Deceptive Self-Presentation: The Role of Social Media User Motivation and the Dark Triad Personality

Ujam Jaenudin[1]*, Elis Anisah Fitriah[1], Mirna Devi[1]
[1]Faculty of Psychology, UIN Sunan Gunung Djati Bandung, Indonesia

Abstract. Online identity frauds such as love scams, catfishing, and fake content are associated with the freedom of personalization offered by social media platforms which can lead to deceptive self-presentation behavior and impressions. Therefore, this research aimed to examine the role of motivation to use Instagram and the dark triad personality on deceptive self-presentation. It was conducted quantitatively through structural equation model (SEM) analysis based on partial least squares (PLS) using data collected from 400 early adult Instagram users between the ages of 20 and 34 years in Indonesia. The results showed that motivation to use Instagram and the dark triad personality influenced deceptive self-presentation by 30.9% on ideal self-dimension and 41.9% on false self-dimension. Moreover, motivational dimensions of gaining new friendships, following and monitoring, social connectedness and social recognition had a significant influence on deceptive self-presentation. In the dark triad personality variable, only the narcissism dimension was observed to have a significant influence on deceptive self-presentation.

Keywords: Motivation using Instagram, the dark triad personality, deceptive self-presentation

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* Corresponding author: Faculty of Psychology, UIN Sunan Gunung Djati Bandung, Indonesia
E-mail: ujamjaenudin@uinsgd.ac.id

Introduction

The freedom of personalization and friendship offered by social media communication platforms is leading to diverse user behaviors. An example of these platforms is Instagram which is the most widely used application in Indonesia, covering approximately 50% of total social media users (Hootsuite, 2022). Instagram facilitates the sharing of visual content such as videos, photos, and filters. It also allows users to present a more popular version of themselves as expected by other users (Kircaburun et al., 2020). The development of social media platforms is observed to have led to some social vices including online scams, identity manipulation, and catfishing as observed in the case of Erayani, the love scammer. The issues can be categorized as deception behavior which is defined to be an intentional act of causing misunderstandings and making others believe false narratives (Burgoon & Levine, 2010).

Social media scams do not occur spontaneously but rather are associated with the freedom of personalization provided by these platforms. The freedom allows individuals to manage identity freely through the concept known as identity play (Doni & Saleh, 2022). The trend can be observed in the personalization of profile photos with filters, using the profile of another person, presenting oneself as more attractive and prosperous than reality, and other similar actions. Identity play is one of the methods normally used by people to build impressions on social media.

The development of a false impression or with an intent to harm others is known as deception. Understanding the deception on social media requires recognizing self-presentation which is defined as the effort to manage the impression of oneself on others based on personal thoughts and desires of others (Goffman, 1959). There are two types of self-presentation on social media and these include authentic and non-authentic (Ellison et al., 2006). The authentic aspect focuses on regulating the impression and presenting information in line with the true, real, and ideal self of an individual. Meanwhile, the non-authentic aspect is related to the regulation and presentation of false and overstated information known as the false self according to Michikiyan et al. (2014). This type is categorized as deceptive behavior because of the focus on misunderstandings

intentionally caused by presenting an individual as better through the portrayal of a false self-image. Examples on social media include hiding the true identity of users, imitating an ideal personality (Tsikedersis & Zeadally, 2015), or having a completely new and different identity (Simmons & Lee, 2020). Gil-or et al. (2015) argued that false self-presentation could serve as a gateway to problematic behavior such as love scam fraud conducted through fake profiles and photos (Retnowati, 2015).

Self-presentation is a practice embraced by a diverse range of individuals, particularly those situated in the early adulthood stage. Early adulthood represents a transitional phase from adolescence to adulthood, marked by increased autonomy, economic independence, and the freedom to make decisions about the future (Santrock, 2012). In this period, individuals are mostly characterized by a quest for identity and a proclivity to form close, intimate connections with others. Failure to satisfy these needs may lead to emotional isolation (Erikson in Feist et al., 2013). Moreover, Steijn (2014) stated that adults using social media actively desired to foster and sustain relationships through social interactions with different users, including friends and online dating partners. This led individuals in early adulthood to find themselves in a significant position to partake in non-authentic self-presentation on social media platforms.

User and gratification theory states that the efforts to understand the use and effects of media require examining some factors such as social and psychological conditions, motives, and expectations (Kartz et al., 1974). A previous study explained that individuals actively selected and used social media to satisfy certain needs influenced or motivated by personality (Monacis et al., 2020). This is the reason the dark triad personality was associated with self-presentation. The dark triad personality is explained as maladaptive characteristics that are related to self-gratification, coldness, and cunningness (Paulhus & Williams, 2002). Some other attributes include narcissism, Machiavellianism, and psychopathy. According to Grieve et al. (2020), narcissism can be used to predict non-authentic self-presentation on Facebook due to the tendency of narcissists to feel deserving of proper respect, admiration, and the willingness to consistently dominate.

Another research by Geary et al. (2021) showed the possibility of using narcissism and Machiavellianism to predict the inauthenticity of self-presentation on Instagram. This was showed by the need to satisfy the admiration and dominance elements of narcissism as well as the exploitative and deceitful behavior associated with Machiavellianism which led to the implementation of a strategy to build

self-image on the platform (Nitschinsk et al., 2022). Individuals with psychopathy characteristics may face fewer consequences on social media than in the real world due to the freedom of anonymity and interactions that support antisocial tendencies.

Most individuals use social media because of Instagram (Sheldon & Bryant, 2016). Previous research showed that individuals willing to be 'cool/popular' on social media used longer time to edit the content to be shared (Sheldon & Bryant, 2016) and tended to have incorrect self-presentation. This showed that the reasons for accessing social media could determine the behavior to be exhibited on the platform, even in the process of building self-image (Dungo, 2018).

The research on self-presentation are not limited to Instagram but also to other platforms such as Twitter (Shoeibi, 2021; Mututwa & Matsilele, 2020), and Facebook (Grieve et al., 2020; Michikyan, 2022). Some of the subjects studied include influencers (Audrezet et al., 2020), senior high school students (Hjetland et al., 2022), mothers in Russia (Djafarova & Trofimenko, 2017), and athletes (Smith & Sanderson, 2015).

Self-presentation variables studied in relation to Instagram users were narcissism and self-esteem (Balci et al., 2020), mental health and deleting behavior (Mun & Kim, 2021), self-criticism, and emotional response (Jackson & Luchner, 2018). However, limited research was found on the dark personality, making the concept to be important for further assessment. Therefore, this research aimed to examine the influence of personality factors and motivations for using Instagram on the self-presentation of individuals on social media.

Methods

The quantitative method was applied in this research to examine the predictive relationship between criterion variables such as user motivation and the dark triad personality as well as the predictive variable which was deceptive self-presentation. According to Hootsuite in February 2022, the total number of Instagram users in Indonesia was 91.15 million, with 58,882,900 (64.5%) recorded to be in the age group of 20-34 years.

The sample criteria used based on the data were (1) female/male, (2) aged 20-34 years, and (3) actively using Instagram. This led to the selection of 400 people as sample size based on the Slovin formula with a 5% error rate (Anugraheni et al., 2023). The method used was convenience sampling and data were retrieved using a Google Form questionnaire.

The tool used to measure motivation for using Instagram was the "Scale Motive Using Social Network Sites (SMU-SNS)" developed by Pertegal et

al. (2019). The instrument comprised 27 statements covering 9 dimensions including dating (DT), new friendship (NF), academic purpose (AC), social connectedness (SC), following and monitoring (FM), entertainment (ET), social recognition (SR), self-expression (SE), and information (IF). The item validity values ranged from .363 to .757 with a reliability of .904. An example of the items used was "To establish short-term intimate relationships without any commitments."

The tool used to measure the dark triad personality was "The Short Dark Triad (SD3)" developed by Jones and Paulhus (2013). The instrument consisted of 20 statements designed to evaluate three dimensions of Machiavellianism (MACH), Narcissism (NARS), and Psychopathy (PSYCO). The validity of the items ranged from .358 to .724 with a reliability of .833. An example of the items used was "I ensure that my plans benefit myself, not others."

Deceptive self-presentation was measured using the "Self-Presentation Facebook Behavior Questionnaire (SPFBQ)" scale by Michikiyan (2014). The instrument consisted of 16 statements designed to measure two dimensions including Ideal Self (IS) and False Self (FS). The validity of the items ranged from .488 to .699 with a reliability of .770. An example of the items used was "I only display aspects of myself that others will like on Instagram."

The data obtained from these tools were analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS). The mean and standard deviation of each variable were calculated for the descriptive aspect. Subsequently, the scores were divided into three categories including low, medium, and high. This was followed by an inferential analysis through SEM-PLS to test the measurement and structural models.

Tables 1 and 2 show that each dimension in the tested variable has a composite reliability value above .7, ranging from .830 to .936. The results showed that each dimension in the variable had high reliability and was considered very satisfactory as a measurement tool. Meanwhile, Machiavellianism, Narcissism,

Psychopathy, and False Self have AVE values above .5, ranging from .452 to .486, showing that these dimensions have quite good convergent validity.

The tables also show that each dimension of the tested variable has a square root of AVE greater than the coefficients of other constructs. This shows that each indicator has been appropriately placed according to the variable and each construct is unique and capable of explaining the phenomena measured.

Results and Discussion
Results
This research was conducted using Indonesian citizens (WNI) in the age range of 20-34 years old and actively using Instagram as presented in Table 3. A total of 400 respondents were used consisting of 23% male and 77% female with an average age of 22.38 years, predominantly consisting of 95% unmarried individuals. The majority, 71.3%, did not have a job, mainly students, while 28.7% were employees, entrepreneurs, freelancers, teachers, civil servants, housewives, and laborers.

In using Instagram, 89.3% of respondents have had accounts for an average of more than 3 years and 59% spend an average of more than 2 hours per day on the platform. The reasons for the usage include the need to express themselves through video/photo/filter content, share daily activities/specific moments, seek entertainment, stalk, follow trends, communicate with friends, partners, or family, find information on knowledge, trends, news, idols, jobs, and business. Moreover, 30% had multiple accounts on Instagram, and 48% on other social media platforms. This showed that not all respondents had multiple accounts on either Instagram or other social media. Multiple accounts were observed to be used for more private purposes such as self-expression, archiving personal activities/moments, separating personal and business needs, expanding friendships/relationships, participating in giveaways, being a fan, and academic purposes. The accounts were also used for other activities such as stalking, spamming, disguising, showing another side of themselves, and criticizing/roasting. The other platforms frequently

Table 1
Results of Measurement Model (1)

Variabel	Standardized loading factor	Composite Reliability	AVE	Discriminant Validity	
				Square Root AVE	r
Motivation for Use					
Dating	.674 – .902	.867	.688	.829	.127 – .435
New Friendship	.872 – .935	.936	.830	.911	.163 – .508
Academic Purpose	.865 – .945	.933	.822	.907	.079 – .435
Social Connectedness	.783 – .895	.886	.721	.849	.166 – .519
Following and Monitoring	.778 – .911	.878	.707	.841	.232 – .562
Entertainment	.898 – .917	.916	.784	.886	.079 – .451
Social Recognition	.851 – .899	.912	.775	.880	.166 – .519
Self Expression	.783 – .895	.906	.764	.874	.186 – .547
Information	.710 – .860	.842	.641	801	.178 – .562

Table 2
Results of Measurement Model (2)

Variabel	Standardized loading factor	Composite Reliability	AVE	Validity Discriminat	
				Square Root AVE	r
The Dark Triad Personality					
Machiavellianism	.580 – .778	.868	.486	.697	.147 – .636
Narcissism	.535 – .763	.830	.452	.673	.070 – .522
Psychopaty	.551 – .752	.860	.469	.685	.079 - .636
Deceptive Self Presentation					
Ideal Self	.902 – 934	.915	.843	.918	.148 – .554
False Self	.605 – .758	.882	.455	.675	.211 – .554

used in creating multiple accounts include Twitter, Facebook, WhatsApp, TikTok, Telegram, and YouTube.

The mean, standard deviation, maximum, and minimum scores were calculated using SPSS, and the results are presented in Table 4. The values were subsequently used to categorize each variable into low, medium, and high as indicated in Table 5.

Table 6 shows that the dimensions with significant effect (p <.05) on the user motivation variable were new friendship, social connectedness, following and monitoring, and social recognition. For the dark triad personality variable, only the narcissism dimension had a significant relationship with deceptive self-presentation.

Table 3
Demographic Data

Description	Total	Percentage
Gender		
Male	92	23%
Female	308	77%
Age		
20 – 22	240	60,1%
23 – 25	139	34,9%
26 – 28	13	3,4%
29 – 33	8	2,1%
Status		
Single	379	95%
Married	21	5%
Occupation		
Not employed	285	71,3%
Employed	115	28,7%

Table 4
Empirical Score of Research Variables

Variable	Min	Max	Mean	Std. Dev
Motivation for Use				
DT	3	21	6,31	3.908
NF	3	21	15.01	4.721
AC	3	21	10.18	5.350
SC	3	21	14.73	3.977
FM	3	21	12.17	4.616
ET	6	21	17.55	3.190
SR	3	21	8.23	4.500
SE	3	21	13.31	4.505
IF	3	21	16.57	3.317
The Dark Triad Personality				
MACH	7	34	18.61	6.058
NARS	6	30	17.97	4.616
PSYCO	7	35	14.99	5.503
Deceptive Self-Presentation				
IS	2	10	5.69	2.181
FS	9	45	25.42	7.708

The other dimensions such as dating, academic purpose, entertainment, self-expression, information, Machiavellianism, and psychopathy were observed not to have any significant relationship. Based on the R² values in Table 7, the variables that affected deceptive self-presentation were user motivation and the dark triad personality. The trend was identified in the simultaneous effect of 30.9% on the ideal self while 60.1% was associated with other factors. The factors also had a 41.9% influence on false self while the remaining 58.1% was due to other factors.

The goodness of fit (GoF) value was used as a benchmark to validate the overall model and test the predictive relevance. The GoF index served as a single criterion to assess the combined performance of the measurement and structural models based on the Standardized Root Mean Square Residual (SRMR) value found to be .063 (≤ .10). This showed that the model was excellent and had a high ability to explain empirical data.

The Q^2 value was used to determine the predictive relevance of the variables. The criterion for acceptance was Q^2 value > 0. The results presented in Table 7 showed that the false self model had a Q^2 value of .187 and the ideal self model also had .238, indicating the existence of a predictive relevance. Therefore, it was concluded that user motivation and the dark triad personality were able to predict deceptive self-presentation.

Table 5
Variable Categorization

Variable	Category (%)		
	Low	Moderate	High
Motivation for Use			
DT	0%	85%	15%
NF	17.3%	66.8%	16%
AC	21.3%	61%	17.8%
SC	14.2%	70.3%	15.5%
FM	18%	64.5%	17.5%
ET	14.8%	58.5%	26.8%
SR	21%	58.8%	20.3%
SE	16.5%	65%	18.5%
IF	16.3%	62.3%	21.5%
The Dark Triad Personality			
MACH	16.3%	68.3%	15.5%
NARS	16.8%	67.8%	15.5%
PSYCO	16.8%	68.5%	14.8%
Deceptive Self-Presentation			
IS	16.8%	69.5%	23.8%
FS	16.3%	68.3%	15.5%

Table 6
Structural Model Results

Hypothesis	Original Sample (OS)	T-Statistic	P-Value	Description (Minor Hypothesis)
DT → FS	-.005	.107	.915	rejected
DT → IS	.062	1.238	.216	
NF → FS	.122	2.106	.036	accepted
NF → IS	.043	.629	.530	
AC → FS	.028	.581	.561	rejected
AC → IS	-.025	.463	.643	
SC → FS	.029	.477	.633	accepted
SC → IS	.153	2.123	.034	
FM → FS	.169	2.789	.005	accepted
FM → IS	.035	.552	.581	
ET → FS	.015	.313	.754	rejected
ET → IS	-.044	.895	.371	
SR → FS	.239	4.147	.000	diterima
SR → IS	.164	2.881	.004	
SE → FS	-.005	.091	.928	ditolak
SE → IS	.107	1.578	.115	
IF → FS	.064	1.066	.287	ditolak
IF → IS	.052	.781	.435	

Description:
DT (Dating), NF (New Friendship), AC (Academic Purpose), SC (Social Connectedness), FM (Following and Monitoring), ET (Entertainment), SR (Social Recognition), SE (Self Expression), IF (Information), MACH (Machiavellianism), NARS (Narcissism), PSYCO (Psychopaty), IS (Ideal Self), FS (False Self)

Table 7
R^2 and Goodness of Fit (Q^2) Values

Variable	R² Value	Q² Value
Ideal Self	.309	.238
False Self	.419	.187

Discussion

The results showed that all the elements of user motivation including dating, new friendship, academic purpose, social connectedness, following and monitoring, entertainment, social recognition, self-expression, and information were fulfilled by respondents. This trend showed that people tend to have diverse motivations and reasons to use Instagram. The reasons observed to be most predominant were entertainment, making new friends, finding popularity, and partner searches.

The diversity in motivations of using Instagram was observed to be in line with the reasons stated by respondents in the open-ended questions provided in the questionnaire. The responses showed that the platform was used mainly for self-expression through photo/video/filter content, sharing daily activities/specific moments, seeking entertainment, stalking, following trends, communicating with friends or family, seeking information on knowledge, trends, news, idols, and jobs, as well as for business needs. Users with multiple accounts focused on activities such as spamming, criticizing/roasting, disguising, and showing other sides.

Respondents were classified into the moderate category on average for the dark triad personality as observed in the 67% - 68% recorded. This showed that young adults in Indonesia tended to have not very high Machiavellianism, narcissism, and psychopathy

attributes but with a potential for inclination. The category also showed the attributes were socially acceptable.

The results for the section showed that Machiavellianism attributes such as cynical behavior, lack of principles, manipulativeness, and a strong focus on the personal goals of respondents were not excessively high (Christie & Geis, 1970). A similar trend was observed for narcissistic tendencies such as feelings of superiority, entitlement, dominance, and self-pride (Paulhus & Williams, 2002). The same was identified for psychopathy tendencies in the form of impulsive behavior, sensation-seeking with anxiety, and low empathy (Paulhus & Williams, 2002).

Respondents were also classified into the moderate category for the deceptive self-presentation variable as observed from the 68.3% - 69.5% recorded. The result showed that the young adults in Indonesia had the tendency toward exhibiting moderate deceptive self-presentation, in the context of both ideal and false self. People were observed not to present themselves with an ideal self-image or to be excessively better than others when using Instagram. This was validated by the response that one of motivations to use the platform was to show another side and disguise.

SEM-PLS results showed that the model proposed to measure the effect of user motivation and the dark triad personality on deceptive self-presentation had good reliability and validity. This was an indication that each indicator was able to explain the associated variable as observed in the values of convergent validity, discriminant validity, and composite reliability presented in Tables 1 and 2.

Therefore, the measurement model was confirmed to be acceptable and good.

The structural model was observed to have R² value of 30.9% for the effect of user motivation of the dark triad personality on deceptive self-presentation in the ideal self-dimension while the remaining 69.1% was associated with other factors. Moreover, the R² value in the false self-dimension was found to be 41.9% and this showed that the remaining 59.1% was due to other factors.

The t-test results from the path coefficients showed that only four dimensions of user motivation had a significant effect on deceptive self-presentation. These included new friendships, following and monitoring, social connectedness, and social recognition. New friendships and following and monitoring dimensions also had a significant effect on the false self. Social connectedness on the ideal self and social recognition on both the ideal and false self. Meanwhile, the remaining five dimensions, including dating, academic purpose, entertainment, self-expression, and information did not have any influence.

The results showed that four significant dimensions had a positive relationship with deceptive self-presentation. The new friendship and following and monitoring dimensions were also observed to have a significant positive effect on the false self. This showed that people with a higher tendency to use Instagram in gaining new friendships or follow and monitor others had more potential to engage in deceptive self-presentation in the form of the false self. Moreover, the social connectedness dimension was observed to have a significant positive effect on the ideal self. The result showed that people with a higher tendency to use Instagram for social connectedness had more potential to engage in deceptive self-presentation in the form of the ideal self. Social recognition dimension also had a positive effect on both the ideal and false self. This showed that people with a higher tendency to use social media for social recognition had more potential to engage in deceptive self-presentation, both in terms of the ideal and false self.

The results were observed to be in line with the report of Dungo (2018) that individuals accessing Instagram to capture moments (documentation), engaging in creativity (uploading works and finding people with similar interests), monitoring the activities of other users (surveillance), and aiming to be cool/popular were positively correlated with the behavior of wanting likes on Instagram. The liking behavior was found to be the initial step toward engaging in deceptive self-presentation. Dungo (2018) further explained that motivation to be cool/popular predicated more deceptive liking behavior such as

buying 'Likes' on posts. This action was categorized as the false self under deceptive self-presentation due to the presentation of false information. Furthermore, motivation to be cool was found to be in line with the social recognition which was defined as the desire for popularity and feedback.

Instagram was validated in this research as an application normally used by people to become more popular (Kircaburun et al., 2020). The process was observed not to be instantaneous because users technically need to have more followers and feedback (likes and comments) than others to become popular. This was the reason users were motivated to expand friendships as well as follow and monitor the activities of other users.

New friendships and following monitoring were included in the dimensions of user motivation and were observed to have a significant effect on false self. This further confirmed that people accessing Instagram to expand network of friends might show a deceptive self-presentation (false self). The reason was because of the willingness to be socially accepted which led to the presentation of the non-authentic version of themselves. Similarly, the following and monitoring dimension was identified to include finding and knowing the details of friends or other users on Instagram with the intention of presenting false information (deception) or trying to impress others to avoid suspicion or gain acceptance.

Dating, academic purpose, entertainment, self-expression, and information were observed not to have any significant influence on deceptive self-presentation. The academic purposes aspect was related to obtaining academic information and assistance such as exams, class notes, or group assignments. The entertainment aspect was also identified through social media for fun such as leisurely enjoying content from other users. The information aspect was associated with keeping up with news and current social trends. Therefore, people with these attributes have higher potential to present true or real self without covering up or pretending to be someone else.

The results showed that self-expression explained as motivation to use Instagram to share opinions and feelings did not have any significant effect on deceptive self-presentation. This was observed to have contradicted earlier research that stated people often did not show expressions on main Instagram accounts but rather switched to secondary accounts to express thoughts and feelings. The phenomenon was associated with the tendency of these users to maintain self-image on main accounts which encouraged deceptive self-presentation. However, the descriptive data showed that approximately 52% of respondents did not have secondary accounts. The

trend showed that respondents, on average, tended to express feelings and thoughts on main accounts.

Dating did not have a significant influence on deceptive self-presentation. The dimension was explained as motivation to use the platform for reasons related to finding romantic partners, dating, or finding partners for sexual relationships. The lack of any significant influence can be due to the freedom offered by Instagram for people to upload and share photo or video content edited through different filters (Harris & Bardey, 2019). Moreover, some of the reasons stated by respondents for using Instagram include expressing themselves through photo/video/filter content, enjoying content shared by other users, communicating with friends or family, finding information, and business needs. The observation from the responses provided to open-ended questions showed that dating dimension did not influence deceptive self-presentation.

Each social media platform possesses distinct characteristics that influence user behavior. Online dating applications are considered more fitting for dating purposes than Instagram. This is due to the tendency of Instagram to enhance the popularity of people rather than serving as a primary avenue for finding a date or a partner for a sexual relationship (Kircaburun et al., 2020).

The descriptive analysis showed that dating motivation for most respondents was in the moderate category. The trend showed that dating was one of the reasons to use Instagram. However, the categorization was based on a mean value of 6.31 and a standard deviation of 3.908 obtained from the responses which indirectly showed an extreme data spread between the score range. This means the moderate category did not guarantee respondents truly represented motivation considering the existence of a less varied data spread and the effect of social desirability.

The analysis of the dark triad personality variable showed that only the narcissism dimension had a significant effect on self-presentation, specifically, both the ideal and false self. Meanwhile, Machiavellianism and psychopathy dimensions did not have any substantial influence. There was also a positive relationship between narcissism and deceptive self-presentation. The implication was that people with higher narcissistic personalities tended to engage in more deceptive self-presentation. This could be in the form of an ideal self defined as the presentation of oneself on social media based on an envisioned image, such as aspirations and hopes. It could also be in the form of a false self which was the presentation of untrue information with the intention to deceive and impress others.

The results were observed to have provided support to Pangastuti (2015), Grieve et al. (2020), and

Geary et al. (2021), that narcissism had a positive relationship with inauthentic self-presentation. Grieve et al. (2020) reported that people with narcissistic tendencies often show a significant disparity between true self and the personas projected online. Social media serves as a platform for both social comparison and attention-seeking behavior. This inclination is manifested through consistent self-promotion because people actively want attention from fellow users, often measured by features such as likes and comments. Instagram, with the emphasis on photo and video posts in interactions, fosters an environment where people are encouraged to consistently present best side or manipulate aspects to garner likability. In line with this trend, Kircaburun et al. (2020) argued that Instagram tended to transform into a platform primarily focused on portraying a more popular self.

Geary et al. (2021) further explained that Instagram, as a space for self-promotion satisfaction through edited photos or videos, was making people with narcissism show inauthentic self-presentation as a self-protective strategy. This is because people often have a sense of grandiosity that does not need validation from others but vulnerability requiring validation from others. The grandiose self-presentation serves as a defense mechanism, shielding these people from perceived vulnerabilities while actively seeking external validation through attention-seeking behaviors.

Pangastuti (2015) found a positive relationship between narcissism and ideal self-presentation. It was discovered that young adults with narcissistic personalities had unrealistic self-concepts and tended to present themselves positively to impress others through photos and videos. Kim and Chock (2017) also reported that narcissism played a significant role in the intention to post digitally altered self-images.

The analysis conducted showed that Machiavellianism did not have a significant effect on deceptive self-presentation, both in terms of the ideal and false self. This was not in line with the results of Geary et al. (2021) that studied both narcissism and Machiavellianism as well as Nitschinsk et al. (2022) on Machiavellianism. Both previous studies reported an effect of Machiavellianism on inauthentic self-presentation. For example, Geary et al. (2021) interpreted Machiavellianism as a personality trait characterized by low warmth, pathological lies, manipulativeness, and a lack of guilt. The research proposed a hypothesis that people with high Machiavellianism would show inauthentic self-presentation. The test conducted showed a positive correlation between the variables. Therefore, people with high Machiavellianism tended to present themselves differently from true self.

The discrepancy identified in the previous and current research was attributed to the results of the descriptive analysis that Indonesians in early adulthood were averagely classified in the moderate category of Machiavellianism. Moreover, the responses provided to the questions items related to the reasons for using Instagram showed that most respondents used Instagram for self-expression through photo/video/filter content, enjoyed shared content from other users, followed trends, stalked, communicated with friends or family, and used the platform to find information. These reasons were associated with narcissistic personality traits considering the fact that respondents were expressing themselves through edited selfie posts (Kim and Chock, 2017).

Nitschinsk et al. (2022) focused on inauthentic self-presentation and defined the concept as the tendency of people to present themselves flexibly online. The research found a positive correlation between Machiavellianism and adaptive self-presentation, predicting a more strategic self-presentation to achieve malicious goals in the online environment without specifying a particular platform. The current research concentrated on deceptive self-presentation which was measured through the ideal and false self on Instagram. Therefore, the difference in focus and scope of both research can be the reason for the disparity observed in the results.

The results showed that psychopathy did not have any significant effect on deceptive self-presentation. This was in line with the report of Geary et al. (2021) that psychopathy dimension did not significantly affect inauthentic self-presentation. The research further stated that Instagram only focused on making people popular. Therefore, the engagement of people with psychopathic tendencies in deceptive self-presentation such as buying 'likes' on posts might not satisfy others with similar attributes.

The features provided on Instagram such as filters promote individuals to manipulate content. This was possible due to the interest of users in aesthetically pleasing and popular content. The trend leads to several forms of deception such as content manipulation in the form of editing or purchasing of "likes". These manipulations are considered normalized deception on Instagram (Dumas et al., 2017). Kowalski (2018) argued that those scoring higher on antagonistic traits or the dark triad were less concerned with social desirability. Therefore, predicting people with psychopathy in the context of Instagram becomes less reliable due to the impulsive and low empathy characteristics leading to less sensitivity to social desirability. The detection of people with psychopathic or Machiavellian personalities also becomes less sensitive primarily because the platform encourages users to prioritize sensitivity in identifying narcissistic traits.

The result was observed not to be in line with the report of Nitschinsk et al. (2022) that psychopathy was positively correlated with inauthentic self-presentation. The discrepancy was associated with the fact that Nitschinsk (2022) examined inauthentic self-presentation, specifically the adaptive aspect in the online environment, without concentrating on a specific platform. Moreover, the data collected on reasons respondents access Instagram in the current research depicted narcissistic personality traits rather than psychopathy.

Further research is recommended to minimize the weaknesses identified and this can be achieved by developing a more comprehensive measurement tool to assess deceptive self-presentation. The instrument should be customized to the conditions in Indonesia with a focus on specifying the research areas based on different ethnic groups or age brackets.

Conclusion

In conclusion, the results confirmed the proposed conceptual model that user motivation and the dark triad personality predicted deceptive self-presentation among Instagram users in Indonesia. The two variables were observed to have a more significant influence on false self-presentation. The user motivation with more effects included making new friends as well as following and monitoring. It was also discovered that narcissism had a significant effect on deceptive self-presentation.

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