

Interpersonal Communication and Impression Management in Digital Environments: An Examination on Tiktok

Dijital Ortamlarda Kişilerarası İletişim ve İzlenim Yönetimi: Tiktok Üzerine Bir İnceleme



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Abstract

Interpersonal communication and communication processes have evolved as a result of the widespread use of digital communication technology. In these situations, people display how they present themselves and engage with others by employing a variety of impression management techniques. Interpersonal communication, which is defined as the capacity to convey one's feelings and ideas to individuals or groups of people, is one of the core communication skills. Impression management refers to the deliberate control of behavior to shape the views of others. Concerned with how people are regarded by others or would like to be perceived by others, impression management tactics fall under this category. This study examines how user comments and Instagram shares for Tiktok Türkiye relate to techniques for handling public perception and interpersonal communication. It is advantageous to use Jones and Pittman's impression management taxonomy. Tiktok Türkiye's Instagram account served as the study's sample. The main purpose of this study is to analyse the interpersonal communication tools and impression management tactics that Tiktok uses when sharing Instagram pages with interpersonal communication skills and components in the context of Jones and Pittman's Impression Management Classifications and content analysis techniques. Emojis, hashtags, videos, photographs, text sharing, user comments, expert opinions, and tagging were among the interpersonal communication tools that were discovered when the share-outs of the Tiktok Instagram account were taken into account. Considering the share-outs; it turns out that Intimidation and Supplication are not used as impression management tactics, however, Self-promotion, Ingratiation, and Exemplification are commonly used as impression management tactics. Self-promotion has proven to be the most commonly used impression management tactic. This research is expected to contribute to the topics of interpersonal communication, impression management, digital impression management, and new communication technologies in the digital environment.

Keywords: Interpersonal Communication, Digital Environment, Impression Management, New Communication Technologies, Tiktok.

Öz

Dijital iletişim teknolojilerinin yaygınlaşması ile birlikte kişilerarası iletişim ve iletişim süreçleri dönüşüme uğramıştır. Bireyler bu ortamlarda farklı izlenim yönetimi taktiklerini kullanarak benlik sunumlarını ve kişilerarası iletişim süreçlerini yansıtmaktadır. Temel iletişim becerilerinden biri olan kişilerarası iletişim, empati ve etkili iletişim becerilerine sahip bireylerin kendilerini, diğer kişilere veya gruplara sözlü veya sözsüz olarak ifade ettiği bir iletişim yeteneği olarak tanımlanabilmektedir. İzlenim yönetimi, davranışların stratejik bir biçimde diğerlerinin algılarını etkilemek adına yönetilmesi süreci olarak tanımlanır. İzlenim yönetimi taktikleri ise diğerlerinin bireyleri nasıl algıladığı veya bireylerin nasıl algılanmak istediği ile ilişkili olarak sınıflandırılmaktadır. Bu çalışmada TikTok Türkiye sayfasının Instagram hesabı paylaşımları ve kullanıcı yorumları kişilerarası iletişim ve izlenim yönetimi taktikleri çerçevesinde incelenmiştir. Jones ve Pittman'ın izlenim yönetimi taksonomisi kullanılmıştır. Araştırmanın örneklemini Tiktok Türkiye Instagram hesabı oluşturmaktadır. Çalışmanın ana amacı, Tiktok'un Instagram sayfasındaki paylaşımlarında kullandığı kişilerarası iletişim araçlarını ve izlenim yönetimi taktiklerini Jones ve Pittman'ın izlenim yönetimi taksonomisi ve kişilerarası iletişim becerileri ve bileşenleri ve içerik analizi teknikleri doğrultusunda analiz etmektir. Tiktok Instagram sayfası paylaşımları incelendiğinde; emoji, hashtag, video, eyleme çağrı mesajları (call to action), uzman görüşü, kullanıcı yorumları, etiketleme gibi birçok kişilerarası iletişim bileşenlerinden yararlanıldığı gözlemlenmiştir. Paylaşımlara bakıldığında; izlenim yönetimi taktiklerinden Kendini Acındırma ve Tehdit Davranışlarının kullanılmadığı Niteliklerini Tanıtma, Kendini Sevdirmeye ve Örnek Davranışlar Sergileme taktiklerinin sıklıkla kullanıldığı görülmüştür. Bu taktikler arasında en çok kullanılan izlenim yönetimi taktiğinin ise Niteliklerini Tanıtma olduğu gözlemlenmiştir. Çalışmanın dijital ortamlarda kişilerarası iletişim, izlenim yönetimi, dijital izlenim yönetimi, yeni iletişim teknolojileri konularında alana katkı sağlayacağı inanılmaktadır.

Anahtar Kelimeler: Kişilerarası İletişim, Dijital Ortam, İzlenim Yönetimi, Yeni İletişim Teknolojileri, Tiktok.

Introduction

With the spread of digital communication technology, online reputation, digital impression management, interpersonal communication in digital environments and new interpersonal communication styles have emerged. Communication and impression management processes in these settings have begun to become prominent with notably, social media becomes an inseparable part of life throughout the world in different age groups.

Social media applications have enabled advantages like self-presentation, and self-promotion to individuals following different aims via digital platforms, individual online profiles, and digital identity usages. Impression management tactics presented in these settings may be brought up numerous components such as gaining more followers of individuals on social media, achieving interviews and marketing processes, presenting of desired behaviors, and representing of ideal identities. In comparison to traditional communication tools, digital tools have advantages like being more free, more accessible, and having an interactive infrastructure. These benefits offer a variety of chances for use, from everyday life tasks to leisure activities, from socializing and fun areas to being business process accelerators by making these environments appealing. Due to the active use of digital identities and platforms, interpersonal communication processes have been transformed into digital patterns, and in particular, interpersonal communication styles have evolved into digital impression management strategies.

The pandemic has transformed communication styles, business flowing processes, impression management, and self-presentation, the usage rate of online communication technologies. In this context, Skalacha and Pajestka (2021, s. 276) explain that people have to choose opportunities regarding private styles of social relationships Covid-19 pandemic ago and they can be in contact with each other in many different ways. Candrasari (2019, s. 538) indicates that digital communication, which recommends by governments vigorously, is the new form of social interaction. Moreover, the rise of social network numbers has created new ways of communication among active internet users. Interpersonal communication has altered as social networks and digital tools have become the primary means of engagement for many people. In many ways, computer-mediated communication has surpassed face-to-face communication in importance. Computer-mediated communication has become more popular among younger generations (Venter, 2019).

Self-presentations are available for a variety of purposes. The objectives are broken down into being appreciated, seeming skilled, sincere, dominant, or empathetic. Each objective entailed several presentation strategies (Yorisa, Rakhmi, & Nurfitria, 2021). These techniques may affect how people view the environment, control their perceptions, present themselves, engage with others, and communicate in digital contexts. Following Jones and Pittman's Impression Management Classifications, the primary goal of this study is to analyze the interpersonal communication tools and impression management strategies via Tiktok's Instagram page share-outs.

There are a lot of studies in the national and international literature about impression management and interpersonal communication. Interpersonal communication in digital environments and digital impression management is an emerging and nascent study. Therefore, they have not been studied to the great extent in the communication area. Impression management and the transformation of interpersonal communication thanks

to digital settings and new communication technologies are increasingly important topics. In this sense, this study is different from the other studies in terms of examining together both interpersonal communication and impression management tactics topics, drawing on the different techniques of content analysis method (such as frequency, categories, and contingency techniques), indicating the transformation to digital of interpersonal communication, the analyzing of interpersonal communication components with user comments, messages, images, and emojis. For example, Fullwood (2018) indicates that behaviors and the offline and online identities of individuals are different from each other. Moreover, he said that components such as the proteus effect, and avatar identities have an impact on the behavior, attribute, and self-presentations of digital users. Altunel and Yaşar (Altunel & Yaşar, 2017, s. 835) explain that individuals on social media platforms and digital settings need for self-determination to form a positive impression and receive the approval of other people. In this context, this study includes impression management and interpersonal communication topics in the Tiktok users sample.

Interpersonal Communication on Digital Environments

With the spread of digital communication technology, differences in interpersonal communication and communication processes have begun to exist. Of this process, the pandemic and particularly the increase in online meetings have led to changes in face-to-face interpersonal communication methods. It is currently thought that creating definitions of interpersonal communication should come first.

Kavut (2022a, s. 79) indicates that interpersonal communication has transformed with the spread of communication technologies. Kavut defines as interpersonal communication as a communication skill of individuals, having empathy and effective communication skills, with other individuals and groups via verbal or non-verbal communication ways by emphasizing interpersonal communication is one of the fundamental communication skills. In other words, interpersonal communication may be mattered in terms of an effective and successful communication process, understanding of others' emotions and ideas, and being sensitive to others' emotions and ideas. In this context, interpersonal communication in digital settings can be revealed the importance of emerging communication concepts such as digital empathy. Digital empathy is defined as it is an attribute shaping to perception and perception creating of individuals in the digital era (Kavut, 2022b, s. 131). Kavut (2021a), explains that interpersonal communication is a communication type being used generally between two or more than people, realizing in the case that every individual can be noticed by both their ownself and other individuals which basic features and abilities make human.

Cybersociety-mediated interpersonal communication has made sense in terms of sustainability of communication although non-verbal communication symbols in the face to face communication cannot be shown exactly in cybersociety-mediated interpersonal communication (Candrasari, 2019, s. 539). The human-computer interface (HCI), which is a hallmark of the digital age, has caused a significant shift in how people communicate. The opportunities provided by technology allow for the shift in communication patterns from face-to-face interpersonal communication to human-machine communication (Ijeoma & Okpara, 2019, s. 35).

Impression Management and Impression Management Tactics

Impression management refers to the management process of behaviors on behalf of affect perceptions of others strategically (Kavut, 2021a, s. 269). As a concept and

self-presentation method, impression management is frequently a discussed topic in present studies. Impression management has paved the way for to actions of people presenting their self-images to other people strategically to manage others' views about self, attitude, and behavior topics. (Li, 2021). Impression management defines as goal-based conscious or unconscious processes of people to have an impact on others' perceptions about a person, event, or object, to regulate and control information in social interactions (Tashmin, 2016). Impression management on self-presentation may be seen as conscious, unconscious, and even sub-conscious movements of individuals via individuals and groups being within influence intention of other individuals' perceptions through filtration and regulation (Fant & Lundell, 2019, s. 1). In other words, impression management concept means made endeavors by individuals to control information and to affect formed impressions about individuals in the eye of others (Richey, Ravishankar, & Coupland, 2016, s. 599).

Impression management and impression management strategies are among the many approaches and theories that have been examined. According to Kavut (2021a, s. 272), the most well-known study on the subject of impression management strategies is the one that defines aggressive impression management methods in terms of Jones and Pittman's five dimensions. Self-promotion, Ingratiation, Exemplification, Supplication, and Intimidation are the categories under which these strategies fall. From the impression management techniques of Jones and Pittman, Chawla et al. (2020, s. 4) have explained that Ingratiation is used to appear pleasant, Self-promotion or self-presentation is used to appear talented or accomplished, and Exemplification is used to appear dedicated. Supplication covers the intention of seeming needy, while intimidation involves the appearance of a frightening person.

Self Promotion: The self-promotion impression management tactic, which breaks down into two sub-dimensions as self-presentation and self-development, is an impression management type that is used to impact other people or namely audiences in the context of attitudes, abilities, and skills of individuals. (Kavut, 2022a, s. 106). First of all, it must be indicated that self-promotion tactics can be involved in both Ingratiation and Intimidation tactics some features. On the other hand, combining and fusion of qualitative aims are prominent in all forms of self-presentation. (Jones & Pittman, 1982). Briefly stated, self-promotion is the expression skill of individuals' achievements and abilities to appear talented. (Hart, Richardson, Breeden, Tortoriello, & Kinrade, 2021, s. 141). In other words, self-promotion has been used to appear talented or a specialist in a private field (Yorisa, Rakhmi, & Nurfitriya, 2021, s. 33).

Ingratiation: Ingratiation, as known as the most commonly used impression management tactic, is forming suitable impressions to other people to endear a person to other people (Kavut, 2022a, s. 109). Most of our behaviors are shaped by whether others love or not love apprehension for us and our attributes such as reliability, physical attractiveness, moderation, attraction, and humor (Jones & Pittman, 1982). Ingratiation defines as other people's agreement and flattering to appear attractive (Hart, Richardson, Breeden, Tortoriello, & Kinrade, 2021, s. 141). Li (2021) explicates that according to Jones and Pittman, Ingratiation is the most striking impression management tactic among self-presentation behaviors.

Exemplification: Exemplification may be stated as frequently an encountered skill, especially in business life. Kavut (2022a, s. 110) explains that people using these tactics

present behaviors such as going to work bright and early, leave of employment late, representing self-sacrificing behaviors. This impression management tactic describes as notably behaving ethically to being perceived as a guide individual, a guide employee (Hart, Richardson, Breeden, Tortoriello, & Kinrade, 2021, s. 141).

Supplication: Supplication is used in environments in which individuals have been using the weaknesses of other people (Kavut, 2022a, s. 110). At this point, social media platforms are one of the most commonly used areas of Supplication impression management tactics. Users on these settings have made sharings to reveal needy people, these sharings may be reached the masses via video, comment, and images. However, this impression management tactic may be also perceived negatively due to individuals appearing helpless or needy to profit purposefully or avoid work.

Intimidation: Those who would like to perceive as dangerous and strong by others and those who would like to manage others according to their own wishes, this tactic has been used (Kavut, 2022a, s. 110). Intimidation defines as provoking fear to gain power and have an impact on others (Hart, Richardson, Breeden, Tortoriello, & Kinrade, 2021, s. 141). Individuals, using the Intimidation impression management tactic, would like to convince other people namely, their own target audience as the 'Actor is Dangerous' (Li, 2021). Therefore, it is thought that individuals, using the Intimidation impression management tactic, aim to manage others and sway others in the context of their own aims by making dangerous and horror perception of others.

All impression management tactics are classified as regarding others how percept individual or individuals how would like to be perceived. In this context, Jones ve Pittman (1982) indicate that those who endear would like to be admired, those who threaten would like frightened, and for those who self-promote and present exemplary behavior would like both to respect and to be admired. Therefore, individuals may be preferred to use different impression management tactics in accordance with personality traits and expectations in all platforms that present their social identities and their self-presentations in digital settings workplaces, and social networks.

Digital Impression Management

Social media facilitates the strategic management of personal images in communication and online environments via the self-presentations of users (Li, 2021). Therefore, it is known that face-to-face and digital impression management differ from each other and these tactics should be always defined in different ways.

In this context, Kavut (2022a) indicates that there are differences among face-to-face impression management, self-presentation processes, and digital impression management in online environments. Digital impression management has been displayed via digital footprints, digital body language, images, and pictures while face-to-face impression management has been displayed via body language actions and symbols to present the ideal personality of individuals. At this point, another difference may be explained as provided opportunities of social media and social media. Thus, Li (2021) explains his views. Moreover, Li indicates that with the spread of social media in the digital age swiftly has changed people how to contact, people how to communicate with others, people how to gather information about their environments. On the other hand, digital impression management also needs to active and reactive measures like face-to-face impression management. However, the performance of digital users has tracked up

digital footprints not erasing and not provoking. Digital impression management has a developmental feature while face-to-face remains the same (Galarraga, 2018).

Digital impression can be defined as an area dealing with the coexistence of different dimensions. Kavut (2022a) explains that digital impressions fall into three sub-dimensions: digital ID, digital persona, and digital footprint. Digital identity is an identity type that contains records that consist of personal profiles, cultural capital, and interactions between people (Kavut, 2021b, s. 529). Digital impressions are social impressions that occur online. A social impression is an image that an individual receives or experiences. This situation is an individual's strategic reconciliation of how to act on the individual's style of self-expression or to the audience (Galarraga, 2018). The digital footprint can be described as a digital impression component that covers all the shares that an individual share-outs on the internet through a personal account, thanks to digital ID media accounts, the internet, and search engines.

There are numerous chances for people to create impression management thanks to technology and the internet. Computer-mediated communication model (CMC) has focused on the technical abilities of individuals and increases positive images, people how to use their self-presentations, by using regulated features to create their self-presentations via desired pictures and texts (Sagita & Irwansyah, 2021, s. 4). Another theoretical approach regarding digital communication and impression management, it is known as Social Information Process theory. According to Joseph Walther, the pioneer of this theory, the theory focuses on individuals how to create their impressions on the virtual world through transmitted textual information (Candrasari, 2019, s. 539). In this context, it is seen that increased computer-mediated technology models, technology, and internet-based theoretical approaches with the development of digital technologies and social media sharing of individuals have been associated with their self-presentations and impression management processes.

Research

Aim

The main purpose of this study is to analyze the interpersonal communication tools and impression management tactics that Tiktok uses when share-outs Instagram pages with interpersonal communication skills and components in the context of Jones and Pittman's Impression Management Classifications and content analysis techniques. In accordance with this purpose, the following research questions have been answered:

Research Question 1: What are content types shared on the Instagram account of Tiktok Türkiye?

Research Question 2: Which interpersonal communication components have been used in messages?

Research Question 3: Which topics have been the most shared on user comments and messages?

Research Question 4: Which impression management tactics have been used in messages?

Research Question 5: Which emojis have been used in messages?

Research Question 6: What are the distributions of emojis in terms of impression management tactics on messages?

The study is conducted to examining of Tiktok Türkiye Instagram page sharing with content analysis method between on January-March 2022 in the context of the main purpose and 6 research questions based on this main purpose. It has been referred to as the purposeful sampling method due to Tiktok being one of the video and images based fundamental digital areas that presented their self-presentations of individuals. When examining We Are Social 2022 Turkey data; it is seen that Tiktok is one of the most used social media applications in Türkiye (RecroDigitalMarketing, 2022).

Method

This study applied the content analysis method. It has been drawn on frequency analysis, categories analysis, and evaluative analysis from the techniques of content analysis method. Frequency analyses were carried out to share contents and user comments. Contents and user comments have been classified in terms of interpersonal communication components and impression management tactics. It has been made evaluative analysis of emojis usage in accordance with positive and negative impression management tactics. The classification of Bilgin's content analysis technique and sub-techniques have been used. Bilgin (2006, s. 18-19), has explicated that the content analysis method consists of five different dimensions as frequency analysis, categories analysis, evaluative analysis, contingency (relationship) analysis, and other analysis techniques.

Frequency analysis is defined that explaining items or units and how often appear as a quantitative, percentage, and proportional. Categories analysis explains that messages or contents break down into units and then these units are classified according to certain categories (Bilgin, 2006, s. 18-19). Osgood et al. (1956, s. 47), indicate that the general aim of evaluative analysis, the type of content analysis method, is to extract from a message by making evaluations from significant concepts. Evaluative analysis, who used to measure positive and negative attributes in a message or content and is one of the attribute measurements, that has contributed to determining the size and intensity of attributes (Bilgin, 2006, s. 19).

Limitations

This study is limited to Instagram sharings of the Tiktok Türkiye account from January 1st to March 31st, 2022. Another limitation of the study is the research of topics on interpersonal communication in digital environments, impression management, impression management tactics, and digital impression management in the literature section.

Findings

In this section, following the research, the data obtained are evaluated and commenced in the context of interpersonal communication, impression management, impression management tactics, digital impression management, and digital communication.

Table 1. Profile Analysis

Platform Name	User Name	Follower Number	Post Number
Tiktok	Tiktok Türkiye	475B	2.053

When examining the Tiktok Instagram page account; it is seen that Tiktok Türkiye has 475B follower numbers and 2.053 post numbers. Therefore, it turns out that Tiktok Türkiye's Instagram account has been used actively as interpersonal communication and impression management tool with contents reaching the target audience.

Table 2. Topic Distribution of Shared Contents and User Comments

Content Topic Distribution	N	%
Secure Internet	3	3,75%
International Women's Day	3	3,75%
Woman's Rights	4	5,00%
Sport (Fitness, Muscle Building)	4	5,00%
Doctor's Day	1	1,25%
New Year's Resolutions	3	3,75%
T'Talks Türkiye	16	19,00%
Domestic Economy	1	1,25%
Astrology	1	1,25%
Advertising	4	5,00%
Digital Welfare 101 Campaign	3	3,75%
Entertaining Video	27	33,75%
Snow	1	1,25%
Duet Competition	1	1,25%
Recipes	3	3,75%
Entrepreneurship	1	1,25%
Valentine Day	3	3,75%
World Pizza Day	1	1,25%
World Radio Day	1	1,25%
Tiktok All-Star Tournament	1	1,25%
Tiktok Short Film Competition	1	1,25%
Total	83	100,00%

When the topic distribution of the contents was examined, it was found that the Tiktok Türkiye Instagram account had talked about topics that were still on the agenda and significant dates. Furthermore, it was seen that T'Talk speakings were made with expert people in the context of determining custom themes such as New Year's Resolutions, Secure Internet Usage, and Strong Women every month. It is seen that sharings are made regarding women and woman's rights, especially throughout March every day. It may be evaluated that discussing topics such as Short Film Competitions, Duet Competition, and Tournament is a symbol of impression management usage effectively on behalf of enabling self-presentations of individuals. In this sense, nowadays individuals present performance in digital settings and they may be tried to yield by impressing others.

Table 3. Interpersonal Communication Components Used on Posts

Interpersonal Communication Components	N	%
Emoji	131	158,00%
Hashtag	54	65,06%
Video	72	86,75%
Text	19	22,89%
Image	8	9,64%
Tagging	72	86,75%
Expert Opinion	13	15,66%
User comments	83	100,00%
Call to action	7	8,43%
Total	83	100,00%

When examined used interpersonal communication components; it is observed that components such as user comments, video share-outs, tagging, hashtags, emoji, expert opinion, call to action, images, and text are used. Emojis and then user comments have the most effective role within these interpersonal communication components. Emoji, as an interpersonal communication component representing digital body language and digital personality of individuals, has a 158 percent usage rate and user comments are of 100 percent usage rate. It is revealed that video and video sharing are also one of the most used interpersonal communication components. Another important result is that call to action, which is preferred notably on online shopping websites to promote users buying in line with marketing strategies, is an 8,43 percent usage rate. Research results show that every share uses emojis and nearly half of the shares are preferred more than one emoji.

Table 4. *Impression Management Tactics Used on Posts*

Impression Management Tactics	N	%
Self Promotion	30	36,14%
Ingratiation	27	32,53%
Exemplification	5	6,02%
Intimidation	-	
Supplication	-	
Posts those not have impression management tactics	21	25,00%
Total	83	100%

According to the table; Self-Promotion is the most used impression management tactic. This result is similar to Jones and Pittman's research and studies made in the literature. It is observed that Self-Promotion impression management tactics are used, when meetings or interviews are made with expert people in T'Talks speakings within the determined private themes. At this point, another important result is that entertaining videos have included the Ingratiation impression management tactic. On the other hand, it is seen that the Exemplification impression management tactic is used on prepared videos for private topics such as International Women's Day, Secure Internet, and the Digital Welfare 101 Campaign. In this context, it is revealed that Intimidation and Supplication impression management tactics are not used in digital settings while Ingratiation, Self-promotion, and Exemplification impression management are used in digital settings. When evaluating impression management tactics; has been concluded that positive impression management uses negative impression management tactics not used. This finding resembles the literature results.

Table 5. *The Emoji Usages on Messages*

Emoji Usages	N	%
Star	13	10%
Sparkles	1	1%
Tree	1	1%
Microphone	1	1%
Smiling Face	12	9%
Face Blowing a Kiss	1	1%
Smiling Face with Heart-eyes	8	6%
Nerd's face	6	5%
Smiling face with Sunglasses	2	2%
Star-Struck	4	3%

Emoji Usages	N	%
Downcast Face with Sweat	1	1%
Winking Face	5	4%
Camera	39	30%
Cat	1	1%
Blue Heart	1	1%
Red heart	8	6%
Heart with Flame	1	1%
Flexed Biceps	6	5%
Smirking Face	1	1%
Eye	2	2%
Flame	1	1%
Snow	1	1%
Snowman	1	1%
Cup	1	1%
Lemon	1	1%
Pizza	1	1%
Gift box	1	1%
World	1	1%
Radio	1	1%
Fuze	1	1%
Family	1	1%
Coffee	1	1%
Cup	1	1%
Stethoscopy	1	1%
Film	1	1%
Trumpet	1	1%
Game	1	1%
Total	131	100%

When examining used emojis and types of emojis on messages; it turns out that emojis with positive and affirmative impression have far more preferred in comparison to emojis with negative impressions.

Table 6. Distributions of Emojis in terms of Impression Management Tactics

Emoji Distributions	N	%
Emojis with Positive Impression	130	99%
Emojis with Negative Impression	1	1%
Total	131	100%

When analyzing distributions of emojis in terms of impression management tactics; it is seen that emojis with positive impressions are of 99 percent usage rate. This result shows that the emoji usage rate is similar to Ingratiation, Self-promotion, and Exemplification impression management tactics in Jones and Pittman's taxonomy. Star emoji is used on messages and posts that are utilized as a Self-promotion impression management tactic mostly.

Conclusion

The main purpose of this study is to analyze the interpersonal communication tools and impression management tactics that Tiktok uses when sharing Instagram pages with

interpersonal communication skills and components in the context of Jones and Pittman's Impression Management Classifications and content analysis techniques. This study applied the content analysis method. It has been drawn on frequency analysis, categories analysis, and evaluative analysis from the techniques of content analysis method. Frequency analyses were carried out to share contents and user comments. Contents and user comments have been classified in terms of interpersonal communication components and impression management tactics. Emoji usage has been evaluated in accordance with positive and negative impression management strategies. The classification of Bilgin's content analysis technique and sub-techniques have been used.

Emojis, hashtags, videos, photographs, text, user comments, expert opinions, and tagging were among the interpersonal communication tools employed when looking at the Tiktok Instagram account's share-outs. According to research, emojis are used in every sharing, and more than one emoji is preferred in over half of the shares.

In light of the revelations, it appears that self-promotion, ingratiation, and exemplification are used as impression management techniques rather than intimidation and supplication. The strategy for impression management that is most frequently adopted has shown to be self-promotion. It has been determined after evaluating impression management strategies that positive impression management is used while negative impression management strategies are not. This observation is consistent with research findings.

The results of other studies on this subject are comparable to those of this study. Kavut (2021a, s. 280) has analyzed in her research *The Pursuit of Happiness* film and characters in the context of interpersonal communication and impression management tactics topics. As a result of this research, it is revealed that Self-promotion, Ingratiation, and Exemplification, from impression management tactics of Jones and Pittman, are used. On the other hand, it is emphasized that interpersonal communication skills and impression management are of crucial importance in all situations (such as interviews, meetings, marketing, and sales area) that necessitated the use of impression management. Cheung (2014) has explained that motivations of self-expression play an important role in the prediction of Instagram usage and self-presentation. Kavut (2018, s. 10) has concluded that university students define Instagram as a new self-presentation, impression management new identity construction area. Venter (2019) explained that since people are inherently social beings, they must interact with others to live meaningful lives, they can support each other through the connectedness and emotion of face-to-face and computer-mediated communication, and as social beings, verbal and non-verbal cues are crucial to understanding one another.

This study still has a few limitations which make possible new advantages for future research and studies. Previous numerous studies notably focused on impression management tactics. However, this study also discusses online impression management tactics and impression management in the digital environment. This study is limited to Instagram sharing of Tiktok Türkiye account from January 1st to March 31st, 2022, as well as topics on interpersonal communication, impression management, impression management tactics, and digital impression management.

It is seen that Self-promotion, Ingratiation, and Exemplification impression management tactics, from Jones and Pittman's impression management tactics, are used. These tactics may be used in all digital settings (such as social media, websites, blogs and so

on) involving self-presentations and impression management of individuals. As a result, it is observed that interpersonal communication components such as user comments, tagging, expert opinion, call to action, emoji, hashtags, video, text sharings, and images are drawn on.

Interpersonal communication in digital environments and digital impression management is an emerging study and therefore, they have not been studied to the great extent in the communication area. Impression management and the transformation of interpersonal communication thanks to digital settings and new communication technologies are increasingly important topics. Furthermore, the latest research has tended to explore the effects of the transformation of interpersonal communication and impression management from analog to digital communication.

Briefly stated, the current study will be useful to the topics of impression management, social networks, TikTok, impression management tactics, communication, interpersonal communication skill transformation, and digital impression management and to understand the effects of interpersonal communication skills and impression management tactics. Moreover, this study posits that digital interpersonal communication skills and effective digital impression management may confer unique benefits to managing personal online identities, and social media profiles, to form a positive impression and gain an online reputation.

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Dijital Ortamlarda Kişilerarası İletişim ve İzlenim Yönetimi: Tiktok Üzerine Bir İnceleme

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Genişletilmiş Özet

Dijital iletişim teknolojilerinin yaygınlaşması ile birlikte kişilerarası iletişim ve iletişim süreçleri dönüşüme uğramıştır. Bireyler bu ortamlarda farklı izlenim yönetimi taktiklerini kullanarak benlik sunumlarını ve kişilerarası iletişim süreçlerini yansıtmaktadır. Temel iletişim becerilerinden biri olan kişilerarası iletişim, empati ve etkili iletişim becerilerine sahip bireylerin kendilerini, diğer kişilere veya gruplara sözlü veya sözsüz olarak ifade ettiği bir iletişim yeteneği olarak tanımlanabilmektedir. İzlenim yönetimi, davranışların stratejik bir biçimde diğerlerinin algılarını etkilemek adına yönetilmesi süreci olarak tanımlanır. İzlenim yönetimi taktikleri ise diğerlerinin bireyleri nasıl algıladığı veya bireylerin nasıl algılanmak istediği ile ilişkili olarak sınıflandırılmaktadır. Bu araştırmada TikTok Türkiye sayfasının Instagram hesabı paylaşımları ve kullanıcı yorumları kişilerarası iletişim ve izlenim yönetimi taktikleri çerçevesinde incelenmiştir. Jones ve Pittman'ın izlenim yönetimi taksonomisi kullanılmıştır. Araştırmanın örneklemini Tiktok Türkiye Instagram hesabı oluşturmaktadır.

Çalışmanın ana amacı, Tiktok'un Instagram sayfasındaki paylaşımlarında kullandığı kişilerarası iletişim araçlarını ve izlenim yönetimi taktiklerini Jones ve Pittman'ın izlenim yönetimi taksonomisi, kişilerarası iletişim becerileri ve bileşenleri ile içerik analizi teknikleri doğrultusunda analiz etmektir. Tiktok Instagram sayfası paylaşımları incelendiğinde; emoji, hashtag, video, eyleme çağrı mesajları (call to action), uzman görüşü, kullanıcı yorumları, etiketleme gibi birçok kişilerarası iletişim bileşenlerinden yararlanıldığı gözlemlenmiştir. Paylaşımlara bakıldığında; izlenim yönetimi taktiklerinden Kendini Acındırma ve Tehdit Davranışlarının kullanılmadığı Niteliklerini Tanıtma, Kendini Sevdirmeye ve Örnek Davranışlar Sergileme taktiklerinin sıklıkla kullanıldığı görülmüştür. Bu taktikler arasında en çok kullanılan izlenim yönetimi taktiğinin ise Niteliklerini Tanıtma olduğu gözlemlenmiştir. Çalışmanın dijital ortamlarda kişilerarası iletişim, izlenim yönetimi, dijital izlenim yönetimi, yeni iletişim teknolojileri konularında alana katkı sağlayacağına inanılmaktadır.

Dijital iletişim araçlarının geleneksel iletişim araçları ile kıyaslandığında; daha özgür, daha ulaşılabilir ve interaktif bir yapı sunması gibi kullanıcıya sağlanan avantajlar bu ortamları cazip hale getirerek, bireylerin boş zaman aktivitelerinden günlük yaşam pratiklerine ve paylaşımlarına, sosyalleşme ve eğlence alanlarından iş süreçlerinin hızlandırılmasına kadar birçok farklı kullanım avantajı sunmaktadır. Bu durum, iletişim süreçlerinin ve özellikle kişilerarası iletişim biçimlerinin dijital platformlarla ve dijital kimliklerin aktif kullanımı sayesinde dijital kişilerarası iletişim şekline dönüşmesine, izlenim yönetimi taktiklerinin dijital izlenim yönetimine evrilmesine sebep olmaktadır.

Pandemi; iletişim şekillerini, iş akış süreçlerini, izlenim yönetimi ve benlik sunumlarını, çevrimiçi iletişim teknolojilerinin kullanım oranlarını dönüştürmüştür. Bu noktada, Skalacha ve Pajestka (2021, s. 276), Covid-19 pandemisi öncesinde insanların sosyal ilişkilerinin özel biçimleri ile ilgili seçim şansına sahip olduğunu ve birçok farklı şekilde birbirleriyle iletişim kurabildiklerini açıklamıştır. İnsan-bilgisayar etkileşimi ile

karakterize edilen dijital çağın dönüşümü ile insanların iletişim kurabilme şekillerinde belirgin bir fark olmuştur. İletişim şekillerinde yüz yüze kişilerarası iletişimden insan-makine iletişimine doğru bu dönüşüm, teknoloji sağlayıcılığı ile olanak bulmuştur (Ijeoma & Okpara, 2019, s. 35).

İzlenim yönetimi ve izlenim yönetimi taktikleri konularını ele alan birçok yaklaşım ve teori bulunmaktadır. Kavut, (2021a, s. 272), izlenim yönetimi taktikleri konusunda en bilinen çalışmanın Jones ve Pittman tarafından beş başlık altında tanımlanan saldırgan izlenim yönetimi taktikleri olduğunu belirtmiştir. Bu taktikler; Niteliklerini Tanıtma, Kendini Sevdirmeye, Örnek Davranışlar Sergileme, Kendini Acındırma ve Tehdit Davranışları olmak üzere sınıflandırılmıştır. Chawla ve arkadaşları; (2020, s. 4), Jones ve Pittman'ın izlenim yönetimi taktiklerinden Kendini Sevdirmeye taktiğinin sevillebilir görünmek, Kendini Tanıtma taktiğinin yetenekli görünmek ve Örnek Davranışlar Sergileme taktiğinin kendini işine adanmış görünmek için kullanıldığını açıklamıştır. Buna karşılık; Kendini Acındırma muhtaç görüne amaçını içerirken Tehdit Davranışları/Gözdağı Verme taktiği tehditkâr olarak görüne arzusunu kapsamaktadır.

Dijital izlenim; farklı bileşenlerin birarada var olmasını gerektiren bir alan olarak tanımlanabilir. Kavut (2022a), dijital izlenimin dijital kimlik, dijital personalar ve dijital ayak izleri olmak üzere 3 alt bölümden oluştuğunu açıklamıştır. Dijital kimlik, bireyler arasında etkileşimlerle oluşturulan kişisel profiller, kültürel sermaye ve kayıtları içeren bir kimlik şeklidir (Kavut, 2021b, s. 529). Dijital izlenimler; çevrimiçi olarak meydana gelen sosyal izlenimlerdir. Sosyal izlenim, bir kişi hakkında çıkarılan veya bir kişinin verdiği bir imajdır. Bu bir kişinin benlik sunumu türü veya bireylerin izleyicileri önünde nasıl davrandığının stratejik uzlaşmasıdır (Galarraga, 2018). Dijital ayak izleri ise bireylerin dijital kimlikleri ile yaptıkları paylaşımlar, beğeniler, yorumlar, çevrimiçi alışveriş, dijital bankacılık, sosyal medya hesapları, internet ve arama motoru aramaları gibi tüm dijital platformlarda bireysel hesapları ile gerçekleştirdikleri ve internette yapmış oldukları tüm paylaşımları içine alan bir dijital izlenim bileşeni olarak açıklanabilmektedir.

Benlik sunumları farklı amaçlara sahip olabilmektedir. Beğenilmek, yetenekli görünmek, dürüst, baskın ve sempatik olmak gibi amaçlar sıralanmıştır. Her bir amaç farklı sunum stratejilerini içermektedir (Yorisa, Rakhmi, & Nurfitriya, 2021). Bu stratejiler dijital ortamlarda bireylerin farklı kişilerarası iletişim becerileri kullanımlarına, iletişim yapılarına, benlik sunumlarına, izlenim yönetimi süreçlerine ve kişisel algılarına etki edebilmektedir. Çalışmanın ana amacı, Tiktok'un Instagram sayfasındaki paylaşımlarında kullandığı kişilerarası iletişim araçlarını ve izlenim yönetimi taktiklerini Jones ve Pittman'ın izlenim yönetimi taksonomisi doğrultusunda analiz etmektir. Tiktok'un Instagram sayfası paylaşımları incelendiğinde; emoji, hashtag, video, eyleme çağrı mesajları (call to action), uzman görüşü, kullanıcı yorumları, etiketleme gibi birçok kişilerarası iletişim bileşeninden yararlandığı gözlemlenmiştir. Paylaşımlara bakıldığında; izlenim yönetimi taktiklerinden Niteliklerini Tanıtma, Kendini Sevdirmeye ve Örnek Davranışlar Sergileme taktiklerinin kullanıldığı görülmüştür. Kendini Acındırma ve Tehdit Davranışları izlenim yönetimine ilişkin herhangi bir içerik ve video çalışması bulunmamıştır.

Araştırma, 1 Ocak-31 Mart 2022 Tiktok Türkiye Instagram sayfası paylaşımları ve kişilerarası iletişim, izlenim yönetimi, izlenim yönetimi taktikleri, dijital izlenim yönetimi konuları ile sınırlandırılmıştır. Sosyal medya, web sayfaları, bloglar gibi bireyin benlik sunumlarını ve izlenim yönetimlerini içeren tüm dijital ortamlarda Jones ve Pittman'ın

beş alt boyutta tanımladığı izlenim yönetimi taktiklerinden Niteliklerini Tanıtma, Kendini Sevdirme ve Örnek Davranışlar Sergileme izlenim yönetimi taktiğinin kullanıldığı gözlemlenmiştir. Sonuç olarak kullanıcıların dijital ortamlarda kişilerarası iletişim aracı olarak etiketleme, kullanıcı yorumları, uzman görüşü, eyleme çağrı mesajları, emoji, hashtag kullanımı, video, metin paylaşımları ile fotoğraf (görsel) kullanımlarından yararlandığı gözlemlenmiştir.

Dijital ortamlarda kişilerarası iletişim ve dijital izlenim yönetimi yeni gelişen çalışma alanlarıdır ve bu nedenle iletişim bilimlerinde çok fazla çalışılmamıştır. Dijital ortamlar ve yeni iletişim teknolojileri sayesinde izlenim yönetimi ve kişilerarası iletişimin dönüşümü giderek önem kazanan konulardır. Son çalışmalarda kişilerarası iletişimin dönüşümünün ve izlenim yönetiminin etkileri üzerinde çalışıldığı görülmüştür. Mevcut çalışma, kişilerarası iletişim ve iletişim psikolojisi perspektifinde izlenim yönetimi, sosyal ağlar, Tiktok, iletişim ve kişilerarası iletişim becerilerinin dönüşümü, izlenim yönetimi taktikleri, dijital izlenim yönetimi konularında alana fayda sağlayabilecektir.

Anahtar Kelimeler: Kişilerarası İletişim, Dijital Ortam, İzlenim Yönetimi, Yeni İletişim Teknolojileri, Tiktok.

Bu makale **intihal tespit yazılımlarıyla** taranmıştır. İntihal tespit edilmemiştir.

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In this study, the rules stated in the “**Higher Education Institutions Scientific Research and Publication Ethics Directive**” were followed.

Araştırma tek bir yazar tarafından yürütülmüştür.

The research was conducted by a single author.

Çalışma kapsamında herhangi bir kurum veya kişi ile **çakar çatışması** bulunmamaktadır.

There is no **conflict of interest** with any institution or person within the scope of the study.