

# “Person-I” or “Person-E”: A Study on the Difference of Self-Disclosure between Adolescents in Virtual and Realistic Situations from the Perspective of MBTI Personality Test

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**Abstract:** Recently, teenage users on social media have been keen to evaluate their personality through the MBTI personality test, so as to further understand themselves in the choice of “person-I” or “person-E”. However, in virtual and realistic situations, there are differences in self-disclosure of different teenage users, which need to be analyzed by empirical research. In addition to sorting out adolescents’ differences in the self-disclosure in virtual and realistic situations through questionnaire surveys and interviews, this study also completes an in-depth study on the differences of self-disclosure on the basis of data analysis and content analysis. Moreover, according to examples of the main types of MBTI personality tests, this paper discusses the causes of self-disclosure differences in multiple dimensions such as extroversion and introversion. The research will help deepen the understanding of individual self-disclosure differences among adolescents.

**Keywords:** Adolescent Individuals; Virtual Situations; Realistic Situations; Self-disclosure Differences; MBTI Personality Test.

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## 1. Introduction

When discussing self-disclosure in virtual and realistic situations, it is possible to observe that individuals exhibit complex and sometimes contradictory traits. According to the distinction between being introverted (often called “person-I”) and extroverted (often called “person-E”) by the Myers-Briggs Type Indicator (MBTI) personality test, that is, “person-I” tends to be introverted in the real world, while “person-E” may be lively and cheerful offline. “Person-I” tends to be introverted and low-key in the online world, while “Person-E” is more extroverted in online or virtual situations. As an important social media behavior, self-disclosure is one of the processes of interpersonal communication. There may be differences between self-disclosure in realistic social situations and virtual social situations. Such a phenomenon has been paid attention by scholars in sociology and communication (Wang & Yu, 2024). In the network society, there are significant differences in individual personality characteristics. There are some obvious tendencies between individual personalities and their behaviors. When it comes to the current popularity of social media, the common personality test methods mainly use MBTI G and MBTI M of the scale (Zeng & Zhang, 2006).

As an important achievement of western psychological research, the MBTI personality test has entered China mainly in the field of human resource management, that is, as a judgment basis in the recruitment to evaluate the potential of candidates (Cai, 2021). Therefore, the personality test results that have been more popular for a long time have also had some preferences. Even a set of “contempt chains” of MBTI personality test results has been constructed. On this basis, it can be inferred that the disadvantaged MBTI personality test results are likely to hide some real personality traits in virtual or realistic social situations for self-protection (Tang et al,

2024). As a behavioral research, this paper relies on a questionnaire survey and refers to the MBTI personality test to construct an analytical model, and abides by the methodological requirements of empirical research in quality control. At the same time, this study conducted in-depth interviews with a number of representative adolescent users on social media with the help of understanding their views on the MBTI personality test, and conducted a comparative analysis. This paper can help understand the causes of the differences in self-disclosure of young users on social media, and produce a deeper understanding in analyzing extroversion and introversion, so as to clarify “Me in the Mirror” and “Me in the Fog” as well as perceive labeling and stigmatization.

## 2. Literature Review and Research Hypotheses

### 2.1. MBTI Personality Test

Myers-Briggs Type Indicator (MBTI) was originally used as a scale for psychological research. The first MBTI scale was jointly developed by American scholars Briggs and Myers in 1942, with subsequent versions continuously iterated. It has been practiced more in the field of human resources management. A study on the personality types of Chinese leading cadres shows that ESTJ and ISTJ occupy a large proportion (Ao, 2004). Part of the popularity of MBTI comes from the psychological motivation of “self-knowledge”, which meets the demand for “self-definition” in the subculture construction of teenagers.

As a psychological scale, the quality control, reliability and validity of MBTI during its use require professionals to implement it, and the MBTI tests completed by users on social media often have more obvious limitations. For example, the test results are not so scientific (You & Zhao, 2024). Therefore, to examine the popularity of MBTI testing

among adolescents in social media, we first need to regard the MBTI personality test scale as an empirical research tool from a scientific perspective, and pay full attention to the symbolic problems behind its popularity. It is necessary to recognize the fact that teenagers use MBTI as “social currency” in social relationships. “Social currency” is a concept derived from economics in social media, which is used to measure users’ tendency to share brand-related content. It can also be more widely understood as all non-legal tender social resources or abilities that individuals can use to communicate and trade with others in social interactions.

When teenagers use social media, from the perspective of “social currency” to seek advantages and avoid disadvantages, many respondents who participated in the MBTI test generally showed a psychological tendency to weigh the advantages and disadvantages when disclosing their types of personality test results. This mentality prompts some people to choose the type that they think is more advantageous or attractive, such as INTJ, which leads to the “gathering” of people who share this type. Such a phenomenon reflects that in order to obtain better social feedback or recognition during social interaction, individuals may adjust or shape their self-presentation to a certain extent, that is, one of the alienation phenomena of social subjects. This alienation is not only reflected in the selective disclosure of test results, but may also permeate all aspects of daily social behavior (Li & Liu, 2022). In psychological research, the rarity of different MBTI test results varies. Some rare personality types tend to be favored for more attractive personality traits, so there may be some distorted self-disclosure.

## 2.2. Self-disclosure Difference Analysis Model

In social psychology research, the Positive and Negative Emotion Scale (PANAS) is widely used when analyzing the differences in self-disclosure. In addition, the Berkeley Emotion Expression Scale has also received full attention in some empirical studies. As explanatory variables, positive and negative emotions jointly affect the differences in individual self-disclosure. Interpersonal communication also plays an important mediating role in the process of online social behavior (Huang, Yang & Ji, 2003; Ou & Pan, 2024). In addition, a study on positive and negative emotions pointed out that emotion regulation self-efficacy is a vital mediating variable to promote extroverted individuals to have more positive emotions (Tian & Lu, 2012). Accordingly, this study takes positive and negative emotions as explanatory variables, self-disclosure differences as outcome variables, and interpersonal communication and emotion regulation self-efficacy as mediating variables.

In related empirical studies, positive and negative emotions are covariates that change over time. For example, a study of adolescent sleep problems found that positive emotions will promote the resolution of sleep problems (Xiaoting & Ning, 2024). As a significant endogenous factor in evaluating adolescents’ psychological quality and mental health, the acquisition of positive and negative emotions affects individual mental health. A psychological experiment shows that subjects with high psychological quality tend to combine themselves with “positive emotional words” during self-disclosure, and instead combine others with “negative emotional words” (Zhang & Zhang, 2019). Hence, this paper designs the following research hypotheses:

H1a There is a significant correlation between H1a positive emotions and self-disclosure differences;

H1b There is a negative correlation between H1b positive emotions and self-disclosure differences;

H2a There is a significant correlation between H2a negative emotions and self-disclosure differences;

H2b There is a positive correlation between H2b negative emotions and self-disclosure differences.

According to the theory of self-cognition, individuals can infer their attitudes, emotions and internal states through behavior (Bem, 1972: 1-62). In this process, self-disclosure differences play an important role in influencing individual behavior and have a direct effect on behavior results. A study on adolescents’ subjective well-being proposed that there is a clear chain mediating effect between self-disclosure and self-concept. Besides, adolescents’ self-disclosure shows clear differences in the level of emotional communication (Zhong, Lu, Dong & Li, 2024). Another psychological experiment on adolescent abuse pointed out that self-esteem and self-disclosure can jointly affect adolescent behavior (Gong, Ye & Zhou, 2024). Hence, this paper designs the following research hypotheses:

H3a There is a significant correlation between the self-cognition and the self-disclosure difference in H3a individuals;

H3b There is a significant correlation between self-esteem and self-disclosure differences in H3b individuals.

Interpersonal communication in social media or online interpersonal communication in a broad sense is already a crucial way of human communication. For some introverted groups (such as otaku, etc.), its importance even exceeds that of offline real interpersonal communication. During social media use, individuals shape their self-perception through appropriate self-disclosure, establish interpersonal relationships, and play a mediating role in psychological toughness in the process of stimulating the sense of meaning in life (Zheng, Zheng & Song, 2023). A previous empirical study also showed that interpersonal communication in mobile social networks has a significant predictive effect on subjective well-being. At the same time, social comparative tendencies also play a mediating role in it (Hu & Guo, 2021).

H4 Interpersonal communication has a mediating role between positive and negative emotions and self-disclosure differences;

As a psychological term, the emotional regulation self-efficacy scale has been paid full attention in some empirical studies of communication psychology. In order to further analyze the level of individual emotional regulation self-efficacy, existing studies have continued the “first half path” and “direct path” of “social anxiety → cognitive failure → mobile phone addiction”. It is recognized that emotional regulation self-efficacy is an important mediating variable affecting young user’ social media usage behavior (Huang, Guo, Ding & Hong, 2021). In another empirical study on adolescent social interaction, peer attachment is regarded as a vital mediating variable in this study, which has received full attention from researchers (Peng, Dou, Liang, Fang & Nie, 2021).

H5 Emotion regulation self-efficacy has a mediating effect between positive and negative emotions and self-disclosure differences.

## 3. Research Methods

### 3.1. Questionnaire Survey

As an important empirical research method, questionnaire

survey is widely used in communication, sociology and other fields. Intending to design items according to the MBTI personality test scale and self-constructed self-disclosure difference analysis model, this study aims to fully understand the main factors affecting self-disclosure difference and analyze the specific roles of explanatory variables and mediating variables such as positive emotions, negative emotions, individual self-cognition, interpersonal communication and emotion regulation self-efficacy. During the questionnaire design, the reliability and validity test of survey tools are important considerations. The core of this study adopts the strategy of repeated measures to enhance the reliability of verification. Meanwhile, at the level of question design, the convenience and operability of the Likert scale are balanced with scientific rigor, aiming to ensure that the data collection process is both efficient and accurate.

During the questionnaire distribution, this study mainly adopts purposeful sampling for quality control, emphasizes standardization in the sampling process, eliminates invalid questionnaires in time, and ensures that the efficiency of questionnaire filling and answering is within a reasonable range.

### 3.2. In-depth Interview

As a method of social science research, in-depth interview mainly relies on semi-structured interviews to focus and explore a kind of problem. It is often mixed with focus group interviews in practice. During the implementation of in-depth interviews, this study not only attached importance to the reliability and validity of measurement tools in the design of the interview outline, but also evaluated the applicability of structured interviews and unstructured interviews in this study, and finally established semi-structured interviews as the main investigation tool. This study is mainly aimed at the main adolescent users in the social media platform of the MBTI personality test. According to the demographic characteristics such as gender, age, education and the difference in understanding of the MBTI personality test, the respondents with diverse types and representative types are selected, with an in-depth interview survey of 30 minutes to 1 hour completed.

## 4. Research Results

### 4.1. Data Analysis of Questionnaire

This study is aimed at adolescent users who may be

exposed to the MBTI personality test in social media. A random sampling method is used to distribute questionnaires, and a total of 118 questionnaires are obtained. However, in some sociological studies, people aged between 30 and 40 are young people, because the number of users among the respondents in this study is too small. Through manual screening in the data analysis stage, 20 questionnaires filled out by non-adolescent users over 30 years old are excluded. Besides, some respondents “don’t know the MBTI personality test at all”, so the number of valid questionnaires is 98 with an effective recovery rate of 83.05%. With the help of data analysis, this study carried out descriptive analysis, significance analysis and correlation analysis on the data from the questionnaire survey. Thus, the basic test of the research hypotheses is completed.

Before the formal research, this study tested the reliability and validity of the data from the questionnaire survey. The analysis found that the reliability coefficient was 0.753, greater than 0.7, which indicated that the reliability quality of the data was very good. The commonality values shown by all research items are significantly higher than the benchmark of 0.4. This result shows that the information content in each research item can be effectively and fully extracted, ensuring the accuracy and effectiveness of data analysis. Furthermore, the result of the KMO test is 0.727, which significantly exceeds the usual acceptance standard of 0.6. It strongly supports that the data sample is suitable for factor analysis or other forms of information extraction methods, and verifies the good structure and potential information extraction ability of the data.

**Table 1.** Table of Cronbach Reliability Analysis

Cronbach Reliability Analysis-Simplified Format		
Number of Items	Sample Size	Cronbach $\alpha$ Coefficient
14	98	0.753

**Table 2.** Validity Test Table for KMO and Bartlett

KMO and Bartlett’s Test		
KMO Value		0.727
Bartlett Sphericity Test	Approximate chi-square	520.163
	<i>df</i>	91
	<i>p</i> Value	0.000

**Table 3.** Basic Demographic Characteristics (N=98)

Name	Mean $\pm$ SD	Variance	Summation	25th Quantile	Median	75th Quantile	Standard Error	Mean 95% CI (LL)	Mean 95% CI (UL)	IQR	Kurtosis	Skewness	Coefficient of Variation (CV)
Gender	1.184 $\pm$ 0.389	0.151	116.000	1.000	1.000	1.000	0.039	1.107	1.261	0.000	0.769	1.659	32.881%
Age	1.765 $\pm$ 0.426	0.181	173.000	2.000	2.000	2.000	0.043	1.681	1.850	0.000	-0.392	-1.272	24.131%
Educa-tion	2.653 $\pm$ 1.104	1.219	260.000	2.000	2.000	3.000	0.112	2.435	2.872	1.000	0.347	0.963	41.609%

Descriptive Analysis: This study not only uses SPSS AU software to analyze the demographic data (gender, age and education level) of the respondents, but also uses the data of mean, standard deviation and variance to analyze the basic demographic characteristics of the respondents in this questionnaire survey. The calculation of IQR coefficient (standardized interquartile range) shows that the calculation of IQR coefficient (i.e. standardized interquartile range) in

data analysis reveals the data distribution of different characteristics of respondents. Specifically, the IQR coefficient of the respondent’s education is 1, indicating that this feature shows a relatively high variability or dispersion in the data set. It means that the respondent’s education is widely distributed, covering different levels of education. In contrast, the IQR coefficient of gender and age is 0, which reflects the high consistency or low variability of these two

characteristics in the respondent group. After calculation, it is found that there is no abnormality in the calculation results of mean, kurtosis and skewness. Besides, the skewness of age is negative. Therefore, teenagers under the age of 30 among the respondents are the main objects of this survey.

Significance Analysis and Correlation Analysis: This analysis is mainly based on the hypotheses. To verify the results of the four hypothesis tests from H1a to H2b, this study found a significant positive correlation between statistically significant variable relationships during the correlation analysis of positive emotions and self-disclosure. After completing the MBTI personality test, respondents who usually get positive emotions tend to reveal themselves.

**Table 4.** Table of Correlation Analysis Between Positive Emotions and Self-disclosure

Pearson Related-Standard Format			
	Having been tested the rare MBTI personality test results make you feel very excited	You are happy to share real MBTI personality test results with friends	The results of the MBTI personality test help you deepen the self-understanding
After you know the MBTI personality test, you want to share it with friends so that others can also take the test	0.247*	0.559**	0.590**
You prefer to communicate with someone whose MBTI personality test results are exactly the same (4 letters are exactly the same)	0.154	0.048	0.089
You prefer to communicate with someone whose MBTI personality test results are completely opposite to your own (e.g. ISTJ-ENFP)	0.247*	-0.069	0.076
You prefer to communicate with someone whose MBTI personality test results are different from your own (any of the 4 letters is/are different)	0.295**	0.129	0.301**
* $p < 0.05$ ** $p < 0.01$			

In this study, during the correlation analysis of negative emotions and self-disclosure differences, it was found that there was a significant correlation between statistically significant variable relationships. However, When it comes to the specific situation, negative emotions such as self-doubt will not affect their willingness to disclose themselves, but there is a significant negative correlation between negative

willingness to share and self-disclosure. In other words, after completing the MBTI personality test, respondents unwilling to share with friends may refuse to disclose themselves. Therefore, H1a and H2a are tenable, instead of H1b or H2b.

**Table 5.** Table of Correlation Analysis Between Negative Emotions and Self-disclosure Differences

Pearson Related-Standard Format			
	The average MBTI personality test results make you feel disappointed and depressed	You don't feel comfortable sharing real MBTI personality test results with friends	The results of the MBTI personality test have deepened your doubts about yourself
After you know the MBTI personality test, you want to share it with friends so that others can also take the test	-0.173	-0.397**	-0.142
You prefer to communicate with someone whose MBTI personality test results are exactly the same (4 letters are exactly the same)	0.203*	0.055	0.147
You prefer to communicate with someone whose MBTI personality test results are completely opposite to your own (e.g. ISTJ-ENFP)	0.332**	0.261**	0.300**
You prefer to communicate with someone whose MBTI personality test results are different from your own (any of the 4 letters is/are different)	0.215*	0.043	0.158
* $p < 0.05$ ** $p < 0.01$			

As for the correlation analysis between self-cognition, self-esteem and other psychological conditions and self-disclosure difference, the statistically significant variables show a significant positive correlation. At the same time, in the analysis of intermediary variables, this study analyzed the correlation between interpersonal communication, emotional self-restraint efficacy and self-disclosure difference. The statistically significant variables indicate a significant positive correlation. Thus, H3a and H3b have been proved to be correct, which is also the case for H4 and H5.

**Table 6.** Table of Correlation Analysis Between Multivariate and Self-disclosure Differences

Pearson Related-Standard Format				
	How well you perceive yourself is affected by the MBTI personality test	The results of the MBTI personality test will make you feel like you have great potential	The results of the MBTI personality test will make you feel particularly bad	You will pay attention to the results of MBTI personality tests taken by others and evaluate their results
After you know the MBTI personality test, you want to share it with friends so that others can also take the test	0.232*	0.453**	-0.098	0.565**
You prefer to communicate with someone whose MBTI personality test results are exactly the same (4 letters are exactly the same)	0.137	0.195	0.206*	0.283**
You prefer to communicate with someone whose MBTI personality test results are completely opposite to your own (e.g. ISTJ-ENFP)	0.180	0.231*	0.338**	0.268**
You prefer to communicate with someone whose MBTI personality test results are different from your own (any 4 letters are different)	0.187	0.319**	0.121	0.311**
* $p < 0.05$ ** $p < 0.01$				

## 4.2. Content Analysis of In-depth Interviews

This interview mainly uses two instant messaging channels including WeChat voice and WeChat video to complete face-to-face surveys, such as e-mail surveys, etc. The survey was held on August 2024 with the duration of each interview from 30 to 40 minutes. The interviewees are social media users familiar with the MBTI personality test, and most of the respondents are “Generation Z” born after 2000. When it comes to the results of the MBTI personality test, in the respondents, the personality tendencies show diversified characteristics, among which the proportion of extroverted (Person-E) and introverted (Person-I) is roughly the same,

reflecting the balance of respondents’ personality types. When it comes to the channels of contact with the MBTI personality test, popular culture, friend recommendations, social media, trends, etc. are the main triggers with apparent individual differences. Such a phenomenon is mainly influenced by new technologies such as intelligent algorithm recommendation. The media content consumption habits of “Generation Z” generally present strong personalized characteristics. In other words, the media consumption of digital content is based on the expression of individual preferences, and the way of emotional sharing has changed (Wen, 2024).

As for positive and negative emotions, respondent 01 believed that the root cause of depression and other emotions was “the existence of contempt chain”. The results of the MBTI personality test will be interpreted and analyzed by some bloggers on social media, thus setting the type of “excellent” results in popular culture. After the test, respondent 02 conducted a search for the type of test results. According to the search results, she did experience a positive emotional response after thinking that her personality type was “excellent”. However, it is worth noting that the results of the MBTI personality test are not divided into “excellent” or “not excellent”. Instead, they cover multiple dimensions, such as social integration, leadership potential and innovation potential. Thus, individuals will differ in these dimensions, but testers who can’t get “excellent” results after testing may fall into negative emotions such as depression. In addition, INFP personality test results obtained by respondent 02 are not the “excellent” type formulated by social media, but affected by the information cocoon. Besides, most of the information obtained on social media agrees with the MBTI personality type.

In contrast, respondents of “Generation Z” have a certain immunity to the standard uniqueness of “excellence”. Due to the highly personalized characteristics of “Generation Z”, they are different from respondents 01 and 03. Respondents 02, 04, and 05 think that they know themselves better after passing the test, which makes them feel very satisfied to get positive emotions from consistent self-cognition. Hence, there are more studies discussing the algorithm perception and algorithm literacy of “Generation Z”. Existing research supports young people to be more aware of the algorithm recommendation technology in the new media. Moreover, it is necessary to examine the algorithm system and its “information cocoon” effect. Individually, social media users of “Generation Z” should enhance their personal privacy protection, guard against algorithm risks, improve their algorithm control skills and strengthen their algorithm response capabilities based on fully understanding the social development in the digital and intelligent era (Zhu & Lu, 2024).

As for self-perception, respondents tend to strengthen the personality characteristics of their measured personality types after obtaining the results. In other words, respondents with high self-confidence become more confident after receiving the test. According to respondent 05, “Self-confidence is from over consistency with self-perception. Because I did this test truthfully, the results are absolutely true”. The descriptions of “leadership” and “sense of control” in some personality test results are more in line with the respondents’ expectations of themselves. When such personality test results are obtained, their self-awareness will be further strengthened. For example, respondent 04 thought “Being a Person-J will make me more

confident, because I have a special sense of control over life and execution”.

**Table 7.** List of Respondents

Number	MBTI Personality Test Results	Age	Region	Remark
01	ESFP	23	Xiamen, Fujian	Master of Communication; know MBTI personality test out of love for K-POP (Korean pop music) culture
02	INFP	23	Xi'an, Shaanxi	Master of History, Archaeology; know the MBTI Personality Test Out of Social Media, Friends' Recommendations, and Following the Crowd
03	ENFP	24	Shanghai/Tianjin	Master of Journalism, working in the Internet industry; know the MBTI personality test through social media (Xiaohongshu) and following the trend
04	ESTJ	21	Fuzhou, Fujian	Overseas Master of Arts (about to get enrolled); know the MBTI personality test due to friend recommendation
05	ISTJ	24	Chongqing	Master's degree in modern Chinese history, with a public examination plan; contact with MBTI personality test due to teacher recommendation, interest in psychology and social media (bilibili)

American scholar Cooley talked about the theory of “me in the mirror” in *Human Nature & Social Order*, that is, an individual’s self-understanding is based on media that can act as a “mirror”. In the era of social media, “Me in the Mirror” is suspected of evolving into “Me in the Fog” due to the negative impact of the platform’s algorithm recommendation and users’ excessive personalization tendency (Ke & Song, 2021). The observation of this study found that before and after receiving the MBTI personality test, some respondents indicated that there were certain differences in their self-perception. Therefore, in social media, the influence of the MBTI personality test results on the respondents showed a corrective and reinforcing effect. In fact, this phenomenon is closely related to “Me in the Fog”.

In terms of interpersonal communication, respondents show a distinct personal tendency when sharing the results of the MBTI personality test. They tend to avoid forming deep friendships with people who show completely opposite personality types to their own in MBTI tests, and some respondents show a social choice preference based on personality similarities. Moreover, from the perspective of self-disclosure, the respondents do not show any taboo about sharing the real MBTI test results. They are happy to share their true personality types through the MBTI test as an interesting topic to learn about themselves and communicate with others. This attitude reflects their acceptance of personality tests and willingness to explore themselves and understand others with an open mind. For example, when choosing extroverted (Person-E) or introverted (Person-I) as friends, different interviewees have various attitudes. According to respondent 03, “Actually, I can do both. However, in contrast, I may be more willing to talk to Person-E, because I think there may be more responses, communication and interaction”. Respondents are not limited to looking for friends who are similar to themselves or who have different MBTI personality test results from themselves, which indicates a degree of personalization. According to respondent 04, “I’m more willing to communicate with Person-I and I feel that I may be different from Person-E’s sensitivity. Hence, I feel that Person-E are always careless”.

Under the influence of intelligent algorithms, the “information cocoon” on the behavior of social media users has deepened. For example, an empirical study on users’ views on mate selection in social media platforms also pointed out that the domestication of users by social media is

manifested in the deepening fragmentation of their views. In other words, their attitudes towards forming intimate relationships such as friendship are erratic (Nie, Zuo & Zheng, 2024). For people with different MBTI personality test results, due to the role of social media, their performance during interpersonal communication also shows a fragmented form. The “information cocoon” accelerates the further polarization of personalized characteristics. Catalyzed by the stimulus-body-response (SOR) model, the homogeneous group characteristics of “Generation Z” have been formed (Zhang, Ding & Guo, 2024).

In terms of self-efficacy of emotion regulation, although MBTI personality test results have an effect on promoting self-knowledge and self-efficacy, under the influence of multiple factors, some respondents show that MBTI personality test results have strong negative effects on emotion regulation. Admittedly, one of the original intentions of the MBTI personality test is to promote self-knowledge, that is, to explore the potential development potential in personality. According to respondent 05, “This result will make me feel that I have quite potential, and I won’t feel bad. Maybe even if there are shortcomings in some places, I think this is also some shining points.” However, after the personality test, some respondents’ self-doubt increased instead, and their self-efficacy may not be effectively stimulated.

The “labeling” of MBTI personality test results releases a more complex communication effect, and the authoritarianization or stigmatization of some “excellent” qualities is more obvious (Lin & Wang, 2024). For example, feeling the authority of some “excellent” personality test results, respondent 01 thought he could feel that he was a little bad, because he didn’t have much to do with the MBTI of those successful people. It seemed that it didn’t match the so-called better qualities”. Under the further deconstruction of mainstream values by the popular funeral culture on social media, some excellent qualities (such as rationality, diligence, etc.) will also be stigmatized, such as the deconstruction of model workers like “Niuma” and “Malou”. Hence, the moderating effect of MBTI personality test results is difficult to fully exert. It is also hard to make a corrective effect. According to respondent 02, “It makes me feel worse, because my four dimensions don’t seem to be suitable for workplace life and high-intensity study. I feel that I am not a qualified Niuma (labor force).”

## 5. Discovery and Discussion

### 5.1. Extroversion vs. Introversion: Refusal to Share May Trigger Self-disclosure Evasion

For extroverted respondents, sharing is consistent with self-disclosure. An existing psychological empirical study proposed that extroversion has a mediating effect through the variable of awe, which in turn acts on adults and stimulates higher life satisfaction through the mediation of self-control (Li, Liu, Jin & Wu, 2020). Meanwhile, an empirical study on posting “selfies” shows that the willingness to self-disclose is related to the self-efficacy of self-perceived acquisition. In other words, the stronger the self-perceived appearance, the higher the willingness to self-disclose in posting selfies (Hong, Liu, Guo, Zhen, Jiang & Jin, 2019). Extroversion plays a significant role in the emotional regulation of self-efficacy, which has been fully confirmed in previous empirical studies. There are similar operating logic and mechanism in the questionnaire issuance of this study (Zhang & Wang, 2015).

As a vital finding of the questionnaire survey, refusal to share may trigger self-disclosure evasion, which is different from the results of in-depth interviews in this study. Admittedly, respondents don't need to make excessive self-protection or self-defense when filling out the questionnaire anonymously. However, in the process of real-name interviews, for the motive of self-protection, respondents tend to hide the situation that is unfavorable to themselves. In social media, self-concealment behavior is no longer just the result of individual subjective choices, but is also influenced by advanced technologies such as intelligent algorithm recommendation. Privacy disclosure becomes extremely complicated, and is affected by multiple variables including technical factors. It leads to a pluralistic phenomenon in that a portion of the population tends to actively reveal themselves on social media and share all aspects of their lives. Others choose to be cautious and strictly protect their private information to avoid over-exposure. This differentiated choice is a direct manifestation of the complex privacy protection in the social media environment (Meng, 2024).

### 5.2. “Me in the Mirror” and “Me in the Fog”: Polarization Influence of Information Cocoon on Individual User Behavior

Up against emerging media technologies, the symbolism, connectivism and behaviorism tendencies of the new generation of AI technologies have profoundly influenced the intelligent algorithm recommendation of social media (Peng, 2024). In social media, users' self-presentation is alienated into a form of “atomized” self-disclosure, that is, the concept of “Me in the Fog” is put forward. Such a concept is involved in Goffman's talk about “pseudo-drama” and “fog disorder” occurring in this context (Ke & Song, 2021). As an important theory of Cooley, “Me in the Mirror” is the product of self-gazing with the help of media, which is also the main core of the “gazing” proposed by French scholar Sartre in *Being and Nothingness*. However, with the participation of emerging media technologies such as AI, individual self-performance and self-disclosure show distorted characteristics. The “self-fragmentation” has become a prominent feature in social media communication (Deng & Liu, 2020).

With the help of in-depth interviews, this study found that the effect of information cocoons on individuals is sufficient and significant. “Generation Z” is no longer limited to single

standards. Instead, they have their definition of “excellence” and are different from “Generation Y” in terms of self-realization. The latter tends to rely on a collectivist culture to lay the foundation of self-disclosure, while the former shows clear individualistic characteristics (Xie, Tsai & Huang, 2018). Existing studies have believed that the online interaction of “Generation Z” has a clear circle-based characteristic, that is, the use of circle-based interaction to achieve wider social interaction. Such a phenomenon is also related to the anti-structural relationship construction in the mobile space in social media in recent years, such as the generation of “fanatic fans” and “random fans” (Yang, 2024).

### 5.3. Labeling and Stigmatization: Deviation from the Evaluation Standard of “Excellence” in the MBTI Personality Test

In mass communication scenarios, there is a causal relationship between labeling and stigmatization. Labeling will stimulate cognitive bias, preset positions and bring the audience into a “preconceived” dilemma, and then cause “stigmatization” (Qing, 2014). According to the MBTI personality test, some test types mark “excellent” qualities such as rationality, diligence, and leadership potential on social media, which completes the stratification of the MBTI personality test results with the help of labeling. As for previous studies on stigmatization in social media, they are due to the purpose of public space competition, communication chaos in the post-truth era and other reasons. In the social media communication of MBTI personality test, there are similar communication mechanisms (Yan & Wang, 2018). In this context, labeling and stigmatization jointly affect the dissemination of MBTI personality test results, which will further affect the tester's self-perception and judgment.

What is “excellence” in the MBTI personality test process? Multiple outcome types are considered rare and high-quality. With INTJ as an example, these personality types are known for their rationality, foresight, leadership, emotional stability, strong judgment and rich imagination. On social media, INTJ is often portrayed as calm and self-sustaining, not easily interfered with the outside world with high self-discipline and self-control. However, from the perspective of educational psychology, although introversion and emotional stability are often regarded as “excellent” qualities, this does not mean that extroversion or mood swings are signs of non-excellence or equivalent to psychological problems. In addition, other types of MBTI personality tests, such as INFJ, are also considered to have traits conducive to academic success, but they may also be accompanied by aspects of personality such as sensitivity that are considered “defects” or “weaknesses”. This reveals that the evaluation standard of “excellence” is not single and absolute, but relative and multi-dimensional (Ding, Wu & Chen, 2009). Therefore, when interpreting the results of the MBTI personality test, we should adopt a more objective and comprehensive attitude, and avoid labeling a certain personality type as “excellent” or not. Everyone's personality is unique, with its unique strengths and challenges. The key lies in how to know oneself, develop potential, and find a suitable position in different social environments.

## 6. Conclusion

Currently, teenage users are keen to understand their personality types through MBTI personality tests on social

media, and have completed the stratification of outcome types by whether they are “excellent” or not, resulting in the definition of extroversion and introversion. The distinction between “Person-I” and “Person-E” is created. This study believes that the current MBTI personality test results can reflect the personality characteristics of the testers to a certain extent. However, due to the interference of various external factors, the respondents may have differences in self-disclosure, which will indirectly affect the testers’ self-cognition and other situations. In the future, further research should try to continuously innovate in research methods, deepen the quantitative research on MBTI personality testers, and clarify the specific impact of MBTI personality tests on adolescent users, so as to serve as a reference for other adolescent research topics in social media.

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