

Intercoder Reliability

A pilot test was conducted using two coders, and the codebook was revised prior to the final coding. The coders were graduate students who were trained to recognize the variables within a MySpace profile. A final reliability check was conducted on 10% of the sampled profiles after the final coding was underway. The variables were checked for reliability using the data from the two coders and analyzed using standard reliability coefficients (see Table VI for variables and reliability coefficients). The reliability coefficients were calculated by PRAM (Program for Reliability Assessment with Multiple Coders) for all variables. This reliability check is necessary to ensure adequate intercoder reliability.

Several of the variables did not occur in the subsample used for reliability coding. These variables do not have a reliability coefficient associated with them (as shown in Table VI). The remaining nominal-level variables reached a minimum Cohen's kappa of .70 or higher. Five subjective nominal variables did not reach the minimum Cohen's kappa and were not used in further analysis. Only nine of the remaining 53 ratio-level variables exhibited a Lin's concordance coefficient (Lin, 1989; Neuendorf, 2002) below .60. Three variables scored in the .150-.40 range. The remaining six variables received a score in the .40-.60 range (see Table VI for individual reliability coefficients). One remaining variable was coded as a rank ordinal variable. This variable reached an acceptable Spearman's rho of .737.

The overall intercoder reliability coefficients for the self-presentation indexes are shown in Table VII. The ingratiation index (Table II) exhibited an adequate overall reliability for the index values (.909). All of the variables included in the ingratiation

index for which a reasonable test could be conducted reached or exceeded the minimum .70 Cohen's kappa or .60 Lin's concordance standard. The competence index also reported adequate reliability coefficients for all the variables included in the composition of the index in addition to a high overall Lin's concordance for the indexed values (.857) (Table III). The intimidation index exhibited a high overall Lin's concordance for the indexed values (.866); however, two variables (arms crossed and frowning) had an unacceptable Lin's concordance. The reliability for several additional variables was not calculated in this index because of low occurrence or failure to occur (Table IV). The supplication index had an overall Lin's concordance reliability coefficient below the .60 standard (.532). Additionally, two variables (leaning body position, slumped posture) in the index did not reach a .60 Lin's concordance reliability coefficient (Table V). This index was cautiously retained for analysis but the results were tentatively interpreted. A breakdown of the correlations between the supplication index and the analyzed variables appears in Appendix D, Table DI.

Table I
Descriptive Statistics for Variables in the Ingratiation Index

	<i>Code</i>	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
Shot type - ingratiation	A	.00	1.00	.3733	.48450
Head tilt-ingratiation	A	.00	1.00	.6467	.47880
Context – home	A	.00	1.00	.1567	.36409
20. Gaze-straight	A	0	22	.81	1.553
39. Mouth – smile	A	0	5	.83	.986
43. Laughter	B	0	3	.02	.198
44. Hand-relaxed	A	0	5	.28	.750
47. Hand - raised wave	B	0	2	.01	.146
55. Finger - crossed	B	0	0	.00	.000
58. Finger – peace	A	0	2	.03	.188
59. Finger - I love you	B	0	0	.00	.000
64. Arms – relaxed	A	0	10	.45	1.056
71. Body - lean forward	A	0	1	.02	.133
79. Posture - normal	A	0	22	.72	1.611

80. Posture -cocked A 0 3 .09 .329

Codes: A = Acceptable reliability; B = No reasonable test due to non-occurrence or low occurrence;
C = Unacceptable reliability

Table II

Descriptive Statistics for Variables in the Competence Index

	<i>Code</i>	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
20. Gaze-straight	A	0	22	.81	1.553
Camera angle-competence	A	.00	1.00	.4400	.49722
Context - competence	A	.00	1.00	.0233	.15121
Education	A	.00	1.00	.7600	.42780
Income	A	.00	1.00	.3033	.46047
Schools	A	.00	1.00	.5567	.49761
33. Head tilt - none	A	0	19	.69	1.312
39. Mouth – smile	A	0	5	.83	.986
44. Hand-relaxed	A	0	5	.28	.750
64. arms – relaxed	A	0	10	.45	1.056
69. body - standing	A	0	15	.78	1.396
78. posture – erect	A	0	2	.10	.336
79. posture - normal	B	0	22	.72	1.611

Codes: A = Acceptable reliability; B = No reasonable test due to non-occurrence or low occurrence;
C = Unacceptable reliability

Table III

Descriptive Statistics for Variables in the Intimidation Index

	<i>Code</i>	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
20. Gaze-straight	A	0	22	.81	1.553
33. Head tilt - none	A	0	19	.69	1.312
37. Mouth – frown	C	0	5	.10	.451
46. Hand - raised fist	B	0	4	.02	.254
48. Hand – tense	A	0	4	.10	.433
57. Finger - flick-off	B	0	2	.03	.178
60. Finger – horns	B	0	1	.01	.085
62. Arms crossed	C	0	3	.04	.238
63. Arms - 1crossed	B	0	1	.02	.146
65. Arms - hands in pockets	B	0	6	.08	.504
66. Arms - hand on hips	B	0	2	.03	.178
78. Posture – erect	B	0	2	.10	.336

Codes: A = Acceptable reliability; B = No reasonable test due to non-occurrence or low occurrence;
C = Unacceptable reliability

Table IV
Descriptive Statistics for Items in the Supplication Index

	<i>Code</i>	<i>Minimum</i>	<i>Maximum</i>	<i>M</i>	<i>SD</i>
Camera angle - supplication	A	.00	1.00	.1467	.35436
21. Gaze-not into lens	A	0	3	.10	.362
23. Gaze - looking left or right	A	0	3	.11	.348
24. Gaze - looking down	B	0	1	.04	.195
30. Eye – closed	A	0	3	.09	.360
50. Hand - self touch (non-sex)	A	0	2	.08	.315
53. Hand-caress	B	0	1	.00	.060
70. Body – leaning	C	0	4	.10	.443
73. Body - kneeling	B	0	1	.01	.119
74. Body - lounging	B	0	2	.02	.158
75. Body – lying	B	0	2	.04	.251
76. Body - turned slightly	B	0	1	.01	.104
77. Body - turned away	B	0	1	.02	.146
81. Posture - slumped.	C	0	2	.18	.426

Codes: A = Acceptable reliability; B = No reasonable test due to non-occurrence or low occurrence;
C = Unacceptable reliability

Table V

Intercoder Reliability and Level of Measurement for all Variables

Variable	#	Self-present Strategy	Level of Measurement	Percent Agreement	Cohen's kappa	Lin's Concordance	Spearman's rho
Profile Title	1	n/a	None				
Profile filename	2	n/a	None				
Sex	3	n/a	Nominal/binomial	100.0**			
Age	4	n/a	Ratio	96.7		0.891	
Last Login	5	n/a	None				
Location	6	n/a	None				
Photo	7	n/a	Nominal/binomial	100.0**			
Photo /persons	8	n/a	Nominal/binomial	100.0**			
Person Count	9	n/a	Ratio	100.0		0.999	
Adults	10	n/a	Ratio	96.7		0.855	
Children	11	n/a	Ratio	96.7		0.718	
Males	12	n/a	Ratio	96.7		0.995	
Females	13	n/a	Ratio	96.7		0.987	
Photo effects	14	n/a	Nominal	93.3	0.831		
Shot type	15	ING INT	Nominal	83.3	0.747		
Portrait type	16	n/a	Nominal	93.3	0.895		
Camera angle – vertical	17	COM INT SUP	Nominal	70.0			0.737
Camera angle – horizontal	18	n/a	Nominal	100.0**			
Context	19	ING COM	Nominal	93.3	0.919		
Gaze - straight	20	ING COM INT	Ratio	80.0		0.988	
Gaze - not at lens	21	SUP	Ratio	93.3		0.818	
Gaze - at lens, corner of eyes	22	n/a	Ratio	83.3		0.242	
Gaze - left or right	23	SUP	Ratio	90.0		0.92	
Gaze – down	24	SUP	Ratio	93.3		NC	
Gaze – up	25	n/a	Ratio	96.7		0.651	

Variable	#	Self-present Strategy	Level of Measurement	Percent Agreement	Cohen's kappa	Lin's Concordance	Spearman's rho
Eye behavior – Normal	26	n/a	Ratio	76.7		0.989	
Eye behavior – lidded	27	n/a	Ratio	93.3		NC	
Eye behavior - through lashes	28	n/a	Ratio	100.0**			
Eye behavior – Rolling	29	n/a	Ratio	96.7		NC	
Eye behavior – closed	30	SUP	Ratio	96.7		0.765	
Eye behavior - over glasses	31	n/a	Ratio	100.0**			
Eye behavior – other	32	n/a	Ratio	96.7		0.651	
Head tilt - none	33	COM INT	Ratio	76.7		0.992	
Head tilt - slight	34	ING*	Ratio	83.3		0.765	
Head tilt - angle	35	ING*	Ratio	93.3		0.257	
Head tilt - extreme angle	36	SUP	Ratio	90.0		0.545	
Mouth – downturned	37	INT	Ratio	93.3		0.464	
Mouth - neutral	38	n/a	Ratio	76.7		0.576	
Mouth - smile	39	ING COM	Ratio	90.0		0.93	
Mouth - puckered	40	n/a	Ratio	90.0		0.816	
Mouth - tongue	41	n/a	Ratio	100.0		1	
Mouth - other	42	n/a	Ratio	100.0		NC	
Laughter	43	ING	Ratio	96.7		NC	
hand - relaxed	44	ING COM	Ratio	80.0		0.701	
hand – folded	45	n/a	Ratio	100**			
hand - raised (fist)	46	INT	Ratio	93.3		NC	
hand - raised (wave)	47	ING	Ratio	100.0		1	
hand - tense/clenched	48	INT	Ratio	86.7		.827	
hand - self-support	49	n/a	Ratio	100.0		1	
hand - self touching (non-sexual)	50	n/a	Ratio	96.7		0.651	
hand - self touching (sexual)	51	n/a	Ratio	100.0**			

Variable	#	Self-present Strategy	Level of Measurement	Percent Agreement	Cohen's kappa	Lin's Concordance	Spearman's rho
hand - holding an object	52	n/a	Ratio	86.7		0.829	
hand - caressing	53	n/a	Ratio	96.7		NC	
hand – other	54	n/a	Ratio	80.0		NC	
Finger - crossed	55	ING	Ratio	100.0**			
Finger - pointing	56	n/a	Ratio	100.0		1	
Finger - middle finger	57	INT	Ratio	100.0**			
Finger - peace sign	58	ING	Ratio	96.7		0.848	
Finger - Thumb, 2D, 5D	59	INT	Ratio	100.0**			
Finger -2D and 5D	60	INT	Ratio	100.0**			
Finger – other	61	n/a	Ratio	100.0**			
Arms - crossed	62	INT	Ratio	93.3		0.153	
Arms - one crossed	63	INT	Ratio	90.0		NC	
Arms - relaxed	64	ING COM	Ratio	86.7		0.955	
Arms - hands in pocket	65	INT	Ratio	96.7		NC	
Arms - hands on hips	66	INT	Ratio	100.0**			
Arms - clasped hands	67	n/a	Ratio	100.0**			
Arms - behind back	68	n/a	Ratio	86.7		0.623	
Body - Standing	69	COM	Ratio	80.0		0.602	
Body - leaning	70	SUP	Ratio	83.3		0.509	
Body - forward lean	71	ING	Ratio	96.7		0.783	
Body - sitting	72	n/a	Ratio	90.0		0.961	
Body - Kneeling	73	SUP	Ratio	100.0**			
Body - Lounging	74	SUP	Ratio	100.0**			
Body – Lying	75	SUP	Ratio	100.0		1	
Body - turned away slightly	76	SUP	Ratio	100**			
Body - turned completely away	77	SUP	Ratio	96.7		NC	
Posture - erect	78	INT	Ratio	100.0**			

Variable	#	Self-present Strategy	Level of Measurement	Percent Agreement	Cohen's kappa	Lin's Concordance	Spearman's rho
Posture - normal	79	ING	Ratio	73.3		0.978	
Posture - cocked	80	ING	Ratio	93.3		0	
Posture - slumped	81	SUP	Ratio	63.3		0.396	
Posture - other	82	n/a	Ratio	96.7		NC	
Touch - holding hands	83	n/a	Ratio	100.0**			
Touch - arms around shoulders	84	n/a	Ratio	93.3		0.543	
Touch - arms around waist	85	n/a	Ratio	100.0**			
Touch - Faces or heads	86	n/a	Ratio	93.3		0.956	
Touch - Kissing	87	n/a	Ratio	93.3		0.73	
Touch - Sexual	88	n/a	Ratio	100.0**			
Bodies touching	89	n/a	Ratio	83.3		0.838	
Other touching	90	n/a	Ratio	100.0**			
About Me	91	n/a	Ratio	86.7		1.000	
Interests (General)	92	n/a	Ratio	90.0		0.792	
Music	93	n/a	Ratio	90.0		0.999	
Movies	94	n/a	Ratio	80.0		1.000	
Television	95	n/a	Ratio	93.3		0.673	
Books	96	n/a	Ratio	96.7		0.435	
Heroes	97	n/a	Ratio	93.3		0.997	
Relationship Status	98	n/a	Nominal	100.0	1		
Here For - Friends	99a	n/a	Nominal	100.0	1		
Here For – Networking	99b	n/a	Nominal	100.0	1		
Here For - Dating	99c	n/a	Nominal	100.0	1		
Here For - Serious Relationships	99d	n/a	Nominal	100.0	1		
Sexual Orientation	100	n/a	Nominal	100.0	1		
Hometown	101	n/a	Nominal/Binomial	93.3	0.840		
Religion	102	n/a	Nominal	93.3	0.895		

Variable	#	Self-present Strategy	Level of Measurement	Percent Agreement	Cohen's kappa	Lin's Concordance	Spearman's rho
Smoker	103	n/a	Nominal/Binomial	100.0	1		
Drinker	104	n/a	Nominal/Binomial	100.0	1		
Children	105	n/a	Nominal	100.0	1		
Education	106	COM	Nominal	100.0	1		
Income	107	COM	Interval	100.0	1		
Schools	108	COM	Ratio	100.0		1	
Companies	109	n/a	Ratio	100.0		1	
Friends	110	n/a	Ratio	90.0		1	
Pictures	111	n/a	Ratio	100.0		1	
Blog	112	n/a	Nominal/Binomial	100.0		1	
Comments	113	n/a	Ratio	100.0		1	
Race/Ethnicity	114	n/a	Nominal	100.0		1	
Ingratiation – Subjective measure	115		Nominal	73.3	0.469		
Competence – Subjective measure	116		Nominal	53.3	0.183		
Intimidation – Subjective measure	117		Nominal	80.0	0.492		
Exemplification – Subjective measure	118		Nominal	80.0	0.392		
Supplication – Subjective measure	119		Nominal	93.0	0.000		

*variables combined for analysis. The combined Percent agreement = 86.7%, Lin's concordance = .829

**variables did not occur in reliability subsample

NC=Not calculated (at least one coder did not have any variance)

Table VI

Lin's Concordance Reliability Coefficients for Self-Presentation Indexes

Index	Lin's Concordance
Ingratiation	.909
Competence	.857
Intimidation	.866
Supplication	.532

Carolyn M. Kane *See you on Myspace: Self-presentation in a social network website.*

Carolyn M. Kane *See you on Myspace: Self-presentation in a social network website.*

Table I

Conceptual Definition, Source of Measure, and Self-Presentation Strategy Indicated by Each Variable

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
MySpace General	Profile Title	1	The title of the page - orienting information only	Original MySpace measure	The title at the top of the page.	None
	Profile filename	2	The file name associated with the archived file	Original MySpace measure	The name associated with the archived file.	None
	Sex	3	The self-reported sex of the subject		Demographic Male/Female	None
	Age	4	The self-reported age of the subject		Demographic Range: 18+	None
	Last Login	5	The last date the subject logged into MySpace at the time the file was archived	Original MySpace measure	Recent Activity on MySpace	None
	Location	6	The self-reported location of the subject	Original MySpace measure	Demographic City, State	None
Photograph	Photo	7	Profile contains a photo - not drawing or cartoon			None
	Photo /persons	8	Photo depicts person(s), not objects			None
	Person Count	9	How many people are in the photo?	Derived from pilot testing	The amount of people in the photo	
	Adults	10	How many people in the photo are adults?	Derived from pilot testing		
	Children	11	How many people in the photo are children?	Derived from pilot testing		
	Males	12	How many people in the photo are males?	Derived from pilot testing		

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Females	13	How many people in the photo are females?	Derived from pilot testing		
	Photo effects	14	Photo effects like black and white, sepia, altered photographs, etc.	Derived from pilot testing		
	Shot type	15	The amount of person that is in the photo. Range: Face to whole body	Costa & Bitti, (2000), Richmond & McCroskey (2004)	The amount of person in the photograph corresponds to the distance between the subject and the camera. A close-up of the face approximates intimate interpersonal distance, and a full body shot approximates public or less personal distance.	Ingratiation, Intimidation
	Portrait type	16	The type of portrait and the arrangement of subjects	Goffman (1979)	See codebook, Appendix A	
	Camera angle – vertical	17	The camera angle on the vertical plane	Moriarty, S., & Popovich, M. (1991)	Photographs taken from above the subject indicate supplication, and from below, power or intimidation.	Supplication Intimidation, Competence

Table I, cont'd

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Camera angle – horiz.	18	The camera angle on the horizontal plane	Derived from pilot testing	See codebook, Appendix A	
	Context	19	The context of the photo	Goffman, E. (1959) p. 22; Richmond & McCroskey, (2004)	The photo depicts a private or public space	Ingratiation, Competence
Nonverbal	Gaze	20-25	Amount of eye contact with viewer (camera) - Count each occurrence	Guerrero, (1996); Jones, (1990), Goffman (1979); Richmond & McCroskey 2004	Eye contact is associated with higher immediacy. No eye contact is associated with lower immediacy.	Direct gaze: Ingratiation, Competence Intimidation Gaze Aversion: Supplication
	Eye behavior	26-32	Eye behavior – count	Richmond & McCroskey 2004	Normal, Eyes closed, Eye rolling, eyes looking over glasses,	Eyes closed: supplication
	Head tilt	33-36	The presence of a head tilt or cant in the photograph	Costa & Bitti, (2000); Goffman, (1999)	Head tilting is tilting the head toward one side so that the vertical line through the center of the face is not perpendicular to the line connecting the shoulders. A gesture of submission, and a way to ingratiate oneself. (Costa & Bitti, 2000)	Competence Intimidation Supplication Ingratiation

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Mouth – turned down	37	Frowning behavior	Guerrero, (1996); Jones, (1990)	Frowning is associated with negative affect	Intimidation
	Mouth – neutral	38	Neutral mouth behavior - not frowning, not smiling	Guerrero, (1996)	A neutral face	
	Mouth – smile	39	Smiling behavior	Guerrero, (1996); Jones, (1990)	Smiling is associated with positive affect	Ingratiation, Competence
	Mouth - puckered	40	Puckering of the lips or "kissing" mouth	Original measure based on observation of online behavior	The mouth is puckered or is actively engaged in kissing	
	Mouth – tongue	41	Presence of the tongue	Original measure based on observation of online behavior	The tongue to showing – deliberately stuck outside the mouth.	
	Mouth – other	42	Other mouth behavior			
	Laughter	43	The subject appears to be laughing	Guerrero, (1996)	Laughing behavior is associated with positive affect.	Ingratiation
	Hand – relaxed	44	Relaxed hands	Richmond & McCroskey, (2004)	Hands appear relaxed and may be resting on a surface	Ingratiation, Competence
	Hand – folded	45	Hands are folded	Goffman (1979)	Hands are folded together	
	Hand - raised (fist)	46	Hand is folded in a fist, and raised as if to strike or demonstrate power	Ekman & Friesen, (1972)	A raised fist is an emblem that conveys aggression and dominance	Intimidation
	Hand - raised (wave)	47	The hand is raised with the palm open and facing out	Richmond & McCroskey, (2004)	An open hand raised in greeting denotes liking and familiarity	Ingratiation

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Hand - tense/ clenched	48	The hands are tensed or clenched, or in a fist	Ekman & Friesen, (1972)	The hands are clenched into a threatening gesture	Intimidation
	Hand - self-support	49	The hand is being used to support a part of the body (like the head)	Derived from pilot testing	The hand is being used to support another part of the body	
	Hand - self touching (non-sexual)	50	The hand is touching another part of the body but not being used for support	Goffman, (1979)	Conveys that the body is a delicate and precious thing (Goffman, 1979);	Supplication
	Hand - self touching (sexual)	51	The hand is being used to touch the breasts or genitals	Derived from pilot testing		
	Hand - holding an object	52	The hand is holding an object	Derived from pilot testing		
	Hand - caressing	53	The hand is lightly touching an object but is not holding or manipulating that object	Goffman, (1979)	Caressing is defined as a "feminine touch" and is an indicator of submission or appearing helpless.	Supplication
	Hand – other	54				
	Finger – crossed	55	The first digit and middle finger are crossed	Derived from pilot testing	Fingers crossed are an emblem of hope or luck in western culture.	Ingratiation
	Finger – pointing	56	The first digit is pointing at something, or someone	Derived from pilot testing		

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Finger - middle finger	57	The middle finger is raised and the other fingers are folded	Richmond & McCroskey, (2004); Knapp & Hall, (2002)	The middle finger is a non-immediate gesture, conveying dislike. Literally means "fuck you"	Intimidation
	Finger - peace sign	58	The first and second digits are raised and the other fingers are folded.	Richmond & McCroskey, (2004); Knapp & Hall, (2002)	The "peace sign" denotes liking and familiarity	Ingratiation
	Finger - Thumb, 2D, 5D	59	The thumb, first and fifth digits are raised and the other fingers are folded.	Knapp & Hall, (2002)	"I love you" in American sign language	Ingratiation
	Finger - 2D and 5D	60	The first and fifth digits are raised and the other fingers are folded	Knapp & Hall (2002) and original measure	The "horns" symbol is used by the University of Texas and is used by rock bands as a rock n' roll symbol.	Intimidation
	Finger – other	61				
	Arms – crossed	62	The arms are crossing the body and are being held by the opposite hand	Mehrabian, (1972)	The arms cross the body creating a “closed” posture	Intimidation
	Arms - one crossed	63	One arm is crossing the body.	Mehrabian, (1972)	The arm crosses the body creating a “closed” posture	Intimidation
	Arms – relaxed	64	The arms appear relaxed and are not displaying other codable behaviors	Richmond & McCroskey, (2004); Mehrabian, (1972)	Relaxed arms convey openness, confidence and relaxation	Ingratiation Competence
	Arms - hands in pocket	65	The hands are in the pocket (s)	Lewis, (1998)		Intimidation
	Arms - hands on hips	66	The hands are on the hips	Lewis, 1998)		Intimidation

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Arms - clasped hands	67	The hands are clasped together	Derived from pilot testing		
	Arms - behind back	68	The arms are behind the back	Derived from pilot testing		
	Body - Standing	69	The subject is standing without support	Derived from pilot testing	The subject is standing without support	Competence
	Body – leaning	70	The subject is standing but supported by another person or an object	Derived from pilot testing	The subject is leaning to the side and being supported	Supplication
	Body - forward lean	71	The subject is leaning towards the perceiver (camera)	Guerrero, (1996); Jones, (1990); Mehrabian, (1972)	The subject appears to be leaning towards the camera.	Ingratiation
	Body – sitting	72	The subject is sitting	(Goffman 1979)	The subject is lowered in a sitting position	
	Body - Kneeling	73	The subject is kneeling	Goffman, (1979)		Supplication
	Body - Lounging	74	The subject is reclining	Goffman, (1979)		Supplication
	Body – Lying	75	The subject is lying down	Goffman, (1979)		Supplication
	Body - turned away slightly	76	The subject slightly turned away from the camera	Knapp & Hall, (2002) Goffman (1979)	Implies trust in the viewer, not seeking a direct relationship /withdrawing	Supplication
	Body - turned away 100%	77	The body is completely turned away from the camera	Knapp & Hall, (2002); Goffman (1979)	Implies trust in the viewer, not seeking a direct relationship /withdrawing	Supplication
	Posture – erect	78	Shoulders are squared and back is straight	Goffman, (1979)	Erect posture makes the subject appear taller	Intimidation, Competence

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Posture – normal	79	Shoulders and back are straight but are "relaxed" without slouching.	Richmond & McCroskey, (2004)	A relaxed body posture conveys openness and confidence	Competence Ingratiation
	Posture – cocked	80	Shoulders are canted; on a diagonal	Goffman, (1979)	A cocked posture lowers the subject and makes them appear less threatening	Ingratiation
	Posture – slumped	81	The shoulders and back are rounded	Derived from pilot testing	Rounded shoulders lower the subject	Supplication
	Posture – other	82				
Group interaction	Touch - holding hands	83	Whether the people in the photo are holding hands	Knapp & Hall (2002)	Indicates intimacy	
	Touch - arms around shoulders	84	The people in the photo have their arms around each other's shoulders	Knapp & Hall (2002)	Indicates familiarity, friendship, romantic relationship	
	Touch - arms around waist	85	The people in the photo have their arms each other's waist	Knapp & Hall (2002)	Indicates intimacy	
	Touch - Faces or heads	86	The people in the photo are touching faces or heads	Knapp & Hall (2002)	Indicates intimacy	
	Touch – Kissing	87	Kissing behavior in the photo	Eibl-Eibesfeldt, I. (1979); Knapp & Hall (2002)	Indicates intimacy	
	Sexual Touching	88	Touching of breasts, groin, or sexual simulation	Derived from pilot testing	Indicates sexual behaviors	
	Bodies touching	89	The bodies of the subjects are touching	Derived from pilot testing		
	Other touching	90				
Profile	About me, Interests, Music, Movies, Television, Books, Heroes	91-97	word count	Jones (1990); Original MySpace measure	Ingratiators speak less, self-promoters speak more	

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Status	98	Relationship status	MySpace measure		
	Here for	99	Intended audience	MySpace measure		
	Sexual Orientation	100	Sexual orientation	MySpace measure	Level of self-disclosure	
	Hometown	101	The presence or absence of a hometown	MySpace measure	Level of self-disclosure	
	Religion	102	The religious affiliation of the subject	MySpace measure	Level of self-disclosure	
	Smoker	103	Whether the subject claims to be a smoker	MySpace measure	Level of self-disclosure	
	Drinker	104	Whether the subject claims to be a drinker	MySpace measure	Level of self-disclosure	
	Children	105	Whether the subject has or wants children	MySpace measure	Level of self-disclosure	
	Education	106	The education level of the subject	Jones (1990); Trammell & Keshelashvili (2005).	School achievements praise intellectual ability	Competence
	Income	107	The income level of the subject	Jones (1990)	Income level is an example of self-promotion/competence	Competence
	Schools	108	The schools attended.	Jones (1990); Trammell & Keshelashvili (2005).	School achievements praise intellectual ability	Competence
	Companies	109	The companies affiliated with the subject.	MySpace measure		
	Friends	110	Amount of friends affiliated with the profile - Original Measure from MySpace profiles	MySpace measure		
	Pictures	111	Amount of pictures affiliated with the profile and are publicly viewable - Original measure	MySpace measure	Level of self-disclosure	

Category	Variable	#	Measure	Source	Definition	S.P. Strategy
	Blog	112	Whether a blog is present	MySpace measure	Level of self-disclosure	
	Comments	113	Amount of comments affiliated with the profile - Original Measure	MySpace measure		
	Race/Ethnicity	114	The self-reported race/ethnicity of the subject	MySpace measure	Demographic	

Subjective Measures

Five overall subjective measures were devised to determine if coders were able to reliably determine which strategies were being exhibited by scanning their profile for indicators according to a definition provided (see Appendix A for the Codebook, variables 115-119). The variables were devised using the definitions of each self-presentation strategy presented by Dominick (1999) in his study of self-presentation on web pages. The definitions were altered slightly to accommodate the behaviors as translated to an online social network environment. However, these measures did not reach an acceptable measure of intercoder reliability (Table VI) and were not used in the final analysis.