

Digital Identity Building and Self-Presentation on SMS Case Study of Content Creators in the Kingdom of Bahrain

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Received: September 11, 2025

Accepted: November 22, 2025

Online Published: November 26, 2025

doi:10.11114/smc.v13i4.7949

URL: <https://doi.org/10.11114/smc.v13i4.7949>

Abstract

The objective of this study, "Digital Identity Building and Self-presentation on SMS - Case Study of Content Creators in the Kingdom of Bahrain," is to determine how digital identity is constructed and formed through social media. Additionally, it seeks to investigate the role of social media in shaping digital identity and self-presentation, as well as the tactics employed by content creators to achieve this objective through social media. The semi-structured interview is used as a data collection tool for the research sample, comprising eleven content creators in the Kingdom of Bahrain (n = 11). The study adopted a qualitative approach. The research demonstrated the importance of content creators presenting their authentic selves without the use of fabricated identities to be readily accepted by their community of followers. The people who created the content also agreed that social media is the most effective approach to developing a digital identity. They said that the ideal platform to use depends on the message they want to send and the audience they want to reach. Additionally, digital identity and self-presentation through social media are entirely dependent on spontaneity and honesty. Some of them are attempting to increase their likes and views, even if it means submitting content that contradicts their own beliefs. In the digital ecosystem, identity is established through personal experiences and education. The essential components of this process are spontaneity and respect for the values shared within society.

Keywords: digital identity, self-presentation, social media, content creators, Kingdom of Bahrain

1. Introduction

Recently, human societies have observed a significant advancement in the realm of media and communication technology. As the first decade of the new millennium unfolded alongside the emergence of Web 2.0, which prioritized user-generated content, usability, participatory culture, and interoperability, virtual communities began to take shape, uniting individuals through shared interests or ideologies. Recently established communication platforms have emerged as new arenas for interaction, content creation, publication, and exchange of information. In this manner, it has potentially connected diverse populations, transcended boundaries, and fused various cultural identities. By the initial decade of the third millennium and the emergence of the second and third generations (Web 2.0 and Web 3.0), social networking platforms have evolved into a fundamental component of communication, interaction, and transactions among individuals. Such evolution is the reason these networks reached a diverse audience (Pérez-Torres, 2024). The most recent data from the Kingdom of Bahrain indicate that there are 1.71 million Internet users, representing a penetration rate of 99.0% as of January 2025, compared to the total population. Bahrain had 1.19 million social media user identities in January 2025, accounting for 73.2 % of the total population (*Digital 2021: Bahrain*).

The increased use of social networking platforms has led to a significant transformation in the ways individuals and groups communicate. This evolution is attributable to the diverse features, characteristics, and functionalities these platforms offer, including text, audio, video, and instant messaging, as well as the sharing of photos, video clips, and direct interactions among users. It also instigated significant transformations that influenced societies on cultural, political, and economic levels. The networks in question have significantly influenced the complexity of social, human, and virtual relationships, while also aiding in the development and articulation of personal identities within digital platforms (Pérez-Torres, 2024). Consequently, this digital realm has fostered identities that diverge from those in the physical world. Social media promotes a heightened sense of connection with others and expands peer networks beyond the scope typically experienced in the offline world (Vandenbosch et al., 2022).

Sociologist Erving Goffman (1949) connects the concept of identity to the evolution of role theory. The world resembles a stage where the social performer is compelled to demonstrate his competencies in fulfilling the anticipated roles assigned to him (Adel, 2016; Valkenburg, 2022). Viewed through this lens, virtual environments afford users significant opportunities to curate their self-presentation and embody their representations according to their own definitions, thereby paving the way for the emergence of novel identity experiences (Hollenbaugh, 2021). This study will investigate how social networking sites have influenced the construction of identity and self-presentation, altered their characteristics, and imbued them with a virtual essence. It seeks to elucidate the strategies and methodologies employed by content creators in constructing a digital identity that captivates the audience through their content. Based on these developments, the present study examines how content creators in the Kingdom of Bahrain construct and negotiate their digital identities and self-presentation online. The following literature review outlines the key concepts that guide this analysis.

2. Literature Review

The personality that the user creates is known as their digital identity, serving as a bridge that connects their virtual and authentic selves. For the purposes of this study, digital identity refers to the selected attributes, traces, and self-representations through which content creators become recognizable on social media. This definition states that the traits and attributes that a real person communicates to others online constitute their virtual identity. Accordingly, the communication process involves three parties, rather than just two: the virtual identity, the actual person (with their actual identity), and other people (Ayachi, 2020). The collection of information and traces connected to a name (nickname, name) is known as a digital identity. This information is a compilation of the various forms of knowledge found on the different sites. The accumulation of articles, comments, films, images, opinions, and emotions, such as appreciation, as well as what other people write or add around us, is all considered digital effects (Adel, 2016).

Additionally, it describes digital identity as the culmination of the characteristics, meanings, and symbols that an individual uses to define themselves in the virtual world, based on which they interact and communicate with others. His actual identity in social reality might not be reflected in its substance (Bibimon, 2016). Additionally, it is a collection of personal data that constitutes the electronic self, including name, age, gender, signature method, marital status, and other information that users of social networking sites provide, as it is believed to represent their genuine selves and personalities (Rajm, 2019). The amount of individual browsing and the reflection of such traces, according to Olivier Ertzscheid, is the total of textual traces, audio or visual information, forum postings, or identifiers that are left on the network, whether intentionally or inadvertently (Georges & Carey-Libbrecht, 2009). A person's digital identity is a virtual identity made up of all the words and details that indicate their presence on the Internet, such as their username, password, email address, or pseudonym that they use in chat rooms, discussion forums, or the name of their account on websites where they participate or have activities. Utilizing a digital account he created and registered on various websites (Kaarakainen & Hutri, 2016).

According to Robert Arkin, self-presentation refers to the strategies and tactics we employ to shape the perceptions that other people have of us when we interact with them. Self-presentation is understood as the deliberate way content creators shape their style, tone, and visibility to influence how followers perceive their digital identity. It implies that a person's look to others is a key component in the process of constructing their identity. Because the person is constantly dedicated to giving the impression that he is sincere or dishonest to those he knows or imagines, whether on purpose or accidentally. Every action in the virtual world, therefore, is a form of self-presentation. (Arkin & Baumgardner, 1986) According to Roy F. Baumeister, self-presentation is a behaviour intended to communicate specific facts or images about oneself to others. According to him, it is "the behaviour that aims to provide information about oneself or the image that is presented to others." He also connects it to self-esteem (Baumeister et al., 1989). However, according to Mark R. Leary, it is the process by which a person tries to exhibit particular aspects of his personality as well as the collection of methods that regulate these aspects in an effort to influence how other people see them (Leary, 2019). According to Mark Leary, self-presentation serves three fundamental purposes: it can be used as a tool for persuasion, identity and self-esteem building, or the encouragement of good feelings. Regarding Winter K. W. Wong, it limits its meaning to the way a person presents what he wants to show to other people. (Wong, 2012) notes that Stuart Hall outlines three methods of self-presentation in his 1997 book *Representation*: introspective, deliberate, and constructive. We stand for the actual meaning of things as they are when we use the reflective approach. Regarding the planned method, self-presentation refers to the content that the writer plans to convey on his own behalf. Since everyone's reality is different, Hall's constructive method does not accurately represent each person's reality. The aforementioned makes it evident that self-presentation is a strategy used by an individual to present themselves to others in an effort to make a positive impression. This impression does not have to be favorable, ideal, or appealing to others—in fact, it could be the exact opposite. This is because the person shapes themselves to be presented in accordance with the circumstances, which may be consistent with reality under normal circumstances. However, when circumstances or situations arise that demand he or she make a particular impression on others, the person may resort to presenting himself or herself in a manner that is inconsistent with reality.

Researchers have defined social networking sites in various ways. According to a thorough definition provided by Nicole

B. Ellison and Danah M. Boyd, these are web-based services that let users: (1) create public or semi-public profiles; (2) create contact lists; and (3) view friend contact lists (Boyd & Ellison, 2007). In 2013, the authors explored this idea in a separate publication. Social networking sites, or SNSs, are online communities where users can (1) be recognised and profiled by their posts, (2) establish connections with other members of the network, and (3) consume or generate content from their peers (Nicole & Boyd Danah, 2013). According to Muhammad Awad, it is an electronic social structure composed of individuals, groups, or institutions, with the fundamental formative component (like a single person) being called a node. These nodes are linked to various kinds of relationships, such as supporting a particular team or being a member of a company, or they represent the nationality of a country worldwide. Deeper levels of these interactions may exist, depending on the individual's beliefs, class, or social standing (Mahmoud, 2012).

Notwithstanding the variety of definitions, they all agree on specific points, such as the fact that social networking sites are online communities comprising people who share common interests. Through these networks, users can access a range of services, including the ability to communicate with friends and acquaintances at any time via audio and video. Along with the media and other aspects, it also enables the sharing of experiences, thoughts, hobbies, interests, daily routines, and the practice of internet commerce. Building on these theoretical perspectives, the next section outlines the qualitative research design used to explore these themes among Bahraini content creators.

3. Research Method and Data Analysis

3.1 Research Design and Study Group

This study targeted a diverse sample to present different perspectives within the community being studied. To this end, the study opted for a purposive sample, or judgmental sample. The researcher selects participants who are knowledgeable about the subject to conduct an in-depth study. The authors believe that sample selection is not so much about the individuals as it is about the reference group they represent. However, most studies (Guba & Lincoln, 1994; Leary, 2019; Lindlof & Taylor, 2017; Mucchielli, 2005) emphasize the need to define selection criteria precisely.

The sample size is usually limited but carefully determined according to clear criteria that answer the research questions. The researcher applies the principle of thematic/data saturation, which determines the total number of samples. This means that the researcher is satisfied with a certain number when the data becomes repetitive from one respondent to another. Both Michel and Ali believe that the sample needs to be large enough to cover a reasonable number of experiences. However, it avoids repetition in accordance with the principle of saturation (Alordiah & Oji, 2024). Accordingly, the study sample included eleven content creators (n=11) from the Kingdom of Bahrain, comprising both male and female participants, who are continuously active and interact with their audience through social media platforms, creating content that appeals to a wide audience.

3.2 Data Collection Tool

The semi-structured interviews adopted as a data collection tool in this study provided additional data of great importance, as they allowed respondents to branch out, digress, and elaborate. Thus, the recordings included a wealth of data related to digital identity and self-presentation through social networking sites, as well as the strategies employed by content creators in building their identities and presenting themselves.

3.3 Data Analysis

In qualitative research, data analysis involves processing and classifying the data into recognizable codes and themes. Thematic analysis is a technique that helps to divide a dataset into more manageable, consumable portions by identifying, analyzing, organizing, describing, and reporting themes present within the dataset. The data analysis followed the following procedure:

First: All manually recorded data was transferred to digital files and then reread, noting any differences and points of distinction in the respondents' answers. These differences were then recorded and compiled into separate units.

Second: The interviews were coded, meaning that codes were initially identified (open coding), i.e., words, sentences, or passages were identified according to their relationship/connection/ compatibility with the study questions, whether through repetition, novelty, wit, or the respondent's own emphasis on the importance of the word/sentence/passage, or the correspondence of the word/sentence/passage with the results of previous research or the theory used in the study.

Third: Identify units of analysis/topics/categories, meaning group the codes (open codes) according to their meanings and shared significance. The goal is to reduce their number and limit them to the most important ones (closed coding). The more their number is reduced, the easier it is to control the topic.

Fourth: Name and arrange the topics/categories and determine the relationships between them, focusing on those that reflect the study's problem.

Fifth: Identify the topics/categories that are most frequently related to the study questions and comment on and discuss them as they address the study questions.

4. Findings

Table 1 below presents a matrix of topics extracted from the interview content after coding. The codes extracted were grouped into ten topics/categories of analysis, as follows:

Table 1. Information on themes, categories, and codes

Theme	Category	Codes
1. Digital Identity/Real Identity	Characterization/Character Building Reality/Falsification Selectivity/Balance	– Building a Person\ – Building a character – Personal identity – Fake - lost - without identity – True character – Facade – Difference – Commercial persona – The persona associated with your name – Spontaneous – The image that quickly evaporates – Your profile – Selection – Formation/definition
2. Self-Presentation	Style Mental image Electronic presence	– Marketing myself – One personality – Digital legacy – Experience – Experiences – Education – Goal – Mission – Online presence – Reputation – Mental image – First impression – Style – Building expertise – Spontaneous – Personality trait – Transparent/clear
3. Content strategies	Communication tactics Focus on the needs of the receiver Share life experiences	– Capabilities – Citizen needs – Honesty/transparency/clarity – Not crossing red lines – Consideration of time, season, and event – Indirect approach – Simple, fun style – Respectful style – Appearing when there is content – Spontaneity – Credibility – Openness to people – Enjoying content creation – Conveying reality – Offering solutions – Confront misconceptions – Do not be artificial – Be spontaneous – Content development
4. Followers' reactions to content creators	Positive impact Regular follow-up and continuity	– Follower satisfaction – Self-training – Follower needs – Indicator for expansion of media content – Awareness/guidance – Goal – Benefit/usefulness – Gauging interest – Continuity – Unexpected – Positive impact – Spread – Delivering the voice of the citizen

4.1 Theme 1: Digital Identity/Real Identity

Content creators have confirmed that a digital identity reflects a person's real identity. Content creators select content that supports the digital identity they want to express and reinforce in their followers' minds. There is also a discrepancy

between one's real personality and digital identity because people highlight certain aspects of their personality. Some consider digital identity to be nothing more than a means by which a person identifies themselves electronically.

"It is the personality that I build and like to present to people, but it is difficult to present my entire personality to others because it is very complex and includes different aspects and dimensions. Therefore, I must choose the personality that I want to show in the digital world."

"Before digital identity, an individual must have a personal identity that is reflected in the digital content through which they present themselves. This is because individuals on social media networks like to show their best side or always present a positive image, in other words, their commercial persona, if you will."

"Digital identity can appear lost or fake when a person's credibility is weak, resulting in a lack of genuine identity. To strengthen this identity, their original identity must also be strong."

"It is like a facade that helps you express your ideas, introduce yourself, and present yourself electronically to your followers on social media."

"An individual who wants to engage in social media must be true to themselves and not pretend to be someone else. Remaining true to oneself and being faithful to one's original personality brings love and acceptance. Others hold the belief that one's digital identity reflects their true personality, thereby contributing to success and continuity."

Content creators agree that digital identity differs from real identity in several ways. Some believe that content creators only reveal certain aspects of their real identities, while others resort to falsification, acting, pretense, and pretending to be perfect. Others believe that one's digital identity reflects their true personality, thereby contributing to their success and continuity. The content creators all agreed that to maintain their existence and continuity in the advertising industry, they need to project a trustworthy online persona and not compromise their beliefs, values, and ideals for the sake of marketing and profit.

"Some individuals are insincere, as they often post and write about luxury venues and locations associated with wealth. However, they do not cover modest places. I reject this selectivity and focus on specific aspects of content creation."

"My digital identity is different from my real personality, although it shares many aspects with it."

"I prefer people who want to engage in social media to be themselves, without pretense or falseness. That is what creates loyalty."

"For me, my digital identity is my true identity. I do not like to show people a different side to myself than who I really am. I do not pretend to be perfect; I am just like everyone else. I have noticed a significant difference between genuine personalities and those that are inauthentic on social media. Some people act perfectly, even morally, unlike what we see on these networks."

In this context, many individuals strive for perfection while shaping their digital identity, leading them to be selective about what they post; they often share only content that portrays happiness—such as travel, outings, and entertainment—creating an illusion of a blissful life, which contrasts sharply with their actual experiences. We all have our struggles, experiences, and disappointments. For me, I try to reflect on both sides, and that is what leads to success, because fabricating content does not achieve continuity."

"There is a hidden part of my identity, but that does not mean that I fabricate a perfect life. I reflect on my life, but I choose what to highlight."

4.2 Theme 2: Self-Presentation

Content creators consider digital self-presentation to be the method and style of presenting content on social media sites. It also serves as a means to convey the identity an individual wants to present to others by creating a persona composed of their experiences, education, ideas, and opinions on these networks. Some have emphasized that the digital personality must correspond to the actual (spontaneous) personality, or in other words, be a single personality; otherwise, it would be temporary.

"The personality or self cannot appear in its entirety with all its components. Only some aspects reach the recipient through actions and ideas. It is nothing more than a kind of electronic presence. Then, a kind of digital legacy associated with the name is formed."

"Regardless of personality differences and differing interests, each individual determines how to present their unique attributes, similar to marketing strategies." Therefore, my choices regarding style, content, terminology, and external form serve as tools for conveying the mental image I wish to project to others while managing their

first impressions and the spontaneity of how I present the content.

"I present myself to the public in a style that reflects my individuality, and each person has their own way of presenting themselves." Athletes present themselves as athletes, teachers present themselves as teachers. So, each in their own way, provided that the content they share is related to their experiences and the messages they are working to convey."

"There is a large segment of the audience that only knows me through the device. Therefore, the mental image will be built in contrast to my real personality. So, through the way I present myself, I try to maintain a single personality to achieve the greatest degree of realism. The greatest challenge lies in presenting a personality composed of several components: education, specialization, experience, and reputation."

4.3 Theme 3: Content Strategies

Most content creators agree that spontaneity, transparency, credibility, and avoiding artificiality are fundamental strategies in building their digital identity and presenting themselves. Others have proposed alternative strategies, including adopting a fun and straightforward style, using tact, enjoying the process of content creation, avoiding taboos, considering the timing and relevance of topics based on the season or current events, and providing valuable content that is worthy of discussion on serious issues. Participants also noted that different platforms required adjustments in style and tone; for example, Instagram encouraged visual storytelling, while other platforms allowed more detailed discussion or direct interaction. They also raise topics that are of interest to citizens, convey their reality, and aim to provide solutions.

"Basically, you have to be honest and transparent when raising topics. Of course, you must not cross any red lines. There are also many strategies, which vary depending on the day, time, and season (...). For example, I cannot raise a critical topic in the morning because the audience needs motivational words at that time. This motivation cannot be presented before bedtime, for example. Therefore, content creators must have a thorough understanding of the nature of the content and strive for balance and simplicity."

"Too much advice can bore the audience. However, if you adopt a simple, fun, and spontaneous style, the audience will accept it"

"I address the audience when I have acceptable content that is worth publishing. If I do not have any content to offer, I see no problem in stopping publication for a week or two. I ensure that I offer content that has a positive impact on people, whether through advice, information, or a smile, in a manner that is respectful to all audiences. Even a smile is a goal for me. I enjoy creating content without any pressure or agenda."

"I try as much as possible to be myself. I do not like to pretend; for example, I do not pretend to have a certain accent or dialect or do anything else to reach a certain audience. The more natural the communicator is, the more the audience likes them."

"As long as the content creator is spontaneous, natural, simple, clear, honest, and sincere in presenting information, services, or products, they will be successful."

"There is no clear strategy other than enjoying creating content that suits my personality."

Content creators agree that the topics they discuss contribute to building their digital identities by presenting life experiences and topics that interest their followers in a simplified manner, selecting content that is appropriate for their audience, and taking into account credibility and diversity, which makes it an outlet for them and, at the same time, benefits everyone.

"I present many aspects of my life with utmost simplicity and transparency on social media, so I support those who show their true personalities on social media. Why should I deprive myself when I have so much to offer?"

"I make my voice heard as an ambitious, educated Bahraini citizen. I have no limits to my dreams. I was seeking employment and did not hide that in my posts. I posted positive content. I sought to motivate and encourage my followers. I also shared my story from the beginning: my studies, my salary, my situation... I take care not just to post words. Instead, I work on designing content that encourages my followers by sharing my experiences and life lessons with them."

"I constantly look for topics that are useful and post them, as the benefit is mutual between me and my followers; I learn from them, and they learn from me, and we share experiences and interests."

"Posting has increased my sense of responsibility for the content I present because a large segment of people is influenced by what I post, changing their lifestyle and way of thinking, motivating them, making them more positive, and encouraging self-development."

"I convey my practical life and the issues I face in business."

"I must first define the target audience and how to direct content to them and address them. I cannot say for sure that there is an impact, but I guarantee the seriousness of my topics."

"For example, when I market a paid product, I always ask myself: Is it useful to my followers? My goal is not money but credibility, which is a top priority for me."

"Instagram has been an outlet for me to express my interests, but I choose what I want to post and when I want to post it on these networks."

4.4 Theme 4: Followers' Reactions to Content Creators

Content creators agree that followers' reactions influence digital identity and self-presentation, helping content creators to spread their reach and maintain continuity. It also enables content creators to use these reactions as an indicator for expanding the development of published material, understanding followers' needs, and conveying their voices. However, content creators should not rely on such responses as a standard, given the prevalence of dishonest methods for attracting followers and generating views and likes. Therefore, content creators must be able to distinguish between genuine reactions and those that do not add much to the content.

To understand what content appeals to and piques followers' interest, content creators are curious about how followers respond. As a result, the content creator can assess the impact of each piece of material they submit, use the data to inform future content, and focus on the needs of their followers. The way followers interact influences how quickly the content creator's identity spreads, how quickly they present themselves and acquire new followers, and how continuity in the content creation industry is maintained.

"More interaction means more identity spread and easier self-presentation, which leads to more followers and wider interaction."

"Sometimes they give me new opinions and ideas and change my thinking on certain issues."

"The likes and comments from followers who express how they benefit from your content contribute to my continued presence in this arena, as this feedback helps me remain active in the field."

"When you post content and see the reactions, you know what your audience needs. While the numbers are important, the goal should not be to pursue them merely for their own sake. It is the audience's comments and their interaction with any media content and their likes that mean you can expand on it and provide you with an indication that you are on the right track."

Some people "buy" followers, views, and likes, so the objective standard is the content and material presented.

Content creators must have confidence in what they present so that they are not affected by comments from people whose background and environment they do not know.

5. Discussion

The findings above illustrate how content creators perceive and express digital identity, self-presentation, and authenticity in practice; this section discusses these insights in relation to the existing literature. Content creators agree that they reveal their authentic personalities on social networking platforms, while retaining certain elements that remain undisclosed, inaccessible, or unexamined. This may not imply that their asserted identities are untrue, but rather that the portrayal of identity is influenced by selective reasoning, which highlights certain aspects over others. This enables individuals to maintain their privacy and what they consider incompatible with social networks. Their presence on social networking sites creates an identity that closely resembles their real identity, albeit with varying degrees and some characteristics drawn from the virtual realm.

Content creators emphasize the importance of addressing digital identities that conflict with core values, beginning with the family and then extending to educational institutions, peer groups, and ultimately, society. This emphasizes the role of social groups in shaping individual behavior within society (Assayed, 2016). It also helps to develop moral character through influences like family, school, and friends.

Simultaneously, content creators recognize that personalities and interests vary among individuals. Upon self-introduction, an individual chooses the manner of personality presentation, style, vocabulary, and exterior look, adapting these elements to the distinct characteristics of each platform. They recognize that followers value their thoughts and believe them when they demonstrate credibility and authenticity, which can ultimately influence their consciousness. (Goffman, 1949) contributed to the theory of symbolic interactionism by positing that the self is a product of daily interactions among individuals. In this study, authenticity refers to the perceived coherence between a creator's online persona and their real values, experiences, and behaviour. When this alignment is strong, followers tend to attribute credibility and trust to the content creator. The self is socially constructed and developed, moulded, and solidified through ongoing interactions and

confrontations between the individual and the audience within the broader context of life's events. Recent work on digital embodiment also highlights how authenticity is performed through visible cues and emotional expression (Auriemma, Battista & Quarta, 2023).

This aligns with the symbolic interactionist approach, which posits that social life is consistent through language, meanings, and symbols. Goffman assumes that an individual's expression, namely their capacity to create impressions, encompasses two categories of expressions: the verbal symbols employed to communicate information while attempting to project a particular impression, and the involuntary non-verbal characteristics, including vocal tone, facial expressions, and gestures. Goffman asserts that individuals consciously convey deceptive information through two mechanisms: one involving deceit and the other involving pretense. Content providers own unique self-presentation styles that they tailor for social networking platforms. Goffman employs the term performance to denote all behaviors of an individual before a particular set of observers, through which the individual or actor imparts meaning to themselves, others, and their circumstances. These performances create impressions for others and communicate information that validates the actor's identity. In this instance, the actor/content creator may have an objective to achieve.

Self-presentation is a fundamental aspect of the personal and professional lives of content creators. In this context, individuals disclose aspects of their lives, offering a comprehensive portrayal of their personality, hobbies, experiences, and professional endeavors. Alternatively, they engage in discourse on social, political, and scientific matters, imparting knowledge and information. Goffman elucidates that individuals, during social interactions, engage in impression management, striving to portray themselves and behave in a manner that mitigates the risk of embarrassment for themselves or others. He characterized this impression as the actor/content creator's interface and a component of the individual's performance that delineates the context for the audience.

Goffman asserts that effective impressions necessitate the strategic selection of a responder audience while safeguarding personal information from their access. Consequently, social interaction can be compared to theatre, with individuals in everyday life serving as the players on stage. They assume many duties. The audience consists of folks viewing and engaging with the role-plays. Like theatrical performances, when players occupy a frontal space before an audience with specific role expectations, the dynamics between content creators and their followers can be elucidated. A backstage area exists where individuals can unwind and reflect on their roles or identities when interacting with others.

Consequently, social networks serve as the primary arena for performance presentation, allowing self-presenters (content creators) to shed their facades and engage in more authentic expressions. The research establishes that the paramount method for content creators to cultivate their identity and present themselves on social networking platforms is to be authentic, spontaneous, and to express their identity without artificiality or pretense. Goffman elucidates that the self, during social contact, is contingent upon the owner's efficacy in presenting it to others in a manner that is desired, accepted, or anticipated. The subject conveys an impression of greater proximity to those present than is the case. The performer endeavors to convince the audience that a singular experience is occurring in the performance, one that is exclusive to them. Inconsistencies and contradictions between appearance and style can result in confusion and irritation among the audience or followers, particularly when an individual fails to display or behave in accordance with their social rank.

Content creators aim to understand their followers' reactions to determine whether their content captivates or engages them. Consequently, this allows creators to evaluate the effectiveness of their offerings and, based on the data, refine their content to align with follower preferences. The engagement of followers influences the dissemination of the content creator's identity and the acquisition of further followers. It also fosters continuity within the content business. In his book *"The Presentation of Self in Everyday Life"* (1959) and later in *"Interaction Ritual"* (1967), Goffman affirmed Herbert Mead's (Mead, 1934) perspectives on identity construction, positing that it is an ongoing process rooted in understanding relationships through the projection of the self onto others. For the interaction process to succeed as a shared objective among all parties involved, individuals must implement analogous collective controls, including demonstrating interest, disregarding verbal slips, refraining from eliciting emotions, managing superfluous feelings, and avoiding accusations and personal disparagement. This is also apparent in Goffman's theatrical approach, as he emphasized the notion of performance control, which encompasses the arrangement of the scene, props, and the setting of the encounter. Various settings will attract distinct audiences, necessitating that the actor adapt their performance accordingly for each environment. The functions of look also illustrate the socioeconomic status of the performance artist to the audience, depending on whether they wear uniform or casual attire. In this context, self-presentation refers to a category of reasons in human conduct, encompassing crowd-pleasing, which involves aligning one's self-presentation with the audience's expectations and preferences. Establishing an identity that is acceptable to adherents is associated with fidelity to the religious principles, societal conventions and traditions, social values, respect for diverse religions and cultures, and the acceptance of responsibility. The notion of the ideal face elucidates that everyone has a primary role in social interactions, which is to project an ideal impression. This idealization compels the social actor to forgo any behavior that deviates from societal norms and ideals. From the foregoing, the digital identity of content creators on social networks is formed through

interaction, where content creators engage with their audience through these networks. It thus introduces itself through symbols that facilitate communication with its audience, leaving an impression and mental image on them. Alongside self-awareness in role assumption, individuals put on masks, enact roles, and portray themselves as they perceive or desire to be perceived by others, demonstrating flexibility in their actions based on the circumstances.

Acknowledgments

The Authors would like to acknowledge the Department of Communication, Tourism & Fine Arts, University of Bahrain, Kingdom of Bahrain, for facilitating this research.

Authors contributions

Not applicable.

Funding

Not applicable.

Competing interests

Not applicable.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data is available.

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