

Abstract

This survey study explores the relationship between self-esteem and self-posting behavior among Chinese millennials. 241 Chinese millennials were recruited to complete an online questionnaire, including a Chinese adaptation of Rosenberg's Self-Esteem Scale and three selfie-posting-behavior questions. Results indicated that people with higher self-esteem were more likely to post personal selfies and group selfies. However, there was no significant difference between genders. These findings are inconsistent with much research on the western population. Several underlying reasons are proposed to explain the inconsistent findings.

Keywords: *self-esteem, self-posting, Chinese millennials*

Introduction

Nowadays, the Internet has become an indispensable part of our modern life. Apart from almost every aspect of daily life, it also affects our mind and spirit. How do we define ourselves? How do we communicate with others? How are we involved in the world? All the