same rules as real world behaviours (Park et al., 2016). In this case, females may show more aggressive or assertive behaviours online, than they typically do in 'real world' situations. Perhaps as some of the normal social and physical constraints are absent in an online context. This is speculative, and will need further exploration.

Males adopted some assertive self-presentation strategies more than females, especially those that can be classed as 'aggressive' strategies (entitlement, enhancement, blasting), which has been noted previously (Hollandsworth & Wall, 1977; Lee et al., 1999). However, there was no evidence that the sexes differed in their use of intimidation strategies, nor was there any female-advantage in terms of the more socially-directed self-presentation strategies (ingratiation, supplication), which might also have been predicted on the basis of previous work (Hollandsworth & Wall, 1977). In fact, males tended to show higher ingratiation strategies than females. Ingratiation could be regarded either as a manipulative strategy, employed by those scoring higher on personality traits connected with psychopathy, or by those concerned with social-group bonding to create an advantage, both of which traits

have been found to be different in males to females (Forth, Brown, Hart, & Hare, 1996; Seeley, Gardner, Pennington, & Gabriel, 2003). However, in total, these data add to cautions about over-generalising regarding sex differences (Costa et al, 2001), and support the suggestion that not all findings about assertiveness and aggression in the real world will translate to online behaviour (Gallbraith et al., 2020; Park et al., 2016). As noted above, established social role norms, and/or physical constraints, may not operative as they do in the real world, and this may limit the generalisation of findings between the two settings.

Regression analyses showed that the primary self-presentation strategy associated with selfie posting for females was intimidation. This runs counter to hypotheses that could be derived from evolutionary theory derived for real world context (Campbell, 2007), but did corroborate several previous reports of an association between aggression/intimidation and selfie posting for females (Chua & Chang, 2016; Gallbraith et al., 2020). This could reflect intra-sex mate competition (Guitar & Carmen, 2020), or reflect novel social roles for females online (Eagly, 1987; Park et al., 2016). These possibilities offer fruitful ground for exploration in differences between evolutionary and social role theory (see Eagly, 1987) and will need to be explored. Males demonstrated greater relationships between all of these assertive self-presentations strategies and selfie posting than females. However, that a wider range of these strategies predicted male selfie posting suggests that not only the more aggressive/domineering strategies (intimidation, enhancement, blasting), but more socially-oriented strategies (exemplification) were more strongly related to selfie posting in males. Moderation analysis revealed, however, that gender only moderated supplication and enhancement, with the former impacting female selfie positing more, and the latter male selfie posting, as it increased.

Females edited their posts more than males, which has been noted previously (Dhir et al., 2016). Editing was associated with a range of assertive self-presentation strategies:

intimidation, entitlement, blasting, ingratiating, and supplication, which were similar for females and males. However, there was a differential relationship between these self-presentation strategies for males and females; females who employed more ingratiation strategies edited more posts, and males who used intimidation, and enhancement, strategies more edited more posts. These latter findings could be predicted on the basis of evolutionary views of sex differences (Guitar & Carmen, 2020), and selfie-editing behaviour has been suggested to fit with conformity to social norms in females (Manago et al., 2008). However, if this explanation were adopted, it would need to account for the relationship between self-presentation strategies and posting, and with editing, for males, which presents the opposite profile – posting being associated with less aggressive strategies, and editing with more aggressive strategies.

The impact of assertive presentation strategies on non-selfie posting is a novel finding. Both sexes showed associations with more aggressive self-presentational strategies, but these associations were stronger for the males, in that those males with high levels of such strategies posted more non-selfies. It may be that an evolutionary argument could be applied to these data in that mate selection for males can be associated with material possessions (objects), and posting of images that reflect possibilities of wealth might be predicted more in males – however, this was only true of those males with high levels of aggressive self-presentational strategies.

It should be noted that it is possible the findings may be limited to the current sample. However, internet usage figures suggests that the current sample is representative of typical social media users and similar to other samples (Reed et al., 2018). Other issues that should be noted with the current study, that could be explored in future work, involve the use of defensive self-presentation strategies, and their relationship with social media posting. It may

be that examination of the function of social media use for participants (Balakrishnan & Griffiths, 2018) would help to shed further light on these relationships.

Taking these findings as a whole, there is a complex relationship between sex and social media behaviour, which is not easily characterised by either a view, which suggests males possess more assertive self-presentation strategies (Lee et al., 1999), or that females show aggression self-presentation strategies online (Gallbraith et al., 2020; Park et al., 2016). While males reported using of greater levels of assertive self-presentation in the real world, these were not always associated with their online behaviour. In fact, when selfies were the focus, the numbers of selfies posted were associated with intimidation more strongly in females than in males (see also Chua & Chang, 2016; Gallbraith et al., 2020). This may reflect the operation of a different set of social role norms, or, indeed, their absence in online settings. If true, this would make it hard to predict the presence of any sexually-differetiated behaviour in this context.

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Table 1: Mean (standard deviation) numbers of selfies, non-selfies, and edits made to posts, over the previous week by the sample, and for the female and males.

	Sample	Female	Male
Selfies	4.03 (6.61)	5.06 (7.38)	2.60 (5.20)
Non-selfies	8.22 (11.36)	9.08 (11.93)	7.02 (10.43)
Editing	5.32 (2.88)	6.42 (2.89)	3.80 (2.04)

Table 2: Sample mean (standard deviations) for the types of assertive self-presentation strategies, and the means (standard deviations) for the female and male participants.

	Sample	Female	Male
Ingratiation	4.82 (1.62)	4.69 (1.69)	5.01 (1.55)
Intimidation	2.00 (1.35)	1.92 (1.36)	2.10 (1.41)
Supplication	3.60 (1.45)	3.66 (1.46)	3.52 (1.45)
Entitlement	3.45 (1.39)	3.17 (1.46)	3.94 (1.15)
Enhancement	3.20 (1.54)	2.99 (1.69)	3.49 (1.27)
Blasting	3.16 (1.75)	2.80 (1.88)	3.66 (1.40)
Exemplification	5.04 (2.00)	5.02 (2.07)	5.08 (1.91)

Table 3: Results of moderation analyses for each of the assertive self-presentation strategies and each of the social media behaviours. The table shows the lower and upper 95% confidence limits, and associated p values for each of the effects.

	Selfies			Editing			Non-selfies		
	Lower	Upper	p	Lower	Upper	p	Lower	Upper	p
Ingratiation	.293	1.024	**.005**	. 398	.676	**.001**	.343	1.643	**.002**
Gender	-3.918	-1.433	**.001**	-3.245	-2.323	**.001**	-4.583	-.276	**.027**
Interaction	-.887	.656	.771	-.599	-.027	**.032**	-.591	2.081	.273
Intimidation	1.932	2.713	**.001**	.419	.751	**.001**	.1.782	3.190	**.001**
Gender	-3.966	-1.776	**.001**	-3.204	-2.274	**.001**	-4.609	-.664	.089
Interaction	-.899	.676	.781	.036	.706	**.030**	3.164	6.004	**.001**
Supplication	.194	1.035	**.004**	.224	.551	**.001**	-.184	1.287	.141
Gender	-3.612	-1.160	**.001**	-3.052	-2.093	**.001**	-4.151	.174	.071
Interaction	-1.851	-.145	**.022**	-.576	.085	.146	-1.679	1.307	.809
Entitlement	.629	1.557	**.001**	.245	.609	**.001**	.213	1.842	**.013**
Gender	-4.619	-2.043	**.001**	-3.441	-2.433	**.001**	-5.304	-.784	**.008**
Interaction	-.764	1.188	.670	-.516	.247	.489	-.198	3.229	.083
Enhancement	.1.325	2.102	**.001**	.390	.703	**.001**	1.535	2.877	**.001**
Gender	-4.600	-2.246	**.001**	-3.418	-2.469	**.001**	-5.628	-1.561	**.001**
Interaction	.479	2.124	**.002**	.247	.908	**.001**	3.912	6.754	**.011**
Blasting	.659	1.394	**.001**	.247	.537	**.001**	.028	1.329	**.040**
Gender	-4.596	-2.075	**.001**	**-3.491**	**-2.496**	**.001**	-5.187	-.728	**.001**
Interaction	-.823	.736	.912	-.065	.549	.123	.884	3.644	**.002**
Exemplification	.190	.803	**.002**	-.069	.172	.404	.039	1.094	**.035**
Gender	-3.753	-1.259	**.001**	**-3.120**	**-2.139**	**.001**	-4.253	.021	.052
Interaction	-.227	1.029	.210	-.070	.427	.159	.455	2.625	**.006**

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

Figure 1: Moderation of gender on relationship between assertive self-presentation strategies and selfie posting.
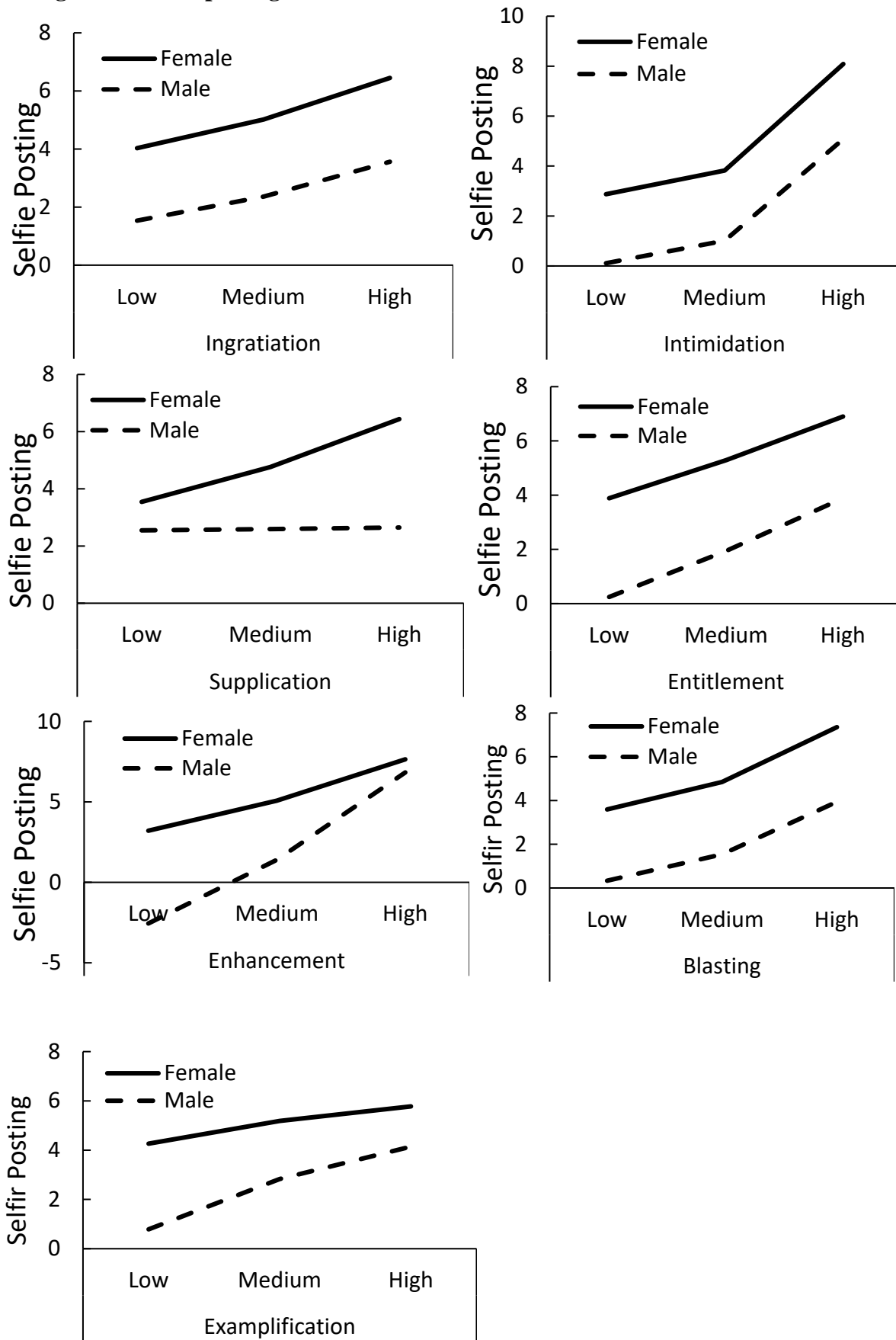
Figure 2: Moderation of gender on relationship between assertive self-presentation strategies and post editing.
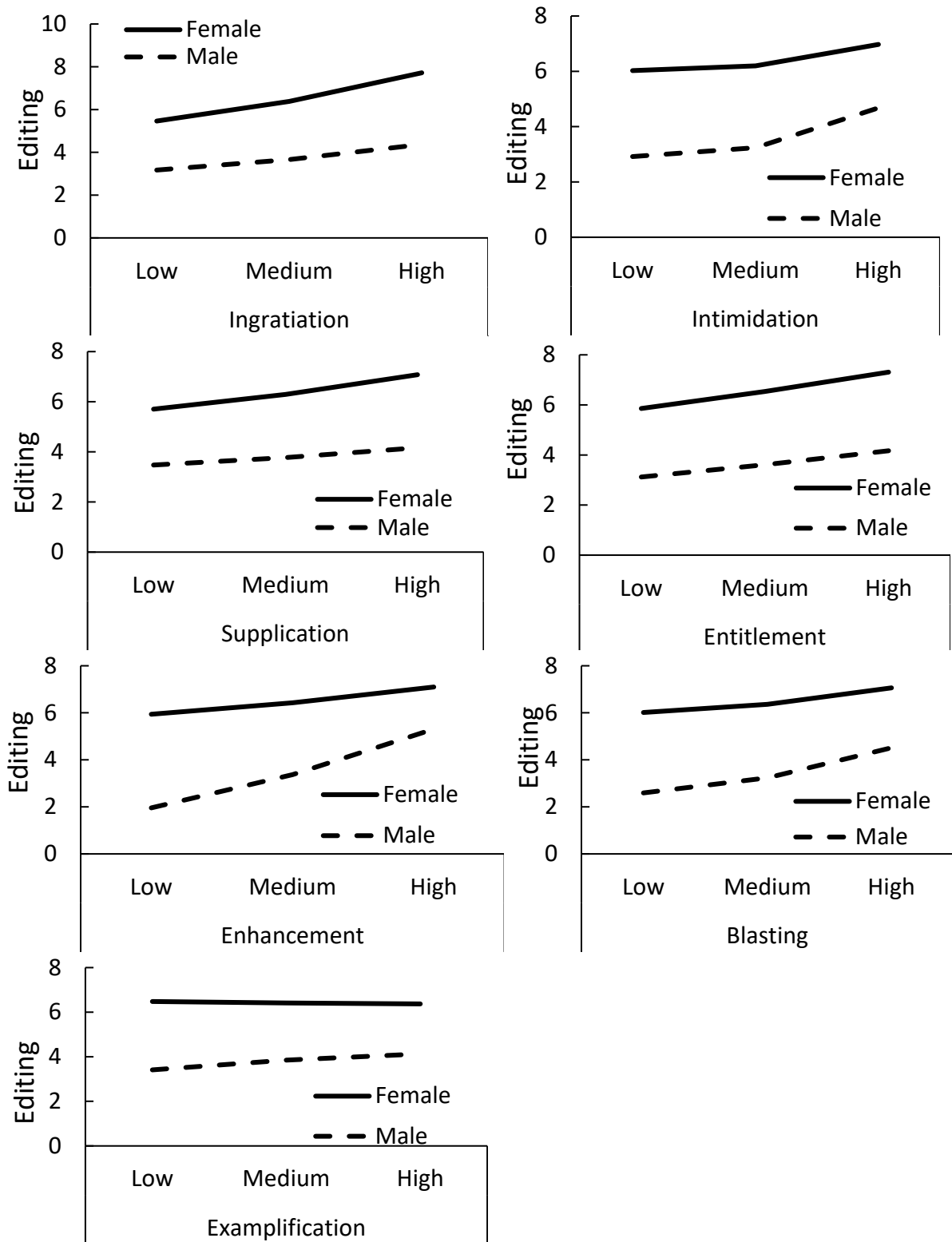
Figure 3: Moderation of gender on relationship between assertive self-presentation strategies and non-selfie posting.