

SELF-CONCEPT CHANGE IN TEXT BASED ENVIRONMENTS:
AUDIENCE AND SELECTIVE SELF-PRESENTATION

A Thesis

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by

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ABSTRACT

This study attempted to test the impact of audience and medium on self-concept change as a result of self-presentation. A 2 (public/private) X 2 (introversion/extroversion assigned trait) X 2 (FTF/CMC) experiment was used to test the relationship between self-presentation and self-concept change in different contexts. The prediction of an enhanced effect of self-presentation on self-concept change in text based mediums as a result of selective self-presentation was not supported. Predictions regarding the impact of online audiences on self-concept change were also not supported. Instead, an unexpected finding, in which extrovert-assigned subjects internalized introversion in private text based conditions, was observed. This finding is discussed in terms of Schlenker's four-factor theory of self-identification.

BIOGRAPHICAL SKETCH

Amy Gonzales received her Bachelors of Arts in Psychology from the University of California, San Diego. She worked as a research assistant, a medical translator, a substitute teacher, and at the GAP before finding her way back to school.

*To the people that I love that will read this,
and to the people that I love that won't.
And to Roxy.*

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