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Why do People Share About Themselves Online? How Self-presentation, Work-home Conflict, and the Work Environment Impact Online Self-disclosure Dimensions

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Abstract:

Online self-disclosure (OSD) allows people to build and maintain relationships with others, which has become increasingly important as more work has become remote in recent years. Previous research has investigated OSD as a higher-order factor. We propose that the OSD dimensions—amount, depth, honesty, intention, and valence—may be impacted differently by its antecedents. Specifically, we investigate the relationship between two theorized antecedents of OSD—self-presentation and work-home conflict—and the dimensions of OSD. Additionally, we posit that organizational culture factors may affect these relationships. Specifically, we investigate the impacts of segmentation culture and work location flexibility on the relationships between self-presentation and the OSD dimensions. We collected data from 309 active social networking service users. We found that 1) self-presentation positively impacts each of the OSD dimensions, 2) work-home conflict positively impacts OSD amount, and 3) both segmentation culture and work location flexibility moderate the relationship between self-presentation and OSD amount. Implications for theory and practice and future research directions are discussed.

Keywords: Online Self-Disclosure Dimensions, Self-Presentation, Work-Home Conflict, Segmentation Culture, Work Location Flexibility.

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1 Introduction

Remote work has seen significant growth in recent years, increasing the workforce from 17 percent in 2019 to 44 percent in 2022 (Herhold, 2020). Amidst increased workplace flexibility, more people connect online, both personally and professionally, to communicate and seek meaningful relationships. In a professional context, individuals may disclose personal information to build networks and enhance career opportunities by sharing achievements and skills (Grissa, 2017). People can accomplish these goals via online self-disclosure (OSD)—any message about oneself that an individual communicates online with other people (Posey et al., 2010). Individuals can disclose information based on their comfort level, and the disclosures can range from superficial to deep personal information.

The potential benefits for a user to provide OSDs include easier relationship maintenance, enjoyment from using the social networking service (SNS; Krasnova et al., 2010), and greater social capital (Liu & Brown, 2014). Virtual connections are conducive to satisfying individual needs and can be intrinsically rewarding (Tamir & Mitchell, 2012). OSD helps with relationship development and maintenance. People develop meaningful relationships, starting as acquaintances, progressing to being friends, and in some cases, becoming partners (e.g., Itzchakov et al., 2022; Peters et al., 2018; Tamir & Mitchell, 2012). Similarly, individuals use these platforms to create professional networks, job hunt, create personal brand by exchanging information (Grissa, 2017), self-present, and advance their careers (Florenthal, 2015). For example, an expert on Stack Overflow can choose to disclose more information on their profiles which can be beneficial for them to get a better job (Xu et al., 2020).

Due to its complex nature and various factors that influence how, when, and why individuals choose to reveal information, OSD has multiple dimensions—amount, depth, honesty, intention, and valence (Posey et al., 2010). Amount refers to the quantity of disclosure. Depth refers to the degree of intimacy. Honesty refers to the accuracy of the information shared. Intent refers to awareness about the disclosure. Finally, valence refers to the positive nature of the information being disclosed. Due to these differing dimensions, any two individuals with different aims on SNSs will have different levels of the OSD dimensions. For instance, people using SNSs to build relationships have lower levels of intent, depth, and valence, and higher honesty in their OSDs compared to people using SNSs for informational purposes (Cho, 2007). Understanding the intent behind the OSD can help in interpreting relationships and communication dynamics, underscoring the importance of diverse motivations that drive individuals to share information. Therefore, the dimensions of OSD need to be considered in order to understand people's OSD behavior.

However, users have differing levels of self-presentation. Self-presentation can be defined as an action or process taken by a person who attempts to control self-relevant images seen by others, through divulgence of personal information to create positive impressions (Yu et al., 2015). This study examines how self-presentation impacts OSD and how the relationship is affected in current working environments. We chose self-presentation as the determinant of OSD because most of the work-related activities include skills like 'how you look', 'what you say', and how you market yourself and so it does not always involve the true presentation of yourself. It can be argued that an individual needs an honest outlet to show their true self which can be found on SNSs. As they are forming new relations via SNSs, they can decide to present themselves to be seen in the best possible light. Eventually, these relationships can turn out to be honest and deep as there is no need to be fake and no one is judging them at the other end.

Previous research has examined the impact of self-presentation on OSD and found differing results. For example, Almakrami (2015) suggests that self-presentation increases OSD. However, Krasnova et al. (2010) show that self-presentation is not significantly associated with OSD. These results point to the need for additional research. Moreover, previous literature has established that OSD includes five dimensions - amount, depth, honesty, intention, and valence (Posey et al. 2010), so an investigation into which aspects of OSD are affected is warranted. This study examines how self-presentation impacts OSD and how the relationship is affected in current working environments. Thus, our first research question is:

RQ1: What is the impact of self-presentation on OSD dimensions?

Next, work-home conflict can lead individuals to engage in more SNS activity as a coping mechanism and platform for social support. Prior studies have demonstrated that work-home conflict has played a part in stress levels and mental health (e.g., Judge & Colquitt, 2004; Schieman & Glavin, 2011). Although previous research examines the determinants of OSD (Błachnio et al., 2016; Liu & Brown, 2014; Ozdemir et al., 2017; Taddei & Contena, 2013), it is yet to understand how work-home conflict impacts different

dimensions of OSD. Self-presentation and work-home conflict together often lead to OSD due to the interplay between managing one's image and seeking support in a stressful environment. When individuals experience work-home conflict, they may face challenges in maintaining a consistent professional persona while managing personal responsibilities. This can create a need to express their emotions, leading them to seek outlets where they can authentically share their experiences. Thus, our second research question is:

RQ2: What is the impact of work-home conflict on OSD dimensions?

Another potential impact on OSD has been due to changes in organizational culture in recent years. Traditionally, companies have employees gather in a single physical office so that it is easy to hold meetings, have events, or just chat in the hallway. These interactions play an important role in shaping organizational culture (e.g., Scott et al., 2015). Now that many workplaces have shifted to hybrid teams and remote workers, team dynamics have been changed. To this extent, this shift impacts how individuals with less contact in the real-world approach self-disclosure. Employees who work remotely spend more time on SNSs (Ritter, 2020) and develop and foster relationships there (Chang Lee & Kwon, 2008; Chiu et al., 2006). Thus, it is imperative to understand how different work-related factors impact the relationship between self-presentation and OSD:

RQ3: How do segmentation culture and work location flexibility impact the relationship between self-presentation and OSD?

We examine these research questions through the lenses of social presentation theory—which explains how people manage the impression others have of them—and social exchange theory—which explains the circumstances needed for interactions between people. We empirically examine the factors that impact OSD by surveying SNS users. SNSs offer users features that enable OSD including an online profile and status updates. Using a final dataset of 309 observations, we used structural equation modeling to evaluate our hypotheses. Our results support that self-presentation positively impacts each of the OSD dimensions (amount, depth, honesty, intention, and valence), and work-home conflict positively impacts OSD Amount. Additionally, we find that segmentation culture and work location flexibility positively moderate the relationship between self-presentation and OSD Amount such that higher segmentation culture and higher work location flexibility, respectively, will lead to higher OSD Amount.

This paper proceeds as follows. Section 2 reviews existing literature and provides a theoretical foundation where selected works on self-presentation and OSD are discussed. In Section 3, we detail the research methodology, data collection, model testing, and the results. In Section 4, we discuss the key findings, theoretical and practical implications, future research, and limitations of the study.

2 Literature Review and Hypotheses

2.1 Self-Presentation

Self-presentation theory suggests that people want to manage the impression others have of them (Goffman, 1956), and thus individuals want to control how they present themselves online. The ability to self-present is one of the benefits users can reap from using SNSs. SNSs offer media characteristics, such as increased rehearsability (Dennis et al., 2008), that better enable users to self-present (Yang & Tan, 2012).

Self-presentation is the “action or process taken by a person who attempts to control self-relevant images seen by others” (Yu et al., 2015, p. 249). SNSs and other computer-mediated communication tools allow users to share information with others that may impact others’ impressions of them. For example, Walther et al. (2001) found that including a photograph as part of an online profile positively affects perceived self-presentation success. Individuals tend to portray the best version of themselves on SNSs (Ellison et al., 2006; Walther, 1996).

However, self-presentation may impact OSD. Prior research has found that context collapse—having people in your online social network from many different life contexts (i.e., work, personal; Schlosser, 2005)—affects self-presentation behavior. Specifically, context collapse in SNSs results in self-presentation behavior such as the lowest common denominator effect, whereby users self-disclose only information they want all audiences to have (Hogan, 2010; Marwick & Boyd, 2011), or the strongest audience effect, whereby users disclose information based on the standards and expectations of the audience member who is most valuable to the user (Marder et al., 2016).

2.2 Online Self-Disclosure

According to social exchange theory, people interact when the benefits of the interaction outweigh the costs (Thibaut & Kelley, 1959). By inference, people are willing to disclose information to other people because the benefits of sharing information (e.g., relationship development; Bazarova & Choi, 2014) outweigh the costs of sharing information (e.g., decreased privacy; Ozdemir et al., 2017). Self-disclosure is any information about oneself that an individual communicates with others (Posey et al., 2010) either online or offline. OSD is different from offline self-disclosure in that while offline self-disclosure tends to occur in dyads (Pearce & Sharp, 1973), OSDs may occur in dyads or too many people at once. OSD to many people at once aligns with the social motivations of content creation on the Internet (Matikainen, 2015) and, more specifically, using an SNS (Chang & Heo, 2014). In fact, the size of the network of individuals to which one discloses impacts OSDs (Cooney et al., 2020).

Online, people can disclose information about themselves through several channels, including a personal website, blog, product review, or SNS. Concerning SNS, disclosures can take different forms. People can disclose information via their profile or in posts as text, images, videos, or emojis. Due to the variety of methods available, disclosing personal information can be more structured or less structured (e.g., filling in profile fields vs. posting status updates) to accommodate the user's disclosure needs.

Researchers have previously investigated the determinants of OSD. Many determinants are positively associated with OSD, such as individual traits and states, including trust (e.g., Ozdemir et al., 2017; Taddei & Contena, 2013), social skill (Liu & Brown, 2014), young age (Błachnio et al., 2016), perceived usefulness of OSD and SNSs (Sharif et al., 2021; Shibchurn & Yan, 2015), social norms (Choi et al., 2022; Shibchurn & Yan, 2015), value of a reward for disclosing (Shibchurn & Yan, 2015), and number of friends (Chang & Heo, 2014). People also disclose more information online when they perceive a higher cost of leaving the SNS (Shih et al., 2017). Several factors are also negatively associated with OSD including privacy concerns and intention (Ozdemir et al., 2017; Taddei & Contena, 2013), crowdedness of the online space (Choi et al., 2022), and a desire to prevent online hate, cyber-bullying, and judgements (Cuadrado-Gordillo & Fernández-Antelo, 2016; Walther, 2022). Overall, prior studies on the antecedents of OSD support that users weigh the benefits against the risks when making disclosure decisions (Chang & Heo, 2014; Ozdemir et al., 2017; Shibchurn & Yan, 2015).

Following Posey et al. (2010) and others (Nabity-Grover et al., 2022), we consider OSD not as a single, all-encompassing construct, but along its dimensions of amount, depth, honesty, intention, and valence.

2.2.1 OSD Amount

OSD amount refers to the frequency or duration of the OSDs. Relationship maintenance and development is one of the key benefits of OSDs. The development of a relationship via self-disclosure is achieved via increased amounts of disclosures or increased intimacy (depth) of disclosures (Altman & Taylor, 1973).

2.2.2 OSD Depth

The depth of OSD "reflects the degree of intimacy in the communication" (Posey et al., 2010, p. 183). Self-disclosure depth has been found to be positively impacted by the ability to regulate the users who are in the network and the availability of more privacy settings (Choi & Bazarova, 2015). Users tend to disclose more intimate messages via more private SNS methods (i.e., private messaging) than less private methods (i.e., status updates; Bazarova & Choi, 2014). Chang and Heo (2014) found that social motives predict OSD at three depths of information sensitivity (highly sensitive, sensitive, and basic). They also found that the number of friends on the SNS is positively associated with OSDs for basic information and highly sensitive information, but they did not find a significant relationship for sensitive information.

2.2.3 OSD Honesty

Honesty refers to the truthfulness and accuracy of information disclosures (Pearce & Sharp, 1973). SNSs complement offline networking. Since an individual's network will be able to check the accuracy of the disclosure against the offline self, the individual will be more honest in the OSDs (Baym, 2015; Boyle & Johnson, 2010). Furthermore, because of context collapse, more people from different life contexts can read the OSDs. Therefore, people may be able to compare notes with others who know the individual in different contexts. Finally, people are willing to be more honest in online communication than they are in face-to-face communication (Cassidy, 2013).

2.2.4 OSD Intention

Intention refers to the degree to which a person deliberately and purposefully self-discloses (Wheeless & Grotz, 1976). In face-to-face communication, unintentional self-disclosures include forced self-disclosures such as confessions and subconscious behaviors such as "'Freudian slips' or nonverbal mannerisms" (Pearce & Sharp, 1973, p. 414). Unintentional OSDs may result from things such as accidentally selecting the wrong photo or accidentally sending an email to the wrong person.

2.2.5 OSD Valence

Valence reflects how positive the disclosures are (Wheeless & Grotz, 1976). People use SNSs to give a favorable impression to others (e.g., Freitas, 2017). Due to context collapse on SNSs, people will be mindful of the friends in their network who they want to impress the most when self-disclosing (Marder et al., 2016) or only disclose the information they want to share with all friends in their network (Hogan, 2010; Marwick & Boyd, 2011). To that end, people are more likely to post more positive OSDs. People tend to share more positive news articles, and the larger a user's audience, the more likely a user is to share positive news (Oh et al., 2023); this pattern may hold true for OSDs as well.

2.3 Self-Presentation and OSD

Researchers have previously studied the relationship between self-presentation and OSD (see Table 1). Researchers have not consistently found a significant relationship between self-presentation and OSD. When a significant relationship was found, the relationship was positive (Crabtree & Pillow, 2018; Yu et al., 2015). Each of the prior studies has modeled OSD as a single dimension.

Table 1. Previous Studies that Include the Relationship from Self-Presentation to OSD

Study	Focus	Theoretical Lens	Aspect of self-presentation	OSD Dimensionality	Findings: Relationship (significance/direction)
Crabtree and Pillow (2018)	How self-presentation, belongingness, and network density influence Facebook use through OSD and strategic impression management	Dual factor model of Facebook use	A user's need for self-presentation	1-dimensional	Self-presentation > OSD (+)
Krasnova et al. (2010)	How privacy risks and various benefits—including self-presentation—influence OSD	Privacy calculus theory and social exchange theory	The degree to which an individual implements self-presentation strategy	1-dimensional	Self-presentation > OSD (*n.s.*)
Yu et al. (2015)	How affect toward self-disclosures and affect toward the SNS influence OSD both directly—using self-presentation as a control variable—and indirectly through a variety of motivators—including self-presentation	Affect heuristic theory and direct causation theory	The degree to which disclosure on SNSs affords self-presentation	1-dimensional	Self-presentation > OSD (Direct effects model: *n.s.*; Mediation model: +)
This study	How self-presentation and work-life conflict affect OSD as well as organizational contextual moderators of the self-presentation	Self-presentation theory and social exchange theory	The degree to which disclosure on SNSs affords self-presentation	Multidimensional	

Note: *n.s.* = not significant

However, researchers conceptualize OSD as a multidimensional construct (e.g., Nabity-Grover et al., 2022; Posey et al., 2010). Analyzing OSD as a single factor in previous work implies an inherent assumption that the factors that impact OSD affect all the dimensions of OSD equally. Yet, the dimensions

of OSD can differentially impact outcomes (e.g., perceived success; Gibbs et al., 2006). It follows that the OSD dimensions may also be affected differently by the antecedents and are worth investigating separately rather than as a single construct.

We posit that self-presentation will positively influence OSD amount. According to social exchange theory, individuals who desire self-presentation will disclose more frequently to benefit more from sharing. Users must disclose to receive any benefits from self-disclosure, and the more a person discloses, the more benefits they will receive from disclosure. These disclosures allow users to create their desired self-image.

We posit that self-presentation will positively influence OSD depth. People with relational development goals disclose to a greater depth than people with social validation goals or social control goals (Bazarova & Choi, 2014; Choi & Bazarova, 2015). Self-presentation goals may motivate an individual to share more personal information with other SNS users to create a connection with them. With a goal of self-presentation in mind, individuals may articulate more in-depth thoughts leading to more in-depth disclosures.

We posit that self-presentation will positively influence OSD honesty. As self-presentation theory suggests, individuals want to portray themselves in the best possible way to manage others' impressions of themselves. Dishonesty can negatively impact the image an individual portrays on SNSs, which would deter individuals desiring self-presentation from being dishonest.

We posit that self-presentation will positively influence OSD intention. Self-presentation theory implies that individuals are intentional when they manage their image of themselves because they need to be selective about their disclosures to make the best impression. If individuals perceive more self-presentation potential, they will be more intentional in their self-disclosures because they are considering how to best disclose information to present the image of themselves that they want others to have.

We posit that self-presentation will positively influence OSD valence. Self-presentation theory identifies that an individual desires to present a positive image to give others a good impression. Further, individuals may feel that positive OSDs will avoid the risks underlying why individuals avoid building an online presence such as "destruction of capital, dislike, worry, parental control, embarrassment, and personal appearance" (Dhir, 2017, p. 480).

Hypothesis 1: Self-presentation is positively associated with OSD in terms of (a) amount, (b) depth, (c) honesty, (d) intention, and (e) valence.

2.4 Work-Home Conflict

Work-home conflict can be defined as "a form of interrole conflict in which the role pressures from work and family domains are mutually incompatible in some respect" (Greenhaus & Beutell, 1985, p. 77). When work-role related stress makes it hard for individuals to fulfill family-role requirements effectively, strain-based conflict appears (McMillan & Morris, 2012). Previous literature has focused on the effects of work-home conflict on the psychological state of an individual such as emotional exhaustion, stress, mental health, and well-being (Ahmad, 2010; Judge & Colquitt, 2004; Livingston & Judge, 2008; Parasuraman & Simmers, 2001; Schieman & Glavin, 2011). In addition, work-home conflict has been negatively associated with a range of emotional and behavioral outcomes, including family dissatisfaction, family absenteeism, and poor performance in family-related roles (Mihelič & Tekavčič, 2014). In recent studies, scholars identified the antecedents of work-family conflict in terms of work, non-work, and health-related consequences in the Covid-19 pandemic (Andrade & Petiz Lousã, 2021).

In the current environment, moving work from the office to home settings could create some risks for some employees due to the blurred boundaries between work and family domains. These risks could contribute to increasing conflict between work and family life as the employee seems to be easier to reach to handle family demands. Due to this ease of access, working from home decreases the probability of employees reconciling the interests of professional life with personal ones (Sarbu, 2018), leading an individual to steer toward SNS use to share their emotional experiences and gain validation. SNS users tend to report higher levels of perceived social support (Yue et al., 2023). Technology use could lead to higher levels of perceived social support, which in turn may supply positive feedback that feeds into self-esteem. This boost to self-esteem could, in turn, encourage people to continue to disclose more about themselves on SNSs.

Drawing on previous arguments and empirical studies, our study investigates the relationship between work-home conflict and OSD. We expect that work-home conflict will have a positive effect on OSD. Thus, we hypothesize that:

Hypothesis 2: Higher levels of work-home conflict will lead to higher levels of OSD in terms of (a) amount, (b) depth, (c) honesty, (d) intention, and (e) valence.

2.5 Segmentation Culture Moderator

Segmentation culture refers to the degree to which an organization supports an employee's preference to keep work life and personal life separate (Kreiner, 2006). Segmentation culture may be influenced by formal work policies or individuals within the organization such as a supervisor or co-workers. Segmentation of work from family life can reduce work-family conflict, thus improving work-life balance (Yun et al., 2012).

Social exchange theory suggests that people weigh the costs and benefits of OSDs. At low levels of segmentation culture, individuals would feel more pressure to connect with more coworkers on SNSs. An individual will consider their self-presentation goals, and with a more diverse audience on the SNS, the individual may choose not to disclose online because they want to keep a certain self-image with some of those connections. Additionally, thinking about work during an individual's rest period leads to emotional exhaustion (Foucreault et al., 2016). This mental exhaustion is an additional cost incurred when more co-workers are connected to the individual due to a low segmentation culture. This increases the cost of the OSD resulting in fewer OSDs.

However, at high levels of segmentation culture, individuals would feel less pressure to friend co-workers on SNSs. An individual will be better equipped to manage their self-presentation goals with different audiences because they don't have to manage highly impactful relationships on the SNS if they don't desire to do so. They will feel they can self-disclose online without being concerned about the self-image they are trying to portray to certain co-workers. Further, they will be less mentally exhausted from thinking about work outside of work times.

Segmentation culture will amplify the positive impact of self-presentation on OSD because of context collapse. Thus, we hypothesize that:

Hypothesis 3: Segmentation culture will positively moderate the relationship between self-presentation and OSD in terms of (a) amount, (b) depth, (c) honesty, (d) intention, and (e) valence such that higher segmentation culture will lead to higher OSD.

2.6 Work Location Flexibility Moderator

Work location flexibility can be referred to as a worker's ability to choose where they work (Hill et al., 2008, p. 152). Previous literature has investigated how work location flexibility impacts productivity and how it impacts work-life balance (Kossek et al., 2021). While work location flexibility can help employees improve their work-life balance by reducing commute times and improving familial satisfaction, it can also reduce the opportunities for in-person interaction and cause challenges with navigating flexible work.

At low levels of work-location flexibility, individuals will tend to work from a centralized office. There, they will have many informal opportunities to interact with co-workers and portray their self-image in person. These highly rich interactions result in fewer benefits from OSDs to meet the individual's self-presentation goals. Further, individuals who work frequently from a centralized office will feel more connected to their work community because of the frequent interactions, both formal and informal. Because they feel connected to this community, they will receive less benefit from OSDs to their SNS. Both reductions in the benefits of the OSDS will result in fewer OSDs.

In cases of more work location flexibility, individuals are more likely to have the option to work remotely for some or all of their scheduled work time. With fewer informal, in-person interactions, individuals may rely more on OSDs to portray their image to others. This reliance increases the benefit of OSDs. Additionally, individuals with high work location flexibility may seek community via OSDs to their SNS connections because they feel less connected to others at work. The increased feeling of community would also increase the benefit of OSDs. These increased benefits of OSDs would result in more OSDs.

Thus, we posit that increased work location flexibility will lead to an increased positive relationship between self-presentation and OSD.

Hypothesis 4: Work location flexibility will positively moderate the relationship between self-presentation and OSD in terms of (a) amount, (b) depth, (c) honesty, (d) intention, and (e) valence such that higher segmentation will lead to higher OSD.

Figure 1 shows our research model.

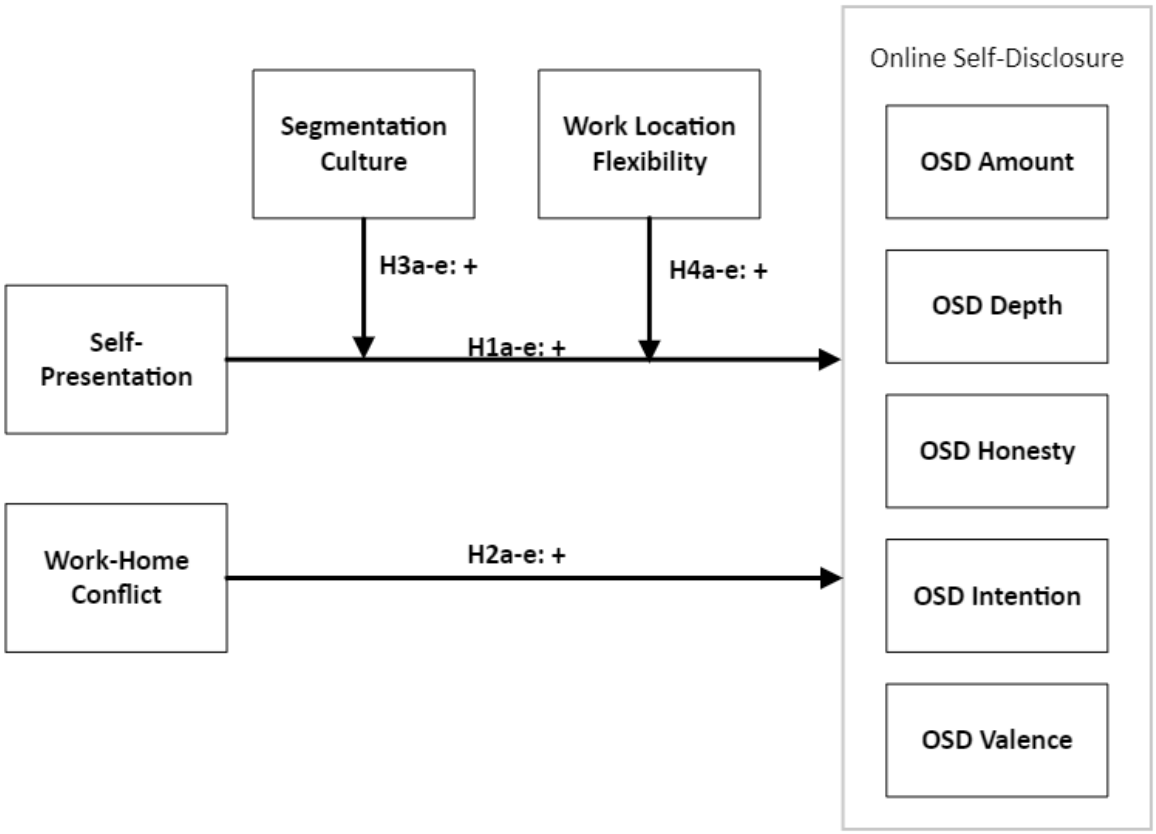

Figure 1. Research Model

3 Methodology

Data was collected for this study through an online survey of employed SNS users. Almakrami (2015) has found that perceived opportunities for self-presentation increase OSD, so the multitude of opportunities afforded by SNSs make them a legitimate medium to investigate. Surveys were selected due to the subjective nature of the constructs. Participants were invited to complete the survey by soliciting Qualtrics Panels. Participants needed to be at least 18 years of age, English speaking (as the survey was in English), employed full-time with their current employer for at least two years, and be active SNS users. The employment qualification was used to ensure that the work-related constructs would be applicable to the participants. After removing responses from non-users and those with incomplete data (missing more than 25 percent of responses) from the full data set (N= 317), the final data set comprised of 309 participants (119 male), aged from 18 to 66 (M = 46.2, SD 12.06).

3.1 Instruments

All constructs of interest in this study were measured with previously used and validated instruments. In addition, age, gender, race, and employment length were included as control variables in the model.

OSD was measured using the items from Posey et al. (2010). Self-presentation was measured using the items from Yu et al. (2015). Segmentation culture and work-home conflict were measured using the items from Kreiner (2006). Workplace flexibility was measured with a single item: “What degree of control do you have on your work location autonomy?” with possible responses including “Cannot Change”, “Within Certain Limits”, and “Entirely Free to Decide”.

3.2 Analysis and Results

The measurement model was assessed using SmartPLS 4 (Ringle et al., 2022). The PLS analysis was used given its applicability to exploratory models and its ability to adequately use non-normal data (Hair et al., 2017). PLS is appropriate when the research is interested in determining the existence and strength of relationships rather than examining alternative models to determine the best fit. As such, PLS does not provide fit indices for the model. While analyzing the measurement model, non-significant direct and moderation paths were eliminated from the model and then the model was re-tested. These iterations continued until the current statistical model was found.

Table 2 provides correlations and reliability statistics on the sample. Composite reliability for each construct shows appropriate internal validity and the Fornell-Larcker criterion, where the square root of AVE of each construct is larger than the correlation with any other construct, is found, supporting discriminant validity (Hair et al., 2017). In addition, Table 3 shows the HTMT values, which also support discriminant validity by having values below the .85 threshold (Kline, 2015).

Table 2. Composite Reliability and Correlations

	CR	1	2	3	4	5	6	7	8	9
1. OSD Amount	0.944	**0.9**								
2. OSD Depth	0.914	0.706	**0.853**							
3. OSD Honesty	0.941	0.174	0.198	**0.873**						
4. OSD Intention	0.917	0.055	0.017	0.577	**0.887**					
5. OSD Valence	0.920	0.383	0.363	0.333	0.283	**0.891**				
6. Segmentation Culture	0.963	0.261	0.214	0.055	0.025	0.239	**0.93**			
7. Self-Presentation	0.928	0.591	0.578	0.320	0.188	0.414	0.202	**0.848**		
8. Work Location Flexibility	-	0.195	0.167	-0.058	-0.085	0.006	0.130	0.110	**1**	
9. Work-Home Conflict	0.951	0.107	0.045	0.006	-0.059	-0.077	-0.429	0.068	0.004	**0.891**
Note: Square Root of AVE (Fornell-Larcker Criterion) bold in diagonal										

Table 3. Heterotrait - Monotrait Ratios

	1	2	3	4	5	6	7	8	9	10
1. OSD Amount										
2. OSD Depth	0.785									
3. OSD Honesty	0.173	0.233								
4. OSD Intention	0.067	0.115	0.663							
5. OSD Valence	0.422	0.412	0.373	0.336						
6. Segmentation Culture	0.275	0.231	0.058	0.050	0.257					
7. Self-Presentation	0.648	0.650	0.329	0.210	0.462	0.217				
8. Work Location Flexibility	0.203	0.180	0.072	0.093	0.015	0.133	0.116			
9. Work-Home Conflict	0.103	0.049	0.043	0.081	0.094	0.449	0.073	0.024		
10. 6 x 7	0.114	0.078	0.063	0.111	0.031	0.183	0.024	0.069	0.211	
11. 8 x 7	0.132	0.089	0.074	0.103	0.059	0.070	0.034	0.029	0.173	0.245

After verifying the validity of the instruments, the structural model was analyzed. To assess the possibility of common method variance, the variance inflation factors (VIF) were calculated. Common method variance does not seem to be of concern in our model as all VIF values fall below the 3.3 threshold (Kock & Lynn, 2012). Table 4 shows these values.

Table 4. Variance Inflation Factors (VIFs)

	1. OSD Amount	2. OSD Depth	3. OSD Honesty	4. OSD Intention	5. OSD Valence
6. Segmentation Culture	1.350				
7. Self-Presentation	1.093	1.014	1.014	1.014	1.014
8. Work Location Flexibility	1.043				
9. Work-Home Conflict	1.339				
10. 6 x 7	1.114				
11. 8 x 7	1.088				

The results of the structural model analysis, specifically the weight and significance of each path and the R-square values, are shown in Figure 2. These results are standardized in the PLS-SEM algorithm. None of the control variables (age, gender, race, and employment length) had a significant relationship with any of the dependent variables. In addition to the structural model, the f-square values of effect size were calculated for each path (Table 5). The paths from self-presentation to both OSD amount and depth both have large effects, from self-presentation to OSD valence has a medium-sized effect, and from self-presentation to OSD honesty and intention both have small effects.

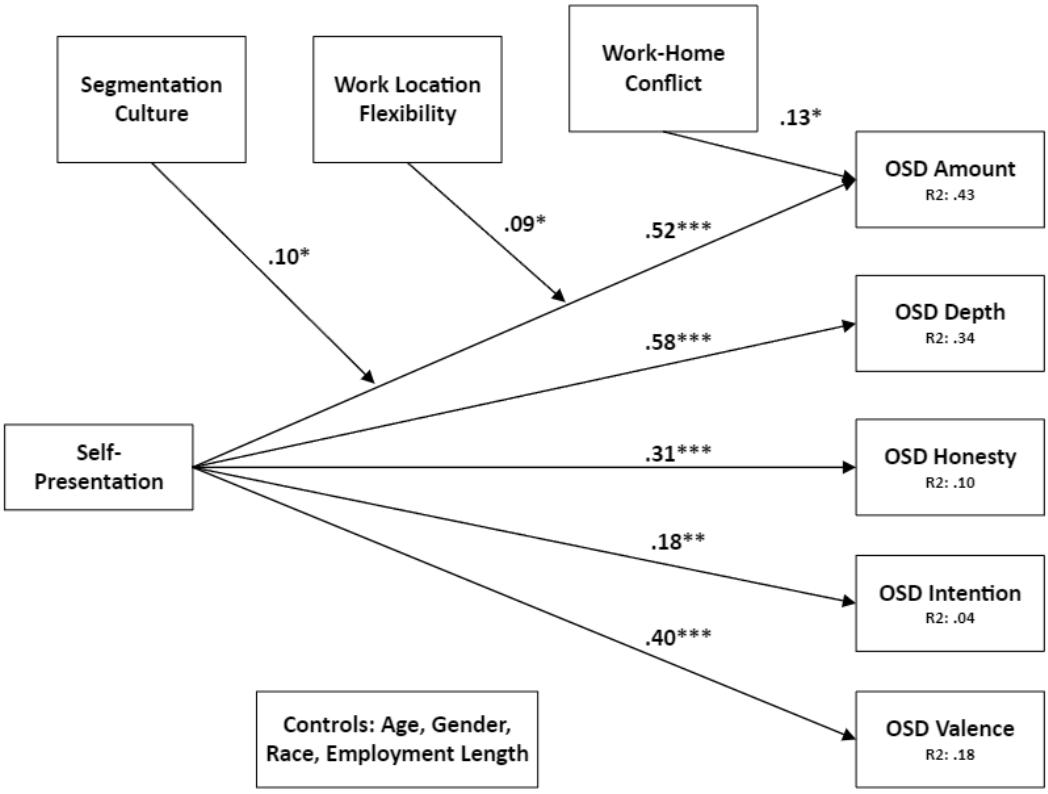

Figure 2. Structural Model. *: p < .05; **: p < .01; ***: p < .001

Table 5. f-square Values

	1. OSD Amount	2. OSD Depth	3. OSD Honesty	4. OSD Intention	5. OSD Valence
6. Segmentation Culture	0.06				
7. Self-Presentation	0.44	0.51	0.11	0.03	0.19
8. Work Location Flexibility	0.02				
9. Work-Home Conflict	0.02				
10. 6 x 7	0.02				
11. 8 x 7	0.01				
Note: >=0.02 is small; >= 0.15 is medium; >= 0.35 is large (Cohen, 2013)					

Next, the model was evaluated for predictive power using PLSpredict with the recommended 10 folds and 10 repetitions (Table 6; Shmueli et al., 2019). In this procedure, Q^2predict values > 0 indicate that this model outperforms the indicator means from the analysis sample; in other words, the model is more predictive than the simplest benchmark. Every Q^2predict value in our model is > 0, indicating that this model has predictive relevance. Additionally, we compared the root mean squared error (RMSE) of the PLS model to the RMSE of the linear model (LM) and the mean absolute error (MAE) of the PLS model to the LM. When comparing these values, you need to count how many indicators have higher error values in the PLS model than in the LM. In our model's results, two RMSE and five MAE error values were larger than the LM. This means "If the minority (or the same number) of indicators in the PLS-SEM analysis yields higher prediction errors compared to the naïve LM benchmark, this indicates a medium predictive power" (Hair et al., 2019, p. 13). Both analyses support a medium predictive power of this model.

Table 6. PLS_Predict Results

	Q^2predict	**PLS-SEM_RMSE**	**PLS-SEM_MAE**	**LM_RMSE**	**LM_MAE**
OSD Amount_1	0.284	1.597	1.303	1.628	1.32
OSD Amount_2	0.331	1.452	1.108	1.504	1.182
OSD Amount_3	0.331	1.472	1.136	1.528	1.184
OSD Amount_4	0.325	1.533	1.22	1.597	1.276
OSD Depth_1	0.219	1.889	1.575	1.968	1.615
OSD Depth_2	0.28	1.538	1.218	1.543	1.217
OSD Depth_3	0.197	1.471	1.168	1.465	1.177
OSD Depth_4	0.253	1.578	1.24	1.575	1.23
OSD Hon_1	0.115	1.489	1.18	1.536	1.188
OSD Hon_2	0.088	1.474	1.171	1.522	1.2
OSD Hon_3	0.023	1.416	1.118	1.443	1.126
OSD Hon_4	0.026	1.321	1.051	1.354	1.065
OSD Hon_5	0.035	1.281	1.034	1.295	1.043
OSD Intent_1	0.018	1.363	1.021	1.376	1.019
OSD Intent_2	0.026	1.484	1.172	1.535	1.214
OSD Intent_3	0.009	1.203	0.93	1.211	0.903
OSD Valence_1	0.145	1.546	1.191	1.555	1.184
OSD Valence_2	0.169	1.505	1.169	1.54	1.177
OSD Valence_3	0.086	1.328	1.022	1.35	1.039

As hypothesized, self-presentation is found to have significant relationships with each aspect of OSD: amount (β = .52, $p < .001$), depth (β = .58, $p < .001$), honesty (β = .32, $p < .001$), intention (β = .18, $p <$

.01), and valence (β = .40, p < .001). These results support hypotheses H1a-H1e. Work-home conflict was found to only have a single significant relationship, that with OSD amount (β = .13, p < .05), supporting H2a and not supporting H2b-H2e. For the moderator hypotheses, both segmentation culture (β = .10, p < .05) and work location flexibility (β = .09, p < .05) were found to have a significant impact on the path from self-presentation to OSD amount, supporting H3a and H4a. The interaction plots for these moderating effects are found in Appendix A. The results of our hypothesis tests are summarized in Table 7.

Table 7. Hypotheses

Hypothesis	β weight and P Value	Supported?
H1a: SP → OSD Amount	.52, p < .001	**Yes**
H1b: SP → OSD Depth	.58, p < .001	**Yes**
H1c: SP → OSD Honesty	.31, p < .001	**Yes**
H1d: SP → OSD Intention	.18, p < .01	**Yes**
H1e: SP → OSD Valence	.40, p < .001	**Yes**
H2a: WHC → OSD Amount	.13, p < .05	**Yes**
H2b: WHC → OSD Depth	.03, p > .05	No
H2c: WHC → OSD Honesty	-.04, p > .05	No
H2d: WHC → OSD Intention	-.12, p > .05	No
H2e: WHC → OSD Valence	-.03, p > .05	No
H3a: SC x SP → OSD Amount	.10, p < .05	**Yes**
H3b: SC x SP → OSD Amount	.06, p > .05	No
H3c: SC x SP → OSD Amount	.04, p > .05	No
H3d: SC x SP → OSD Amount	.08, p > .05	No
H3e: SC x SP → OSD Amount	.05, p > .05	No
H4a: WLF x SP → OSD Amount	.09, p < .05	**Yes**
H4b: WLF x SP → OSD Amount	.06, p > .05	No
H4c: WLF x SP → OSD Amount	.06, p > .05	No
H4d: WLF x SP → OSD Amount	.09, p > .05	No
H4e: WLF x SP → OSD Amount	-.05, p > .05	No

Note: SP: Self-Presentation; OSD: Online Self-Disclosure; WHC: Work-Home Conflict; SC: Segmentation Culture; WLF: Work Location Flexibility

4 Discussion

In this study, we examined OSD in the context of working individuals. Specifically, we investigated how self-presentation and work-home conflict impact each dimension of OSD—amount, depth, honesty, intention, and valence. Further, we investigated how certain cultural aspects of organizations impact the relationship between self-presentation and the dimensions of OSD.

We found that self-presentation is positively associated with each of the OSD dimensions: amount, depth, honesty, intention, and valence. This result aligns with findings from previous research that found self-presentation is positively associated with OSD (e.g., Yu et al., 2015). However, while each of these relationships was positive, we discovered that the effect sizes of the relationships varied. The effects of self-presentation on OSD amount and OSD depth are considered large, meaning that self-presentation greatly affects the levels of these two aspects of OSD. The other three relationships from self-presentation to OSD aspects have medium or small effect sizes; they are still important for understanding OSD but do not carry as much statistical weight as the other two. It is possible that some research did not find a relationship between self-presentation and OSD (i.e., Krasnova et al., 2010) due to the smaller effect sizes of three of the five aspects.

We also found that work-home conflict is positively associated with OSD amount. We did not find a significant relationship between work-home conflict and the other dimensions of OSD. While we

anticipated we would see a positive association between work-home conflict and the other OSD dimensions, people may be receiving all the social support they need as a result of the amount of disclosures. Further, people may be reluctant to post online about work-home conflict in-depth, more honestly, more intently, and more positively (valence) for fear of repercussions from the work domain or the family domain (e.g., Teitel, 2012).

Together, 1) the varying effect sizes of the relationships between self-presentation and the dimensions of OSD and 2) only finding the relationships between work-home conflict and OSD amount as significant provide some evidence that the dimensions of OSD are differently impacted by OSD's antecedents. These results indicate the importance of considering the dimensions of OSD.

We also found that segmentation culture and work location flexibility positively moderate the relationship between self-presentation and OSD amount. These results indicate that higher levels of segmentation culture or higher levels of work location flexibility may lead to a higher OSD amount. This is evidence that employers can impact employees' OSD amount through the organizational culture or policies. This finding underscores the dependence of OSD amount on several variables. However, we did not find that segmentation culture or work location flexibility moderated the relationships between self-presentation and OSD depth, honesty, intention, and valence. It is possible that the workplace-related factors of keeping work and personal lives separate and the ability to work in places other than the corporate office only impact the quantitative aspects of OSD - the amount. The other four aspects are concerned with internal factors, such as the level of honesty, that have nothing to do with the location of the person's work. If someone giving an OSD does not feel comfortable sharing deeply or honestly, it may not matter where they are located. That could explain why neither moderator affected the internal factors of OSD. Again, this result indicates the importance of considering the dimensions of OSD separately, and it points to the specific importance of OSD amount. The importance of OSD amount may be the result of needing to post something at all being a necessary condition to have OSD depth, honesty, intention, and valence which could indicate a more complicated relationship between the OSD dimensions.

4.1 Implications for Theory

This research has several theoretical implications. First, we advance the research of OSD by being one of the first studies to examine how the dimensions of OSD are differently impacted. We examine the impacts of self-presentation—a previously studied antecedent to OSD—and work-family conflict—which, to the best of our knowledge, has not been considered—on the dimensions of OSD. Regarding self-presentation, we found that self-presentation positively impacts each of the dimensions of OSD; however, in our post-hoc analysis, we found that the effect size was different for the dimensions. Additionally, we found that work-family conflict had a significant positive impact on OSD amount, but it did not significantly impact the other dimensions of OSD. Therefore, future researchers should consider how the dimensions of OSD are differently impacted by and differently impact the antecedents and outcomes of OSD.

Second, we add to the nomological network of OSD. Prior research examining the antecedents of OSD had not considered the impacts of work-family conflict, segmentation culture, and work location flexibility. We found that these work-related constructs impact OSD. While we studied segmentation culture and work location flexibility, other organizational aspects may impact the relationship between self-presentation and the dimensions of OSD. Future research may use our results to establish a link between organizational aspects, self-presentation, and OSD to investigate the impacts of other organizational aspects on the self-presentation-OSD relationship.

Third, we add to the organizational culture literature by considering OSD as a consequence of organizational work culture. Prior literature has studied the impacts of segmentation culture and work location flexibility on numerous work outcomes. We expand the literature by considering how segmentation culture and work location flexibility impact the relationship between self-presentation and the dimensions of OSD. This moderating relationship demonstrates how the work environment can impact OSD or more specifically the relationship between self-presentation and OSD. Future research may investigate other impacts of work culture on OSD.

4.2 Implications for Practice

People, organizations, and SNS companies may benefit from the practical implications of this research. First, people may benefit by understanding that self-presentation may positively impact their own OSDs in amount, depth, honesty, intention, and valence and that work-home conflict may positively impact their

OSD amount. If a person desires to change the number of OSDs, then they may consider finding ways to change their level of self-presentation and work-home conflict. If the person wants to change the depth, honesty, intention, and valence of their OSDs, they may change their self-presentation. Additionally, a person may consider how aspects of their job can affect OSD amount. In this study, we found that segmentation culture and work location flexibility strengthen the positive relationship between self-presentation and OSD amount. People considering transitions to new roles, companies, or careers may consider how the segmentation culture and work-location flexibility of the position will impact the relationship self-presentation has on OSD amount. Not only does this research help a person better understand their own behavior, but it may also help an individual better understand the behavior of others. The OSDs of others may suggest their level of self-presentation and work-home conflict.

Second, organizations may consider the impact of OSD when making decisions that affect organizational policies and culture. Based on the results of this study, segmentation culture and work location flexibility facilitate the positive relationship between self-presentation and OSD amount. The study implies that organizations impact OSDs via segmentation culture and work location flexibility. Organizations should intentionally develop culture-related policies to benefit the employees by, for example, improving morale and productivity. If worker's OSDs increase, employers may consider implementing an in-house social network for employees (i.e., Koch et al., 2013) as an outlet for these OSDs.

Third, SNS owners can use these results. First, by better understanding the relationships between self-presentation, work-home conflict, segmentation culture, and work location flexibility on the dimensions of OSD, SNS owners can make more informed platform governance and technology feature decisions to better ensure the platform serves its stated purpose. For example, if an SNS includes a technical and policy/procedural means for reasonably ensuring the identity of the users, this may have implications for the levels of self-presentation and work-home conflict and therefore levels of the dimensions of OSD. The SNS can help ensure OSDs align with the platform's mission.

Fourth, this research may also help SNS owners develop tools or algorithms to understand the authenticity of a person based on the content they share, which can help reassure people about how genuine somebody is. Thus, these SNSs can be customized to make people more comfortable in expressing themselves and interacting with others more easily and safely.

Finally, the main driver for people to visit a SNS is to read and interact with the OSDs of others. While many companies and individuals use SNSs as a tool to reach others for business purposes, the original goal is still to maintain relationships with others. OSDs are a key way users meet this goal. Some SNS users believe one must disclose to a minimum degree for SNS use to serve its purpose (Tufekci, 2008). Therefore, SNSs would benefit by understanding more about the reasons driving the amount and content of the OSDs on their sites. Additionally, SNSs could offer means for self-presentation in their platforms and promote those means in advertising and user training to drive OSDs, which aligns with previous findings and recommendations (Krasnova et al., 2010).

4.3 Limitations and Future Research Directions

Like all research, this study has limitations. First, we are limited by the dimensions of OSD that we chose and how we measured them. While much of the recent research has used these dimensions, other research on OSD has used other dimensions or excluded some of the dimensions we used (Nabity-Grover et al., 2022). Additionally, these dimensions were conceived when researching offline self-disclosure (e.g., Wheeless, 1978; Wheeless & Grotz, 1976), and a set of dimensions specific to the online context may provide different results (Nabity-Grover et al., 2022). For example, OSD intention is less pertinent than in face-to-face disclosures because while confessions and other acts happen in a face-to-face environment, generally, no one is forcing people to self-disclose online. However, while the reasons may not be the same, the dimensions may still be a factor. For example, one may feel compelled to disclose because of social norms or because OSD is required for career advancement which could affect OSD intention. Researchers have compared OSD with offline self-disclosure (Nguyen et al., 2012), so it is important to be able to compare the two.

Additionally, we take on certain views of each dimension that may impact our results. For example, concealment is intentionally not disclosing information about oneself. Some researchers consider the opposite of disclosure to be concealment (Afifi & Afifi, 2020; Pearce & Sharp, 1973). However, other researchers have found the concepts of disclosure and concealment distinct (John et al., 2020; Uysal, 2020) and with differing motivations (e.g., approach v. avoidance motivations; Chaudoir & Fisher, 2010).

Lying, however, is intentionally presenting inaccurate information about oneself. While lying has been described as another form of non-disclosure, it has implications for OSD honesty, too. One's motivation for lying may be to deceive with malicious intent. Alternatively, individuals may have an online persona, which implies that the online presence doesn't fully represent their true self (e.g., Beers Fägersten, 2017; Halpern et al., 2017).

Second, we are limited by our sample. While our sample seems representative of adults in the U.S. based on our descriptive statistics, these relationships may be different for people outside of the U.S. For example, prior research has found that culture impacts positive self-presentation (Lee-Won et al., 2014) and risky self-presentation (White et al., 2018). Future research could examine a more global sample and investigate whether findings are different when also considering people outside of the U.S. Further, we focused on adults, but adolescents and older adults may be differently affected. For example, adolescents and older, retired adults may use SNSs differently than other adults (Coelho & Duarte, 2016; Towner et al., 2022). Additionally, our sample was limited to people who had full-time jobs for the past two years. While this sampling decision is justified by the research, we suspect that people with part-time jobs have a systematically different relationship with their employer. We also believe that researching people who aren't working now but who are on the job market may show differences in how self-presentation affects the dimensions of OSD due to the employment status of the individual.

Third, our data was cross-sectional. A longitudinal study may find that these relationships vary over time. OSDs have been found to change over time depending, for example, on life milestones such as starting college (Yang & Brown, 2016) or other events such as the pandemic (Nabity-Grover et al., 2023). Additionally, while we argue that self-presentation impacts the dimensions of OSD, other researchers have modeled the reverse of this relationship (Gibbs et al., 2006). A longitudinal study would reveal how self-presentation and OSD mutually impact each other.

Fourth, our research context limits the generalizability of our findings. We focused on OSDs on SNSs, but OSDs occur online on other platforms such as blogs and discussion boards. Additionally, SNSs have been designed for different purposes. For example, LinkedIn targets people who want a professional online profile (LinkedIn, 2024) while Facebook profiles "are intended for personal use and to help you connect with friends, family and your community" (Meta, 2024, About profiles section, para. 1). The different audiences and motivations behind using these different communities may result in a different mix of self-presentation, work-home conflict, and the dimensions of OSD. Further, people use multiple online platforms with different networks of people. How people self-present and disclose on the different platforms and the antecedents of these would be interesting to study. Users have different privacy/visibility options on different SNSs, and prior research has shown some connection between these and OSD Depth (Choi & Bazarova, 2015). Users may also manage or divide their connections intentionally between different SNSs.

Fifth, while we took measures to minimize social desirability bias in this study, it may still impact our results. Other studies have investigated OSD by analyzing user data on SNSs such as information disclosed in online profiles and posts. Future studies may investigate these relationships using a different methodology to avoid social desirability bias altogether.

Finally, our findings highlighted the importance of the OSD amount dimension. This is in line with prior research on the dimensions of OSD (Nabity-Grover et al., 2022). However, this leaves us curious as to the drivers of the other OSD dimensions. Further research could use a grounded theory approach to identify some of the drivers of OSD depth, honesty, intention, and valence, and why the two moderators did not affect these OSD dimensions.

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Appendix A: Interaction Plots

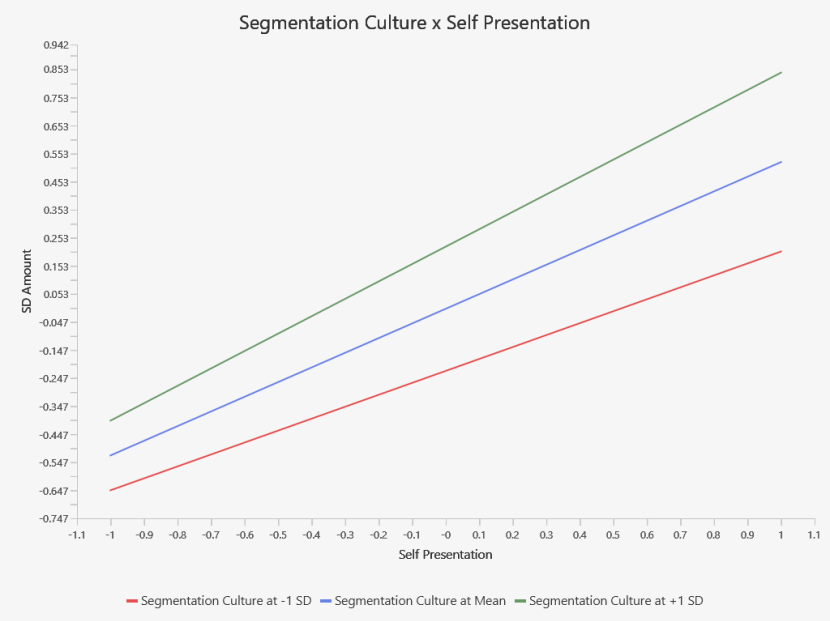

Figure A1. Interaction Plot for Segmentation Culture x Self-Presentation on OSD Amount

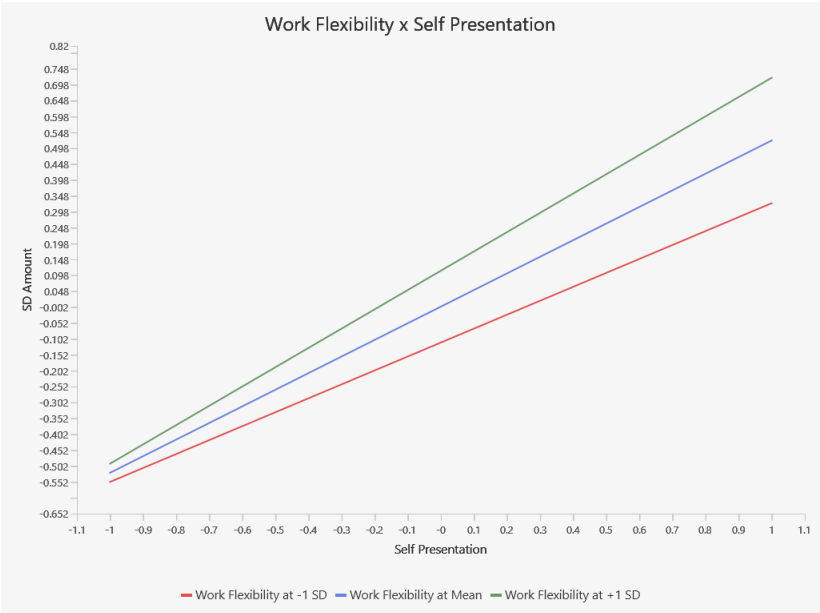

Figure A2. Interaction Plot for Work Location Flexibility x Self-Presentation on OSD Amount

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