CYBERPSYCHOLOGY: THE UNDERSTANDING OF WOMAN-SOCIAL MEDIA'S INTERACTION

Novi Nur Lailisna

STAI Badrus Sholeh Purwoasri Kediri – East Java

nophy18@gmail.com

Abstract

The face can display how the emotion of a human. Some research concluded that it is possible to be different details of emotion and event. As found in the gender studies, men and women are having professional anger in both statuses for their own emotions. Especially for women who are actively become netizens of social media such as Facebook, Twitter, and Instagram are predictively more interactive in that media and have various emotions to say and receive anything from them. The critical introduction of social media from N. Bakić-Mirić explained a wide variety of topics including how to define the characteristics of new media; social and political uses of new media and new communications; new media technologies, politics, and globalization; everyday life and new media; theories of interactivity, simulation, the new media economy; cybernetics, cyberculture, the history of automata and artificial life. Therefore, more specifically, women have the psychology of becoming women in social media. Applying qualitative methodology, this study explores what cyberpsychology extend to women and how their emotion be on social media. The research contributes to women on to be careful with social media.

Keyword*:* woman, emotion, social media

Abstrak

Wajah pada kesempatannya mampu menampilkan bagaimana emosi manusia. Beberapa penelitian menyimpulkan bahwa terdapat kemungkinan adanya emosi dan peristiwa tertentu dalam konteks yang berbeda. Sebagaimana dalam studi gender, pria dan wanita mengalami kemarahan yang bermakna dari ungkapan untuk emosi mereka sendiri. Khususnya bagi perempuan yang aktif menjadi warganet di media sosial seperti facebook, twitter dan instagram; perempuan diprediksi lebih interaktif dalam media tersebut dan memiliki berbagai emosi untuk menyampaikan dan menerima apa pun dari. Pengenalan kritis media sosial dari N. Bakić-Mirić dijelaskan dalam berbagai topik termasuk: bagaimana mendefinisikan karakteristik media terbarukan; penggunaan media baru dan komunikasi baru secara sosial dan politik; teknologi media baru, politik dan globalisasi; kehidupan sehari-hari dan media baru; teori interaktivitas, simulasi, ekonomi media baru; sibernetika, budaya siber, sejarah automata dan kehidupan buatan (maya). Oleh karena itu, terkhusus lagi, perempuan memiliki psikologinya sendiri untuk menjadi perempuan di media sosial. Menerapkan metodologi kualitatif, studi ini mengeksplorasi pertanyaan penelitian seperti: apa pengertian psikologi-siber yang terdapat pada perempuan dan bagaimana emosi mereka di media social. Hasil dari penelitian ini, adalah memberikan wawasan kepada wanita agar lebih peduli pada dirinya sendiri dalam penggunaan media sosial.

Kata Kunci: *wanita, emosi, media sosial*

Introduction

In the year of 2010, current issues were booming about cyberpsychology, behavior, and social networking[1]. Wiederhold explained that this issue marks the completion of successful and informative year on how the field of social networking rapidly growing. people are always using media of communicating such as smartphones, mac, Linux, or Microsoft. It is clear that people differ greatly when it comes to using computers to perform tasks[2]. Over the past decade, social media platforms have penetrated deeply into the mechanics of everyday life, affecting people's informal interactions, as well as institutional structures and professional routines[3].

Cyberpsychology includes multiple and intersecting disciplines such as human-computer interaction, computer science, engineering, and psychology[4]. The advances in global communication and technologies, social media and networking sites, and technological intimacy created through developments such as *the iphone* have created shifts in perspectives and behaviors[5]. It indicates that today's interaction is widely happening boarded.

Cyberpsychology is specifically a study that focuses on human and their behavior in the context of social media interaction in the current usage of technology. The users of social media are men and women. Certain features of facial appearance perceptually resemble expressive cues related to facial displays of emotion[6]. This study conceptualizes how men and women express emotion such as anger. Men are expressing their

anger by lowering eyebrows directly. Then, women did it slowly.

In gender studies, in a professional setting, males were given more prestige if they showed fury rather than melancholy. However, evaluators of all sexes gave furious female professionals a lower rank than angry male professionals. It means men have emotion that not appearing directly in public. Simply example is men are not permitting 'crying', they must be okay anytime for every moment because emotion control is high level class for being men. The results from studies on gender differences in emotion recognition vary, depending on the types of emotion and the sensory modalities used for stimulus presentation[7].

Based on Helmi's statement, in January 2021 as many as 2/3 of the world's population used mobile phones, 60% were connected to the internet and most of them were active users of social media. The same thing also happened in Indonesia where 73% of the population was connected to the internet and 61% were active in social media. One of the reasons for this increase is the COVID-19 pandemic that has hit this world[8].

During the past decade, social media has certainly claimed its place as a worthy area of interest, and the increasing amount of research regarding emotions in the domain is an indication of how essential they are in our online communication[9]. The online environment has become a significant focus of the everyday behavior and activities of individuals and organizations in contemporary society[10]. Social

1   Brenda Kay Wiederhold, 'Cyberpsychology, Behavior & Social Networking Journal: Special Issue on VR and Pain', no. June 2014 (2015): 599–600.

2   Kent L Norman, *Cyberpsychology : An Introduction to Human-Computer Interaction* (Cambridge University Press, 2008), 223–27.

3   José van Dijck and Thomas Poell, 'Understanding Social Media Logic', *Media and Communication*, 2013, https://doi.org/10.12924/mac2013.01010002.

4   Julie R. Ancis, 'The Age of Cyberpsychology: An Overview', *Technology, Mind, and Behavior* 1, no. 1 (2020): 1, https://doi.org/10.1037/tmb0000009.

5   Ancis, 1–2.

6   U. Hess et al., 'Face Gender and Emotion Expression: Are Angry Women More like Men?', *Journal of Vision*, 2009, https://doi.org/10.1167/9.12.19.

7   Lena Lambrecht, Benjamin Kreifelts, and Dirk Wildgruber, 'Gender Differences in Emotion Recognition: Impact of Sensory Modality and Emotional Category', *Cognition and Emotion*, 2014, https://doi.org/10.1080/02699931.2013.837378.

8   'Inaguration of Prof. Dr. Avin Fadilla Helmi, M.Si: Psychological Aspects of Social Interaction in Cyberspace', n.d., https://psikologi.ugm.ac.id/en/inaguration-of-prof-dr-avin-fadilla-helmi-m-si-psychological-aspects-of-social-interaction-in-cyberspace/.

9   Hissu Hyvärinen and Roman Beck, 'Emotions Trump Facts: The Role of Emotions in on Social Media: A Literature Review', *Proceedings of the 51st Hawaii International Conference on System Sciences*, no. February (2018), https://doi.org/10.24251/hicss.2018.226.

10   Jo Bryce, 'Cyberpsychology and Human Factors', *Cy-*

media revolve around self-disclosure. To present oneself, start and expand one's social circle, and share content, a user has to disclose personal data. As stated by Jourard & Lasakow, in 1958, self-disclosure is seen as the "process of making the self-known to other persons". It helps people to find common ground to start and also to deepen (online) relations with others by using means of communication with some platforms.

As the focus of the study, women users' in social media is also preferable issue. Some theories distinguish between women's and men's interactions including in social media; how women emotionally react when they become part of netizens. Deeply talking about psychoanalysis on psychological thinking about personality theory and the changes that have been taking place within psychoanalytic theory about women. Lerman concludes that there are criteria available related to psychological theory for women psychology of thought[11]. This is possible to show how women's emotion are. Women and men show different behavior in all spheres of life, and the use of social media is not an exception. Indeed, women are more concerned with their self-presentation compared to men, whereas men tend to focus on other aspects, such as finding friends[12]. Women have a stronger attachment to social network[1314]. As the focus of cyberpsychology in introduction, one hypothesis is that men and women have different intellectual styles. Men think in more abstract ways and women in more concrete ways. In terms of computer programming, men like to work with prepackaged routines ("black boxes"), and women prefer to see what is inside ("glass boxes"). Men prefer to send commands at a distance, and women seek closer and deeper

communication in their programs as stated by Turkle & Papert in I990[15]. In this term, this research is going to have the measurement of the current study of emotions, moods, and affect[16]. This field was characterized by a bewildering multiplicity of constructs, several alternative theories for each construct, and multiple measures based on each theory[17]. This research is going to have more applicative terms to the emotions of women on social media such as *Facebook, Twitter*, and *Instagram*.

Theories on emotion serve as a good basis for explaining and reasoning about observed behavior, but might not be considered necessary for simply describing observations[18]. Christopher J. Beedie, Peter C. Terry, and Andrew M. Lane questioned that what is the relationship between the commonsense theories expounded above and the psychological or biological reality of emotion and mood? Then the alternative answer is stated that emotion exists as distinct entities does this mean that they do, or are they simply socially constructed phenomena[19]. So, human emotion is possible to be built at society. As Russell and Feldman Barrett explains, emotion is defined as a "prototypical emotional episode" (what is commonly called an occurrence of emotion) as a "complex set of interrelated sub-events concerned with a specific object"[20], the co-occurring components that compose a prototypical emotional episode include (a) core affect, (b) overt behavior congruent with the emotion (e.g., a smile or a facial expression of fear), (c) attention directed toward the eliciting

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berpsychology and Human Factors. Engineering & Technology Reference 8 (2015).

11 Hannah Lerman, 'From Freud to Feminist Personality Theory: Getting Here from There', *Psychology of Women Quarterly* 10, no. 1 (1986): 1–18, https://doi.org/10.1111/j.1471-6402.1986.tb00733.x.

12 Fahad Alzahrani, 'Communication Difference between Men and Women in Social Media', *International Journal of Scientific & Engineering Research* 7, no. 4 (2016): 981–82.

13 Ramaswamy Velmurugan, 'Implication of Social Media Among Working Women in Coimbartore (Wrt Facebook, Twitter, YouTube, Skype, LinkedIn and Whatsapp)', no. March (2017).

14 Velmurugan.

15 Norman, *Cyberpsychology : An Introduction to Human-Computer Interaction*.

16 Panteleimon Ekkekakis, 'Affect, Mood, and Emotion', in *Measurement in Sport and Exercise Psychology* (Champaign, IL, US: Human Kinetics, 2012), 321–32, https://doi.org/10.5040/9781492596332.ch-028.

17 Panteleimon Ekkekakis, 'The Measurement of Affect, Mood, and Emotion in Exercise Psychology', *Measurement in Sport and Exercise Psychology*, 2012, 321–25.

18 Hyvärinen and Beck, 'Emotions Trump Facts: The Role of Emotions in on Social Media: A Literature Review'.

19 Lena Lambrecht, Benjamin Kreifelts, and Dirk Wildgruber, 'Gender Differences in Emotion Recognition: Impact of Sensory Modality and Emotional Category', *Cognition and Emotion*, 2014, 847–78, https://doi.org/10.1080/02699931.2013.837378.

20 Panteleimon Ekkekakis, 'The Measurement of Affect, Mood, and Emotion in Exercise Psychology'.

stimulus, (d) cognitive appraisal of the meaning and possible implications of the stimulus, (e) attribution of the genesis of the episode to the stimulus, (f) the experience of the particular emotion, and (g) neural (peripheral and central) and endocrine changes consistent with the particular emotion[21]. Human emotion happens as the reaction of receiving something such as news either good or bad. This is resulted cognition involved. Some examples of emotions-which comprise all the elements listed here, including cognitive appraisal, are anger, fear, jealousy, pride, and love[22].

This paper is going to study women's emotions on social media such as *Facebook, Twitter*, and *Instagram* as one part of cyberpsychology; how women react when they found some issues that are up lining their emotions.

This research is applying a method of qualitative research called descriptive studies using a survey. This is called survey research which is a type of research that obtains data to determine specific characteristics of a group[23]. This study is going to explore the research questions such as: what cyberpsychology extend to women and how their emotion be on social media.

These sorts of questions are provided and then can best be answered through a variety of survey techniques that measure women's emotions while they are signing in *on Facebook, Twitter*, and *Instagram*. A descriptive survey involves asking the same set of questions (in the form of a written questionnaire) related to the measurement of the emotion of a large number of women both by e-mail and telephone[24]. Responses are then tabulated and reported, usually in the form of frequencies or percentages of those who answer in a particular way to each of the questions[25]. Applying a cross-sectional survey is to collect

information from a sample that has been drawn from a predetermined population. [26] The result would be presented in the form of a percentage; then interpreted in the form of a description.

Current Research: Cyberpsychology in Indonesia

Research related to cyberpsychology is not popular as social media (*Facebook, Twitter,* and *Instagram*) in Indonesia. This study itself is conducted by compiling some theoretical framework, theories, and practices from experts outside of Indonesia, by then it is connected to some perspectives by Indonesian researchers. On other hand, the results of cyberpsychology research offer insights to improve lifestyles and increase well-being in the digital era[27]. So, it has advantages and disadvantages to using social media. Users do not only post and chat but also communicate well by understanding cyberpsychology. It helps cyberteam to avoid cybercrime and cyber bullying for example for both being victim or suspect. The user has an understanding of the code of conduct and how to operate those social media.

The rapid development of digital technology has an impact on human life and behavior in today's cyberspace. This condition encourages the emergence of a new sub-discipline in psychology. That is cyberpsychology as part of applied psychology[28]. Other perspectives and views of cyber-psychology in Indonesia are presented in a design of a blog.

Cyberpsychology, why is It Important?

Recent research about '*The Age of Cyberpsychology: An Overview'*, exposed that internet has transformed social interactions, communication patterns, and even '*netizens*' (internet users for social media) identities[29]. It was different from face-to-face interaction, communication through social media sometimes

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21   Panteleimon Ekkekakis, 321.

22   Panteleimon Ekkekakis, 324.

23   H.H Fraenkel, Jack R. , Wallen, N. E., & Hyun, *How to Design and Evaluation Reasearch in Education* (Beth Mejia, 2011).

24   H.H. Fraenkel, J.R., Wallen, N. E., & Hyun, *How to Desaign and Evaluation Reaserch in Education*, vol. 4, 1 (Beth Mejia, 2011), 12.

25   H.H. Fraenkel, J.R., Wallen, N. E., & Hyun, 4:12.

26   H.H. Fraenkel, J.R., Wallen, N. E., & Hyun, 4:12.

27   Bagus Takwin, 'Pesan Dari Editor-in-Chief: Tantangan Psikologi Siber', *Jurnal Psikologi Sosial* 18, no. 1 (2020): 3–4, https://doi.org/10.7454/jps.2020.02.

28   'Inaguration of Prof. Dr. Avin Fadilla Helmi, M.Si: Psychological Aspects of Social Interaction in Cyberspace'.

29   Ancis, 'The Age of Cyberpsychology: An Overview', 1.

is not representing all of someone's characters, but others would be 'interpreting' what is meant by personal conclusion and perception. The use of applied cyberpsychology might be myriad arenas such as education, '[healthcare, the workforce, security, and psychological practice are far-reaching[30]. So, educated social media users are possible to gain positive communication without thinking of any negative-personal perceptions. It could be 'media' to analyze others' happening at the half. For more advantages, according to Wiederhold, cyberpsychology is closely related to behavior and networking[31]. In that research, some milestones related to cyberpsychology were concluded. This study presented more informative research, on how people and emotions have had growing up and the come out psychological perspectives more largely, such as the role of user resistance to change in shaping users' information technology adoption and usage behaviors; how interpersonal motives (such as affection, loneliness, and inclusion) motivate people to text and make calls on their cell phones; and identify and understand the personality characteristics of female consumers of Internet Child Pornography (ICP). Traits[32]. In a global world based on technology, users must pay attention to psychological aspects of all ages.

Cyberpsychology is a recent branch of psychology that is trying to support this process. In particular, it aims at the understanding, forecasting, and induction of the different processes of change related to the use of new technologies[33]. Year by year, the development of technology made people should adapt and adopt 'new things'. It is helped by applied psychology namely cyberpsychology. The internet should be having filters to their selves in keeping people's health both mentally and physically in social media communications, or they must have a personal code of conduct.

Women's Interaction in Social Media

In 2022, Indonesia's total population was 277.7 million in January 2022. Data show that Indonesia's population increased by 2.8 million (+1.0 percent) between 2021 and 2022. 49.7% of Indonesia's population is female, while 50.3% of the population is male. At the start of 2022, 57.9% of Indonesia's population lived in urban centers, while 42.1% lived in rural areas[34]. There were 191.4 million social media users in Indonesia in January 2022[35]. At the start of 2022, 44.0% of *Facebook*'s audience in Indonesia was female, while 56.0% was male from 129.9 million users[36]. In addition, *Twitter* had 18.45 million users in Indonesia in early 2022 and *Twitter* restricts the use of its platform to people aged 13 and above, so it may be helpful to know that 8.5% of the "eligible" audience in Indonesia uses Twitter in 2022[37]. At least, *Instagram* had 99.15 million users in Indonesia in early 2022; in early 2022, 52.3% of *Instagram*'s audience in Indonesia was female, while 47.7% was male[38].

A recent study reveals striking differences in behavior within social networks between men and women. Female representatives tend to respond to offers of friendship from persons of the opposite sex much faster than men[39]. Szell and Thurner, in 2013, said that women are called wealth users but less risk-taking, females attract positive behavior, females demonstrate homophile; whereas men are hetero-files, males tend to slowly respond to female friendship initiatives[40]. Additionally, as mentioned by Boler, Macdonald, Nitsou, & Harris, social media started to impact the women's empowerment movement throughout the world. It has helped women grow and evolve and give them the courage to speak openly and to reveal sexual harassment, unfair treatment at work or in society, and a sexist and misogynist

30 Ancis, 1.

31 Wiederhold, 'Cyberpsychology, Behavior & Social Networking Journal: Special Issue on VR and Pain', 599.

32 Wiederhold, 599.

33 Rafael Calvo et al., 'Cyberpsychology and Affective Computing', *The Oxford Handbook of Affective Computing*, 2014, 547–58, https://doi.org/10.1093/oxfordhb/9780199942237.013.017.

34 Simon Kemp, 'Digital 2022: Indonesia', 15 February 2022, https://datareportal.com/reports/digital-2022-indonesia.

35 Kemp.

36 Kemp.

37 Kemp.

38 Kemp.

39 Alzahrani, 'Communication Difference between Men and Women in Social Media', 981.

40 Alzahrani, 'Communication Difference between Men and Women in Social Media'.

work environment[41]. Simply, women, in this case, have a good term for social media.

In other research, women are often affected by such as reviews and ratings in social media content, which also contributes to their activity planning decisions[42], and female users generally prefer visual platforms[43]. So, women are now using social media to elicit other people's opinions[44]. They often make decisions based on the feedback from their friends and members of the online community they pertain to[45]. In addition, social media is interpreted as a friend or the closest party to conveying various feelings[46]. It also provides entertainment and information based on the intensity of the participant's interaction. Therefore, women cannot escape from social media in their daily lives, and it has even become the main channel of interaction[47]. In conclusion, what women do on social media possibly becomes their second life.

The study, *Facebook, Twitter,* and *Instagram* are three media for women. Their interaction today is more plural, unpredictable and positive. This study explores those three social media because of their popularity and because women still have their positive vibes in a pattern.

Emoticons as Social Media Emotion

Communication in social media posts is claimed as content. According to Davis in 2014 and Wang in 2019, the content displayed through text, video, photos, and sounds can influence the meaning and actions of individuals online and offline. There is connectivity, as each user can participate in the content creation[48]. Women users in social media are possible to use the feature named emoticons to express their feelings, wants, and emotions. Two terms are familiar: emoticons and emojis. They are different.

Emoticons are punctuation marks, letters, and numbers used to create pictorial icons that generally display emotion or sentiment[49]. The word emoticon is the combination of two words, "emotions and icon". An emoticon means the representation of facial expressions graphically used on social media and messaging devices[50]. Historically, the emoticon came into being after a joke went wrong at Carnegie Mellon University in 1982. A gag about a fake mercury spill posted to an online message board sent the university into a tizzy, and because of this confusion, Dr. Scott E. Fahlman suggested that jokes and nonjokes be marked by two sets of characters we now recognize as standard emoticons: the smiley face :-) and the frowning face :-(After this, emoticons were a big hit among Internet users[51]. So, it was the beginning of using emo.

In another hand, according to Danesi, emoji is a term in the language of Japan, meaning 'image' and 'letter'[52]. Jones added that Emoji is a fast-growing language in Britain[53]. Emoji (from

41   Mashita Phitaloka Fandia Purwaningtyas, 'Indonesian Women's Activism in Social Media: A Virtual Ethnography Study in the Instagram', *Jurnal Ilmu Komunikasi* 18, no. 2 (2021): 142, https://doi.org/10.24002/jik.v18i2.3343.

42   Maria Karatsoli and Eftihia Nathanail, 'Examining Gender Differences of Social Media Use for Activity Planning and Travel Choices', *Karatsoli and Nathanail European Transport Research Review* 12, no. 44 (2021): 8, https://doi.org/10.1186/s12544-020-00436-4.

43   Aleksandra Atanasofa, 'Gender-Specific Behaviors on Social Media and What They Mean for Online Communications', 6 November 2016, https://www.socialmediatoday.com/social-networks/gender-specific-behaviors-social-media-and-what-they-mean-online-communications.

44   StudyCorgi, 'The Role of Gender in Interactions via Social Media', 10 April 2020, https://studycorgi.com/the-role-of-gender-in-interactions-via-social-media/.

45   StudyCorgi.

46   Nuria Astagini and Billy K Sarwono, 'The Meaning of Social Media for Women Domestic Workers During The COVID-19 Pandemic', *Informasi* 51, no. 2 (2021): 227–48, https://doi.org/10.21831/informasi.v51i2.42897.

47   Astagini and Sarwono.

48   Astagini and Sarwono, 230.

49   Cydney Grannan, 'What's the Difference Between Emoji and Emoticons?', *Encyclopædia Britannica*, 2016.

50   Liaqat Iqbal, Farhad Safi, and Irfan Ullah, 'The Use of Symbols (Emoticons) in Social Media: A Shift of Language from Words to Symbols', *Global Mass Communication Review* V, no. III (2020): 124–35, https://doi.org/10.31703/gmcr.2020(v-iii).10.

51   Cydney Grannan, 'What's the Difference Between Emoji and Emoticons?'

52   Burhanuddin Arafah and Muhammad Hasyim, 'The Language of Emoji in Social Media', *KnE Social Sciences*, no. August (2019): 496, 558–74, https://doi.org/10.18502/kss.v3i19.4880.

53   Iqbal, Safi, and Ullah, 'The Use of Symbols (Emoticons) in Social Media: A Shift of Language from Words to

the Japanese e, "picture," and *more,* "character") is a slightly more recent invention. Not to be confused with their predecessor, emojis are pictographs of faces, objects, and symbols[54]. It is just like the distinct style of Apple's emoji: yellow cartoony faces with various expressions, as well as families, buildings, animals, food objects, mathematical symbols, and more. Emoji was invented in 1999 by Shigetaka Kurita and were intended for a Japanese user base[55]. So, emoticons have come out firstly, then it had gotten innovation in the form of emojis. Women in Indonesia use this feature to make communication easier and more expressive.

Cyberpsychology Under *Facebook, Twitter, and Intagram*

Facebook and *Twitter* are chosen based on the result of data social media, a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content[56]. In 2019, there were more data available that stated that Indonesia had a percentage of internet users who report using each platform [survey based] as follows *Facebook* 81%, *Instagram* 80%, and *Twitter* 52% as their social networking[57]. Based on that reported data, this research is focusing on those three-social media. Additionally, taking the population is women users. By then, how is this research applying to women users? The results are like the following.

As the survey research-qualitative studies, this research used the online survey by clicking web https://www.surveymonkey.com/r/NKMMBR6 by inviting 23 women who are active in social media. The result of responses presented 95.65% of women users aged 18-29 years old. At this age, most women are having a good understanding of

how to do interaction including how to react to some unhappiness. In other terms, it was also presented that women users were dominated by ongoing and or graduated students with bachelor's degrees of 73.91%; master's degrees of 21.74%; and senior high school of 4.35%. Then, they are actively having social media by the rank: 52.17% using *Instagram*; 26.09% using *Facebook*; 13.04 using *Twitter;* and 8.70% using those three-social media. *Instagram* is known as the platform that has some features: post pictures and videos completed with editor tools inside, advertising, news, short videos-learning, and bio-existence. Like others, it is also available on pc, mac, and android by signing up at https://www. instagram.com/.

On other hand, women users are using gadgets as follows: using smartphones and mobile phones 100%; laptops or computers 17.39%; and Macs or tablets 4.35%. Smartphones and mobile phones became the most practice gadget to access social media. the common gadget in the handphone and alike. It is simply in use, easy-bringing, and completed with high-speed RAM, complete application, inserted SD Card and memory card and without it, and also in the case of android or iPhone. Today, women are lovelier bringing their phones than their pockets.

This study had explored how women interact on their social media if they find anything both are stories, sadness, and happiness postings. Women users are presenting in smart-managing their emotion during the signing and interaction in social media by the percentage: 72.73% likely; 18.18% very likely; 4.55% neither likely nor unlikely; and 4.55% others that specified social media will be very different in the terms of opinion and condition. It means that the majority of women users know how to interact on social media and understand where they are during signing in.

In addition, 34.78% of woman users are going to repost interesting posts; 34.78% of woman users are only giving the 'Like, Love' emoticon; 26.09% of woman users are neutral (doing nothing), and 4.35% of woman users are going to give 'comment'. Percentage in the same number means women users prefer to do both reposts and give the 'Like, Love' emoticon. It is presenting that women users are going to repost what they had liked or loved. On other hand,

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Symbols', 125.

54 Cydney Grannan, 'What's the Difference Between Emoji and Emoticons?'

55 Cydney Grannan.

56 Enda Nasution, 'Indonesia Social Media Landscape', 2011.

57 We Are Social, 'Digital 2019: Indonesia', *Global Digital Insights*, 2019, 77, https://datareportal.com/reports/digital-2019-indonesia.

women users are going to do the following if they find sad posts of other users: 43.48% give comments; 43.48% neutral; and 13.04% give a sad emoticon. Contrary to interesting posts, in sad-posts, women are going to give comments or just be neutral. It is a different interpretation of those same number percentages. Women users are going to give a comment or become neutral only. This is a conditional reaction of women.

Furthermore, women use social media because 60.87% have fun, 26.09% have to study, 8.70% do marketing, and 4.35% do posting pictures, stories, and videos. Being funny in the other media is interesting. The fact is women need refreshing by going nowhere but updating at everywhere and everything. The least findings stated that woman users going to do the following when they found other women had posted stories of their personal life and heart: 43.48% read-only; 30.43% gave comments; 13.04% neutral; 8.70% did conformation, giving other-positive feedback, remaining of forbidden posts and un-telling the woman-weakness at social media, and 4.35% giving emoticon only. Women are going to read the post without doing other things, which was the personal life of other women by underlining the statement women try to tell themselves that they need other sympathies, not empathy.

The result of cyberpsychology studies above empirically presented that women users typically have stable social media interactions in the sense of mostly educated women that trained in their further education on how to do interaction in social media. Although, other research stated that women are less professional anger when they found something which irritate them. It must be understood also that social media requires a code of conduct without ignoring real life. As a special statement, social media only tells half of the women's interactions and emotions partially, the changeable anytime.

The arguable one is women need media as their place of expression unless the real one has existed. Managing emotion during 'signing in' for women is conditionally dependent on women's previous experience and habits. For women, social media account is for telling others of their existence and sharing about their 'love and like' than waiting for others' feedback or recognition. This is really what women's emotion is. Some numbers have also proven that women

are sensitive and talkative in 'type comment'. Women strengthen other women for life.

Furthermore, emoticons also help women to say what they feel without words. Social media help them to delete their false, wrong, and errors that cannot be done in reality but here women must train themselves of being aware of using social media, for example, choosing which one they love or hate. Social media allowed women to do them.

Additionally, this social media also allowed women to share and care for other women. It is connected to women's voices that women do not post their poignancy. Those would tell woman's weaknesses and then capture the perspective of women's emotions is weak. It is better to share knowledge and interesting stories to motivate other women. The beautiful sharing is telling about women's happiness. So, there should be more studies related to cyberpsychology and women.

Conclusion

Instagram is the most popular platform of social media for women users. The age of users is mostly in the age of 18-29 years old, among the most educated users of bachelor's degree users or ongoing. *Instagram* is 100% installed on the smartphone or mobile phone of those women users for completing their application.

In this study, women users installed that application for having fun, therefore the majority of women users know how to interact in social media and understand where they are during signing in so they do smart-managing their emotions during a social media interaction.

'Face' in this study means an expression of women which could be typed in the form of emoticons or emojis. It makes emotions more expressive and communicative, although it cannot change the essence of face-to-face interaction.

In the sense of emotion, women users are going to repost what they had liked or loved because of those interesting posts for them. On other hand, women users are going to give a comment or become neutral only. This is a conditional reaction of women. The last result presented that women are going to do 'Read

Only' when they find a post that tells other women's personal life, it is better for a forbidden post to tell women's weaknesses on social media.

Based on the cyberpsychology above, this research concluded that women's interaction with social media depends on age, education, and condition. This research was conducted for further education of women so the result is applicable for women users at the educated level. Besides, social media has such unwritten code of conduct which could result in multi-interpretation. It needs to be underlined that women users sign in on social media for telling others of their existence.

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