The Uses of Instagram for Self-Presentation and Self-Promotion of Thai celebrities

Pan Chatchaiyan, Ramkhamhaeng University, Thailand

Abstract

When browsing celebrities' photos on their Instagram accounts, their life stories and lifestyles are reflected. Presentation of self is a common practice for social media users around the world. People engage in social media not only for information and communication, but also for social connections with others. The focus of this article is to discuss celebrities' uses of Instagram as an alternative tool for self-presentation and self-promotion. The data is drawn from qualitative research conducted with nine celebrities who are either actors/actresses, or singers or MCs in Thailand. The research methods include in-depth interviews with the celebrities and a content analyses of their Instagram photos.

This article argues that there are two purposes for the celebrities' uses of Instagram. Firstly, celebrities' uses of Instagram for self-presentation are found to be in accordance with Erving Goffman's approach. It was found that celebrities strategically and selectively choose their photos to present their 'ideal' rather than 'authentic' selves. Secondly, the uses of Instagram for self-promotion and brand endorsements are found to reflect David P. Marshall's notion of 'presentational media'. It was found that celebrities use Instagram as an alternative tool for sharing their personal lives and creating public selves beyond traditional media. Celebrities' public displays of their online selves help them to promote themselves as well as the products they want to sell to their fans and general public.

Keywords: online self-presentation, self-promotion, social media, celebrities, Instagram, Thailand

Introduction

In today's mediatized world, the experiences of our everyday lives are surrounded by modern technologies and communication devices. Mobile communication becomes a vital part of human connections. For many of us, it is almost impossible to leave home without a mobile phone, or to go out without seeing many other people with their faces turned down to engage with their mobile phones. It is reported that more than half of the world's population now uses the Internet. The number of global internet users is 3.77 billion, and the number of global social media users is 2.80 billion (We Are Social, 2017).

Research on Instagram seems to receive less attention from academics than other social media platforms (Hu, Manikonda, and Khambhampati, 2014). Since its launch in October 2010, the Instagram community has grown to more than 700 million users worldwide (Instagram, 2017). In Thailand, 60 per cent (41 million) of the country's population are internet users. Facebook is the most popular social media in Thailand, with 41 million subscribers. Instagram is also on a rising trend with 11.2 million users in Thailand (internet world stats, 2017).

The phenomenon of mobile communication brings about changes in the culture of human communication, including changes to people's everyday conversation and interaction, public and private communication and self-communication (Rich Ling, 2004). Without the limitations of time and space, online communication becomes the method of choice for many individuals. People's everyday conversation can sometime be replaced with online communication. According to the Hyperpersonal Model, online communication offers better relationship management for social relationships with others (Walther, 1996, 2007).

Daily uses of social media by billions of people around the world can be understood in the terms of *mass self-communication* that were introduced by Manuel Castell (2009). *Mass self-communication* brings about challenges in self-presentation for global users who are now empowered to be senders and to be globally interactive with global audiences. The traditional model of mass media, stating that is a direct communication from the media to receivers, is altered. New media spaces as well as new social spaces have emerged because of the development of online social media technologies.

Within the new social spaces, social media create new venues for self-presentation, self-disclosure and impression management (Rui and Stefanone, 2013). The exchanging of texts and pictures are the main communication formats for social media users. Online self-communication via selfie pictures is a global phenomenon that attracts both interest and criticism from the media and academics (Senft and Baym, 2015; Diefenbach and Christoforakos, 2017). Currently, there are also emerging trends of sharing real-time locations and recording live video via social media.

Within the modern social context discussed above, the present paper discusses two purposes of celebrities' uses of Instagram: self-presentation and self-promotion. In the following, the theoretical background is discussed with the focus on a discussion of online self-presentation by individuals and celebrities. Then, an empirical study that explores the uses of Instagram by Thai celebrities is presented in more detail, followed by a general discussion of the implications for future research.

Background

The early concept of online communication as a 'virtual' world or 'cyberspace' made online communication seem like an illusion and not part of the 'real' world. However, today's discussion moves away from whether online space is virtual or real (Silver, 2000, p.20; Haythornthwaite and Wellman, 2002, p.31). The advancement of communication technologies brings about our ability to always connect. The distinction between the online and offline worlds is therefore blurred, or does not even exist, because people can always log in or go online easily.

Self-presentation before the age of the Internet required human interaction via face-to-face communication. Both verbal and nonverbal communications were used to present one's self. However, the current phenomenon of online self-presentation, how we communicate about ourselves on social media, increasingly becomes our reputations and how we are known. It has been pointed out that although we may not always log in, the fact is that we leave the trace of our identities all over the Internet. Several social networking sites are seen as contributing to elements of people's identities. It is common to get to know people professionally or personally from their social-networking profiles (Cover, 2016, p.x).

When using social media such as Facebook, Instagram and Twitter, etc., users must construct a public or semi-public profile within the limits of the system (Boy and Ellison, 2008). It has been stated that Instagram users create "their own personal cyber documentary through a variety of fancy photos" (Lee, Lee, Moon, & Sung, 2015, p.555). Facebook users are compared to being their own paparazzi, which means they take pictures of themselves and present themselves in different activities with the aim to make celebrities/heroes of themselves (Cirucci, 2013, p.47). Social media profiles are built intentionally and often strategically. It was found that people present and manage their online identities strategically across different social media platforms (Dijck, 2013).

Many previous studies have discussed methods of online self-presentation. A study on motivations for using Instagram found that self-expression, by ways such as updating photos expressing the actual self and the sharing of personal information, is an important motivation for Instagram users (Lee, Lee, Moon, & Sung, 2015, p.555). The types of photos and videos that people post are categorized into eight types based on their content, which are self-portraits, friends, activities, captioned photos, food, gadgets, fashion and pets. It has also been found that the number of followers shows no relationship with the type of users based on the nature of their shared photos (Hu, Manikonda, and Khambhampati, 2014).

Apart from identifying themselves via pictures, verbal descriptions of the self can also become explicit identity presentations by social media users by representing who they are and what are their interests. Besides, cultural preferences or cultural tastes such as interests, activities, quotes, movies, and music are recognized as a way of expressing one's 'cultural self,' which can be a part of how people present themselves online (Zhao, Grasmuck & Martin, 2008).

Celebrities are the group of people who have the most followers among Instagram users. Public interest in celebrities' personal lives heighten celebrities' culture and power. When celebrities use Instagram to broadcast their personal lives, it allows public access to their personal lives and becomes their exclusive life story, offered for their fans and followers.

Celebrities' self-disclosure by sharing both their professional and personal lives is found to positively affect intimacy and to create a strong *parasocial relationship* among fans (Kim and Song, 2016).

David P. Marshall (2010) defines the term *presentational media* as describing the new media culture that involves the presentation and promotion of the self via social media. Specifically, it is pointed out that celebrities' status and impact is seen as a pedagogical tool that helps in teaching people how to consume. On one hand, celebrity culture involves the production of the self being produced by variety forms of consumption, expression and representation. On the other hand, the self-presentation of celebrities is surrounded by celebrity news and gossip appearing in the media. It is added that the individualization of the consumption of items such as consumer products of the celebrity's choice becomes an expression of the self of the celebrity (Marshall, 2014).

Furthermore, celebrities' use of social media for self-promotion is related to the economic constraints of consumer culture and the self-branding of celebrities. It is suggested that celebrities re-present and re-construct themselves to achieve benefits within consumer culture (Marshall, 2010). It is common to find celebrities being part of a marketing communications strategy by endorsing certain products or brands (Erdogan, 1999). Celebrities' endorsements of products are found to receive significant attention from consumers (Wei and Lu, 2012). It has also been found that celebrities on Instagram are influential in the purchasing behaviour of young female users (aged 18-30). It is worth noting that not only celebrities need to promote themselves and their products. It has also been found that there are 'entrepreneurial and self-promotional demands for academics on Academia.edu,' social network sites for researchers. Despite the university's knowledge-making ideals, the pressures for academics to promote themselves 'as brands' are now in effect (Duffy and Pooley, 2017).

Research methods

In this paper, the data is drawn from qualitative research in 'Online Identity Presentation of Thai Celebrities via Instagram: Why and How' conducted during 2014-2015. The focus of the research at that time was to discover the reasons for online identity presentation via Instagram by the celebrities and the types and methods of online identities presentation by the celebrities (see Chatchaiyan, 2016). Following the research results, this paper is developed further by asking a new question on the purposes of the use of Instagram by the Thai celebrities. The literature review was conducted with the focus on self-presentation and self-promotion via social media and the data analysis from the research was drawn to match the literature review frameworks. Therefore, this paper explains and discusses the uses of Instagram for self-presentation and self-promotion by Thai celebrities from a new perspective that is different from the previous research questions mentioned above. The data collected from the research conducted with the celebrities helps by adding in-depth value to the paper by reflecting the implications and thoughts behind the uses of Instagram among celebrities. The following discusses the research methods conducted with the Thai celebrities.

The research methods include in-depth interviews with the celebrities and a content analyses of their Instagram photos. The data was collected from nine celebrities who are actors/actresses, singers, or MCs in Thailand. The selected celebrities have open access Instagram accounts, are active Instagram users, have at least 70,000 followers and agreed to be interviewed. The celebrities selected were 6 females and 3 males, aged between 22-41 years old. The selected celebrity who has the most followers on their Instagram account has

2.8 million followers. The selected celebrity who has the least followers has 74,300 followers. The average 22 minute, informal and non-structured interviews were conducted in Bangkok, Thailand.

Apart from this, a content analysis of the celebrities' photos and video clips that were posted for one month were collected and analysed. There were 858 pictures and twenty-seven video clips that were thematically coded and analysed. Different types of pictures such as self-portrait photos, photos with friends and other people, and photos of other things such as food, scenery, pets, and personal objects were categorized by frequency. Photo captions and profile descriptions were also collected and analysed. The data collected from the interviews and the content analysis was methodological triangulated with the literature review to ensure the validity of the research answers.

Self-presentation of Thai celebrities via Instagram

The result of the research conducted with the celebrities in Thailand suggested that Instagram is used by the celebrities as an alternative tool for self-presentation apart from other mass media channels. Photos on the celebrities' Instagram accounts display the celebrities' lifestyles as well as their life stories. Every celebrity reported that all the photos are posted by themselves from their own mobile phones. By using Instagram as a tool for self-presentation, celebrities are empowered to take a role in producing their own life stories, expressing their own selves and being able to tell their side of their stories to the general public.

According to the interview data, Instagram is different from other traditional media in that it is a direct communication from the celebrities to their fans and the public. The celebrities feel that they can present their true selves directly, where as in television series or *lakorn*, they have to act and appear only as certain characters. The celebrities expressed that Instagram was an open opportunity for them to present themselves and help others to be able to recognize and remember who they are, what are their own characters, their lifestyles, and their interests. For them, the performances that they give on television seem unreal, whereas Instagram allows them to express their real selves. In general, a positive experience of using Instagram to express oneself is found among celebrities.

A content analysis of the celebrities' photos found that celebrities not only present themselves by their own self-portrait photos, but also by the photos that display their social relationships, such as photos of the celebrities with their friends and photos of their friends alone. Among all types of photos shared by celebrities, self-portrait photos are found the most (69.38%), followed by pictures of other personal items such as scenery, clothing, food, etc. (22.71%) and pictures of their friends and other people (7.91%). However, when looking closer at the self-portrait photos category, it was found that their portrait or selfie photos are found the most (48.86%), but photos of them with friends are shared nearly as frequently (46.09%). Apart from this, celebrities also present themselves via cultural consumption. From a total of 885 pictures and video clips, there are 187 pictures and video clips (21.2%) that appear to belong to the cultural consumption category. Celebrities are found to express their cultural self by posting scenery pictures (68 times), personal objects such as bags and clothes (41 times), food (35 times), quotes (33 times) and pets (16 times).

Although the celebrities expressed that Instagram is a tool for them to present who they really are to the general public, it is a common practice for all of the celebrities to present themselves positively. Positive self-presentation behaviour among celebrities includes

selecting only good looking photos and using beauty applications in their mobile phones to edit their photos before posting. Celebrities are always concerned about their image and appearance. Celebrities are also concerned with the number of likes they receive after each photo, and photos that received fewer likes will cause some concern for them. The celebrities pointed out that being celebrities they have to think carefully before they post photos, because once the photos are posted they become public, and deleting certain pictures may cause criticisms of them.

Furthermore, when looking at the photo captions under the celebrities' Instagram photos, there are no deep expressions, only superficial levels of expression are displayed. From the 810 photos with captions, general comments such as hello, or descriptions of what is happening in the photos are found the most (615 photos or 75.93%). There are also captions mentioning brands or products (98 photos or 12.10%); captions with general feeling expression such as love, miss, loneliness, and hunger (64 photos or 7.90%); and life quotes (33 photos or 4.07%).

Moreover, the celebrities are found to present themselves to what Manuel Castells (2009) called 'multi-layered audiences'. This is because the social networks can connect different groups of people, and for the celebrities it is difficult for them to distinguish between public and private life, especially within the online context. When using Instagram, the celebrities are sometimes required to choose between sharing their personal life stories with only friends/families or sharing with the larger group that includes fans. They expressed mixed feelings about wanting to share something exclusively with their close friends and yet wanting to communicate and maintain relationships with their fans. After all, they cannot separate their audiences and an important goal is that Instagram is effective channel to communicate with their fans.

Apart from this, photos that are shared on the celebrities' Instagram are found to be used for personal memory for themselves as well as for sharing with others. For the celebrities, Instagram can be seen as an online album or an online diary, which is kept for themselves as well as for sharing with others. The celebrities expressed the feeling that they can use Instagram to look back at their life stories and recall the emotions that they experienced at different times.

The above discussion concerns the self-presentation of Thai celebrities on Instagram. Instagram has advantages for celebrities in letting the public know who they are apart from other traditional mass media channels. However, it was found that positive self-presentation and a superficial level of self-expressions are present. Instagram is also used for personal memories as well as sharing with both their friends and their fans. In the following, the uses of Instagram for self-promotion of Thai celebrities are discussed.

Self-promotion of Thai celebrities via Instagram

The use of Instagram by celebrities not only helps them to present themselves in a good light, it also helps them to promote themselves to their fans and general public. What follows is a discussion of how the celebrities promote themselves on Instagram.

When looking at the profile descriptions of the celebrities, it was found that in their profile descriptions the celebrities were trying to promote themselves and/or the products that they wanted to sell, and/or their works in the mass media that were currently on the air. The

profile descriptions written on their Instagram's profile page include 1) information about themselves such as their real names, their agencies, and telephone number of their managers for work contacts; 2) their media works such as their current television programs or television series; and 3) the products that are their brands or for which they are presenters, such as the names of brands, websites, or Facebook pages. It can be seen that the celebrities use Instagram strategically with a focus to promote themselves, their media works, and/or their products.

Since Instagram is a good communication tool between the celebrities and their fans, the celebrities use this tool intentionally and well recognize the power of this channel of communication. According to the interviews, the celebrities admitted that they try to update their photos every day in order to communicate with their fans and general public. Although they sometime post pictures for fun according to their need for self-expression, they also noted that Instagram is a tool for public relations that enables them to always be interacting with fans, creating public interest as well as promoting their work.

Apart from promoting themselves, celebrities' use of Instagram as a tool for brand endorsements, to promote certain brands of products or services, is repeatedly found. The displays of brand-supporting photos, frequently using hashtags for mentioning the brands and descriptions of the products or services, were found 303 times. Other methods include posting photo captions with full product descriptions (98 times), and photos of the celebrities holding the products (35 times). These results show that the use of Instagram for commercial purposes is often found to be associated with the celebrities' personal photos on Instagram. The use of hashtags mentioning brands is considered to be a popular and discrete way to promote certain brands.

The interviews with the celebrities helped to clarify this point. Some celebrities admitted that they are paid to promote certain brands or products on their Instagram. According to them, tie-ins to products or services with their Instagram photos are comparable to the presenter's jobs they normally have. For them, it is their job to be hired by brands. However, it was found that they carefully selected certain products or services for which they are satisfied that the quality is good, and which matched their lifestyles, as they feel that Instagram is closely linked with their identities. To be precise, the celebrities do not want to appear like they are trying to hard-sell the products. The celebrities are also concerned about their followers' attitudes towards them trying to sell or advertise certain products on their Instagram. Some celebrities said that they do not accept jobs being paid for product endorsements on their Instagram. Yet, it was found that their Instagram accounts are constantly posting photos to promote certain products or services. In their opinion, the celebrities do it for personal favor in order to keep relationships with their friends or with the brands whose endorsement is already a part of their presenter's contracts.

Discussion and future research

The celebrities' use of Instagram for self-presentation and self-promotion discussed above reflects the nature of social media communication. Firstly, social media is about connecting with people within complex networking boundaries. Social media technologies allow us to be more connected, and the social connection with others is an important factor for people communicating online (Wellman and Gulia, 1999, p.173). The Thai celebrities use Instagram to present themselves to both their friends/families and their fans. While struggling with what Castells (2009) called 'multi-layered audiences,' the celebrities' open display of their social

relationships with others on their Instagram accounts is an important part of their self-communication. This implies that the celebrities define who they are by their relationships with others (Zhao et al., 2008). Nancy. K. Baym and Danah Boyd (2012) also pointed out the challenges in dealing with socially mediated publicness, where there is confusion in differentiating between 'audiences' and the public. For social media users to enter into such blurred boundaries, new skills and strategic management are required.

Secondly, social media communication is also about communicating life stories about ourselves and sharing them with others in the social networks. The term mass self-communication is useful here in understanding the online self-presentation of social media users (Castells, 2009). By the sharing of personal stories and lifestyles in the public space, the celebrities are able to present themselves and express who they are to their fans and the general public. Nevertheless, only positive self-presentation and a superficial level of expression are found in their Instagram photos.

To explain the celebrities' use of social media for self-presentation, Erving Goffman's (1959) perspectives on self-presentation are useful here. In everyday life situations, people are social actors. Depending on which stages we are on, we are performing impression management in order to receive positive feedback and meet the expectations of others. Celebrities' online self-presentation is found to be not so different from real life situations in which we all perform impression management. However, such performances are easier to manage in online contexts, because the celebrities are able to select the most attractive photos to present themselves in a good light. This selective self-presentation behaviour corresponds to many studies that found similar 'ideal self' identities online (Cirucci, 2012; Attraill and Jalil, 2011, Zhao et al., 2008; Whitty, 2008; Walther, 2007). Previous research also found that while people are more likely to self-disclose information online, they tend to disclose only superficial levels of self-information relating to personal matters and interests (Attrill and Jalil, 2011). This research result found a similar result in the case of the Thai celebrities.

The use of Instagram among celebrities is part of their direct communication with their fans in order to maintain relationships with them. For celebrities, it is important to keep up with building their social media profiles and promoting their social presence within a very competitive industry. As discussed earlier in the case of the Thai celebrities, it was found that celebrities admit that they must post their pictures every day on Instagram as they see the benefits of doing so in communicating and maintaining the relationships with their fans. This practice is not different from other groups of social media users, such as the academics who found that they also need to cultivate and maintain a personal brand by crafting social media profiles and interacting with fans (Duffy and Pooley, 2017, p.2).

Social media is a demanding area that requires constant engagement and status updates from its users. As was pointed out by Nancy K. Baym (2014, p.4) about the 'relational labour' of social media connection, the term relational labour means "ongoing communication with audiences over time to build social relationships that foster paid work." Social media demands such 'relational labour' from its users to produce social contents and the sharing of personal information. From this perspective, the Thai celebrities are performing and negotiating their identities by producing themselves and their 'brand' and engaging in ongoing connections with their audiences.

In addition, celebrities' use of social media for self-promotion and product endorsements is found to correspond with the term presentational media (Marshall, 2010; 2014). Celebrity

culture is always related to consumer culture and marketing communication (Erdogan, 1999; Wei and Lu, 2013).

This paper has already discussed the uses of Instagram for self-promotion and self-presentation by the Thai celebrities. No differently from the celebrities' practices, we can see popular trends where general social media users perform the task of self-presentation and self-promotion according to the demands of different social media platforms. Suggestions for further research should compare the results of this study with general users on different social networking sites. In addition, fame within the online context can be created by users of social media who are empowered by the experience. We have already seen the phenomenon of YouTube stars and influencers in different social media creating their own fame. It will be interesting to find out how these self-made celebrities represent and re-invent themselves within the arena of social media.

Conclusion

This paper discussed the two main purposes of the Thai Celebrities who use Instagram. Firstly, Instagram is used as an alternative tool for self-presentation among the Thai celebrities. Instagram empowers the celebrities to express their identities without the limitations of their roles and performances as displayed in the traditional mass media channels. The celebrities' public display of photos and video clips is for their own memories as well as for sharing with their friends and fans to maintain their relationships. However, selective self-presentation behavior only a superficial level of self-expressions is found.

Secondly, Celebrities use Instagram as a tool for self-promotion. Instagram is recognized as a great tool for the celebrities' publicity and the celebrities use this tool strategically and purposefully. They display not only their personal lives, but also their work-related lives. It was found that they also use Instagram to endorse certain brands. However, the celebrities were careful to select products that matched their lifestyles.

The use of Instagram by celebrities reflects the nature of social media communication as well as the culture of celebrities in a modern, connected society. The insights gained from this study are useful in understanding the use of Instagram among Thai celebrities and can be a reference for future studies investigating the use of social media by celebrities in other countries.

References

Attrill, A., & Jalil, R. (2011). Revealing only the superficial me: Exploring categorical self-disclosure online. *Computers in Human Behavior*, 27(5), 1634-1642. https://doi.org/10.1016/j.chb.2011.02.001

Baym, N. K. (2014). Connect with your audience! The relational labor of connection. The Communication Review, 18(1), 14-22. http://dx.doi.org/10.1080/10714421.2015.996401

Baym, N.K. & Boyd, D. (2012). Socially Mediated Publicness: An Introduction. Journal of Broadcasting & Electronic Media 56.3 (2012): 320-329. http://dx.doi.org/10.1080/08838151.2012.705200

Castells, M.,) 2009). Communication Power. New York: Oxford University Press.

Chatchaiyan, P. N. (2016). 'Online Identities Presentation of Thai Celebrities via Instagram: Why and How' in Jon Leon Torn (Ed.) Crafting Media Personas, Oxford: Inter-Disciplinary Press. (pp.15-24). Oxford: Inter-Disciplinary press.

Cirucci, Angela M. (2012). First person paparazzi: Why social media should be studied more like video games. Telematics and Informatics, 30 (2013), 47-59. https://doi.org/10.1016/j.tele.2012.03.006

Cover, R. (2016). Digital Identities: creating and communicating the online self. Los Angeles: Elsevier.

Diefenbach, S., & Christoforakos, L. (2017). The Selfie Paradox: Nobody Seems to Like Them Yet Everyone Has Reasons to Take Them. An Exploration of Psychological Functions of Selfies in Self-Presentation. Frontiers in psychology, 8. doi=10.3389/fpsyg.2017.00007.

Dijck, J. V. (2013). 'You have one identity': performing the self on Facebook and LinkedIn. Media Culture Society, 35 (2), 199-215.

Duffy, B. E. & Pooley, J. D. (2017). "Facebook for Academics": The Convergence of Self-Branding and Social Media Logic on Academia.edu. Journal of Social Media + Society, January-March, 1-11. http://dx.doi.org/10.1177/2056305117696523

Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer Mediated Communication, 13(1), 210-230. doi:10.1111/j.1083-6101.2007.00393.x

Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. Journal of Marketing Management, 15 (4), 291-314. http://dx.doi.org/10.1362/026725799784870379

Goffman, E. (1959). The Presentation of Self in Everyday Life. Harmondsworth: Peraguin.

Haythornthwaite, C. and Wellman, B. (2002). The Internet in everyday life: an introduction. In Barry Wellman and Caroline Haythornthwaite (Eds.), The Internet in Everyday Life (pp. 3-41). Oxford: Blackwell.

Hu, Y., Manikonda, L., & Kambhampati, S. (2014). What We Instagram: A First Analysis of Instagram Photo Content and User Types. Proceedings of the 8th International Conference on Weblogs and Social Media, ICWSM 2014 (pp. 595-598). The AAAI Press.

Instagram (2017, May 2). Instagram Press. Retrieved from https://instagram-press.com/

Internet World Stats (2017, May 2). Internet World Stats: Usage and Population Statistics. Retrieved from http://www.internetworldstats.com/asia.htm

Kim, J. and Song H. (2016). Celebrity's self-disclosure on Twitter and parasocial relationships: A mediating role of social presence. Computers in Human Behavior, 62, 570-577. https://doi.org/10.1016/j.chb.2016.03.083

Lee, E., Lee, J., Moon, J. H., & Sung, Y. (2015). Pictures Speak Louder than Words: Motivations for Using Instagram. Cyberpsychology, Behavior & Social Networking, 18(9), 552-556. http://doi:10.1089/cyber.2015.0157

Ling, R. (2004). The mobile connection: The cell phone's impact on society. Amsterdam: Elsevier.

Marshall, P. D. (2010). The promotion and presentation of the self: celebrity as marker of presentational media. Celebrity Studies, 1(1), 35-48. http:// doi: 10.1080/19392390903519057

Marshall, P. D. (2014). Persona studies: Mapping the proliferation of the public self. Journalism, 15(2), 153-170. http://doi: 10.1177/1464884913488720

Rui, J., & Stefanone, M. A. (2013). Strategic self-presentation online: A cross-cultural study. Computers in Human Behavior, 29(1), 110-118.

Senft, T. M., & Baym, N. K. (2015). Selfies introduction~ What does the selfie say? Investigating a global phenomenon. International Journal of Communication, 9, 19.

Silver, D. (2000). Looking backwards, looking forwards: cyberculture studies 1999-2000. In David Gauntlett (Ed.), Web Studies: Rewiring media studies for the digital age (pp. 19-30). London: Arnold.

Walther, J. B. (1996). Computer-mediated communication impersonal, interpersonal, and hyperpersonal interaction. Communication Research, 23(1), 3-43. http://dx.doi.org/10.1177/009365096023001001

Walther, J. B. (2007). Selective self-presentation in computer-mediated communication: Hyperpersonal dimensions of technology, language, and cognition. Computers in Human Behavior, 23(5), 2538-2557. https://doi.org/10.1016/j.chb.2006.05.002

We are social (2017, May 2). Digital in 2017: Global Overview. Retrieved from https://wearesocial.com/blog/2017/01/digital-in-2017-global-overview

Wei, P. S., & Lu, H. P. (2013). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. Computers in Human Behavior, 29(1), 193-201. https://doi.org/10.1016/j.chb.2012.08.005

Wellman, B., & Gulia, M. (1999). Virtual communities as communities: net surfers don't ride alone. In Marc A. Smith and Peter Kollock, (Eds.). Communities in Cyberspace, (pp. 167-194). London: Routledge.

Whitty, M.T. (2008). Revealing the 'real' me, searching for the 'actual' you: Presentations of self on the internet dating site. Computers in Human Behavior, 24, 1707-1723. https://doi.org/10.1016/j.chb.2007.07.002

Zhao, S., Grasmuck, S., & Martin, J. (2008). Identity construction on Facebook: Digital empowerment in anchored relationships. Computers in human behavior, 24(5), 1816-1836. https://doi.org/10.1016/j.chb.2008.02.012

Contact email: pan@ru.ac.th