

Gen Z's Oversharing on Instagram Stories

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ABSTRACT

Oversharing was initially used to explain the condition where someone excessively discloses more private information about themselves to the general public, both online and offline. Oversharing on social media by adolescents is a significant problem in the digital age. However, Gen Z is closer to this phenomenon because their lives must be connected to the existence of social media as a platform to introduce themselves to the public. Therefore, Gen Z must manage the boundaries between private and public information. This qualitative study uses a descriptive approach, using Sandra Petronio's Communication Privacy Management Theory. The research informants were Gen Z, aged 18-24, who live in Sidoarjo and Surabaya. This study found that Gen Z's oversharing behavior in Instagram Stories can be associated with uploading repetitive or repetitive content. Oversharing activities on Instagram Stories also create conditions where Gen Z is more willing to share the luxury and wealth they possess. Oversharing can also be part of personal branding and labeling for Gen Z. Oversharing not only impacts the person sharing it, but this activity can also have consequences for the audience, such as embarrassment, disturbance, and disappointment. This research shows how Gen Z could overshare on Instagram Stories and how they manage their personal life according to CPM theory.

Keywords: *Oversharing, Instagram Stories, Gen Z, Communication Privacy Management*

ABSTRAK

Oversharing awalnya digunakan untuk menjelaskan kondisi di mana seseorang secara berlebihan mengungkapkan lebih banyak informasi pribadi tentang dirinya kepada masyarakat umum, baik online maupun offline. Oversharing di media sosial oleh remaja adalah masalah yang signifikan di era digital. Namun, Gen Z lebih dekat dengan fenomena ini karena kehidupan mereka harus terhubung dengan keberadaan media sosial sebagai platform untuk memperkenalkan diri kepada publik. Oleh karena itu, Gen Z harus mengelola batasan antara informasi pribadi dan publik. Penelitian kualitatif ini menggunakan pendekatan deskriptif, menggunakan Communication Privacy Management Theory karya Sandra Petronio. Informan penelitian adalah Gen Z, berusia 18-24 tahun, yang tinggal di Sidoarjo dan Surabaya. Studi ini menemukan bahwa perilaku oversharing Gen Z di Instagram Stories dapat dikaitkan dengan mengunggah konten berulang atau berulang. Aktivitas oversharing di Instagram Stories juga menciptakan kondisi di mana Gen Z lebih bersedia untuk berbagi kemewahan dan kekayaan yang mereka miliki. Oversharing juga dapat menjadi bagian dari personal branding dan label untuk Gen Z. Oversharing tidak hanya berdampak pada orang yang membagikannya, tetapi kegiatan ini juga dapat memiliki konsekuensi bagi audiens, seperti rasa malu, gangguan, dan kekecewaan. Penelitian ini menunjukkan bagaimana Gen Z dapat berbagi secara berlebihan di Instagram Stories dan bagaimana mereka mengelola kehidupan pribadi mereka sesuai dengan teori CPM.

Kata kunci: *Oversharing*, Instagram Stories, Gen Z, Manajemen Privasi Komunikasi

INTRODUCTION

In April 2024, Instagram Stories users worldwide reached 500 million daily active users, around 1/3 of total Instagram users (Iqbal, 2024). The increase in application use has been around since 2010 and also occurred because of the Instagram stories feature. The Instagram Stories feature allows users to upload videos with a maximum duration of one minute and photos with a duration of seven seconds. Besides, this feature can only display photos and videos of Instagram users within 24 hours (Fondevila et al., 2020). The Instagram Stories feature has various filter options, locations, surveys, countdowns, mentions, or links. Instagram Stories allows someone to include and adapt photos or videos to be uploaded, shared, and known to others in cyberspace. Instagram Stories allow users to stay connected with their followers and present their lifestyle, passions, and identity.

Instagram Stories feature can also be a self-disclosure medium. Someone can upload content in photos, videos, or even just writing. Instagram Stories has become a popular feature on Instagram and is widely used by its users as a medium for self-presentation. Self-disclosure involves information about oneself or other people and personal information that was never previously known to the other party. Every process of self-disclosure and all information conveyed to the person you are talking to is a matter of privacy.

Oversharing was initially used to explain the condition where someone excessively discloses more private information about themselves to the general public, both online and offline. Oversharing on social media by adolescents is a significant problem in the digital age and has the potential to lead to online insults, cyberbullying, identity theft, and other security risks. Oversharing has yet to be thoroughly studied, and understanding the psychological conditions underlying this maladaptive online behavior still needs to be improved (Shabahang et al., 2022). It will become much easier to share the small details of our lives with friends and family. However, some people are still figuring out the right balance between staying connected and “oversharing” in the context of sharing (Bell in Kennedy, 2018). Therefore, oversharing behavior is a big challenge for Instagram Stories users when expressing themselves in cyberspace.

Instagram Stories feature can also be a self-disclosure medium for Gen Z. They can upload content as photos, videos, or even just writing. Gen Z prefers to use Instagram as a social media platform to share about themselves because it allows users to be careful when customizing their profile, and the audience will see their content later (Seemiller and Grace, 2017). Seemiller and Grace’s (2017) statement is also supported by data that Instagram is the second most-used social media platform in Indonesia after WhatsApp. Then, according to the demographic profile of Meta network users (Facebook, Instagram, WhatsApp), most come from adolescents aged 18-24 (wearesocial.com, 2023).

Social media often becomes a medium that facilitates oversharing activities because social media allows a form of interaction without distance and time limits, including sending short messages, sharing photos or videos, and updating status every day (Rusli et al., 2022). Most Gen Z people had not learned about or even remember life before smartphones. What they know is a reality where access to streaming content (VOD) and social media platforms on a different basis is rampant. Gen Z was born in an era where all physical aspects, such as people and places, have digital representation. For Gen Z, the virtual world and the natural world overlap because the virtual world is part of their reality (Stillman and Stillman, 2017). Gen Z feels more accessible and more confident in expressing themselves online than in situations where they have to be in face-to-face communication situations (Pohan and Hasyim, 2022).

Amy Morin LCSW, a psychologist from the United States who studies the phenomenon of oversharing and explains its behavior, states that there are seven oversharing behaviors (Morin, 2016), including:

1. They shared personal photos or videos. However, they also share sensitive and disturbing photos, such as pornography, violence, or perhaps videos of traffic accident victims. Then, they tend to share photos or videos of themselves or others that seem embarrassing or disgraceful.
2. Indiscretion in social media means that many people need to realize or think first when creating a status.
3. Being happy to share information about one's location anywhere, including at home, while showing what activities are being carried out tends to be frequent over several days.
4. They shared photos or videos and information about your children quite frequently. It allows a stranger to know the name of their child.
5. They shared photos or videos that could get you in trouble with the law.
6. They like to share photos or videos showing off personal assets.
7. They shared complaints about the life they frequently lead, even about personal work. This is sometimes conveyed with harsh and inappropriate words. Not everyone can do it for various reasons, such as lack of trust in others, fear of revealing secrets, lack of courage or shame, and fear of future consequences that might encourage them to use other ways to express their feelings, one of which is through social media (Harahap, 2021).

In this research, researchers were interested in looking at the same problem using the qualitative method with a descriptive study approach. Researchers used Sandra Petronio's Communication Privacy Management theory. This research focused on Gen Z's awareness of maintaining privacy on social media, especially on Instagram Stories. Therefore, researchers could find the hypothesis that Gen Z was not wise in using the Instagram Stories feature and did not understand privacy or the limitations in interacting and uploading content related to self-disclosure in cyberspace so that oversharing could occur.

Sandra Petronio, who coined this theory, explains that the Communication Privacy Management (CPM) theory is a map for someone to navigate their privacy. Petronio reveals that privacy boundaries are pretty diverse, ranging from thin filters that can penetrate to thick boundaries that are difficult to penetrate to protect personal and confidential information. Communication Privacy Management (CPM) theory relies on the structure of privacy boundaries to explain the location of personal information and how information is organized following a dialectical framework (Hidayati and Irwansyah, 2021). In CPM, three main components are used to understand how individuals manage their personal information and determine whether or not to share it with others: privacy ownership (who owns certain information), privacy control (how the information is handled and shared if shared); and privacy turbulence (what happens when information is shared in unexpected ways or violates control rules) (Coduto, 2024).

RESEARCH METHOD

This research was qualitative research with a descriptive study approach. Researchers used Sandra Petronio's Communication Privacy Management Theory. Data collection techniques in this research used offline and online in-depth Interviews via the Zoom platform, Focus Group Discussion, and literature study. The research informants were Gen Z, aged 18-24, who live in Sidoarjo and Surabaya, spend at least two hours per day on Instagram, and have used the Instagram Stories feature at least twice daily to upload content. Data analysis techniques used observation and interviews to answer research problems.

Table 1. Informant List

Initial	Age	Gender	Hometown
AN	20	Male	Surabaya
IS	24	Male	Sidoarjo
AM	23	Female	Surabaya
TA	22	Female	Surabaya
YT	19	Male	Sidoarjo
CA	21	Female	Surabaya
RA	22	Male	Sidoarjo
SB	22	Female	

Surabaya

Source: Research Results, 2024

RESULTS AND DISCUSSION

Gen Z presented themselves differently on Instagram based on the purpose of their account. It influenced how they expressed themselves on their Instagram accounts. Accounts designed for business and personal use had different representations (e.g., content uploads) based on the self-aspects that the account user wished to display to different audiences (Yoanita et al., 2022). In general, informants usually use Instagram Stories to share moments that have occurred or share achievements they have achieved in their lives, such as the experience of Informant 7 below. However, several informants had specific aims and objectives in uploading content on Instagram Stories, such as Informant 2.

“I only use Instagram Stories to post certain moments because I do not often share many things on Instagram Stories, and I often open the archive feature on Instagram Stories. Thus, I think it would be more fun if I opened the archive, seeing moments that would be very happy if seen again”
[Informant 7, May 7, 2024]

“Hence, I often upload religious content that provokes debate. It is uncomfortable for some people, but it deliberately incites debate. Thus, yes, I like uploading Instagram Stories content to cause a stir, hahaha”
[Informant 2, April 28, 2024]

Self-representation on Instagram is often equated with broad public discourse about the selfie phenomenon, a photo that someone takes of themselves, usually with a smartphone or digital camera, and then shares on social media (Thumim in Caldeira et al., 2018). Selfies are a digital practice expected and encouraged on Instagram, as demonstrated by the descriptions and photos displayed in the app store (Android and iOS). These displayed images suggest the type of content expected to be produced on Instagram and reinforce certain discourses as acceptable (Duguay, 2016). In terms of sharing content that shows oneself, such as selfie photos, there are differences between male and female gender informants. It is based on the fact that male informants think that uploading content about themselves on Instagram Stories is not the main thing to do regarding the purpose of uploading content on Instagram Stories.

“Perhaps I like my self-photos depending on the moment. For example, I am taking photos or videos about where I am, what activities I am doing, and who I am doing activities with” [Informant 1, April 20, 2024]

“I share content about myself, photos with my partner and personal vehicle, also just to share struggle moments to build a vehicle from scratch is” [Informant 5, May 3, 2024]

Meanwhile, in contrast to female gender informants, it can be concluded that they liked to upload content in the form of photos or videos that showed themselves. However, they had different habits. Informants 3, 4, 6, and 8 tended to upload photo or video content on their first Instagram Stories account if they thought the content was good enough to share, either because they had applied makeup or photos and the videos they would share had been edited first. They would feel more comfortable uploading photos or video content about themselves via the Close Friends feature or a second account's Instagram Stories without any particular context.

"So, the first account contains photos, for example, pretty good selfies. However, I just uploaded one of them. Then, I uploaded BTS - behind the scenes - blablabla, then the complicated makeup process, blablabla, more on my second account" [Informant 3, May 2, 2024]

"Taking photos directly to such stories, just for Close Friends. Therefore, in my opinion, in the CF, I am more open, "this is the real me." [Informant 4, May 2, 2024]

Oversharing for Branding

Instagram Stories allows users to form a good self-image and stay connected with others. Uniqueness, attractiveness, relevance, and distinctive character are critical to differentiate oneself from others regarding one's personality, abilities, or values (Shaker and Hafiz, 2014). In the current era of social media, content where someone shares photos or videos that show their image has raised questions about how much of a person's life can be shared on social media. The desire to stay connected with other people is natural. Therefore, one way to understand this self-representation is to see it as part of a broader cultural practice in personal branding.

However, knowing how much content can be shared until it can be overshared is exciting. Indeed, there are several differences in the decision to upload content about ourselves on Instagram Stories. As shown in the data below, it can be analyzed that most of these eight informants were willing to upload photo or video content introducing themselves on Instagram Stories to the general public. Through an in-depth interview, researchers found that several informants disclosed information about themselves on their respective Instagram accounts referring to personal branding. The goal was to display a good image of themselves on Instagram Stories to give the viewing audience good thoughts about the characteristics they created. Successful personal branding is a different type of personal achievement, where a person displays their persona as a single actor playing a character, which personal branding experts often describe as the best version of themselves that they can achieve (Gershon, 2014).

"Regarding my frequent Instagram Stories uploads when I'm editing something, it's not only because I want someone to hire my services but also because I want to get attention, as simple as someone saying, "Oh, you're into editing too?." (Informant 1, April 20, 2024).

“Honestly, when I make Instagram Stories, I am a perfectionist. Thus, I have to edit the story first. I have to ensure it is really good when I upload it. Thus, for example, in other words, when I upload it to the public, it is my image.” (Informant 4, May 3, 2024).

“Yes, I share many stories about playing games. For example, when I am playing games with my friends, I uploaded moments when I was clutching or moments from one of the missions in the game that were cool, in my opinion. I just wanted to share the moment and be seen playing the game to be seen as a gamer. It aims to increase my relations. Maybe there are my friends who play the same game so later we can share information, or we can play together.” (Informant 5, May 3, 2024).

“I often upload on IG Stories about my activities while joining Cak dan Ning Surabaya. I often post them. Many people are aware of my content. Then, thank God, I am usually offered collaborations. It seems many people are offering, “Please make the content about my product. The feedback will be like this.” [Informant 6, May 3, 2024].

Oversharing Creates Labelling

We use social media to update and share important life events or happy moments with family and friends, to communicate, network, meet new people, and for various other reasons. As a result, social media has become an integral part of society for socializing (Dandridge, 2023). The presence of social media allows the labeling process to occur. Uploading content on Instagram Stories can cause someone to be named or categorized by yourself and others. Labeling theory itself is a theory that emphasizes social processes through particular attention to interactions between individuals and society. This theory assumes that everyone has the potential to commit deviant acts. According to labeling theory, a person is likelier to act contrary to social norms if labeled that way (Jovanovski and Rustemi, 2021).

However, the fact is different. Based on the research results, it can be concluded that the labeling process never benefited a person. Therefore, the researchers found that several informants had received labeling from audiences who could see their Instagram stories. There may have been several differences in the decision to upload content that showed characteristics or uniqueness about oneself on Instagram Stories. As shown in the data below, it could be analyzed that of these eight informants, only two have had the experience of being labeled by someone because of the content they uploaded on Instagram Stories.

“Once, I got a negative reaction when I uploaded content about my sad emotional state, and then there were replies that said “why do you often upload quotes about despair” or “You do not need to feel often depressive.” Even though they did not know that when I uploaded sad content, it motivated me. “When I found out that I was getting those negative reactions, I felt that they were not the right person to see my content” [Informant 2, April 28, 2024].

“When my content looks like I am pretending to be pretty and sexy, my friend said that I like uploading thirst-trap videos. I do not think of it as a thirst-trap video because if it is a thirst-trap video, the intention is to attract, seek attention, and lead it to sexual things. Meanwhile, I do not think I had any intention like that. So, I uploaded things like pretending to be pretty or pretending something like that for my enjoyment. However, sometimes my audience thought I was trying to attract them to things like that.” [Informant 8, May 11, 2024]

Flexing is Oversharing

Perhaps we have friends or know someone who builds their branding or self-image by showing off the wealth they have. This phenomenon in America is known as flexing culture. Flexing is a general or slang term that describes an act of excessive self-promotion when someone shows off something. For example, the practice of frequently publishing material after purchasing new items, the practice of frequently sharing achievements on social media, or the practice of frequently sharing lots of holiday pictures (Yuniar et al., 2022).

In the current era of social media, the content can share photos or videos that show their glamor and wealth. In this context, Gen Z uses Instagram Stories. However, how much content displays wealth and what kind of intentions one has before uploading content is interesting to know.

“Therefore, bro, I once had a Honda Ferio 97, so I uploaded it to Stories often because it was for my archives. Then, sometimes I like to look back at old stories” [Informant 1, April 20, 2024].

“About IG stories... in the past, it is like when, ehm, I forget... in the past, iPhone was booming. I mirror selfies using an iPhone 11 Pro, which is my older sister’s. I wanted to take selfies, so I thought, “Oh, this would be fun if I uploaded them on Stories.” That is great. I like the camera, so I took clear mirror selfies. Also, I often buy lip tint and skincare from high-end brands, and then I share the reviews because they are really good” [Informant 3, May 2, 2024].

“I have displayed my assets and wealth on Instagram Stories, but mostly on Close Friends, which is only for female friends. The story is like I am driving a car, sometimes I want to show the city lights” (Informant 4, May 3, 2024).

“I have never uploaded my motorbike. A motorbike that I built from scratch. Then, it was my PC. I built it myself. Sometimes, I make before-and-after videos. I take photos. Then, I upload them to Instagram Stories. It was... more like introducing people to the fact that I was into those things” (Informant 5, May 3, 2024).

Oversharing is a Repetitive Act

Content that contains “too much information” or “supposedly private” things is categorized as oversharing and is often viewed negatively. Content topics related to oversharing usually include medical issues, politics, relationships, and emotionally

based statements (Brammer et al., 2022). In uploading content on Instagram Stories, it allows someone to carry out oversharing activities. When someone is in a condition to want more attention and love, then when he cannot get it, it is possible to do various things, including sacrificing self-limitations by oversharing (Alpiah et al., 2024).

From the content shared by several informants on their Instagram Stories, they prefer to upload the same theme content with the same purpose when they want to upload it. Researchers want to highlight here a different tendency when some informants uploaded content with the context of what happened at that time to share happy moments or essential events in their lives. The researchers found that informants who uploaded repetitive content also had unpleasant experiences, such as negative responses and cyberbullying from audiences who saw their Instagram Stories. The reason the three informants uploaded content with the same theme and the same goal was based on their favorite things.

“I like it when my friend has a birthday. I like to upload photos of my other friend’s disgrace, even today. The person is not the one having the birthday. Do you understand what I mean? So yeah, I thought it was just for fun because I did it only to my close friends. Sometimes, my friends who do not know the person whose birthday it is or whose photo I uploaded earlier seem to comment too, saying, “You are not clear, whose birthday it is... who uploaded it too?” Yeah, it is a usual thing. I do not care about it because it is just for fun.” (Informant 1, April 20, 2024).

“Again, it is my belief , and why should you be offended? For me, other people’s offense is something I cannot control. I liked shared content about what I believe. Then, my IG followers saw my Stories, replying with arguments showing their disagreement with the content (religious arguments) that I shared. However, those who disagreed with the content (religious postulates) that I shared did not give any argument but only bullied me. Specifically, I ignored bullying, but the argument was to invite discussion, and that is fair for me” (Informant 2, April 28, 2024).

“I often upload things like there is a dance trend or something. If I am dressing up that day, I feel like I am beautiful. I also like selfies, so I uploaded them to Stories to put them in Highlights. So, on my Instagram, there were Highlights which only contained photos of me. I got replies, “Why are you like this on social media...” “You are such a nerd in real life, but why do you act so pretty on social media?” I got comments like that and immediately felt like, “oh, I am uploading these kinds of Stories for myself, not to make other people happy, you know.” I also like to look at Stories that I have uploaded. So, if other people saw my Stories, that is their business because they follow my account.” (Informant 8, May 11, 2024).

Oversharing Creates Disruption

Sharing stories about your love life or chatting about a problematic relationship with your parents with a close friend is a different experience and environment than when someone shares a personal story on Instagram Stories. Oversharing with the wrong people in the wrong place is quite awkward and can make someone lose friends and cause other negative impacts that people who like to overshare on their Instagram Stories may not be aware of. For example, the researchers analyzed the situation above, when Informant 2 received cyberbullying over the content he had uploaded to Instagram Stories. In the era of smartphones and social media, bullying has taken new forms outside the classroom and campus. Cyberbullying has brought feelings of loneliness, differentness, and self-disappointment into the home, which was previously a safe place (Sullivan and Marjon, 2017). In the data presentation below, the researcher wanted to present data from informants who have had experiences where their audience felt disturbed when they saw the Instagram Stories they had uploaded **(1)** and data from informants who felt disturbed by someone's content on Instagram Stories **(2)**.

- (1).** *"In the past, I uploaded similar content on Instagram Stories until some people were sensitive. One was when I shared a meme about BTS (South Korean boyband). The meme contained a quote that BTS fans are people who deify handsome people from South Korea. Some people did not accept it as if it is a belief for them, so one of my friends, a BTS fan, blocked my account." [Informant 2, April 28, 2024].*

"I did, but it happened a long time ago. It is like a screenshot of a friend's chat, you know. I shared it, and then there was... I do not mean to offend anyone, but some people are insinuated. Well, but it was not the main party who said it. So, I sent it to other people. I used to share funny chats often. Well, sometimes, I did not filter it. I forget about it." [Informant 3, May 2, 2024].

- (2).** *"I once felt like a disturbed audience member. So, I was not bothered in any way because she was not my close friend either, but we followed each other on second accounts. She clearly said in her Stories that she was currently having an affair. It was a girl... and she openly said that, in essence, she was cheating on him. I asked, "What are you doing spreading the word? That is your disgrace." She was outspoken. "I just chatted with this guy," then "I just video-called the other guy." It is obvious, even though "why are you telling everyone about your disgrace on second IG? Even I, who was not your close friend, understand your disgrace." [Informant 3, May 2, 2024].*

"I had an experience about my friend sharing various things on his Instagram Stories, which was very disturbing and had a very negative impact on me because I knew what his life looked like in real life. I was

friendly with him, so I knew his character and attitude well. However, I think he was unwise when he uploaded content on Instagram Stories because he shared something completely against him. As a friend and follower on his Instagram, I finally felt like... "Does this boy have two-faced or bipolar tendencies? or how?" So, it disturbed the progress of my friendship with him because I was confused about how to deal with it. I can tell you examples of his content. Maybe, like when he vented his complaints, where his point of view in Instagram Stories was a completely different conclusion from what was experienced in the story. Then, his opinions were also very baseless because I knew very well what he was doing. However, his opinion seemed to tell his followers that he knew and understood the problem he was discussing. Well, this incident made me feel confused, and I wondered whether what he was doing was really for attention or personal pleasure. "I conclude that my friend's behavior interfered with how I responded to his personality, and in the future, I can maintain a friendly relationship with him" [Informant 7, May 7, 2024].

In understanding privacy, awareness is needed by the information owner because privacy essentially allows a person to express themselves individually and collectively without worrying too much about the consequences of their expression (Scahchter in Youm and Park, 2016). Using Sandra Petronio's Communication Privacy Management theory, researchers could analyze the situation by finding answers to the informants' opinions. Researchers also attempted to uncover various informants' opinions based on their knowledge and experiences.

Based on data that has been obtained through in-depth interviews with informants that researchers have selected. Researchers summarized the data into several categories. Data was obtained by conducting in-depth interviews and asking questions previously prepared by researchers so that opinions from these questions could become data for researchers to conclude how Gen Z overshared on Instagram Stories and how they managed their privacy when sharing content on Instagram Stories. The differences in frame of reference and each informant's field of experience determined the opinion differences between these eight informants. Based on the answers from the eight informants that the researchers analyzed, it can be seen how privacy management was carried out by informants who fell into the Gen Z category. The discussion below refers to the three principles of the Communication Privacy Management theory by Sandra Petronio.

Privacy Ownership

Personal information is defined by CPM (Communication Privacy Management) as information that individuals believe is theirs and that they control because if it were known, there would be a potential vulnerability. Therefore, personal information is something that people believe they have a right to protect or disclose.

From the findings, it can be discussed that all informants disclosed personal information in Instagram Stories. The difference between sharing personal and personal information was that each informant decided on what kind of personal information they would share on Instagram Stories. Researchers shared personal information referring to the interview results with the eight informants. Ownership of private information in this research was divided into six: the division of face, beliefs held, information on house location, current profession, ownership of property and wealth, and family information. This grouping was needed because not all informants shared personal information completely and honestly. They also had the right to choose what information they would share on Instagram Stories.

(1). Content Showed Faces

Almost all informants used Instagram Stories content that showed their faces, but the context made the difference. Informants with female gender (3, 4, 6, and 8) would feel very confident when sharing content that showed their face when they felt that the content had been customized. They would feel comfortable and safe by applying makeup to their faces when they uploaded the content. Informants 4 and 6 felt more comfortable uploading content that showed their faces via the Close Friends feature (Informant 4) or a second Instagram account (Informant 6). In contrast to male informants (1, 2, 5, and 7), they would upload content that showed their faces at certain moments that occurred right away, such as when they were with friends, celebrating something, etc. In the data analysis, researchers found that Informant 8 had a high intensity in uploading content that showed faces.

(2). Content Showed Beliefs

Those who used social media as their primary source of news and spent more time on social media were more likely to believe conspiracy theories and some misinformation compared to those who got their news from other sources and spent less time on social media platforms (Enders et al., 2023). Uploading Instagram Stories content containing beliefs about something was only done by Informant 2, assuming that Informant 2 had the right to express his beliefs. His audience can learn about this through Instagram Stories.

(3). Content Showed Complaints

The consistency of findings from offline studies showed that women tended to communicate more in private circles and choose more personal topics than men. Women preferred social media, which offered a platform for personal communication with people they have known and trusted (Wawra, 2015). However, in the findings from research results with informants, it turned out that female informants did not only share complaints. Male informants also used Instagram Stories to share complaints, like Informant 1, who once shared his complaints on Instagram Stories and has decided not to share his complaints on Instagram Stories until now. It was different from Informant 2, who, until now, still liked to share complaints on Instagram Stories via the Close Friends feature.

"I felt that after this incident, my Stories became a justification for other people about something I was complaining about at that moment, even though, in reality, it was not like that. It was not good, so try to be more aware in the future. I thought up to now, I have never uploaded a story about complaints like that." [Informant 1, April 20, 2024]

"As for the public, I usually like sharing content that provokes discussion, just like the one I did not explain initially. Usually, it was like I was complaining about my problems, quotes that related to my emotional condition at that very moment." [Informant 2, April 28, 2024]

Informant 2 had the same tendency as female informants (4 and 6) regarding how content preferences with specific themes were shared through features that could make users feel safe.

"Back to the Close Friends context, I have occasionally complained when... something bad happened to me. I complained about it to inform my friends, like "This is a lesson for you guys." "So, for example, if something happens to you like me, do not let it happen, so that is a lesson for you. [Informant 4, May 3, 2024]

"Just selected people like that, like on my Close Friends second account. I want to tell you about my experience and what it was like so that people also know what the other side of being a tourism ambassador was like." [Informant 6, May 3, 2024]

(4). Content Showed Homes

Informants 1, 3, 5, and 6 quite often upload content showing the condition of their homes, indeed with different purposes. Informant 6 would only share content that showed the condition of his house on his second Instagram account.

(5). Content Showed Occupation

In this section, the researchers found that some informants have had jobs, and some still do not. Some of the informants who were willing to tell their audience on Instagram Stories about the work they were currently pursuing included informant 1, who worked as a barista in a coffee shop that he and his two friends own, and informant 3, who also uploaded content showing his profession while tending a necessities shop which she had. Informants 1 and 3 aimed to promote their business field to their audience.

(6). Content Showed Wealth

Not all informants would share content on Instagram Stories that showed the glamor and wealth they had. The data analysis showed that informants 1, 3, and 5 were willing to upload content showing their assets and wealth. Informant 1 shares content showing the vehicles he owns, intending to archive them. Informant 3, apart from sharing content on his cellphone, also shared content showing accessories or make-up equipment from famous brands because he thought it was good to share. Informant 5 shows his vehicle and a gaming PC on Instagram Stories to tell his audience he is interested in these two things.

(7). Content Showed Family Members

Not all informants would share content showing their family members on Instagram Stories, such as Informant 8, who thought he would not share content showing his parents on Instagram Stories because he felt his parents would not allow him to do that. Thus, Informant 8 would only share content that showed his younger sibling. Informants 1, 3, 6, and 7 would upload content showing their family members at certain moments, such as during certain religious holidays, when their family members had birthdays, etc. In Instagram Stories content where family members were shown, only informants 2, 4, and 5 have never shared content showing family members in their respective Instagram Stories.

Privacy Controls

As explained above, each individual believes that they own their personal information and considers that they have the right to control and disclose it. They need a way to organize control over the flow of personal information. Communication Privacy Management uses the concept of “privacy controls” to represent how people choose to maintain control or allow access to others. Privacy controls are developed and implemented using two types of criteria: core and catalyst (Petronio and Durham, 2015).

Core criteria last longer in controlling a person’s privacy before sharing personal information (Petronio in Smith and Brunner, 2017). In this study, researchers distributed the core criteria for each informant, which were divided into two groups based on the gender of each informant. Men and women differed in the types of privacy rules, which led to different requirements for disclosing or keeping their information confidential. Women were required to feel confident about the recipients of the information they chose to share, whereas men often focused more on whether the situation was appropriate.

(1). Male Informants (1, 2, 5, and 7)

In sharing private information on Instagram Stories, male informants had similarities in maintaining limits on personal information regarding their identity. Male informants also agreed not to share detailed information about their family members, such as their parents' occupation or where their younger siblings went to school. Informant 8 also added that he would not share his intimate activities with those closest to him.

(2). Female Informants (3, 4, 6, and 8)

In sharing private information on Instagram Stories, informant 3 shares a similarity with informant 8 in terms of not sharing family issues on Instagram Stories. Informants 4, 6, and 8 have a similarity in not sharing detailed information about their family members on Instagram Stories. Informant 3 also adds that they will not share their shameful behavior on Instagram Stories, but if it is not shameful, according to informant 3, it is still possible to share it on their second Instagram account. However, informant 6, who is still active in the Cak & Ning Surabaya membership, is required to maintain behavior, dress code, and speech within context before uploading content on Instagram Stories. Then, informant 4 and informant 8 share a similarity in not sharing content that shows their closeness and activities with close people they know and have an intimate impression.

Regarding privacy control, the difference in information boundaries that differentiated male and female informants was that the first thing that male informants mentioned was not to share personal information that they had, such as their identity. In contrast, female informants did not mention their identity and did not include limits on the personal information they would share on Instagram Stories. Female informants (4, 6, and 8) were similar to male informants regarding limited information about their family members in detail. Then, female informants (4 and 8) were similar to male informants (7) regarding limited information about their closeness and activities with the closest people they knew, which seemed intimate.

Privacy Turbulence

Privacy management can fail in many ways, and there are different levels of turbulence, from minor annoyances to complete failures such as personal information leaks and doxing. When privacy rules do not work, people must recalibrate them to suit their needs. The failure or interruption is an unexpected response or undesirable event after the owner of personal information shares it on Instagram Stories.

From the results of in-depth interviews with eight informants, researchers found that not all informants had experienced unpleasant things after they uploaded content on Instagram Stories. Apart from sharing experiences that they felt were unpleasant, informants 1, 2, 3, and 8 also told how they responded to these unpleasant things in protecting personal information in the future. Informant 1 decided never to upload content about complaints again after his content had previously been used as justification for other people. Informant 2 was more selective in choosing who was

included in his Close Friends list after receiving an adverse reaction after uploading content about his emotional condition that was happening at that time. Informant 3 made the same decision as Informant 1 to no longer upload content showing screenshots of his chats with his friends since an unpleasant incident happened to him. Then, Informant 8 still felt she could accept the content and responses she received. However, Informant 8 also explained that one day, she could no longer accept someone's negative response to her content. She would stop uploading content that she liked to show herself.

CONCLUSION

In this conclusion, Gen Z presented themselves on Instagram Stories based on the things they liked and believed in. Sometimes, they used Instagram Stories to share moments that were happening at that time or to share things that have become achievements in their lives. Oversharing on Instagram Stories is not a new phenomenon. However, Gen Z is closer to this phenomenon because their lives cannot be separated from the existence of social media as a platform to introduce themselves to the public. Oversharing is an action that has consequences, both short and long-term. As for the results of this study, it was found that Gen Z's oversharing behavior in using Instagram Stories can be linked to repetitive or repetitive content uploading activities. The same content is uploaded repeatedly until the desired goal is achieved. Oversharing activities on Instagram Stories also create conditions where Gen Z is more willing to share the luxury and wealth they possess. This condition is known as flexing in the United States. Oversharing can also be part of personal branding and labeling for Gen Z. The audience viewing the shared content can form positive or negative thoughts about them based on what has been shared. Oversharing not only impacts the person sharing it, but this activity can also have consequences for the audience who sees it, such as embarrassment, disturbance, and disappointment. In addition, the data, in this case, was taken from only a few selected informants from two cities in Indonesia. Future studies that presented cases focusing on Gen Z teenagers from a wider area were highly recommended to provide a broader view and better understanding of the phenomenon.

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