

An Investigation of the Relationship between WeChat Moment Usage Frequency and Influencing Factors Including Sense of Belonging, Self-Image Promotion, Gratification, and Distance

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Keywords: Social Media, Wechat, Mental Health, Online Community, Sociology

Abstract: Social media, such as WeChat, is explicitly dedicated to forming and engaging in relationship maintenance. Numerous researchers have recognized the potential of social media for studying communication behaviors and have investigated how it is related to impression formation. While previous studies focused on the effects of social media, this study focuses on why people use social media and how different factors affect people's behaviors, specifically, self-esteem and social activeness. The research is based on the use of WeChat Moment, as one of the most characteristic social networks among the majority of people in the mainland of China. The main research group in this study targets at university students in the mainland of China. Whether sense of belonging, self-image promotion, gratification (including learning gratification, connecting gratification, and acquisition gratification), and distance (including geographic distance and relational distance) interact and influence their posting behavior on WeChat Moment, along with the other factors, such as gender, monthly spending, and academic divisions in university.

1. Introduction

According to Statista (2021), the most popular Chinese multi-functional social media platform WeChat had almost 1.27 billion monthly active users; about 22.3% were under 24 years old. WeChat moment, as the most popular feature offered by WeChat, represents the online social interactions for each individual to share ideas, pictures and videos. 61% of users said they check Moments every time they open the app, according to WeChat statistics (2021).

Adopting the quantitative research method, the investigation was conducted via online questionnaire distribution among post 90s millennials in mainland China[2]. Frequency analyses were employed to examine variables based on the results from Statistical Product and Service Solutions (SPSS).

2. Literature Review

2.1 An overview of WeChat and WeChat Moment

Launched in 2011, WeChat was developed by China's largest listed Internet Company Tencent, and has increased to over 400 million active users in China and also around the world[3].

WeChat is a cross-platform communication service combining the popular features of Facebook and WhatsApp. For messaging, it has all the basic features of a mobile messaging app, with users chatting by text or voice and making video calls[4]. WeChat has lots of popular messaging app features, including Moments. A majority of WeChat users access WeChat Moments every time they open the app.

At Moments, users can publish status among friends or privately. When a friend comments on the content, the comment can only be seen by the user and their mutual friends. It gives more privacy for users by not allowing public to view their posts.

According to a study conducted in Lanzhou University, the percentage of university students viewing and posting on Moments is 86.9% and 65.1% respectively [5].

2.2 Use and Gratification in Social Media Use

Use and gratification theory (U&G), distinguished from early communication theories, provided the idea that audiences are active media seekers. The basic concept of use and gratification theory is that individuals seek out media that fulfil their needs and lead to ultimate gratifications [21]. Studies have also shown that gratifications are received to improve media use [17]. On the other hand, use and gratification theory has been used extensively to study politics and disseminate political messages [18]. While widely used in other disciplines, use and gratification theory can also be relevant in helping to explain social media uses.

The former research on U&G has focused on the need for television and other traditional media. With the widespread use of social media in China, research about the condition of social media is emerging [32]. A key characteristic of social media is its interactivity, in which users can generate content in response to a message or communication partner [15]. The gap between a message producer and receiver in social media is blurred, giving both sides control [6]. As audiences control the content and its use, it is essential to examine social media's gratifications to users [7]. The first few research questions highlight what motivates college students to use WeChat Moment and what kinds of gratifications these are providing [28].

2.3 Motives for Social Media Use

The focus of U&G is on how people use the media rather than the impact of the media on the individual [18]. By understanding the audience as actively choosing media to satisfy specific needs, the question of what they try to help needs to be answered. Although few studies have systematically investigated gratifications obtained from WeChat moment, several studies provide essential insight into users' wide range of gratifications from employing other media tools[8].

It can be some simple motives as fashion gratifications "try not to look out-of-date" or "to make myself look stylish" as well as to pass the time or to get away from pressures and responsibilities (Quan-Haase, Anabel &Young, Alyson L, 2010). As for the structure of seeking self-gratification, Charney and Greenberg [9] described eight gratification factors for the Internet (to keep informed, diversion and entertainment, peer identity, good feelings, communication, sights and sounds, career, and coolness). According to Jaeho Cho et al. [16], there are three categories of gratification: learning, connecting, and acquiring gratification.

2.4 Independent Variable 1: Self-Gratification

Item 1): Learning gratification

This uses and gratifications theme is defined as using social media to seek out information or the ability of self-education. The topic early comes from Papacharissi and Rubin's [33] research on information seeking and Internet usage. Korgaonkar and Wolin [20] also had a similar design called information motivation, which they defined as how consumers use the web for self-education and information. The theory can also apply to social media use, as a wider spread of users provides information. Our categorization of this theme includes both information seeking and the ability of self-education.

Item 2): Connecting gratification

Relying on uses and gratifications literature, this theme is defined as using social media to communicate and interact with others, including "meet people with my interests" and "keep up with what is going on". Other uses and gratifications researchers have also had a category similar to social interaction. In the study of Facebook use, Ellison et al. (2007) found that users' motivations are primarily by social gratifications, including maintaining existing social relations and reconnecting with friends from the past. Lampe et al. (2006) found that Facebook was used mainly to help university students keep in touch with high school friends, who are often geographically distant, and learn more about new people they have met offline. Corroborating these studies, it is found that social media was used to build and maintain university students' social networks and learn about social events.

Item 3): Acquisition gratification

This category of social media usage is defined as providing convenience or usefulness of acquiring one's financial needs. Ko et al. (2005) had a convenience motivation factor for interactive advertising. Korgaonkar and Wolin (1999) also had the word convenience in some scale items, such as "enjoy the convenience of shopping on the web". In the study of Jaeho Cho et al. [16], acquisition can be divided into the attraction of the commercial advertisement and the motives to find information about products or buy directly online. The study also constructed that social media satisfy the need of managing financial status or improve one's ability to monetary management.

RQ: How do patterns of Moment use relate to specific gratifications gained from these uses?

H: Connecting gratification, learning gratification, and acquisition gratification may positively relate to Moment use and numbers of friends in a decreasing significance.

2.5 Independent Variable 2: Sense of Belonging

Sense of belonging has been defined as an individual's sense of identification or positioning concerning a group or the college community, which may yield an adequate response. It also characterizes a person's perceived belief of indispensability within a system (Anant, 1966) and the need for frequent and ongoing relational interactions to feel themselves a part of something greater, a motivation sufficient to drive behavior (Baumeister & Leary, 1995).

RQ1: How do self-identification, the belief of indispensability, and the need for frequent interaction correlate to each other?

RQ2: How do self-identification, the belief in indispensability, and the need for frequent interaction influence the use frequency of WeChat users and their friends' number?

H:

According to these three definitions about the sense of belonging, it is hypothesized that the less sense of belonging a WeChat moments user feels, the more likely they will post frequently, and so will they have more WeChat friends.

2.6 Independent Variable 3. Geographical Distance and Relational Distance

It has been found that geographical distance and relational distance affect the communication frequency between people who use networks [31]. Thus we guess that geographical distance and relational distance may affect the WeChat use frequency as well.

Item 1): Geographical distance

The social network members who live closer together have social activities more frequently [10]. According to Frei and Axhausen (2009), geographical distance has a negative effect on the frequency of SMS and telephone contact.

Item 2): Relational distance

People are more likely to have social activities with those very close emotionally (Carrasco & Miller, 2009). In the United States, all communication means in social networks are used more for core ties than for significant associations, representing roles like less close friends [7].

RQ1: How long do you and your friends on WeChat have known each other?

RQ2: How far is the distance between your location and your friends, who often comment and like your posts in the WeChat friend circle?

H: Geographical distance and relational distance may affect the WeChat use frequency. That is, the geographical distance and relational distance is correlated to the WeChat use frequency.

2.7 Independent Variable 4. The Self-Image Promotion via WeChat

Individuals seek to manage their impressions face-to-face and engage in various self-presentation tactics to present themselves in favorable ways through social media [1]. Thus, WeChat provides a platform for social-network users to promote their self-images and reputations.

Our generations are now in a society where our relationships are initiated and maintained via social media. WeChat, among which is the most used media platform in China, can be seen as a mirror that reflects our impressions throughout the application of Moments. Meanwhile, individuals can create images of themselves for social purposes without being constrained by time or space.

The management of self-image promotion

Social media [29] allow users to build and maintain a network of friends for social or professional interaction. Richter and Koch [11] stated that users manage their online presence by representing their person in a profile. Furthermore, users with similar interests can interact digitally over social networking services even if an interaction would otherwise be complicated due to social or geographical barriers.

Individuals spend most of their lives interacting with others—these interactions shape people's views of themselves, reflected in how they present themselves during interactions. Symbolic interactionism captures the ongoing processes between oneself, social interactions, and their links to developing meaning [5].

Goffman [12] asserted that people engage in social media to create and maintain the desired image. He also believed that individuals try to convince others to see them as just, respectable, and moral individuals and that people want to maintain established positive impressions.

Individuals engage in various self-presentation tactics to present themselves in good ways, which can be defined as “behaviors used to manage impressions to achieve foreseeable short-term interpersonal objectives or goals” [25]. When considering online environments, precisely the social networking approach as Facebook, two motivations for impression management, namely publicity and likelihood of future interactions, are especially pertinent [26]. The public nature of one's impression will motivate people to manage their impressions more carefully. Also, future interactions with one's Facebook “friends” are highly likely, which will increase one's motivation to monitor their impressions more closely.

WeChat and Impressions

Social media, such as WeChat, are explicitly dedicated to forming and managing impressions and engaging in relational maintenance and relationship-seeking behaviors [14]. Numerous researchers have recognized the potential of social media for studying communication behaviors and have investigated the social networking site [13, 27] and how it is related to impression formation (Tong et al., 2008; Walther et al., 2008; Zhao et al., 2008). For instance, the physical attractiveness of one's Facebook friends and comments made by those friends were found to be related to ratings of the profile owner's physical and social attractiveness, as well their credibility [19]. Research has also shown that the more Facebook friends a profile owner had, the more socially attractive they were perceived to be [21].

According to Leary [26], desired impressions are defined as impressions an individual wants to portray and making the desired impression on an audience is a goal individuals attempt to achieve. However, before engaging in self-presentation tactics, individuals first have to establish what their desired impression is. The management of Self-image promotion is a conscious effort to control selected behaviors to make the desired impression on a particular audience [26, 22].

RQ1: Do WeChat users like to use the Check-in Places application?

RQ2: What kind of image do people intent to send via WeChat?

H1: The motives of using WeChat are for socialization and promotion of self-image.

H2: Most users like to point out their location using the WeChat Check-in Places application.

H3: It's more likely that people show their image with a group of friends.

3. Sampling

Adopting the online questionnaire distribution method, I sent the questionnaires through WeChat moment or WeChat to the public. All of the 400 questionnaire responses are from college students all around. Among them, 67.75% is from Guangdong, 5.25% is from Beijing, 3.25% is outside Mainland China, including Hong Kong, Macau, and Taiwan. Others are from Sichuan, Tianjin, and Shanghai, accounting for 3%, 2.5%, and 2.25%.

A Snowball sample is employed to collect statistics. At first, I sent the questionnaire to friends who also sent the questionnaire on their WeChat moment or to their friends or families. Through referral, I gathered 400 survey responses.

4. Measure

4.1 Dependent Variables

The questionnaire includes two measures of WeChat Moment use, which are employed as dependent variables. The measure was adopted from the Facebook usage investigation (Enge Eric, 2014) and was used to examine the update frequency of Facebook users. The first measure asked respondents how many hours they spend on WeChat Moment, ranging from 1 = never to 5 = 2 h or more per day. The second measure asked the frequency of updating on a 5-point scale ranging from 1 = never to 5 = several times per day. Both of the questions yielded a measurement of their use of WeChat Moment.

To measure participants' use habit on Moment, they were asked whether they set their Moment status private or public. Also, the numbers of WeChat friends and WeChat groups provide the basic situation of WeChat use. At the end of the questionnaire, each respondent's background information on age and sex was collected to overview demographic characteristics.

4.2 Independent Variables

The purpose is to measure what motivated students to use WeChat Moment with four independent variables: self-gratification, sense of belonging, the distance between friends and self-image promotion.

Self-gratification

The Uses and Gratifications of Social Media research paper [16], defined gratifications in three aspects: Connection gratification, learning gratification, and acquisition gratification. To assess respondents' self-gratification for using WeChat, I adopted seven items from Cho's [16] list of gratifications, including Connection gratification: "Need more connections to members of my family", "Need more connections to my friends"; Learning gratification: "Being on moment improved the way I got information", "Being on moment improved my ability to learn about new things"; Acquisition gratification: "I like reading the advertisement on the moment", "Moment can help me find what I want to buy". Except for the three main points, I also measured two minor variables: fashion and social interaction from Quan-Haase (2010), including "To not look out-of-date", "To look stylish", "To make new friends", and "To feel involved with what's going on with other people". All the items are measured on a 5-point Likert-type scale (1 = strongly disagree, five = strongly agree).

Sense of belonging

Question example: Do you think frequent interactions on WeChat moments motivate you to expand your social circle? Choose number 1(strongly disagree), 2(disagree), 3(neutral), 4(agree), and 5(strongly agree). As self-identification, indispensability, and frequent interactions are positively correlated to the sense of belonging, the higher the participants' score in these three questions, the higher the participants' sense of belonging.

Geographic distance & 5.Relational distance

It is hypothesized that these frequent interactions between WeChat moment members depend on relational distance and geographical distance. To assess the geographical distances, I asked the question, "How long do you and your friends who comment or like you in WeChat have known each other?" (1 = Less than one year; 2 = one to three years; 3 = three to five years; 4 = Five to ten years; 5 = More than ten years). To assess the relational distance, I asked the question "How far is the distance between you and your friends who often comment and like your posts in WeChat moment?" (1 = in the same school; 2 = in the same city; 3 = in the same province; 4 = in the same country; 5 = in different countries)

Self-image promotion

I raised the statement "I will show my location while I'm using the Moment of WeChat." to find out the general frequency of pointing out their location by using the WeChat Check-in Places application.

The second question within the area of self-image promotion is closely related to the first one, that the respondents who use check-in-places application can indicate the location their usually display: restaurants and cafes, malls, clubs, universities, cinemas, airports and railway stations, theaters, museums, or public markets. As a result, the types and locations that the respondent most desired to show to promote their self-image can be revealed[23].

To analyze the respondents' preference in posting pictures and video captures, I raised the question "What stances were you in your most frequent posted views", and gathered students' opinions through their agreement in the following two descriptions: "WeChat is an approach to improving self-image promotion." "I usually post optimistic messages on WeChat moment" by rating this statement with the extent of agreement, from 1 (totally disagree) to 5(totally agree). A higher number indicates a more elevated level of recognition in students' intention to promote

self-image and reputation.

5. Analysis

Table 1: Mean, Standard Deviation and Variance of the Research Items

	Mean	Std. Deviation	Variance
1. Number of WeChat friends	2.23	.807	.651
2. Number of WeChat groups	3.01	.647	.418
3. Frequency of Updating	2.42	1.234	1.522
4. Spend time on Moment	2.68	1.302	1.696
5. Often divide into group	2.60	1.226	1.504
6. Times knowing with friends	2.46	.831	.690
7. Geographical distance	2.51	1.468	2.155
8. Not looking out of date	2.51	1.036	1.073
9. Show fashion	2.42	.967	.936
10. To know more people	3.25	1.057	1.118
11. To update friends' activities	4.01	.813	.661
12. Family connection	3.23	1.030	1.061
13. Friends connection	3.98	.782	.611
14. To have more information	3.91	.836	.699
15. Improve my learning ability	3.41	.919	.845
16. Advertising	2.05	.999	.998
17. Acquisition	2.10	1.034	1.070
18. Identity	3.77	.751	.564
19. Necessary	3.35	.848	.719
20. Belongingness	3.66	.852	.725
21. Acceptance	3.82	.808	.653
22. Affection	3.65	.877	.769
23. Self-image promotion	3.19	.912	.831
24. Most of my messages are positive	3.69	.798	.637
25. Post my location	1.85	.791	.626
26. Post Private information	1.97	.840	.706
Gender (1. Male 2. Female)	1.70	.457	.208
Year (1-4)	2.81	.761	.579
Spending	3.34	.837	.701

Blue: Distance Red: Self-gratification Green: Sense of belonging Purple: social image promotion

Frequency analyses were employed to examine variables based on the results from Statistical Product and Service Solutions (SPSS). As quite a large amount of sample population (N=400), systematic errors can be eliminated. From analyzing statistics and the correlation in between the variables, a total of 26 items were included. I combined the questions of the item “affection” because three of the questions are similar and come out with a similar result. In the appendix, and table 1, I separated the variable with different colors to give a clear view towards which items are

related to what independent variables[24].

Following the results of the factor loadings, means, standard deviations, the correlation should be examined. By reducing 26 items to 10, variables can be compared among a few items. I filled the computer-generated data, and the correlation into the blank, leaving out the overlap part. When the correlation is negative ($r < 0$), it shows that the two variables have negative relation, vice versa. “*” Represents the $0.05 < p < 0.1$, which means that the connection is strong; “**” represents $p < 0.05$, which means that the relationship is even more vital. The number itself has no substantial influence on the result.

Table 2: Correlation between Moment Use (DV) and self-gratification, sense of belonging, self-image promotion, distance (IV) and demographics

	2	3	4	Self-gratification			8	9	10. Distance
				5	6	7			
1. Gender	-.039	-.098*	.082*	.143**	.154**	-.079	.104*	.027	.014
2. Spending		.235**	.043	-.01	.04	-.022	.088	-.016	-.039
3. No. Of friends			.102*	.037	.130**	.111*	.111*	.180**	-.005
4. Moment use				.049	.130**	.05	.114*	.194**	.028
5.Connection					.572**	-.04	.522**	.373**	.005
6.Learning						.260**	.496**	.381**	.05
7.Acquisition							.107*	.163**	-.039
8. Belonging								.386**	-.003
9. Self-image									.033

N=400

*P<0.1 **p<0.05

6. Result

6.1 WeChat Use

Respondents are heavily active on Moment: In the questionnaire, 29% reported reading the friends’ Moment 10-30mins a day, 22.75% read 30mins to 1 hour, 14.45% read 1-2 hours, and 12.75% read it more than 2 hours a day. It also showed that 58% of respondents never update their profile or update more or less than twice a week, 21.75% update 3-5 times a week, 20.25% update it at least once a day. 61.25% of respondents have 6-20 WeChat groups, 20.25% have more than 21 groups, and 18% have less than 6. The interview data show that respondents use Facebook extensively, especially when connecting with friends in groups.

Correlation between the number of friends and posting frequency:

Question no. 3: What is your weekly posting frequency on WeChat Moments?

From Figure 1, each group of columns identifies the numbers of friends they have on WeChat, sequencing from left to right: 0~100, 101~300, 301~500, above 500. The colored columns represent the frequency of weekly posting on their moments, from left (never post or less than once per week) to right (post more than 10 times per week)[27]. The majority lies in posting 3-5 times per week in total. Along with the increasing numbers of friends on WeChat, posting frequency indicates an upward tendency. Therefore, the two dependent variables: post frequency and friends’ number, are positively correlated.

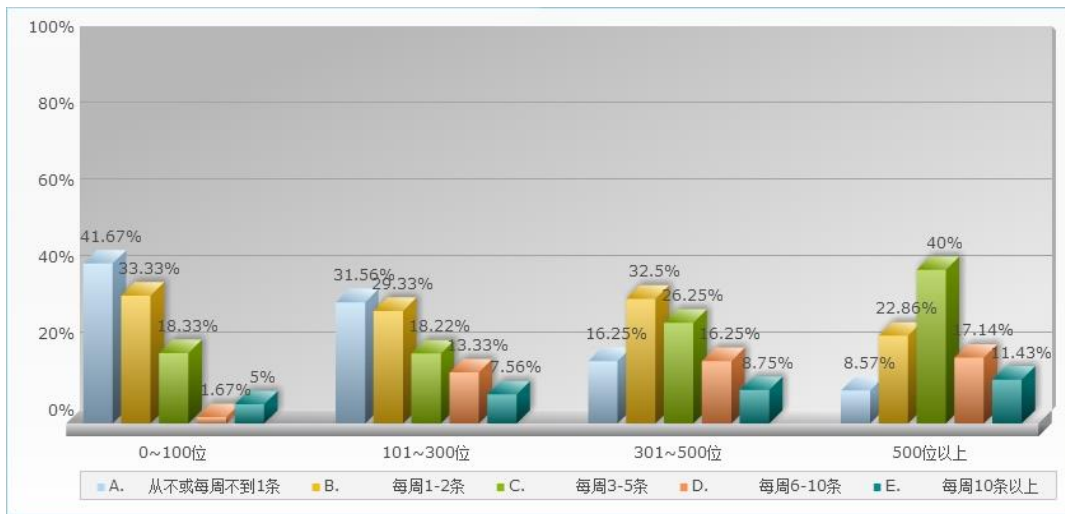


Figure 1: Weekly posting frequency on WeChat Moments

6.2 Gratification

Connection Gratification

Connection gratification can be explained by social interaction and the need for connection. In Table 1, item 10 and 11 relates to social interaction, showing that respondents highly agree with its use. Referring to the connection factor, more students agree with friends' connection than family connection.

10. To know more people	3.25	1.057
11. To update friends' activities	4.01	.813
12. Family connection	3.23	1.030
13. Friends connection	3.98	.782

In Table 2, the connection is highly related to gender, which shows a positive relationship between gender and connection gratification ($r=.143^{**}$).

Secondly, connection and learning gratification show a positive relationship ($r=.572^{**}$), which means students who seek connection on Moment also positively seek learning gratification. Thirdly, reference also presents a positive relationship with a sense of belonging ($r=.522^{**}$) and self-image promotion ($r=.373^{**}$). Finally, connection gratification doesn't show the relation between Moment use and numbers of friends, which means connection gratification is not the primary need for students who use Moment and the numbers of their friends.

Learning Gratification

In Table 1, learning gratification can be explained by items 14 and 15. Most of the students reach highly agreement that Moment can help them attain more information with Sd. Lower than one.

14. To have more information	3.91	.836	.699
15. Improve my learning ability	3.41	.919	.845

In the initial model (Table 2), learning gratification is highly related to Moment use and numbers of friends ($r=.130^{**}$) and gender, all of which show positive relation. Therefore, students who want to obtain more information are tending to spend more time on Moment and have a large number of friends.

Acquisition Gratification

In Table 1, items 16 and 17 relate to this variable. However, most of the students agree that advertisement is not the purpose for them to use Moment.

16. Advertising	2.05	.999	.998
17. Acquisition	2.10	1.034	1.070

According to Table 2, learning gratification shows a positive relationship with the acquisition ($r = .260^{**}$), which means that students may likely see an advertisement as helpful information for them.

6.3 Sense of Belonging

Descriptive Statistics

The statistics show that the mean of statement about the identification of sense of belonging is 3.77, necessity is 3.35, and interactions are 3.66, which means the majority of the participant agree with these three statements.

Relationships within three detailed factors of sense of belonging

Self-identification, the belief of indispensability, and the need for frequent interactions turn out to be positively correlated. Most significantly is between self-identification and lack of regular interactions, the impression of indispensability, and the need for frequent interactions[30].

Correlations with other independent variables

In general, a sense of belonging is positively correlated to other independent variables, in which most closely related are: Gratification (connection $.522^{**}$ and learning ratification $.496^{**}$), and Self-image promotion $.386^{**}$. However, one exception is distance -0.003 ; statistics show that only length negatively correlates to a sense of belonging.

6.4 Geographical Distance & Relational Distance

In the 400 participants of the question “How long do you and your friends in WeChat have known each other”, 51.75% of the selected “one year to three years”, 29.75% of the selected “three to five years”, 9.25% of them select “five to ten years”, 7.5% of them choose “less than a year” and only 1.75% of them prefer “more than ten years”. In the question “How far is the distance between your location and your friends who often comment and like your posts in WeChat friend circle”, 42.25% of participants select “in the same college”, 34% of them choose “in the same country”, 10.5% of them prefer “in the same city”, 7% of them select “in the same province” and 6.25% of them choose “in different countries”.

Descriptive Statistics

According to the Descriptive Statistics Figure, the mean of the statistics in the question “How long do you and your friends in WeChat have known each other” is 2.46. The standard of the statistics in the question “How far is the distance between your location and your friends, who often comment and like your posts in WeChat friend circle” is 2.51. Both of these two means are close to 2.5, which is the midpoint of mean statistics. Thus, there are no bias answers and no trend on participants to both of these two questions.

The std. deviation of the statistics in the question “How long do you and your friends in WeChat have known each other” is 0.831, which means that the statistics of this question is steady. The std. deviation of the statistics in the question “How far is the distance between your location and your friends, who often comment and like your posts in WeChat friend circle” is 1.468, which means that the statistics of this question is not so steady.

6.5 Correlation

The study indicates that whether participants post the moments to a particular group is correlated

to the geographical distance between the participants and their friends. They often comment and like their posts in WeChat moment. The relational distance, which is measured by how much time has participants have met their friends, is also confirmed to be correlated to whether participants post the moments to a particular group. The two questions that measure the geographical distance and relational distance are correlated to each other, and this correlation is stronger than the one between these two variables with whether participants post the moments to a particular group. However, geographical distance and relational distance are not correlated to any other variables in our statistics.

6.6 Self-Image Promotion

Contradicts to the hypothesis, most users like to point out their location when using the WeChat Check-in Places application, 87.75% of students never or rarely show their site, as indicated in the following.

It shows that over one third (33%) of the respondents never use the check-in-places application on Moment; the majority (54.75%) rarely use it. In contrast, 8.25% of them sometimes apply it, 2.5% of respondents are often used, only 1.5% always show their location.

To those who have revealed their location on WeChat moment, It shows that most popular places being restaurants and cafes (44.25%), closely followed by universities (42.75%), and airports and railway stations (39%), 19% will locate malls, 18.25% theaters and museums clubs, and cinemas (15.5%), clubs (10%), and public markets (4.5%) is the least place to checked in.

Promotion of self-image is achieved by users when posting pictures and video captures; it's more likely that people show their image with a group of friends to increase social status, the result verifies our assumption that 74.5% of the pictures they posted on the site are of their group of friends, 17.75% showing their image exclusively. Only 7.75% of the respondent choose to take a photo with their families, girlfriends or boyfriends.

As for the acknowledgement of students in self-image promotion as well as posting positive messages, the majority (45.75%) of students score 3 (neutral) and 4 (agree) respectively, followed by 31% and 36% of respondents score 4 (consent) and 3 (neutral), meanwhile, Self-image promotion ($M=3.19$), and positive messages ($M=3.69$), which degree of agreement is above average, are highly recognized item by the respondents, the standard deviation for self-image promotion ($S=0.912$) and Posting Private information ($S=0.840$) are comparatively low, which the answer didn't differ much.

Correlations with other independent variables

According to the correlation table, Self-image promotion is positively related to numbers of friends, Moment use, the connection between friends, learning gratification, sense of belonging. For this, independent variables have a high significance level ($**p<0.05$), indicating a strong relationship. A higher self-image may result in more friends, which may also lead to more frequent Moment use. Meanwhile, the more a person connect with his friend, the better self-image he may get. A high level of self-image may result in more acquisition. To gain more sense of belonging, they may try by improving their self-image, as shown in Figure 2.

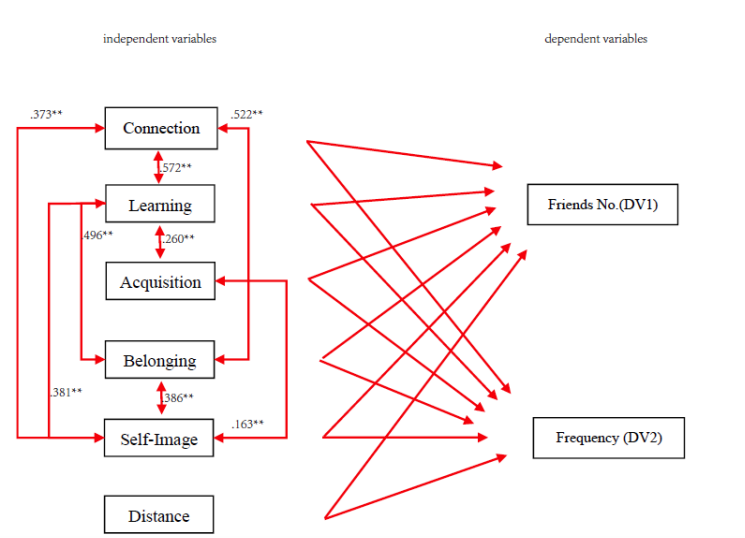


Figure 2: Correlation Diagram between independent variables and independent variables

7. Conclusions

Among the gratification items, most students agree that they spend more time on Moment because they want to update friends' activities (M=4.01), to have more information (M=3.91), and to connect with friends (M=3.98). However, they don't see the acquisition as gratification for them when using Moment. It is also surprising that learning gratification shows such strong relation with Moment use.

As for the sense of belonging in terms of WeChat use, the gratification for connecting to others and learning new things will significantly encourage the users' need for understanding of belonging; and the more sense of belonging the user has, the more likely they will use WeChat Moments to promote self-image.

According to the statistics, the geographical distance and relational distance do not influence the frequency of WeChat moment use in college students. However, they correlate to each other and whether participants post moments to a particular group in WeChat.

Through the research, the results gained all proved the original hypothesis for most students use WeChat for socialization and promotion of self-image, meanwhile, college students aiming to send the message of social and easy to get along with, they present themselves among others, however, they are still not used to expose themselves via locations but when in restaurants and cafes that give them a sense of relaxation.

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