

Behavioural Portrait and Psychological Adjustment Study of Social Media Multiplatform Identity Management for Workplace Newcomers

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Abstract. This study focuses on the identity management behaviour of newcomers to the workplace in social media and their psychological adjustment mechanism. In the digital era, social media has become an important communication tool for newcomers in the workplace, and the use of multiple platforms makes identity management a challenge. Through a questionnaire survey and behavioural analysis, the study explores the usage habits, psychological feelings and coping strategies of this group. The study found that newcomers to the workplace frequently switch social accounts to cope with the demands of work and life, but this also comes with significant psychological burdens, particularly the pressure of a professional persona and privacy concerns. More than half of respondents felt a lot of pressure when using work numbers, and those who switch accounts frequently are more likely to misuse them and post impulsively. The data shows that women's psychological pressure and switching frequency in using work numbers are significantly higher than men's. The empirical findings suggest that the social media identity management behaviour of newcomers in the workplace is closely related to psychological health, and that the psychological distress caused by frequent role switching should be taken seriously by organisations. This study provides a new perspective on social media identity management and a scientific basis for corporate and individual mental health management.

Keywords: Career Newcomers, Multi-Platform Identity Management, Psychological Stress, Persona Stress

1. Introduction

This study focuses on the current situation and challenges of social media multi-platform identity management behaviour and psychological adjustment of newcomers in the workplace. With the widespread use of social media in the workplace, newcomers need to balance their work and personal identities across multiple platforms, a behaviour that not only affects their career development but also has a significant effect on their psychological health. Therefore, research in this area not only helps to grasp the identity management strategies of newcomers in the digital era, but also provides theoretical support for enterprises to formulate employee training and mental

health support policies, which is of great significance to enhance the professionalism and mental health of newcomers in the workplace; this study mainly focuses on the behavior of newcomers' multi-platform identity management in social media, the psychological adjustment strategies, and the correlation between these two directions. This study mainly centres on social media identity management behaviours, psychological adjustment strategies, and the association between the two. To explore these issues in depth, the study adopts the literature analysis method to find and read relevant information and literature, the advantage of this method is that it can effectively sort out and summarize the research results of the previous researchers, laying a solid theoretical foundation for the study and providing background support, which is conducive to the study; the ultimate research goal of this study is to explore the characteristics of the newcomer's multi-platform identity management behaviors in the social media, the mechanism of psychological adjustment and the challenges faced, and to put forward targeted management strategies and strategies. The ultimate goal of this study is to explore the behavioural characteristics, psychological adjustment mechanisms and challenges faced by newcomers in social media multi-platform identity management, and to propose targeted management strategies to help newcomers optimise social media identity management and achieve work-life balance. To achieve the goal, a questionnaire survey was conducted to collect the social media usage behaviour, psychological feelings and coping strategies of newcomers in the workplace, and quantitative analysis was used to explore the value of the data to draw conclusions.

2. Literature review

2.1. Newcomer in the workplace

Generally speaking, newcomers to the workplace usually refer to those who have just started working in a certain industry for a relatively short working experience □ and the main body should be college graduates. At present, the number of systematic studies conducted by academics on newcomers in the workplace is relatively small, and the relevant literature has not yet formed a unified conceptual definition. Yang Dan defines them as college graduates who have been on the job for 1-3 years [1]; Wu Ruixue believes that it should cover graduate students within three years of graduation [2]. Luo Hao and Feng Pingping define newcomers as new employees who have worked in an enterprise within three years of graduation [3,4]

Due to the lack of unified standards in the theoretical community, combined with the industry occupational characteristics and population adaptation differences, this study takes the first-time job entrants who have graduated for 1-3 years as the research object.

2.2. Identity management and construction

Jakaza argues that the blurring of identities is more common than the construction of identities, that identities are never uniform, and that identity is a social construction rooted in discourses that broaden users' communities, relationships, and connections, and become an important place for users to express their opinions, attitudes, and preferences [5]. Yua et al. show that social media is an important platform for identity construction, and that different groups of people can display and incorporate relevant new cultural content to construct their identity in various environments. Identity management, on the other hand, refers to a series of strategies that individuals adopt to maintain, adjust, or redefine their identities in the face of identity conflicts, challenges, or changes to ensure that their identities are adaptable and consistent in different social and cultural environments [6].

And Jakaza, similarly, after discussing the complexity and fluidity of identity construction in his study, implied that individuals need to constantly adjust and manage their identities on social media to adapt to different social environments [6]. The newcomers to the workplace in this study appeared to need to manage multiple identities on social media, and the complexity of this multi-platform identity management increased psychological stress. The professional persona stress felt when using a work number was particularly significant, and this stress was closely related to the complexity of identity management.

2.3. Psychological stress and personality stress in the workplace

2.3.1. Sources of stress

Stress is an unavoidable part of life, and it is a psychological response that occurs when an individual is faced with a demand or challenge that he or she cannot cope with. Selye, the father of modern stress, defines stress as a non-specific response of the body to non-specific needs, emphasises the importance of adaptation in the stress response, and points out that the body responds to long-term or repetitive stressors through adaptive mechanisms to reduce the potential harm [7]. Zhou Yanyan believes that workplace stress is a cognitive-behavioural experience consisting of a psychological stressor and a psychological stress response, and that individuals who feel stress trigger a “fight or flight” stress response [8]. In the workplace, there is a wide range of psychological stress and interpersonal stress, both of which have a significant impact on employees and organisations. Psychological stress in the workplace covers economic factors, interpersonal interactions and family burdens, while personal stress is mainly triggered by external pressures, internal insecurities and social comparisons, and is essentially a contradictory competition between survival means to maintain workplace image and true self-expression.

2.3.2. The dual impact of workplace psychological stress and "persona" pressure on employees' mental health

In the workplace environment, the psychological pressure on employees and the maintenance of workplace image have a significant impact on their mental health status and work effectiveness. Yin Ziyang et al. clearly showed that there is a significant positive correlation between occupational stress and mental health, which is reflected in the fact that a gradual increase in the level of stress directly leads to the deterioration of mental health, and occupational stress also indirectly affects mental health through different coping styles adopted by individuals [9]. The research results of Liu Ruixi and Ma Jun further indicate that image building in the workplace can bring social recognition and self-motivation for employees to a certain extent, however, once it falls into the state of over-maintenance, it is easy to cause confusion in the role cognition, and even face the risk of “image collapse”, which constitutes a potential threat to the psychological health of employees [10].

3. Research methods

This study aims to comprehensively understand the current situation, challenges, and psychological adjustment strategies of newcomers to the workplace regarding social media identity management. The study systematically analyses the social media habits, behavioural characteristics, and psychological stress of new graduates through questionnaires and behavioural analyses, explores the intrinsic links between these habits and characteristics and psychological stress, and proposes effective management strategies and suggestions. The target respondents were new

graduates from various industries with 1-3 years of graduation, and the screening criteria included setting “Colleague Group” on WeChat and posting at least 3 visible contents of the group per week, significant difference in style between private and work accounts, and having experienced embarrassing situations due to improper account switching.

3.1. Questionnaire survey

The questionnaire survey method is the core data collection method of this study. The customized Questionnaire on Social Media Identity Management for Career Newcomers and Questionnaire on Social Media Multi-Platform Behavior Record for Career Newcomers were distributed and collected by Questionnaire Star online with the help of 360 valid responses (180 copies of each), of which 60% were female respondents and 40% were male respondents, which ensured the breadth and representativeness of the data. The questionnaire was designed around the use of social media accounts, frequency of switching, psychological feelings, accident response strategies, types of speeches, styles of emoticons, types of avatars, as well as content posting and interactive behaviors using different platforms and accounts, aiming to analyze in-depth the habits of newcomers in the workplace in social media, behavioral characteristics and the psychological mechanisms behind them. In the recovered questionnaires, it was found that female workplace newcomers had significantly higher psychological pressure than males when using workplace accounts, with an average psychological pressure score of 4.8 (out of 5) for females compared to 4.2 for males. Meanwhile, females were also higher than males in account-switching frequency, with females switching accounts 10.5 times per day on average, compared to 8.7 times for males. These data indicate that women's psychological pressure and switching frequency in workplace account use are significantly higher than those of men.

3.2. Behavioral profile analysis

This study creates a behavioural visualisation model to visualise the social media identity management behaviours of workplace newcomers. By analyzing the questionnaire data to quantify the differences in multi-platform identities of career newcomers, we constructed a social media behavioral portrait in terms of the frequency of switching between social accounts, differences in the types of speeches, and the choices of emoticons and avatars, which provides a new way of thinking for exploring the challenges and coping strategies in multi-platform identity management.

4. Result

This study uses questionnaire research to collect data on the design of questionnaires on multi-platform social media behaviour and identity management of newcomers in the workplace. The content covers multi-dimensional information such as WeChat work and private account speeches, emoticons, avatars, and active time periods, and the themes, video styles, and interactive behaviours posted on platforms such as Jieyin and Xiaohongshu, as well as the collection of psycho-behavioural data such as the subjective feelings of identity management, coping styles, and risk-prevention strategies.

4.1. Identity fragmentation index and its underlying causes

With the X-axis representing the sum of three divergence metrics (discourse, emoji style, and avatar type), and the Y-axis representing the Normalized Fragmentation Index (NFI), calculated as

the ratio of the actual total divergence across these three dimensions to their maximum possible total divergence.

Analysis of Figure 1 reveals that the identity fragmentation index of workplace newcomers is significantly influenced by the combined effects of divergence in discourse, emoji style, and avatar type, demonstrating a statistically significant positive correlation with the Normalised Fragmentation Index (NFI). These three dimensions correspond to the psychological facets of cognitive expression, affective communication, and self-presentation management, respectively. The majority of respondents exhibited NFI values concentrated between 0.56 (moderate level) and 0.81 (high level), indicating a marked degree of identity fragmentation. Notably, when all divergence metrics reached their maximum values, the identity fragmentation index attained the upper threshold of 1, reflecting extreme identity dissociation in a small subset of participants.

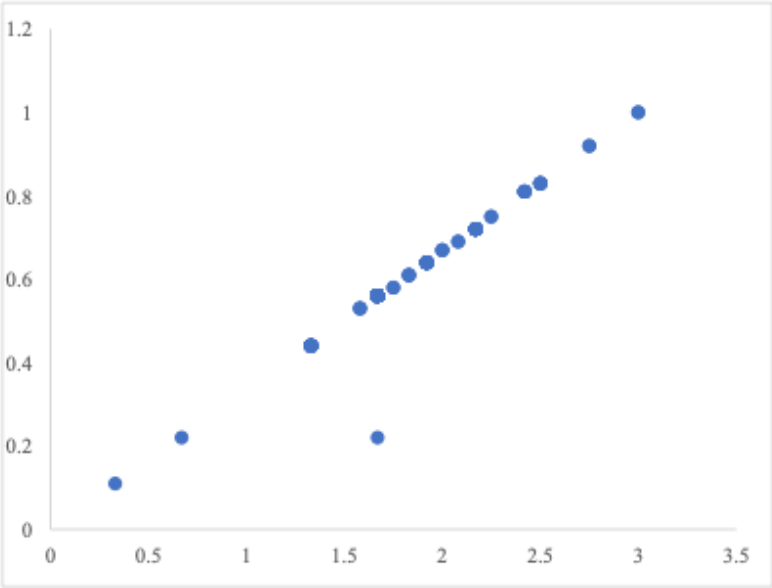


Figure 1: Identity fragmentation index

4.2. The main psychological feelings of newcomers to the workplace using work accounts

The aggregated analysis of respondents' psychological experiences identified three primary dimensions: (1) role-enactment stress from maintaining a professional persona on work-oriented accounts, (2) privacy apprehension regarding potential colleague intrusion into personal life, and (3) account-switching-induced catharsis. These dimensions were visualised through a pie chart.

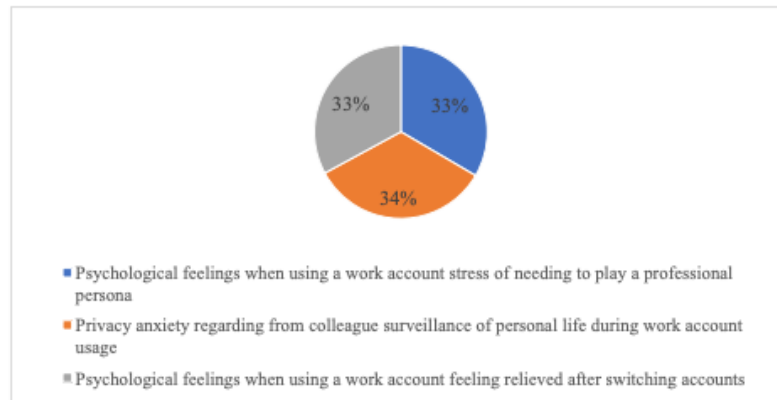


Figure 2: Main psychological feelings when using a work account

The percentages of the three psychological feelings are very close to each other (33%, 33%, 34%), indicating that newcomers to the workplace generally face “pressure on professional image”, “privacy concerns”, and “relief” when using work accounts (Figure 2). This indicates that newcomers in the workplace generally face the triple psychological state of “pressure of professional persona”, “privacy concern” and “sense of relief” at the same time when they use their work number. The proportion of “feeling relieved after switching accounts” is 34%, slightly higher than the other two. This reflects that some respondents view switching accounts as a psychological release, possibly relieving stress and anxiety by temporarily detaching themselves from the work scene. “The need to maintain a professional image in the workplace and the insecurity of protecting personal privacy, each accounting for 33% of the respondents, constitute the core problems of using a work account.

4.3. Differences in use of account types

Comparing the distributional differences between WeChat work accounts and private accounts in terms of discourse genres, emoticon styles, and avatar types, analyse the obvious differences in social behaviours of newcomers to the workplace with respect to work and life.

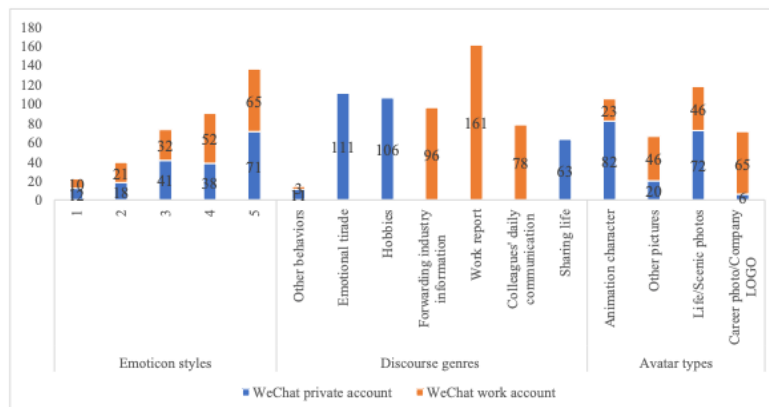


Figure 3: Differences in use of account types

As shown in Figure 3, when releasing work reports, communicating with colleagues, and using professional photos/company logo avatars, they are mainly through WeChat work accounts, reflecting the professionalism and functionality of work accounts. When expressing emotions,

sharing hobbies and life, and using cartoon and animation or life photo avatars, they are more inclined to private accounts, reflecting the personalisation and life attributes of private accounts.

4.4. Behavioral preferences on douyin / rednote

Calculate the proportion distribution of the content themes, video styles, and interaction behaviours that all respondents posted on Douyin/REDnote, to reflect the behavioural preferences of new employees on different platforms.

As shown in Figure 4, “Daily life” and “Liking workplace-related content” both accounted for 16%, tied for the highest, indicating that users are more active in sharing daily life and interacting with workplace content. “Career skills” accounted for 13%, and ‘Daily snapshots ’ accounted for 12%, reflecting users' concern for workplace knowledge and their habit of casual photography and sharing. “Funny entertainment”, ‘Liking entertainment content’, ‘Interactive comments’ and ‘Private messages communication’ accounted for 8%. “Professional clips” accounted for the lowest share of 7%, indicating that these behaviours accounted for a relatively small proportion of the overall social activities.

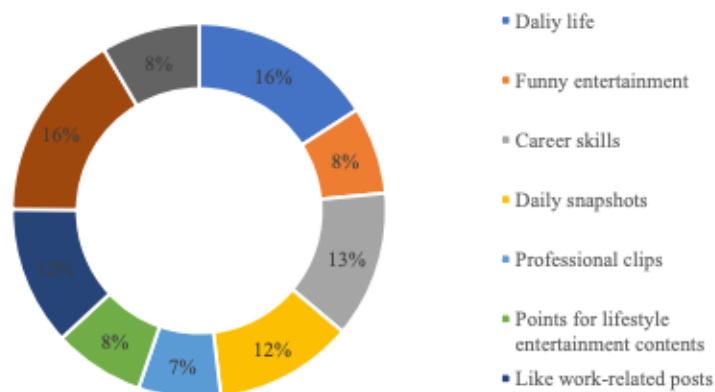


Figure 4: Behavioral preferences of newcomers in the workplace on different social platforms

5. Conclusion

This study employed questionnaire surveys and behavioural records to conduct an in-depth analysis of the identity management behaviours of new entrants in the workplace on multiple social media platforms and their psychological adjustment mechanisms. The research findings reveal that new employees frequently switch between social media accounts to balance work and life demands. Such switching brings significant psychological burdens, with over half of the respondents experiencing high stress when using work accounts. The stress stems from the need to maintain a professional image and the fear of colleagues prying into their private lives. Moreover, frequent switching makes accidental operations and impulsive posts more likely to occur. Women experience higher psychological stress and switch more frequently when using workplace accounts than men. Therefore, the study concludes that the identity management behaviours of new employees on social media are closely related to their mental health, and the psychological burden caused by frequent role-switching deserves the attention of enterprises. This research provides many valuable references for future related studies. While offering theoretical support for enterprises to formulate employee

training and mental health support policies, it helps enterprises optimise their social media usage strategies to reduce the burden of identity management for employees and improve their mental health and work efficiency. It also provides scientific support for personal mental health management. Future research should focus more on exploring the differences in identity management behaviours of new employees on different social media platforms, discussing the impact of social media policies and enterprise regulations, paying attention to coping strategies and adjustment mechanisms, as well as the role of new technologies in identity management behaviours.

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