The Digital Identity of Women on Social Networking Sites: A Critical Analytical Perspective

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Abstract:

Social media platforms have enabled women to positively assert their presence, transcending the traditional media's marketed corporeal representations. It is imperative that women strategically cultivate and manage their digital identities within the virtual landscape to leverage self-marketing and reputation building. This is particularly crucial given their substantial representation across various social media platforms within the societal context.

This paper aims to dissect the methodologies women employ to curate their digital identities on social media within a divergent communicative, social, and cultural framework, distinctly from their experiences in conventional settings. It explores the diverse tactics women adopt to portray themselves and construct their reputations.

Keywords: Identity, Digital Identity, Self-presentation, Social Networking Sites

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INTRODUCTION

Social networking sites furnish avenues for identity construction, self-expression, marketing, and reputation management. These platforms facilitate the creation of personal profiles wherein users disseminate information reflecting their daily lives, talents, capabilities, and desired attributes. They also enable users to showcase their professional achievements and personal successes, strategically crafting desired impressions among their audience to garner attention, fame, secure both tangible and intangible benefits, garner appreciation, and sculpt a defined social standing.

Women employ a spectrum of self-presentation strategies on their social media profiles. Some prioritize ethical and moral values, highlighting specific virtues, while others project a persona that is affable and amiable. Another group emphasizes traits like autonomy, self-reliance, accountability, and professional success as central to their self-representation. Additionally, some individuals might choose to foreground their challenges and vulnerabilities to elicit support from the community.

Against this backdrop, the study poses the principal research question:

• What are the predominant self-presentation strategies employed by women on social networking sites?

This question is supported by the following subsidiary questions:

1. How do women manage their digital identities on platforms such as Facebook?

2. How do women construct their reputations and engage in self-marketing on Facebook?

This paper adopts a descriptive-analytical methodology to scrutinize the identity and self-presentation phenomena within the digital sphere across various contexts. It aims to provide a precise and comprehensive description of these dimensions, facilitating a deep and thorough analysis of the studied phenomenon. Data were gathered from diverse, accessible sources and classified in a manner conducive to interpretation

and application in practical contexts.

Conceptual and Terminological Framework of the Study:

1. **Identity:** Identity is a pivotal aspect of self-conception, emerging as a construct shaped within the framework of societal norms. It is developed, sustained, and reinforced through processes of self-naming or categorization within acknowledged social categories. Interactions within these categories and participation in self-presentation activities serve to validate and confirm self-perceptions(Burke, and Reitzes , (1981)..p84.).

Identity construction is therefore an intricate process involving both the "proclamation of identity" by the individual and the "validation of identity" by peers who support and acknowledge the identity presented (Zhao, et al. (2008). P1817.). Identity encapsulates a collective set of meanings that assign individuals to specific societal roles, acting as a primary tool for self-description, self-definition, and establishing one's social standing(Armstrong, et al. (2018). pp. 43-48).

2. **Digital Identity:** Digital identity functions as an electronic mechanism for individual identification. The term "digital identity" encompasses aspects of civil and personal identity transformed by the extensive use of identity information to depict individuals in a digitally acceptable and dependable format across computer systems.

More expansively, digital identity is a manifestation or aspect of a person's social identity, potentially referred to as an online identity or, with the advent of Self-Sovereign Identity (SSI), as a user-controlled identity framework. This model empowers users to generate and manage their unique identifiers and provides facilities for the secure storage of identity data(Eid, (2002. P17).

3. **Self-Presentation**

"Self-presentation" refers to the strategic enactment individuals use to shape others' perceptions of their identity. This process not only involves gathering insights about others to define social standing but also establishes mutual expectations(Graves, (2014). P9.).

Self-presentation constitutes a strategic self-portrayal through which individuals articulate their identities to others, thereby

sculpting their social reputation. This is achieved by projecting a positive image to generate a favorable impression through the strategic dissemination of personal information. On social media, this involves crafting posts that influence perceptions of one's personality and attributes, selectively disclosing and sometimes omitting or altering personal information(Strimbu, and O'Connell, 2019.P804.).

The digital communicative environment features distinct properties that enhance self-disclosure. Anonymity, for instance, facilitates the preservation of privacy and supports the expression of marginalized identities by masking real-world identifiers. Asynchronous communication allows for the thoughtful curation and revision of self-representations before they are shared, enabling individuals to finetune the conveyed image. Additionally, the visibility of audience feedback on these platforms encourages individuals to tailor their self-presentations to garner positive responses(Schlosser. 2020.31. p1-6).

Section One: Determinants Impacting Women's Self-Presentation in Digital Contexts

A. Intrinsic Variables Pertaining to the Self

1. **Personality Traits:** Scholarly consensus identifies five core personality traits, commonly referred to as The Big Five: Neuroticism, Extraversion, Openness, Conscientiousness, and Agreeableness. These dimensions elucidate the diverse manifestations of personality and delineate the principal manners in which individuals differ across emotional, personal, experiential, behavioral, and motivational domains(McCrae. and John. 1992. P176).

Individuals with an **open** personality typically exhibit a propensity for diversity, cultural engagement, intellectual pursuits, and sensitivity, alongside a keen interest in professional diversity. **Extraverted** individuals inherently seek social interactions, often participating in communal activities such as clubs and sports teams, and maintaining extensive social networks. Those characterized by **agreeableness** demonstrate adaptability, tolerance, and a cooperative spirit, often

communicating in a non-confrontational manner and maintaining a positive social standing. **Conscientious** individuals are noted for their ambitious nature, goal orientation, and high achievement levels. Conversely, those with a **neurotic** disposition are more likely to experience depression, sadness, guilt, insecurity, and low self-esteem(John , al . 2008 . P164).

Research has established a linkage between these personality traits and self-presentation strategies on social media platforms. **Extraverts**, for instance, strategically utilize information to shape others' perceptions, often sharing authentic self-representations and emotional expressions to reinforce social connections. Their profile pictures typically depict enjoyable yet subtly colored scenes. In contrast, **Open** individuals frequently engage in activities like photo uploads and updates on Facebook, crafting precise self-representations. The most salient information includes photo counts and group memberships, with a tendency to conceal friend counts. They often smile in profile photos and appear in social settings.

Agreeable individuals often review both their own and others' pages, focusing on maintaining harmonious social interactions. **Neurotics** are inclined to use self-presentation as a means to explore various facets of their persona, both real and idealized. They reveal personal and emotional details through vividly colored, people-free profile images. **Conscientious** individuals may selectively disclose information and overlook details such as the number of posts on their pages and are depicted in profile images with a focused gaze. Introverts are likely to appear alone in their photos, which are characterized by muted colors. In contrast, extraverts and those high in conscientiousness are more likely to display genuine images compared to their open, neurotic and kind-hearted counterparts (Gosting, al. 2011. 483-458).

2. Self-Esteem:

Self-esteem is closely linked to the fundamental human need for belonging. Consequently, individuals often rely on the social support of their peers, as exclusion from social groups can negatively impact self-esteem. Individuals strategically navigate

these social dynamics to avoid rejection and enhance their status within the social hierarchy. They seek social rewards and admiration through the demonstration of personal achievements and success (Nadkarni, and Hofmann, 2012. P245-247).

Effective self-presentation is crucial in this context. Individuals selectively curate content and images that project a positive and idealized self-image. This process includes the strategic enhancement of their profiles to compensate for any publicly known negative attributes by forming favorable impressions. Additionally, certain aspects that may conflict with prevailing social norms and expectations are often concealed, leveraging the greater sense of freedom afforded by the online absence of a physical counterpart—unlike face-to-face interactions, which offer less flexibility in this regard(Kramer, and winter, 2008, P107).

The nature of self-presentation is influenced by an individual's level of self-esteem. Those with lower self-esteem may share more negative details about their personal lives and engage in behaviors that diminish their likability, such as criticizing friends. In contrast, individuals with high self-esteem typically post more positive updates and receive more favorable responses(Al-Kazi. 2017. P111.). Notably, the impact of negative personal information varies by gender. Men might be respected or admired for actions that are conventionally viewed negatively, while women undertaking similar actions may face harsher criticism, highlighting persistent gender-based double standards and reinforcing social stereotypes(Chambers, 2013. P66.).

B. External Variables Pertaining to the Characteristics of Facebook's Network:

Facebook possesses distinct features that facilitate effective self-presentation and the crafting of desired personal images. These features include asynchronous communication, which allows for perpetual content editing and revision, and the capacity to regulate the visibility of personal information. Furthermore, Facebook's expansive user base, comprising friends, acquaintances, and family, provides a robust social context that

supports and validates identity information(On Jetal. 2017. P191).

The influence of this audience on self-presentation is manifold:

• It provides motivation for users to craft desirable self-images, driven by the self-presentation needs on Facebook.

• Authenticity in self-presentation is crucial since the extensive network, often familiar with the individual, facilitates easy verification of the information presented(Toma, 2013, p201).

• Users deploy diverse self-presentation strategies tailored to different audience segments. For instance, interactions within romantic relationships may prompt more authentic self-disclosures, as users are more inclined to share personal thoughts and emotions. Conversely, interactions with strangers or trusted acquaintances online might encourage a true representation of the self, which contrasts with the constrained nature of face-to-face stranger interactions(Lee-Won. et.al. 2014. P415).

• Content posted by others can create discrepancies with one's self-presentation, compelling a more authentic portrayal to align with known facts(Selim, 2017. P28). Other users' posts that provide insights into someone's character or behavior are often viewed as more credible and impactful than the self-descriptions provided by the profile owner(Chambers, 2013. P65).

• The nature of the self that is presented varies substantially based on the target audience and the platform itself. On LinkedIn, the presentation is professional(Van Duck. 2013. p211, while on Facebook, it tends to be more social. Users strive to project an identity that meets the expectations of their audience. In professional contexts, such as job searches or network building, profiles may be utilized across both platforms. Facebook prioritizes personal expression and secondary self-promotion(Chambers, 2013. P70). In contrast, on platforms like MySpace, the identity portrayal can be more fluid and may include commercial entities such as charities or celebrities, creating a distinct atmosphere that incorporates visuals, music, and integrated applications.(Donath. 2007. P237.

Section Two: Mechanisms of Female Self-Presentation on Social Media Platforms

Online self-presentation primarily transpires through personal profiles on social networking platforms. These interfaces facilitate sharing personal data, personal experiences, and enable the sharing of interests such as hobbies, photographs, multimedia links, and music with a user's social network. Traditionally, the capacity to reach extensive audiences was confined to public figures such as celebrities, politicians, and marketers. Currently, however, any individual possessing the requisite digital tools and basic computing skills can utilize their personal profiles to pursue significant social objectives effectively(Herring and Kapidzic, 2015. P674.

Facebook supports self-presentation and the development of desired self-images through:

1. **Textual Elements:** Status updates serve as a medium through which individuals can convey their socioeconomic status. These elements may be subject to both intentional and unintentional manipulation to cultivate a particular identity narrative(Lampel, and Bhalla, 2007. p-440-441). Profiles might also display a range of information categories—ranging from basic personal details to professional and educational histories—enhancing the richness of the self-portrayal(Lewis. 2009. p331). Furthermore, the platform's capacity for personal diaries and messaging facilitates various benefits of self-disclosure, such as relationship maintenance, increased familiarity, and the stimulation of interactions(Nelson, And Salamu 2017. P168).

2. **Testimonials:** This feature, variably termed across platforms, acts as a venue for personal expression. On Friendster, it is labeled "Testimonials," encouraging users to compose personal endorsements of peers, which fosters sustained communication and engagement. On MySpace, similar interactions occur through comments on friends' pages, while on Facebook, this is encapsulated by the "Wall."(Boyd, 2007. pp. 119-142).

3. **Pictures:** The advent of advanced communication technologies has revolutionized self-expression and interpersonal interaction. Mobile cameras enable the

instantaneous capture and upload of pictures, making picture sharing a principal method for conveying social information, maintaining relational ties, and soliciting social approval or positive feedback(Fox. Vendemia, 2016.p 19/10.). Moreover, visual content allows individuals to express their perspectives on the world. Engaging with pictures aids in sustaining social interactions, as discussions about these visual elements keep friends informed about one another's lives and facilitate broader self-expression. Pictures not only serve to represent one's identity in social settings but also act as conduits for memory preservation, capturing key moments for shared reflection(Lambert, 2013. P1394.). In the context of female users, selective self-representation through profile pictures is strategically employed to enhance self-esteem and accrue social validation, as evidenced by the accrual of "likes."(Pounders, et al. 2016. P1880.P1888).

4. **Memes and Comics:** They function as pivotal mechanisms for expressing identity and self-presentation within digital environments. Defined as discrete units of cultural information—be they ideas, concepts, or beliefs—memes are disseminated in various forms such as links, videos, or images. These tools facilitate the articulation of ideas and emotions and unveil various facets of users' online personas. Users selectively share memes that resonate with their sense of humor, interests, or cultural and social identifiers, engaging in a dynamic process of selection, competition, and retention aimed at capturing and engaging the audience's attention.(Procházka, 2016. p8-9. P13. - Rintel. 2013. P254. Taecharungro), and Nueangjamnong. 2015. P289. P300.)

5. **Emojis and Stickers:** The expression of emotions plays a critical role in self-presentation, impression management, and the development of interpersonal relationships within digital platforms. The sharing of positive emotions is more prevalent than that of negative ones, contributing to increased user satisfaction and eliciting positive feedback, which aligns with the constructive aspects of self-presentation. Nonetheless, sharing negative emotions and experiences also occurs as users

seek social support(Main-Arévalo. 2018. P151 P153.).

Emojis function as modern substitutes for non-verbal cues, serving as icons that encapsulate and convey emotions. They are instrumental in clarifying and reinforcing verbal communications, thereby mitigating potential misunderstandings or misinterpretations due to the absence of vocal intonations, facial expressions, and eye contact(Hudson, 2015. P88). Stickers, which are animated and vividly colored images, not only express the user's emotional state but also contextualize the emotional landscape, social settings, and interpersonal relationships(Lee. et al. 2016). The deployment of emojis, expressive symbols, and stickers enhances human interaction within these virtual milieus by enriching textual exchanges and facilitating effortless emotional expression. These graphical elements, whether static or animated, may comprise text, imagery, or a blend of both, enriching the communicative experience(Tang, and Hew. 2018.).

Section Three: Women's Engagement with Social Media for Identity Management and Self-Presentation

This section explores empirical research examining how women utilize social media as a tool for identity management and self-presentation, focusing predominantly on contributions from Western academia. These studies have elucidated several pivotal insights:

1. Social media platforms offer substantial opportunities for women to forge and articulate their identities. These digital environments facilitate self-marketing aligned with enhanced consciousness of women's rights. Women depict themselves as independent entities, distinct from male counterparts, and share facets of their personal lives including their beliefs, familial connections, friendships, pets, shopping habits, and their zeal for life and arts. These platforms enable the presentation of varied personas that might be constrained offline due to traditional patriarchal norms. The lifestyles they portray underscore their social status, marked by travels, attendance at exclusive events, acquisitions of luxury items, culinary experiences, and interactions with celebrities, positioning themselves as part of a

societal elite.

2. Social networks empower female athletes to dictate the personal and professional brand they wish to project, countering traditional media portrayals as mothers or partners. The preferred self-image often centers on athletic prowess, with female athletes posting pictures that celebrate their achievements and the rigorous demands of their training, thereby crafting an image of strength and independence. These portrayals emphasize their internal confidence and competencies, pivotal for success in sports. They strategically distance themselves from sexualized representations, fostering a perception of authenticity and challenging entrenched stereotypes, while highlighting diverse elements of their identity, including personal interests in the arts, gastronomy, and leisure (Mohamedi, (2022). P75).

3. Research indicates a pronounced preference among women for employing visually appealing, face-forward photographs to garner social validation and acceptance, aiming to be viewed as attractive and personable. These pictures are carefully selected to convey distinctiveness and amiability, often showcasing aesthetically pleasing settings or meaningful social interactions. Such choices are influenced by underlying self-esteem levels, with continual pressures to present appealing and engaging visuals to elicit positive public engagement. Emotional expression in these pictures is conveyed through direct eye contact, vivid smiles, and the omission of elements like sunglasses. The quality of the pictures, the renown of the photographer, and the context of the photograph also play critical roles in the selection of content shared. Men and women possessing higher educational credentials exhibit similar tendencies in sharing personal picture(HetsroniA. And Guldin, 2017. p 987-957. Tilleret. and Vilnai-Yavez. 2014) s that reflect their identities.

4. Women often engage in social comparisons by examining the pictures shared by others, leading them to edit their own photos with digital enhancements. These modifications are aimed at concealing perceived flaws, brightening skin tones, and altering

eye colors to conform to conventional beauty standards. The goal is to attract admiration, gain attention, and improve self-esteem and social standing. They carefully select their profile pictures to manage impressions and foster interactions that bolster their online identities and understand the identities of others. Women tend to prioritize sharing pictures that depict happiness and joyful moments while removing those that don't align with their intended self-presentation.

The primary motivators for these modifications include a lack of self-confidence and low self-esteem. As their social networks expand, the number of pictures they post increases, helping them maintain existing relationships, expand social networks, and cultivate new connections.(chua and Chang. 2016.)

Section Four: The Impact of Self-Presentation on Social Networks

1. Positive Impacts of Self-Presentation on Social Networks:
a. Establishing Professional Status and Marketing Identity:

Social media platforms provide individuals with opportunities for networking, personal branding, and self-presentation by sharing curated information about themselves. Users incorporate specific details in their profiles to develop a personal brand that transcends simple demographics like age, race, gender, or nationality. This brand involves a blend of information that is used to create a favorable impression. In today's age of "instant publicity," rather than just advertising products, individuals market themselves to capture attention.

The concept of personal branding has gained traction in contemporary society due to the proliferation and growth of various social media platforms. The digital media landscape allows individuals, particularly women, to market themselves as brands, attracting cultural and financial value. They share pictures of their fashion, possessions, and comment on issues and products, achieving recognition both online and offline. This rise to prominence is supported by the ability of social media to create a public persona, emphasizing personal choice, autonomy, and female empowerment.(Liu. and Suh, 2017. Pp12-13)

Personal branding helps individuals achieve wealth, fame,

attention, and the opportunity to showcase their skills, which supports their careers while building reputations. Therefore, individuals are expected to have fans, audiences, and a community interested in their work. Social media empowers users to shape these values through technical features, turning temporary status updates or reputation metrics into quantifiable measures like blog analytics, the number of Facebook friends and followers, as well as comments and responses. These have become indicators of an individual's success in personal branding(Khamis, and Welling, 2017. P196.).

b. Constructing Charismatic Leadership Image:

 Self-image and self-presentation are integral to developing a charismatic leadership persona. Self-image is the individual's perception of their identity, including relevant traits, characteristics, and identities. Leaders vary in their self-images; some perceive themselves as inspirational, while others may not view this as a component of their identity. Self-presentation involves strategies and behaviors aimed at managing identity and impressions to shape charismatic leadership and influence audiences(Sok, et al. 2002,.P218).

Leadership carries expectations regarding behavior that reflects leadership qualities, requiring leaders to exhibit specific personal characteristics and demonstrate credibility and suitability for the role. This can be achieved through self-presentation strategies, which may emphasize the ability to accomplish tasks or enhance relationships with others(Leary, et al. 1986. Pp742-743). The five strategies outlined by Jones and Pittman—being an ideal model, self-promotion to display skills and capabilities, intimidation to show strength, ingratiation to emphasize likability, and seeking help to convey dependence on others—are instrumental in amplifying the effects of charismatic leadership(Sosik. and Jung. 2003. P239.).

2. Negative Impacts of Self-Presentation on Social Networks
a. Impact on Self-Esteem:

Research indicates that self-presentation significantly influences self-esteem, mediated through the frequency of interactions such as likes and comments on posts and pictures. Users with higher

self-esteem tend to post more frequently, sharing pictures that express their emotions and garner more likes. They accept both criticism and praise and do not obsessively monitor feedback immediately after posting. Conversely, individuals with lower self-esteem engage more intensively with Facebook, often comparing themselves unfavorably with their network rather than using the platform to enhance relationships. This group tends to post fewer pictures due to fears of negative social feedback, with studies showing that women generally report lower self-esteem than men in these contexts.(Valencia-Fagot. 2017.)

b. Impact on Happiness and Life Satisfaction:

Intensive use of Facebook has been correlated with lower life satisfaction and self-esteem, particularly among users who exhibit addictive behaviors. In contrast, those who engage less frequently with Facebook report higher self-esteem and greater overall life satisfaction(Blachnio, 2016. p701-705.). Furthermore, Facebook usage can adversely affect mental health and well-being, leading to feelings of isolation and perceptions that others are happier. This comparative mindset can extend to body image dissatisfaction, pursuit of thinness, and experiences of depression and anxiety, undermining satisfaction with personal relationships.(Frost and Rickwood. 2017. Pp576-586.).

c. Social Comparison Dynamics:

 Social comparison, the process of evaluating oneself in relation to others, can enhance one's performance and minimize self-other discrepancies. This evaluation often involves assessing one's relative standing based on attributes, beliefs, capabilities, or emotions, by observing behaviors of relevant peers(Mcleod, 2016. P11. Solomon. 2016. P22.). On Facebook, users often engage in upward comparisons—comparing themselves to those perceived as better off—which leads to presenting an idealized self by selectively choosing content and images that emphasize positive traits(Vogel. 2014. P207). However, such comparisons can have detrimental effects, inducing psychological distress, frustration, and negative emotions like envy, shame, and depression. Individuals with higher self-esteem are less prone to

engage in detrimental social comparisons, whereas those with lower self-esteem are more likely to compare themselves for self-evaluation and enhancement(Lim. and Yang, 2015. p300-311.). High comparers spend significant time monitoring profiles that portray positive aspects to measure their progress and build their self-perception, while also portraying ideal aspects of themselves to foster desirable social impressions(Vogel, et al. 2015. p 249-256. -Haferkamp, and. Krämer. 2011.).

d. Privacy Concerns:

Privacy in social media involves safeguarding user content integrity, reducing personal information disclosure, and enhancing control over who can access such information. Self-presentation online introduces significant privacy challenges, as users must navigate continuously evolving privacy settings while managing diverse identities and roles. Despite the availability of privacy tools, some users either do not utilize these features effectively or do not fully understand them, leading to potential information exposure(Ahmed. 2016. Pp57-58, P61).

Notable privacy breaches, such as the March 2018 Cambridge Analytica scandal (Mohamedi, (2022). P86). involving unauthorized data access of 87 million Facebook users, highlight the delicate balance between privacy and data commoditization—a trade-off encapsulated by the formula "Less privacy = More data = More value = More profit." Thus, it is crucial for users to exercise diligent self-management in digital identity and reputation, recognize the risks of sharing personal data, and cautiously manage self-presentation to transform it into a source of social capital that benefits them (Boudarbala, 2016.).

Section Five: Variations in Women's Self-Presentation Across Cultures

Self-presentation among women varies significantly depending on cultural, social, religious, and political contexts, among other factors. This variation has been documented in several studies:

1. **Cultural Differences in Self-Presentation:**

• A comparative study on social media usage in three distinct countries revealed that in Islamic countries like Turkey, women emphasize beauty in ways that align with Islamic values such as modesty and purity. Conversely, unmarried women from more conservative backgrounds often resort to using pseudonyms and fictitious profile pictures on platforms like Facebook.

• In China, married women in rural areas frequently remove strangers from their friend lists and some discontinue their use of social networks altogether. It is rare for them to use personal photographs, and they emphasize traditional family relationships, including pictures depicting children or blissful marital relationships.

• In Italy, married women seldom post personal photographs on Facebook, limiting such posts to special occasions like birthday parties or family gatherings. Instead of showcasing their physical form, they might post pictures of artists or their children, reinforcing their roles as wives and mothers(Miller. . 2016) . Pp117-118) within societal norms.

2. **Arab vs. Western Women:**

• Another study analyzed thirty profile pictures on Facebook during the Arab Spring, discovering significant differences between Egyptian Arab and North American women. Arab women presented themselves as more dominant and independent, often appearing alone in photographs in less attractive and emotional manners. Few opted for makeup or hair styling, and most faced the camera with serious or strict expressions. These portrayals were linked to messages concerning gender equality, treatment in familial or societal contexts, and broader issues of rights(Fecteau, 2017. pp. 77-96).

3. **Self-Presentation of Muslim Women:**

• Focused research on Muslim women's self-presentation via an image-sharing platform showed that most photographs were selfies taken in front of mirrors, reflecting daily activities. Women captured images with handbags and shopping bags, documenting these moments for self-expression. Some photographs highlighted religious identities with hijabs and

Quranic verses or depicted features of Ramadan. These images also showed social contexts, such as photos with family members or pets, generally conveying a sense of interaction, comfort, and enjoyment(Pela, 2010. p 57-110).

4. **American vs. Indian Women:**

• Studies indicate that American women who desire attention on social media platforms are more likely to post sexualized images, which garner more likes on platforms like Instagram compared to less sexualized ones. Conversely, Indian women post decorous photos on Facebook, free from any sexual allure, avoiding images with the opposite sex to uphold family honor and conform to social, cultural, religious norms, and family expectations(Ramsey. and AL Horan. 2017. p 133 85-90 .Mishra, and Basu, 2014.).

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