

ANALYSIS OF SELF DISCLOSURE ON USERS OF PSEUDONYM ACCOUNTS WHICH DISPLAY TOXIC DISINHIBITION ON TWITTER SOCIAL MEDIA: A LITERATURE STUDY

1st Livia¹, 2nd Muhammad Nauval Nawwaf², 3rd Wini Indriani³, 4th Winda Maharani⁴,
5th Devie Yundianto⁵
{liviaumar31@gmail.com¹, nawwafnauval@gmail.com², winiindriani2@gmail.com³,
winda@unusia.ac.id⁴, devieyundianto@unusia.ac.id⁵}

Nahdlatul Ulama University Indonesia Jakarta

Abstract. In this era of globalization, social media has become part of the lifestyle. Twitter is a social media application that has a total of 436 million users in the world and 18.45 million in Indonesia. Twitter is free for its users as to how it wants to be identified. This causes many Twitter account owners to use accounts (pseudonyms or names used to hide their true identities). The use of pseudonym accounts aims to make the account owner more flexible in expressing anxiety, emotions felt, and other feelings that are difficult to express in real life. The use of this pseudonymous username relates to how one's self disclosure is to the public or other Twitter users. This study aims to determine the impact of pseudonymous accounts on self disclosure and how toxic online disinhibition impacts other users on pseudonymous accounts. This study uses a library research approach. The results show that there is a relationship between self-disclosure and pseudonymous accounts. It was explained that if anonymity increases, then self-disclosure will decrease and vice versa. Self-disclosure that tends to be toxic will result in toxic online disinhibition.

Keywords: pseudonymous account, self-disclosure, disinhibition effect, social media, twitter.

INTRODUCTION

The internet has produced various media for socializing online and discussion forums that are easily accessible to the wider community. To participate or become a user of the application, users usually have to create an account first and the requirements for creating an account are different for each application (Peddinti et al., 2017). Some require users to use personal data with the aim of reducing spam and intimidation, making it easier for users to find each other and increasing accountability (Peddinti et al., 2014). Then there are also applications that allow users to use pseudonym accounts (pseudonyms or names used to hide their true identity) by using pseudonym data as a form of privacy protection.

Twitter is the 15th most popular social media application in the world, there are 436 million active Twitter users per month and 206 million per day. When viewed by gender, Twitter users are dominated by men with a percentage of 68.1%, while women are 31.9%. On average, Twitter users range in age from 25-34 years. This is in line with Twitter's strategy of targeting young adult users. The United States ranks first as the country with the most Twitter users, namely 79.6 million users. while Indonesia ranks 5th with 18.45 million users. The Asia-Pacific region is the largest sector for Twitter's growth. Much of Twitter's growth comes from the international community (Woodward, 2022).

According to (Peddinti et al., 2014), a social media application that does not require users to use personal data is Twitter. By not enforcing the rules for using personal data, many Twitter users use pseudonym accounts with unique usernames and even have nothing to do with their real

names. The use of pseudonymous accounts aims to make the account owner more flexible in expressing anxiety, emotions felt, and other feelings that are difficult to express in real life (Hasfi et al., 2017). The identity that is built outside the online network and in the online network is different. Thus, the emergence of the Internet changed the construction of social identities (Bargh et al., 2002). The naming strategy of social media users reflects a deviation from existing social norms, as online users choose socially unacceptable names (Shafie et al., 2012). Therefore, the anonymity of using pseudonymous accounts in cyberspace provides a unique environment for users to behave more freely and openly (Chibuwe et al., 2021). There are several types of pseudonym accounts, namely: Fan Accounts, Cyber Accounts, and Role Play Accounts. The pseudonym someone uses for their account username projects what they post on it. Anonymity in the online space is superficial. although hiding behind a pseudonym can hide someone's name, of course, the real identity of the person behind the pseudonym will be revealed through their tweets (Chibuwe et al., 2021).

Many Twitter users think that Twitter is one of the most comfortable places used to express various kinds of feelings and emotions. feature microblogging offered by Twitter allows users who feel uncomfortable telling stories verbally or using videos to choose to express their grievances in words or in writing. This complaint is part of the self-disclosure of pseudonymous account users (Intan et al., 2022). Self-disclosure on Twitter is very easy to do, with one uploaded status, then things that should be private become public (Taddicken, 2014). It is very easy to find threads, short stories, criticism of a public and government figure, someone's views on something or one swear word that someone tweets to vent their emotions and thoughts. For example, students complain about tiring school activities, housewives are bored with their routine, motorbike users protest against traffic jams that occur on the streets, and so on.

Self-disclosure is intentional communication through verbal communication that expresses one's experiences or emotions (Bazarova & Choi, 2014). Self-disclosure is an important essence of social characteristics that aim to create and maintain individual relationships. It is not surprising that self-disclosures made by users of pseudonymous Twitter accounts are more than just sharing stories about themselves or complaining. Moreover, pseudonymous account users make self-disclosure to create a new relationship with other pseudonymous account users, so this is where interaction between pseudonymous account users is built. (Intan et al., 2022). According to research results (Nguyen et al., 2012), disclosure of personal information occurs more frequently in online communications than offline. Even though self-disclosure on social media has negative consequences, there are still many people who open themselves widely on social media (Ostendorf et al., 2022).

Online self-disclosure is behavior in the form of instant communication, with the aim of conveying information, creating interpersonal communication, or meeting social needs in cyberspace (Chen et al., 2017). Taddicken (2014) also argues that online self-disclosure is the communication or exchange of personal information using the internet. Actually, the concept of online self-disclosure is relatively new, so many studies still use the concept of self-disclosure to describe online self-disclosure (Sari, 2018). Self-disclosure can be understood as a rational decision resulting from an assessment of the resulting benefits and risks. In online self-disclosure, there are three dimensions, namely; informational, psychological, and social dimensions (Ostendorf et al., 2022). The concept of self-disclosure consists of various levels and forms related to the conceptualization of the disclosure of personal and sensitive information. When discussing social media, we have to distinguish two different dimensions of self-disclosure, namely; the quality and accessibility of disclosed information (Taddicken, 2014).

Self-disclosure on social media has both positive and negative impacts. Posting on social media allows individuals to share extensive information about themselves, which creates space for experiences and benefits. Expected benefits and satisfaction include building and maintaining social relationships (Cheung et al., 2015). Negative consequences in the short term include negative feedback, unwanted sexual contact with other people online, cyber mobbing/cyberbullying, and long-term risks which include identity theft and (commercial/criminal) exploitation (Aharony, 2016). The reasons why someone still uses Twitter even though they don't want their true identity to be known are as follows; to stay in touch with others, get information, increase the visibility of issues of interest, reduce stress, seek help and

opinion, and promote what they do (Zhao & Rosson, 2009). The self-disclosure items for pseudonymous account users on Twitter are as follows; real name, real face, place of residence, affiliation, links to personal web pages, work, and hobbies (Tominaga et al., 2018). Self-disclosure of pseudonymous account users is usually done secretly and slowly (Fathonah et al., 2022).

There are two reasons for the different expressions and types of emotions that people express on social media. First, network density refers to the quality of the connections within the network itself, or the degree of connectivity between other network members. second, network size, refers to the size of a person's network in

terms of the number of friends on his or her social media account (Hamzah & Putri, 2020). Self-disclosure occurs gradually and slowly so that others understand the ongoing self-disclosure. Self-disclosure between pseudonymous account users makes these interactions effective, even when building friendships. Self-disclosure, a form of interpersonal communication, is a person's first step in developing a relationship (Rhosyidah, 2015). Because of the freedom in this Twitter application, many users abuse it, for example, to watch pornography, express hatred, and so on. This is called Toxic online disinhibition, which is included in the disinhibition effect category.

According to Nugraha et al (2022), The disinhibition effect is a behavior that is only carried out by someone when conducting interpersonal communication online, meaning that behavior is not carried out directly. The inhibition effect links anonymity with self-disclosure online, so online communicators are more likely to disclose more personal information under conditions of anonymity than expected (Lin et al., 2014). The blocking effect is the inability of individuals to control their behavior, thoughts, and feelings when interacting online, this leads to different personality manifestations in individuals when online and face to face (Farikhah, 2021). Anonymity is a form of disability in controlling impulsive behavior, emotions, and thoughts during network interaction activities or what is called the online disinhibition effect. The online disinhibition effect will increase the number of aggressive messages (Suler, 2004).

Based on the background above, it can be seen that Twitter is one of the applications most often used for pseudonymous accounts to express themselves. Therefore, the author wants to know how the impact of pseudonymous accounts has on Self-Disclosure and how toxic online disinhibition impacts other users on pseudonymous accounts.

RESEARCH METHOD

The research method used is a literature review, namely by collecting data from various information, both from theory, and journals, as well as various news and information relevant to the research subject. The sources used include information and data obtained from Google Scholar, researchgate.net, elsevier.com, and others using the keywords self-disclosure, pseudonym, social media, disinhibition effect, and Twitter. in this study, researchers used 22 journals to answer research questions.

Table 1. Data from Journal Review

No	Author	Year	N	Variable	Location
1	Intan Putri Cahyani, Hanifah Syaikhah, Aniek Irawati	2022	14	Pseudonymous Account, Tweet, Cyber Account, Fangirling Account, Self-disclosure, Role Play Account	Indonesia
2	Maria Angelina Intan Cahyaning Bulan & Primata Yogi Wulandari	2021	493	Anonymous social media, cyberbullying, self-control	Indonesia

Livia¹, Muhammad Nauval Nawwaf², Wini Indriani³, Winda Maharani⁴,
Devie Yundianto⁵

Nalysis of Self Disclosure on Users Of Pseudonym Accounts Which Display Toxic
Disinhibition on Twitter Social Media: A Literature Study

3	Sina Ostendorf , Yannic Meier , & Matthias Brand	2022	551	Self-disclosure, Social Media; Norms; Warning Message; Privacy, Dual-process Theory; Experiment	Germany
4	Nurul Hasfi, Sunyoto Usmand dan Hedi Pudjo Santosa	2017	3	Anonimity, Twitter, Digital Democracy, Patology of Democracy	Indonesia
5	Anggita Dewi Nugrahani	2021	367	Anonymity, Self-disclosure, Twitter Users	Indonesia
6	Cintania Syaaischa Lyan Pramesti dan Damajanti Kusuma Dewi	2022	335	Anonymity, Self-disclosure, Generation Z, Twitter	Indonesia
7	Albert Chibuwe, Phillip Mpfu, and Kudakwashe Bhowa	2021	Non partic ipant	Ghost, Pseudonyms, Self- naming, Twitter, Identity, Zimbabwe	Zimbabwe
8	Sai Teja Peddinti, Keith W. Ross and Justin Cappos	2017	70	User Anonymity and Content Sensitivity	New york
9	Sai Teja Peddinti, Keith W. Ross and Justin Cappos	2014	100.0 00 rando m twitte r acco unt	Online Social Networks; Twitter; Anonymity; Quantify; Behavioral Analysis	USA & China
10	Hei Liang, Fei Shen, King-wa Fu	2016	100	Boundary Regulation, Cross- cultural Comparison, Geolocation, Privacy Protection, Self-disclosure, Twitter	Hong kong
11	Siti Fathonah, Siti Nursanti, Yanti Tayo	2022	5	Self-disclosure, Twitter, Pseudonyms (cyber accounts)	Indonesia
12	Hua Qian & Craig R. Scott	2007	207	Anonymity, Self-Disclosure	USA
13	Erin E. Hollenbaugh & Marcia K. Everett	2013	154	Personal Journal Blogs, Self- Disclosure, Online Disinhibition, Anonymity, Content Analysis	USA

14	Munmun De Choudhury & Sushovan De	2014	Non participant	Reddit; Social Media; Mental Health; Social Support; Anonymity; Disclosure; Disinhibition	Georgia
15	Tomu Tominaga, Yoshinori Hijikata, Joseph A. Konstan	2018	322	Self-disclosure, Anonymity Consciousness, Usage Objectives, Crosscultural Study, Twitter	Singapore
16	Kirana Wistiani Ayundari & Pulung S. Perbawani	2021	400	Anonymity, K-pop, Privacy, New Media Psychology, Social Media, Twitter	Indonesia
17	Pinckey Triputra, Rewindinar Rewindinar	2020	2	fandom; personal; pseudonym;, fans; popular culture	Indonesia
18	Noam Lapidot-Lefler, Azy Barak	2015	144	online communication, benign disinhibition, anonymity, invisibility, eye contact	Israel
19	Hua Qian, Craig R. Scott	2007	207	Anonymity, Self-disclosure	USA
20	Sonja Utz, Martin Tanis, Ivar Vermeulen	2011	255	SNS behaviors assessed were grooming, strategic self-presentation, profile enhancement, disclosure of feelings, routine use of SNS, and number of friends	UK
21	Endah Ruliyatin & Dwi Ridhowati	2021	Non participant	Cyber Bullying, Student Personal	Indonesia
22	Ruli Gustian Nugraha, Kristin Rahmani, Efni Indrianie, Dinta Nurannisa Aliifah	2022	170	toxic disinhibition online effect, self-concept, instagram, students	Indonesia

RESULT AND ANALYSIS

1.1 Impact of pseudonymous accounts on self-disclosure

Based on research, Twitter users interpret pseudonymous accounts as semi-anonymous accounts that are not uses a real name, real profile photo, and doesn't publicly reveal his identity but still shares his story his life through the pseudonymous account. The meaning of phenomenon of self-disclosure through a Twitter account with a pseudonym account is interpreted as an activity to channel feelings experienced and everything about oneself that is not felt by people around in real life. self-disclosure is carried out by pseudonym account users not only in the form of verbal and visual uploads but also through private messages using the direct message feature. Based on the results of the study (Nugrahani, 2021) it is explained that if anonymity increases, then self-disclosure will decrease and vice versa. The results of this research (Nugrahani, 2021) are

supported by the results of research (Hollenbaugh & Everett, 2013) which state the same thing, that the more anonymous a person is, the less self-disclosure. (Qian & Scott, 2007) in his research, states that participants who are more anonymous are not interested in expressing themselves.

In this case, there is an incongruent phenomenon in which the more visually unidentified, the less deeply the individual conveys himself. This is due to psychological factors such as the need for popularity and the need to belong which affect individual behavior in social media, for example, self-disclosure so that others can accept it, and also maintain interpersonal interaction (Utz et al., 2012). Intimacy from self-disclosure in Indonesia is related to psychological variables such as self-esteem, need for popularity, and profile availability (Ardi & Maison, 2014). This happens because individuals are more interested in being identified by others and receiving credit based on the things they share with others as a result they will convey things that are exclusive when identified visually.

1.2 The impact of Toxic Online Disinhibition on other users on pseudonymous accounts

Toxic online disinhibition is one of the effects of the disinhibition effect, where toxic online disinhibition is deviant or negative behavior on social media such as cyberbullying, flaming, and cyberhate (Azkiya Karima, 2019). According to Farikhah (2021), the disinhibition effect is a failure experienced by individuals in controlling their behavior, thoughts, and feelings when communicating online, resulting in the emergence of different personalities in individuals when online and face to face. The purpose of toxic online disinhibition has an impact on other users and victims of this behavior, namely to damage the reputation of other users, embarrass and intimidate other users, and so on (Ruliyatin & Ridhowati, 2021). Meanwhile, according to Rakhmat (Nugraha et al., 2022) Toxic online disinhibition is influenced by the personal identity shown by individuals online and is related to self-disclosure.

In research Ruliyatin & Ridhowati (2021) argued that there are several forms of toxic online disinhibition, for example spreading fake news or untrue news, posting embarrassing photos of other users, sexual harassment or pornography, threats, and even actions that end in blackmail. Furthermore, the behavior that appears or is felt by other users or even victims, namely, feeling depressed, feeling afraid, sad, angry, ashamed, vengeful, annoyed, feeling uncomfortable, and threatened. In the long term, victims may have low self-esteem, feelings of hopelessness, and difficulty socializing. The impact on other users who are not victims can be an example for these users to do later. According to Bulan & Wulandari (2021) self-control is needed to reduce a person's tendency to do toxic online disinhibition. The inhibition effect links anonymity with online self-disclosure, so online communicators are more likely to disclose more personal information under conditions of anonymity than expected (Lin et al., 2014).

CONCLUSION

Based on the description above, it can be concluded that there is a relationship between pseudonymous accounts and self-disclosure and has an impact, that is, if pseudonymous accounts increase, self-disclosure will decrease and vice versa if pseudonymous accounts decrease, self-disclosure will increase for a person or user. The behavior of prolonged toxic online disinhibition can lead to feelings of depression, feeling afraid, sad, anger, ashamed, revengefulness, annoyance, feeling uncomfortable, and threatened to experience of hopelessness and difficulties in socializing. The negative behaviors of toxic online disinhibition can be a bad example for those that impact other users.

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