

Research Article

# Creation of Fake Identities on Social Media for Pleasure Seeking: An Analysis of Facebook

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## Abstract

The study examined the relationship between creating fake identities on Facebook and the pursuit of pleasurable experiences. A total of 603 participants, consisting of 252 males and 351 females, were surveyed to gather insights. The results, analyzed using an independent samples t-test, indicated a significant difference in the number of fake identities created by each gender. Females reported a higher average number of fictitious identities as a means of seeking pleasure. Additionally, correlation analysis revealed a weak relationship between the creation of fake identities and the desire for pleasurable experiences, with a Pearson correlation coefficient of 0.127. These findings suggested that although the pursuit of pleasure may influence the creation of counterfeit identities, it is not the primary motivation. The results also indicate that females tend to be more active than males in generating these false personas on the Facebook. The research highlighted notable gender differences in social media behavior and provided insights into the underlying motivations for users crafting fake identities on Facebook. This understanding could have implications for grasping user dynamics on social media and the psychological factors that drive engagement with digital identities. Future research could expand on these findings to explore the long-term impacts of such behaviors on individuals' online experiences and interactions.

## Keywords

Facebook Identities, Fake Identities on Social Media, Construction of Fake Identities on Social Media, Creation of Fake Identities for Pleasure Seeking

## 1. Introduction

Communication technologies have transformed social connections, allowing people to interact in both genuine and fabricated ways online. In many parts of the world, internet users grapple with issues of trust and authenticity in digital spaces. As Turkle (2017) discusses, the anonymity and flexibility of online identities can lead people to reveal, conceal, or even falsify aspects of themselves. While online masking may offer liberating opportunities for identity exploration, it also

cultivates an atmosphere of uncertainty and suspicion.

In Pakistan specifically, with over 76 million internet users as of 2020 [12], many find themselves navigating the complexities of developing relationships and assessing credibility in online environments [23]. This landscape of mistrust manifests in various forms across Pakistani digital culture.

Social networking has become an integral part of modern life, connecting individuals and communities across the globe.

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According to a 2021 study by PEW Research Center, around 72% of American adults use social media platforms like Facebook, Instagram, LinkedIn and Twitter, with a majority reporting that these sites are important for maintaining connections with friends, family, and groups [2].

Social media users have been found to construct fake identities for a variety of reasons. Research suggests that a fake identity is an online persona that is created and used to misrepresent one's true identity, often with the intention of deceiving others for personal gain [15].

Fake identities refer to online profiles, personas, or accounts that are fabricated to conceal or misrepresent one's true identity. These false identities manifest in various forms across social media platforms and discussion forums. Research shows higher rates of fake identities used on sites granting anonymity or by marginalized demographics seeking protection from harassment [5, 22]. Individuals construct fake online identities for diverse reasons, such as experimenting with different social roles, escaping everyday life, participating in unacceptable activities anonymously, gaining access to exclusive communities, and avoiding online harassment [21, 39, 34, 13].

Additionally, a study by Whitty defined a "fake identity" as one that is "deliberately constructed and used to deceive others, in order to gain advantage or to hide one's true self" [46]. This definition highlights the intention behind the creation of a fake identity, which is often to deceive others for personal gain.

Social networking sites are online platforms that allow individuals to create profiles, connect with other users, and share information, interests, and media. These sites provide a virtual space for people to interact, communicate, and engage with others who share similar hobbies, interests, or social connections [38]. Some popular social networking sites include: Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok, Pinterest etc [40].

Facebook is the most widely used social media platform worldwide, with over 2.8 billion monthly active users as of December 2021 [14]. A study by the Pew Research Center [40] found that as of 2016, around 69% of American adults use Facebook, making it the most popular social media platform among this population.

Individuals may create fake identities on social media platforms such as Facebook for a variety of reasons, including experimenting with different social roles, escaping from their everyday lives, engaging in unacceptable activities, gaining access to exclusive communities, and seeking privacy and protection from online harassment [21, 5, 34, 52].

Research indicates that the anonymity and pseudonymity afforded by fake profiles allow people to explore different personas and social boundaries online, while also hiding their participation in stigmatized or marginalized communities [27, 8, 35]. (Kennedy, 2006; boyd, 2007; Marshall et al., 2020). Additionally, groups vulnerable to cyberbullying and harassment often fabricate identities to shield their privacy and

personal information [22, 6].

Facebook users have been found to construct fake identities for pleasure-seeking reasons. A study by Joinson found that individuals may create fake identities on Facebook to experiment with different social roles and to escape from their everyday lives. This study suggests that pleasure-seeking can be one of the motivations behind individuals creating fake identities [21].

Research has shown that individuals may create fake identities on social media platforms, including Facebook, for various reasons. A study by Joinson found that individuals may create fake identities on Facebook to experiment with different social roles and to escape from their everyday lives [21]. Additionally, a study by Papacharissifound that individuals may create fake identities to engage in activities that would be socially or morally unacceptable under their real identities such as cyberbullying or visiting controversial websites [39].

Research by Döringhas found that the use of fake identities on social media is related to the desire for self-expression and the ability to explore different identities, as well as the desire for privacy and protection from online harassment [13].

Another study by Papacharissifound that individuals may create fake identities to engage in activities that would be socially or morally unacceptable under their real identities such as cyberbullying or visiting controversial websites [39]. This study suggests that pleasure-seeking can be one of the motivations behind individuals creating fake identities as they engage in activities that they know would be unacceptable under their real identities.

Additionally, a study by [34] Marwick and Boyd found that individuals may create fake identities on Facebook to gain access to exclusive or restricted communities, such as those that have age or location restrictions. This study also suggests that pleasure-seeking can be one of the motivations behind individuals creating fake identities as they seek access to exclusive or restricted communities.

Fake identities, also known as alternate identities or online pseudonyms, are identities created and used by individuals on social media platforms for various reasons. One reason that has been identified in the research is pleasure-seeking [21]. Individuals may create fake identities on social media to experiment with different personalities, escape their offline identity, or engage in activities that they may not feel comfortable doing under their real identity.

Facebook, as a social media platform, allows users to create and share their personal information, which is commonly referred to as their "Facebook identity." This identity typically consists of various types of information, including basic information such as name, contact information, professional information, political views, religious views, and gender [18]. This information helps users to connect and interact with others on the platform and helps them form their online persona or digital identity.

Research has shown that individuals may create fake iden-

tities on Facebook for catfishing due to a variety of reasons such as a lack of self-esteem, social anxiety, or a desire for attention and validation [46]. Some individuals may also create fake identities to hide their true identity and engage in activities that they would not feel comfortable doing under their real identity [21].

The use of fake identities on Facebook for catfishing can have negative consequences for both the individuals creating the fake identities as well as those they are deceiving. It can lead to emotional distress, broken trust, and financial loss for the individuals being deceived [50].

According to research, the concept of a "highlight reel" on social media refers to the tendency for individuals to present a curated and idealized version of their lives online [28]. This often includes only sharing the positive, exciting, and memorable moments, rather than a complete representation of one's day-to-day experiences. This phenomenon is often referred to as "social comparison" [9] or "self-presentation" [16].

Research has also shown that individuals tend to present themselves as happier on social media than in real life [17]. This is often referred to as the "Facebook illusion" [30] as it creates a distorted perception of reality.

Individuals may create fake identities on social media platforms, such as Facebook, for the purpose of trolling [3, 51]. Trolling is defined as the act of deliberately inciting or causing trouble on the internet [51].

The creation of fake identities for trolling can be understood through the lens of the uses and gratifications theory, which posits that individuals use technology to fulfill specific needs or wants [26]. In this case, individuals may create fake identities for trolling as a way to fulfill their need for pleasure or entertainment [4].

Research suggests that individuals may create fake identities, known as "sock puppets," on social media platforms for pleasure seeking. For example, some individuals may create multiple accounts to engage in different identities, such as different genders or age groups, to explore different aspects of themselves or to escape their real-life identity [45].

Sock puppetry on Facebook can have negative consequences for both the individuals creating the fake identities and the platform itself. It undermines the trust and credibility of the platform and can lead to the spread of misinformation and propaganda [10].

According to research on online stalking, individuals who create fake identities on social media platforms, such as Facebook, often do so for the purpose of stalking their victims [20]. This behavior is referred to as "cyberstalking" and it is typically defined as the use of the internet or other electronic means to stalk another person [37].

In a study by Smith and colleagues on the motivations and behavior of cyber stalkers, it was found that many stalkers feel a sense of pleasure or excitement from engaging in this activity. The study found that these individuals often have a desire for control and power over their victim and that the anonymity and distance provided by the internet allow them

to act out these desires without fear of consequences [43].

Furthermore, research by Whitty and colleagues highlighted how individuals who engage in cyberstalking often have a desire for intimacy and connection with their victims but are unable to establish it in a healthy and appropriate way [49]. In this case, stalkers feel pleasure from the power they hold over their victims and from the control they exert over their victims' lives.

According to a study published in the Journal of Computer-Mediated Communication [21] the creation of fake identities on social media platforms such as Facebook is commonly used for "flaming," or engaging in heated and aggressive online communication. The study found that individuals who engage in flaming with fake identities often find pleasure in the activity.

In the study, participants were asked about their motivations for creating fake identities on social media. The results showed that a significant proportion of participants engaged in flaming as a primary motivation for creating a fake identity. The study also found that these individuals often found pleasure in the anonymity and freedom that a fake identity provided, allowing them to express themselves in a way that they may not feel comfortable doing so with their real identity.

Additionally, the study found that individuals who engage in flaming with fake identities tend to have a higher likelihood of engaging in other deviant online behaviors, such as cyberbullying and harassment.

The motivations behind the creation of fake identities are not fully understood, some researchers have suggested that individuals may engage in this behavior as a form of self-branding, which is a pleasure-seeking activity [25].

Self-branding refers to the process of creating and managing one's image and reputation online, and it has been found to be positively associated with pleasure-seeking behaviors [25]. This suggests that individuals who create fake identities on social media may be doing so in order to present a more favorable image of themselves to others, and that this behavior may be driven by a desire for social validation and pleasure.

However, the creation of fake identities on social media can have serious consequences, both for the individuals engaging in the behavior and for those who are targeted. Not only it can lead to flaming and other deviant online behaviors, such as cyberbullying and harassment, but it also undermines the trust and authenticity of online interactions, which can impact the well-being and mental health of users [3].

Research has suggested that individuals may engage in this behavior for a variety of reasons, including sexting [1]. However, use of fake identities for sexting can have serious consequences, both for the individuals engaging in the behavior and for those who are targeted and distribution of explicit images without consent, which can have serious legal and personal consequences [36].

Sexting refers to the sending of sexually explicit messages or images via digital communication, and it has been found to

be associated with the use of fake identities on social media [1]. This suggests that individuals who create fake identities on social media may be doing so in order to engage in sexting without revealing their true identities.

In a study conducted by [42] Ross and colleagues, it was found that among undergraduate students, those who had ever sexted were more likely to have multiple social media accounts, suggesting that the use of fake identities may be prevalent among individuals who engage in sexting.

Fake identities are often created on Facebook for the purpose of role-playing [11]. This can include taking on different personas or characters in online communities, such as in fantasy or gaming groups. These fake identities can also be used for more mundane or everyday role-playing, such as in online dating contexts [51].

Role-playing, also known as identity experimentation, allows individuals to explore different aspects of their identity and try on different personas in a safe and controlled online environment. This type of behavior is particularly prevalent among young people, who use social media as a means of self-expression and exploration [32].

### 1.1. Significance

This study offers significant contributions to the emerging body of literature on online identity and social media use. First, it provides much-needed empirical insights into the motivations and behaviors related to creating fake identities on social networking sites, illuminating a phenomenon that has outpaced research. Prior work has primarily focused on identity performance broadly, without interrogating fabricated personas specifically. By examining the prevalence, motivations, and repercussions of false online identities fabricated for pleasure, this study addresses a notable knowledge gap.

Second, identifying relationships between pleasure-seeking and identity deception furthers theoretical understanding of impression management and psychological gratification in digital spaces. The findings can enrich models of user behavior and motivation in computer-mediated communication.

Third, this research has important practical implications. Understanding risk factors and negative consequences can inform the development of interventions, policies, and design features on social platforms to curb harmful fake identities. The analysis of gender differences also highlights issues of inequality and targeted misuse that can guide ethics-focused technology regulation. Finally, this study provides a lens into social media usage patterns among Pakistani youth in a region undergoing rapid digital transformation.

### 1.2. Theoretical Framework

The uses and gratification theory (UGT) is a communication theory that proposes that individuals actively seek out and use media to fulfill specific needs and desires. In the context

of social media, UGT suggests that individuals use social media platforms to fulfill a variety of psychological needs, such as the need for social interaction, self-expression, information seeking, and entertainment [26].

Research has shown that individuals use social media to gratify a variety of needs, such as the need for social integration, personal identity, affective needs and cognitive needs. For example, a study by Lin, Lu and Guo found that Facebook users use the platform to gratify social needs such as socializing and maintaining relationships, as well as personal integration needs such as self-expression and self-presentation [33].

Recent research has applied UGT to the context of social media and has shown that individuals use social media platforms to gratify a variety of psychological needs. For example, a study by Lin, Lu and Guo found that Facebook users use the platform to gratify social needs such as socializing and maintaining relationships, as well as personal integration needs such as self-expression and self-presentation [33].

Another study by Tufekci and Wilson found that Twitter users use the platform to gratify the need for information-seeking and the need for self-expression [44]. Additionally, a study by Papacharissi found that individuals use social media to gratify the need for affective needs such as emotional support, as well as the need for cognitive needs such as understanding and interpreting events [39].

According to the uses and gratification theory, individuals use social media to fulfill various needs, including affective needs such as fear and pleasure [26]. For example, individuals may use social media to seek pleasure through entertainment and social interaction, while also using it to alleviate fear by staying informed about current events and connecting with others in times of crisis.

One reason why fake identities are created is catfishing [47]. Catfishing refers to the practice of creating a false identity on social media platforms, such as Facebook, in order to deceive others and form romantic relationships online. This can be done for various reasons such as seeking attention, revenge, or scamming others.

The Uses and Gratifications Theory is a theoretical framework that explores why individuals choose to engage with media and how they derive satisfaction or gratification from it. This theory posits that individuals actively seek out specific media content to fulfill their needs and desires. It suggests that media use is driven by the gratifications individuals expect to receive from their chosen media sources.

In the context of the study on the creation of fake identities on Facebook, the Uses and Gratifications Theory can guide the research process by providing a lens through which to understand the motivations behind this behavior. By applying this theory, researchers can examine how individuals use fake identities on Facebook to fulfill certain needs or gratifications, such as pleasure-seeking, self-expression, or social interaction.

The theoretical underpinnings sought from the Uses and



Gratifications Theory in this study would involve exploring the specific gratifications that individuals seek when creating fake identities on Facebook. By understanding the underlying motives and gratifications associated with this behavior, the study aims to shed light on the role of pleasure-seeking in the creation of fake identities on social media platforms.

By employing the Uses and Gratifications Theory, the study seeks to explore the motivations, needs, and gratifications that drive individuals to create fake identities on Facebook. It provides a framework for understanding why individuals engage in this behavior and how it satisfies certain psychological, social, or emotional needs. This theory can guide the research process by shaping the research questions, data collection methods, and data analysis to examine the role of pleasure-seeking as a motivation for creating fake identities on Facebook.

### 1.3. Problem Statement

Internet and gadgets have connected society abstractly and virtually. The people who interact with one another could be genuine, show their partial identity, be gratifying pseudo-selves, and be fake. Millions of internet users are someone in the chaos of mistrust.

## 2. Methods

The study examines false identities as the dependent variable whereas pleasure is the independent variable which represents affective needs related to enjoyment, entertainment, self-expression, and exploration. The pleasure is hypothesized to be a driver of fabricating fake online identities. Additionally, the model identifies nine constructs that exemplify different types of pseudo-identities driven by pleasure i.e., (1) Catfishing, (2) Sock puppetry, (3) Highlight reel, (4) Trolling, (5) Stalking, (6) Flaming, (7) Self-Branding, (8) Sexting, and (9) Roleplaying.

The research is designed to achieve the following objectives:

Objective 1: To examine the relationship between pleasure-seeking motivations and fake identity creation on Facebook.

Objective 2: To compare the prevalence of fake identity creation for pleasure-seeking on Facebook between women and men.

The following hypotheses are based on the objectives:

H1: The reason for creating fake identities on Facebook is pleasure-seeking.

H2: Women are likely to create more fake identities than men for pleasure-seeking on Facebook.

Hence, to achieve these objectives, the study utilizes a quantitative survey methodology to examine the relationship between pleasure-seeking motivations and fake identity creation on Facebook, as well as compare potential gender differences in this phenomenon.

While the target population is broadly social media users, this study narrows its focus to university students in Islamabad, Pakistan. As the capital city, Islamabad hosts students from diverse localities, cultures, and socioeconomic backgrounds, providing a microcosm of the broader social media landscape.

A structured questionnaire will be administered to a sample of university students in Islamabad to collect data on demographics, social media usage habits, motivations for using Facebook, and self-reported incidents of creating fake identities for pleasure-seeking activities. Quantitative data analysis will examine correlations and group differences to test the hypothesized relationships between pleasure-seeking, gender, and fake identity creation.

The sample selection process for this study involved several steps. Firstly, the study identified universities in Islamabad Capital Territory that were registered with the Higher Education Commission (HEC) and had a significant student population. The total number of students enrolled in these universities during the year 2017-2018 was determined to be 165,086.

The study excluded two specific universities, namely Alama Iqbal Open University (AIOU) and the National University of Technology (NUT), Islamabad. AIOU was excluded because it is a distance education institution, which may have different characteristics and student demographics compared to traditional universities. NUT was excluded due to the absence of any enrolments, making it an inappropriate choice for sampling.

The study opted for a probability sampling technique, specifically a proportionate sampling technique. This technique involves selecting a sample size proportionate to the size of the population. In this case, the sample size was determined based on the total number of students enrolled in the selected universities.

To calculate the sample size, an online sample calculator was employed. The researchers specified a confidence level of 95% and a margin of error of 3%. These parameters determine the level of confidence in the survey results and the acceptable degree of sampling error. Based on these inputs, the sample size of 1,061 students was determined.

The rationale for selecting this sample size is to achieve a balance between obtaining a representative sample of the student population and maintaining feasibility in terms of data collection and analysis. A sample size of 1,061 students is considered statistically significant and provides a reasonable representation of the larger population, allowing for the generalizability of findings within a certain margin of error.

By using a quantitative survey methodology and employing a proportionate sampling technique with a calculated sample size, the study aimed to gather data that could be analyzed to investigate the relationship between the creation of fake identities on Facebook and the affective need for pleasure among students in the selected universities. (Appendix).

### 3. Ethical Consideration

This study was conducted in accordance with ethical guidelines. Participation was completely voluntary and informed consent was obtained from all participants. Anonymity was protected by collecting no personally identifying information and storing survey data securely. In addition to that Study results were anonymized at the group level when disseminating findings and demographic data were reported in aggregate only.

### 4. Results

The study investigated the creation of fake identities on Facebook and its relationship with the affective need for pleasure. Through a quantitative survey methodology, a sample of 1,061 students from selected universities in the Islamabad Capital Territory was examined. The findings revealed that various forms of fake identity creation were prevalent among the surveyed population. The highest reported behavior was the "Highlight Reel" phenomenon, with 43.30% of respondents engaging in this practice. Other notable behaviors included Sock Puppetry (23.60%), Catfishing (22.50%), and Stalking (20.80%).

H1: The reason for creating fake identities on Facebook is pleasure-seeking.

H2: Women are likely to create more fake identities than men for pleasure-seeking on Facebook.

A Pearson correlation coefficient (R-value) is a measure of the strength and direction of the linear relationship between two variables. An R-value ranges from -1 to 1, with -1 indicating a strong negative correlation, 0 indicating no correlation, and 1 indicating a strong positive correlation.

This result indicates that there is a small, positive correlation ( $r = .127$ ) between gender (specifically female vs male) and the frequency of creating fake Facebook identities for pleasure-seeking. The standard error (SE) of the correlation coefficient is .042, and the approximate t-value (t) is 3.245. This result is statistically significant at the .001 level ( $p = .001$ ), meaning that there is less than a 1% chance that this correlation could be due to chance. The small correlation coefficient suggests that the variables are weakly correlated.

Therefore, we reject the null hypothesis (that there is no relationship between gender and fake identity creation for pleasure seeking) and accept the alternate hypothesis.

The independent sample T-test was conducted to investigate the relationship between gender and the construction of fake identities for pleasure seeking. The sample consisted of 252 males and 351 females. The mean score for males was 3.2 (standard deviation = .89) and for females, it was 3.5 (standard deviation = .75). The test was conducted with the assumption of equal variances, and the results indicated that there was a significant difference between males and females in the construction of fake identities for pleasure-seeking ( $F(1,601) = 13.5, p = .000$ ). The mean difference

between the two groups was -2.7, with a standard error of .67. The two-tailed significance level of the T-test was .000, indicating that the results were statistically significant and that males constructed fewer fake identities for pleasure-seeking than females.

Therefore, we conclude that women create more fake identities than men.

### 5. Discussion

The research article highlights a growing concern in the online world, that individuals are creating fake identities on social media platforms for pleasure-seeking. The study provided clear conceptual definitions for each construct grounded in prior academic studies on online deception, presentation management, and identity performance. These constructs, included catfishing, sock puppetry, highlight reel, trolling, stalking, flaming, self-branding, sexting, and role-playing that contribute to the creation of fake identities on Facebook.

The study found that females tend to create more fake identities on Facebook compared to males. This could be due to the cultural impact, upbringing, suppression, ignored child and various other reasons. However, this study was limited to the factors which were related to pleasure-seeking motivations. The higher rate of fake identity creation among females should be interpreted with caution, as there are likely many societal, cultural, and individual dynamics that were not addressed in the scope of this research. The study was not designed to conclusively identify all potential explanations for the gender discrepancy, only to examine correlations specifically pertaining to pleasure-seeking behaviors. Further investigation is needed to develop a more comprehensive understanding of the influences leading to greater fabrication of false online personas among females versus males. The researchers acknowledge that their findings are limited by the narrow focus on pleasure-seeking motivations for creating fake identities on Facebook.

The study measured the usage of fake identities for problematic behaviors like catfishing, trolling, and harassment. The connections revealed between fake identities and abusive activities underscore the need for social media platforms to take proactive measures to prevent the creation of fake profiles and protect users' privacy and safety online.

The study has important implications for policymakers, social media platforms, and educators. Policymakers can use the findings to develop effective legislation to address the issue of fake identities on social media. Social media platforms can use the findings to develop effective policies and practices to prevent the creation of fake identities and ensure the safety and privacy of their users. Educators can use the findings to educate young people about the potential risks and negative consequences associated with the creation of fake identities on social media.

## 6. Recommendation for Policy and Legislation

1. The government can take a proactive approach to address cyber issues by introducing an ombudsman office which can act as a mediator between victims and the justice system, and provide an alternative means of seeking justice for individuals who have experienced cybercrimes.

Currently, many people are hesitant to report cyber issues to traditional courts and police due to a lack of understanding of the legal system, fear of retaliation, or mistrust of the justice system. Moreover, traditional justice systems can be expensive, time-consuming, and may not be well-equipped to handle cyber issues.

The ombudsman office can serve as a more accessible and approachable alternative for victims of cyber ethical issues. The office can offer free legal assistance, provide support and guidance to victims, and mediate between the victim and the offender. This can help in addressing cyber ethical issues effectively, without the need for traditional court proceedings.

2. Educate social media users: Educating social media users about the consequences of creating fake identities and the potential risks associated with it can help in reducing the creation of fake identities on social media. Social media platforms can work with educational institutions and organizations to launch awareness campaigns.
3. Reporting Mechanism: Social media platforms can in-

roduce an easy-to-use reporting mechanism for users to report fake profiles. This can encourage users to report fake identities and help social media platforms to take necessary actions against such accounts.

## 7. Conclusion

This study explored the creation of fake identities on Facebook and its association with pleasure-seeking motivations among university students in Pakistan. The survey findings revealed that fabricating false online personas is a common occurrence among young adults on social media, with diverse behaviors like highlighting idealized lifestyles, catfishing, and sock puppetry driven by desires for enjoyment, exploration, and self-promotion.

These results provide insight into how the quest for personal pleasure and satisfaction, if unchecked, can proliferate inauthentic identities and potentially harmful conduct on social media. Further research is needed to deepen understanding of this phenomenon across cultural contexts and platforms.

This study highlights the nuanced interplay between human motivations and online identity performance. Its findings underscore the responsibilities of both users and platforms in fostering authenticity and protecting privacy amidst the rife ambiguity of identities in the digital age. Promoting media literacy and ethical digital citizenship is essential for harnessing technology's potential while mitigating its risks.

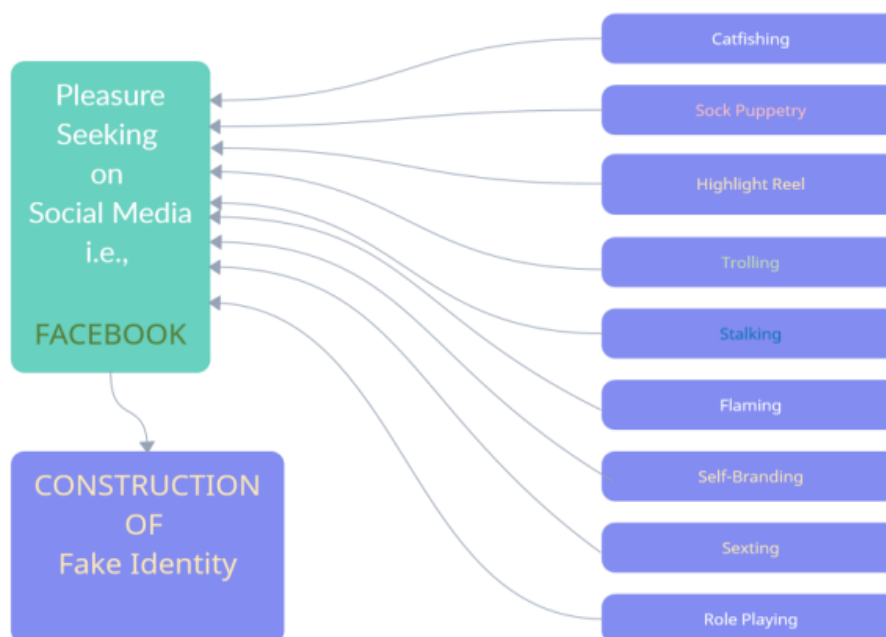
## 8. Tables and Figures

### 8.1. Constructs of the Study

*Table 1. Constructs of the Study.*

Construct(s)	Reference
Catfishing	Whitty, 2012; Whitty, 2016; Joinson, 2008
Sock Puppetry	Cheng, et al., 2018; Turkle, 2011
Highlight Reel	Kirschner&Karpinski, 2010; Buffardi& Campbell, 2008
Trolling	Bargh, McKenna, & Fitzsimons, 2002; Whitty& Gavin, 2001; Bargh et al., 2002
Stalking	Holt, Bossler, & May, 2011; Smith et al., 2019; Whitty, et al., 2008
Flaming	Joinson, 2008
Self-Branding	Kang, 2017; Bargh& McKenna, 2004
Sexting	Albury& Crawford, 2016; Mitchell, Finkelhor, & Wolak, 2012
Role Playing	Whitty& Gavin, 2001; Lampe et al., 2006

## 8.2. Model



**Figure 1.** Creation of Fake Identities for Pleasure Seeking.

The chart you provided shows the percentage of individuals engaging in the creation of pseudo identities on Facebook for pleasure-seeking purposes, categorized by different indicators and gender. Here are the percentages for each indicator:



**Figure 2.** Creation of Fake Identities% Age Wise.

It appears that "Highlight Reel" has the highest percentage, with 43.30% of individuals engaging in this form of creating pseudo identities for pleasure-seeking on Facebook. This could involve presenting an idealized version of oneself or selectively showcasing positive aspects of one's life.

Following that, "Sock Puppetry" and "Catfishing" have percentages of 23.60% and 22.50% respectively. Sock pup-

petry refers to the creation of fake accounts to support or defend oneself or to manipulate online discussions, while catfishing involves creating deceptive online personas to deceive or manipulate others.

The other indicators such as stalking, personal branding, trolling, role playing, flaming, and sexting also show varying percentages of individuals engaging in the creation of pseudo

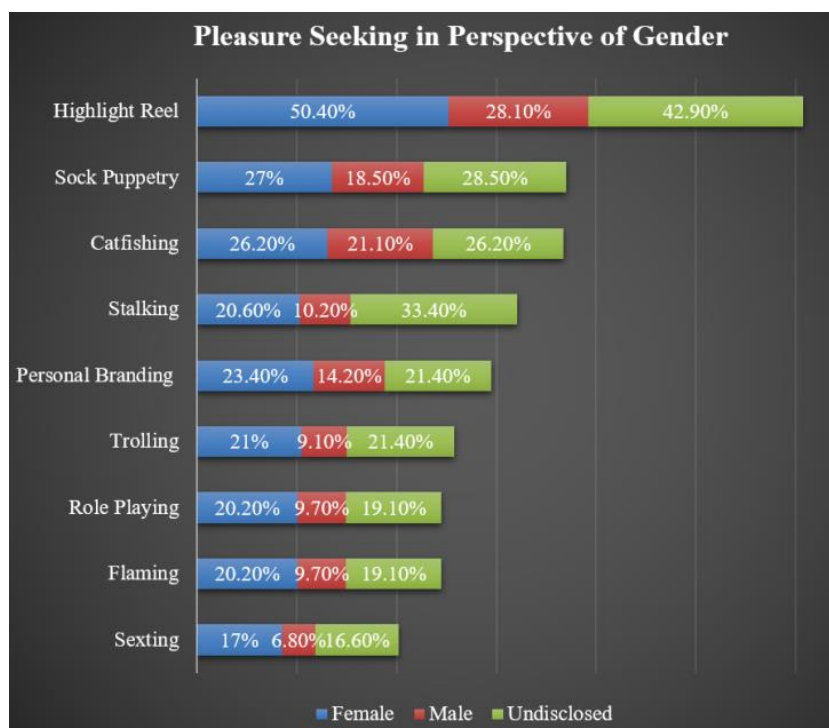


identities for pleasure-seeking purposes on Facebook.

#### *Gender and Fake Identities*

These percentages provide a breakdown of the engagement in different pleasure-seeking behaviors on Facebook in terms

of gender. The percentages represent the prevalence of each behavior among individuals surveyed in the study, categorized by gender.



**Figure 3.** *Pleasure Seeking in Perspective of Gender.*

## Abbreviations

UGT	Uses and Gratification Theory
HEC	Higher Education Commission
AIIOU	AllamaIqbal Open University
NUT	University of Technology
SE	Standard Error
NUCES	National University of Computer & Emerging Sciences, Islamabad
NUML	National University of Modern Languages, Islamabad
NUST	National University of Sciences &Technology, Islamabad
PIDE	Pakistan Institute of Development Economics, Islamabad
PIEAS	Pakistan Institute of Engineering and Applied Sciences, Islamabad
QAU	Quaid-i-Azam University, Islamabad

## Author Contributions

**Sohail Taj:** Conceptualization, Data curation, Formal Analysis, Investigation, Methodology, Software, Validation, Visualization, Writing – original draft, Writing – review & editing

**Zaheer Khan:** Data curation, Formal Analysis, Investigation, Methodology, Software, Validation, Visualization, Writing – original draft, Writing – review & editing

## Conflicts of Interest

The authors declare no conflicts of interest.

## Appendix

**Table 2.** Sample of the Study.

Name of University	Sector	Students		Grand Total
		Male	Female	
Air University, Islamabad	Public	3199	1331	4530
Bahria University, Islamabad	Public	10801	5673	16474
Capital University of Science & Technology, Islamabad	Private	3405	934	4339
COMSATS University, Islamabad	Public	20995	13106	34101
Foundation University, Islamabad	Private	2696	3132	3132
Institute of Space Technology, Islamabad	Public	1083	308	1391
International Islamic University, Islamabad	Public	15855	15112	30967
Muslim Youth University, Islamabad	Private	192	16	208
National Defence University, Islamabad	Public	1109	571	1680
National University of Computer & Emerging Sciences (NUCES), Islamabad	Private	7397	1992	9389
National University of Modern Languages (NUML), Islamabad	Public	9131	5903	15034
National University of Sciences & Technology (NUST), Islamabad	Public	11434	4636	16070
Pakistan Institute of Development Economics (PIDE), Islamabad	Federal	452	236	688
Pakistan Institute of Engineering and Applied Sciences (PIEAS), Islamabad	Public	729	138	867
Quaid-i-Azam University (QAU), Islamabad	Public	4922	4949	9871
Riphah International University, Islamabad	Private	6380	6079	12459
ShaheedZulfiqar Ali Bhutto Medical University, Islamabad	Public	310	434	744
ShifaTameer-e-Millat University, Islamabad.	Private	510	936	1446
TOTAL		100600	64486	165086

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