

### **Abstract**

Fake Instagram account (“Finsta”) is an emerging phenomenon that some people manage in addition to the real one (“Rinsta”) for a more genuine self-presentation. The present research explored the effect of differences in Instagram usage on the discrepancies in friendship manifestation, with the four dimensions of self-presentation goals as the mediators. A within-group cross-sectional design ( $N = 187$ ) was employed, consisting of adult participants who own two Instagram accounts. They were instructed to complete two sets of questionnaires for the two Instagram platforms in a randomized order. The constructs were measured using Instagram use scale, self-presentation secondary goals scale, Burns Relationship Satisfaction Scale, and the self-report of aggression and social behavior measure. After analyzing the results, Finsta usage was demonstrated to be negatively associated with relationship satisfaction. Specifically, the engagement of arousal management goals was a mediator between the above association, highlighting the significance of virtual boundary management. The findings also imply that Finsta users should be alerted about their social media usage being contradictory to their original rationale. To extend the applicability of the current research, future studies may apply a longitudinal design to amplify the gradual change in relationship manifestation.

*Keywords:* Fake Instagram, Real Instagram, self-presentation, relationship satisfaction, relational aggression