

Journal of Psychiatry and Behavioral Health Forecast

Over-Exposure to Self-Disclosing Information on Social Media: The Role of "Stories"

Mosalmannejad H^{1*} and Gharibzadeh S²

¹Institute for Cognitive and Brain Sciences, Shahid Beheshti University, Tehran, Iran

²Cognitive Rehabilitation Clinic, Shahid Beheshti University, Tehran, Iran

Abstract

Social media expansion is taking place increasingly and seems inevitable. Social networks are so dynamic and changing every day thus should be studied due to these changes. In this paper, we focus our attention on the role that stories may play in people's over-exposure to user-created content on social media and the probable mediator factors and mechanisms may contribute. At the end, we suggest a model to clarify directions to be completed in future research.

Keywords: Social media; Story; Over-exposure; User-generated content; Research agenda

Introduction

Social media is explosively growing and there seem no boundaries for that. In 2020, over 3.6 billion people were using social media around the globe, which is expected to increase to almost 4.41 billion in 2025 [1]. Here is Statistics global listing of social media sites with the most active users across the world as of October 2020.

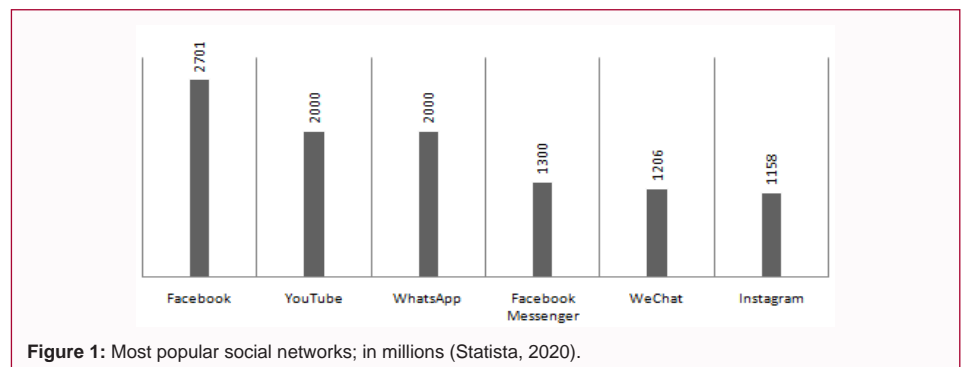


Figure 1: Most popular social networks; in millions (Statista, 2020).

Social media are defined as Internet-based channels deriving value primarily from user-generated content [2]. Now social media is like a tool for users to present and express themselves, build and develop relationships, and share information in a networked environment and also give them various opportunities for linking these spaces together. Actually, it is known as "User-generated content is the lifeblood of social media" [3].

As might be seen, sharing details of everyday life, habits, hobbies and other personal informations forms a large part of user-created content in social media, to the extent that these self-disclosures are referred to as "the core of social media use" [4].

Social Media Platforms Launching "Stories": The Form of Information Sharing

Typical forms of content on social media are considered permanent on users' profiles while ephemerality has become a key component of famous social media platforms vastly being used by now [5,6]. Elaborating ephemerality on social media is beyond the scope of this paper. Our focus is mainly on the exact form of "story" which lasts for 24 hours (for most platforms) and thus, is ephemeral. Instagram introduces stories as a feature enables you "share all the moments of your day, not just the ones you want to keep on your profile" [7]. The feature enables users to combine and share multiple photos and videos in narrative and everyday style, free of likes.

OPEN ACCESS

*Correspondence:

Hamideh Mosalmannejad, Institute for Cognitive and Brain Sciences, Shahid Beheshti University, Tehran, Iran.

E-mail: hamidehmosalman@gmail.com

Received Date: 07 Feb 2021

Accepted Date: 15 Feb 2021

Published Date: 19 Feb 2021

Citation: Mosalmannejad H, Gharibzadeh S. Over-Exposure to Self-Disclosing Information on Social Media: The Role of "Stories". J Psychiatry Behav Health Forecast. 2021; 4(1): 1023.

ISSN 2643-802X

Copyright © 2021 Mosalmannejad H. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

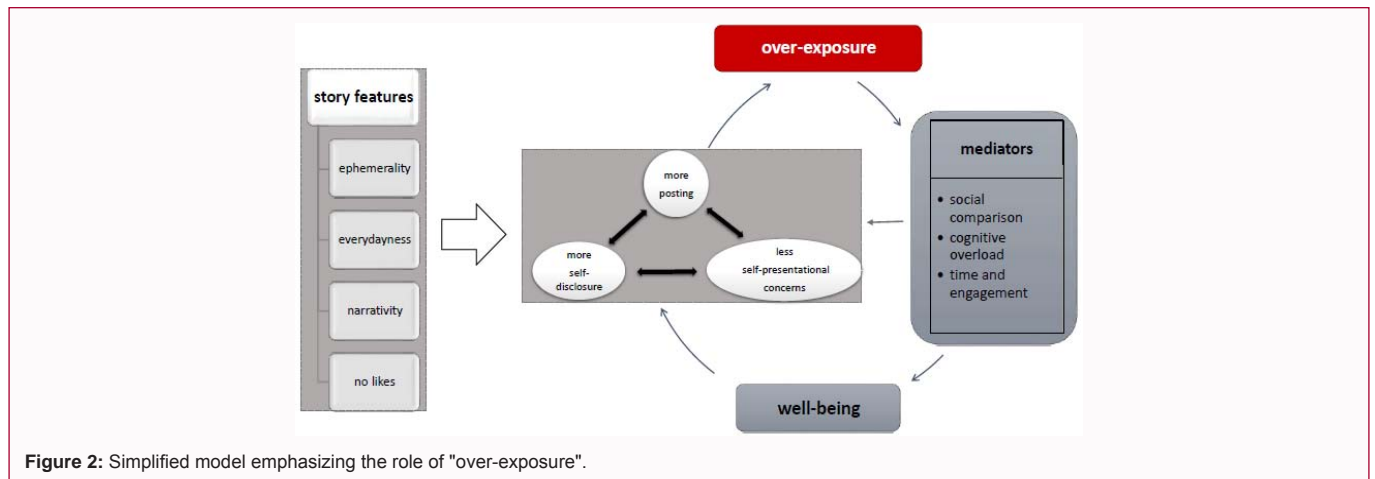


Figure 2: Simplified model emphasizing the role of "over-exposure".

Some of the platforms provide stories to allow the creation of content which disappears from users' view after a short period of time are: Snapchat (as the pioneer), Instagram, Facebook, Whatsapp (status) and Telegram, which are all among most popular social networks with billions of accounts worldwide [8]. On these online platforms stories are surpassing feeds, being the primary form of sharing content [9].

Social Media as a Double-Edged Sword

The results of research on social media use and well-being of the users have been inconsistent. Some studies report positive associations between Social Networking Sites (SNSs) use and subjective well-being [10,11], but others report the opposite [12,13]. While some explores the mediating roles of for example personality traits [14], self-esteem [15], self-disclosure [16], empathic social skills [17] and social comparison orientation [18].

While social media provides new opportunities for communication and sharing information, the fact that more and more of our social lives taking place online-especially as a consequence of covid-19 pandemic and social distancing protocols recently [19] concerns us with its possible risks.

Over-Exposure to Other's Personal Information as the other Side of Increasing Self-Disclosure

Social networks connect so many people to each other; more than ever offline. Over-posting on this expanding media, like sharing photos and videos of the details of everyday life (for example while cooking or driving to work) may cause too much unnecessary information entering each individual's cognitive system which may lead to cognitive overload (such as system feature overload, information overload, and social overload) and hence, affect mental health and well-being [20]. We believe that over-exposure is not just about the number of posts or the time one spend on user-generated content, but it is also about dealing with very detailed personal information of others (like watching them traveling somewhere or eating in a restaurant). This can be considered as one of the consequences of growing self-disclosure on social media which may lead to mental health risks through increasing social comparisons and other mediating factors across the world. There seems to need more investigation of the relationship between self-disclosure and being exposed to other's selected life details. In our opinion, these are just a

few numbers of mechanisms to be considered about how stories may affect one's psychological well-being.

Future Research Directions

While there has been little research about the interactions and impacts of different features of stories as a unique way of information sharing disregarding the platform [5,6], there are studies for example mention the ephemerality that a specific social media platform like Snapchat affords contributes to higher levels of users' self-disclosure [21] or reduced self-presentational concerns, in comparison to the more refined permanent content on Instagram [22].

However, we believe that more investigations are needed to find and elaborate different dimensions of this phenomenon, especially the likely consequence of overexposing; so we tried to identify future research directions by suggesting a simplified model emphasizing the role of "over-exposure". Every correlations and relationships of the model (demonstrated by arrows) need to be investigated in future research.

Conclusion

Social media use is increasing globally and has become a major part of people's lives, so it is important to investigate and elaborate different dimensions of this phenomenon. In this paper, we emphasize the role of one form of information sharing, namely "story" feature of social media platforms and its impact on individual's well-being especially through "over-exposure"; thus suggest a simplified model to clarify possible relationships which need to be modified and completed in future research.

References

1. Clement J. Number of global social network users 2017-2025. Statista. 2020.
2. Carr CT, Hayes RA. Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*. 2015; 23: 46-65.
3. Obar JA, Wildman S. Social media definition and the governance challenge: An introduction to the special issue. *Telecommunications Policy*. 2015; 39: 745-750.
4. Nability-Grover T, Cheung CMK, Thatcher JB. Inside out and outside in: How the COVID-19 pandemic affects self-disclosure on social media. *Int J Inf Manage*. 2020; 55: 102188.
5. Chen KJ, Cheung HL. Unlocking the power of ephemeral content: The roles of motivations, gratification, need for closure, and engagement.

- Computers in Human Behavior. 2019; 97: 67-74.
6. Bainotti L, Caliandro A, Gandini A. From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods. *New Media & Society*. 2020.
 7. Introducing Instagram Stories. 2016.
 8. Most popular social networks worldwide as of October 2020, ranked by number of active users. Statista. 2020.
 9. Constine J. Stories are about to surpass feed sharing. Now what? *Techcrunch*. 2018.
 10. Grieve R, Indian M, Witteveen K, Anne Tolan G, Marrington J. Face-to-face or Facebook: Can social connectedness be derived online? *Computers in Human Behavior*. 2013; 29: 604-609.
 11. Oh HJ, Ozkaya E, LaRose R. How does online social networking enhance life satisfaction? The relationships among online supportive interaction, affect, perceived social support, sense of community, and life satisfaction. *Computers in Human Behavior*. 2014; 30: 69-78.
 12. Fox J, Moreland JJ. The dark side of social networking sites: An exploration of the relational and psychological stressors associated with Facebook use and affordances. *Computers in Human Behavior*. 2015; 45: 168-176.
 13. Sagioglou C, Greitemeyer T. Facebook's emotional consequences: Why Facebook causes a decrease in mood and why people still use it. *Computers in Human Behavior*. 2014; 35: 359-363.
 14. Gerson J, Plagnol AC, Corr PJ. Subjective well-being and social media use: Do personality traits moderate the impact of social comparison on Facebook? *Computers in Human Behavior*. 2016; 63: 813-822.
 15. Vogel EA, Rose JP, Roberts LR, Eckles K. Social comparison, social media, and self-esteem. *Psychology of Popular Media Culture*. 2014; 3: 206-222.
 16. Bazarova NN, Choi YH. Self-Disclosure in Social Media: Extending the Functional Approach to Disclosure Motivations and Characteristics on Social Network Sites. *Journal of Communication*. 2014; 64: 635-657.
 17. Chan TH. Facebook and its Effects on Users' Empathic Social Skills and Life Satisfaction: A Double-Edged Sword Effect. *Cyberpsychol Behav Soc Netw*. 2014; 17: 276-280.
 18. McCarthy PA, Morina N. Exploring the association of social comparison with depression and anxiety: A systematic review and meta-analysis. *Clinical Psychology & Psychotherapy*. 2020; 27: 640-671.
 19. Gao J, Zheng P, Jia Y, Chen H, Mao Y, Chen S, et al. Mental health problems and social media exposure during COVID-19 outbreak. *PLoS One*. 2020; 15: e0231924.
 20. Fu S, Li H, Liu Y, Pirkkalainen H, Salo M. Social media overload, exhaustion, and use discontinuance: Examining the effects of information overload, system feature overload, and social overload. *Information Processing & Management*. 2020; 57: 102307.
 21. Bayer JB, Ellison NB, Schoenebeck SY, Falk EB. Sharing the small moments: ephemeral social interaction on Snapchat. *Information, Communication & Society*. 2015; 19: 956-977.
 22. Kofoed J, Larsen MC. A snap of intimacy: Photo-sharing practices among young people on social media. *First Monday*. 2016.