

**CELEBRITY SELF-DISCLOSURE AND SOCIAL COHESION: SOCIAL PRESENCE AND
CELEBRITY ATTACHMENT PERSPECTIVES.**

Abstract

The current study aims at empirically testing the effect of celebrity self-disclosure on social cohesion while accounting for the roles of fans' behavior, social presence and attachment to celebrities. To realize this aim, data is collected from 306 Instagram users who follow at least one celebrity. The hypothesis intended to realize these aims are tested by adopting structural equation modeling technique. The results show that celebrities' descriptive self-disclosure (but not emotional self-disclosure) influences fans' archiving and commenting behavior. Additionally, celebrities' emotional self-disclosure (but not descriptive self-disclosure) as well as fans' commenting, and archiving behaviors are instrumental in predicting fans' social presence. The study further finds that fans' social presence is essential in predicting their attachment to celebrities, while their (fans') attachment to celebrities and social presence are significant antecedents of social cohesion. Furthermore, attachment to celebrities is found to significantly mediate the relationship between social presence and social cohesion. The study provides practical and theoretical insights into understanding social cohesion, celebrity self-disclosure, fans' behavior, social presence and attachment to celebrities.

Keywords: Social cohesion, celebrity self-disclosure, social presence, attachment to celebrities, attachment theory and social capital theory.

1.0 Introduction

The increasing role of social media and celebrities in shaping lifestyles has gained much interest in the current literature (Shareef et al., 2019; Dahl, 2018; Kowalczyk & Pounders, 2016; Kim & Song, 2016; Bennett, 2015; Redmond, 2015; Stever & Lawson, 2013; Click et al, 2013). Evidence suggests that celebrity self-disclosure and lifestyles have major influences on the audiences (fans) who emulate them (Abidin, 2018). Social media has gradually become a sine qua non to political socialization-shaping the beliefs, actions, and values of citizens in any society. However, despite the growing state of social media research, little attention has been dedicated to assessing how celebrity self-disclosure engenders social cohesion among citizens.

In an era where social media has gained so much pervasiveness to the extent of becoming a status symbol, most Ghanaians are virtually hooked up to social media platforms like Instagram any day, anytime and anywhere. Accordingly, most celebrities have used Instagram as a platform for connecting with their fans and for purposes of self-disclosure. As a consequence, some fans, especially young adults, have recently become addicted to and influenced by celebrities, based on their self-disclosure, as well as other new social media trends. Through these social media activities, people have unconsciously been united and there appears to be a form of attitudinal and behavioral convergence due to the almost similar approach and nature of behavior on social media. These forms and nature of behavior mostly appear to have been emulated from celebrities and social media trends. Social media has made it possible that irrespective of

46 physical location, people portray a unique form of social cohesion underpinned by influences from
47 celebrity self-disclosure.

48
49 Drawing on the evidence of celebrity self-disclosure on social media platforms such as Instagram, we set
50 out to empirically investigate the role of celebrity self-disclosure in engendering social cohesion among
51 young adults in Ghana while accounting for the roles of social presence and celebrity attachment.
52 Specifically, we argue that because young adults imitate and emulate celebrities through their self-
53 disclosures, there seems to be an apparent similarity in their social media lifestyles and online activities, a
54 phenomenon that builds social cohesion. We contribute from an emerging economy context to the
55 ongoing debate on social media, social presence, celebrity influence, and social cohesion. Though some
56 research has been conducted on social media and celebrities, they have mostly centered on either the
57 content of the celebrities' social media (Stever & Lawson, 2013; Frederick et al., 2012; Kassing &
58 Sanderson, 2010) or on the reasons and motivation of fans to follow celebrities (Sanderson, 2011;
59 Hargittai & Litt, 2011) as well as the celebrity's parasocial relationships (Kim & Song, 2016). However,
60 research that assesses how celebrity self-disclosure, social presence, and celebrity attachment influence
61 social cohesion is novel. Specifically, the current study assesses how celebrities' self-disclosure,
62 particularly on Instagram influences fans' attachment to the celebrity and how that leads to enhancing
63 social cohesion. Also, given that one of the major features of Instagram is the function of commenting
64 and archiving, we further explore how fans' act of commenting and archiving creates a consciousness of
65 social cohesion, both with the celebrity and among themselves. Last but not least, a considerable amount
66 of research highlight the fact that social presence is a key underlying condition that facilitates people's
67 experiences in a technologically mediated-communication environment (Song, Kim & Lee, 2014; Jin,
68 2009; Kim & Song, 2016; Jin & Park, 2009). Consequently, we examine how social presence plays the
69 role of linking celebrities' self-disclosure and followers' act of commenting and archiving with social
70 cohesion.

71

72

73 **2.0 Theoretical Background**

74 We adopt the social capital and attachment theories as the theoretical lenses for this research.

75

76 **2.1 Social Capital Theory**

77 Social capital has been conceptualized in the literature as a term referring to social connections (Arregle,
78 Hitt & Sirmon, 2007; Krishna, 2012; Adler & Kwon, 2002; Tamaschke, 2003). A major early theorist
79 (Bourdieu, 1985) focused his analysis on the network structure that enables connections. Arguably, the
80 most influential analysis of connections within a network is that of Putnam (2001) who proposed the
81 ideas of bonding (family and friends) and bridging (acquaintances) social capital. Extant research on
82 social capital reveals the benefits people obtain through their social networks; strong ties give them
83 emotional support, and weak ties provide them with non-redundant information and different perspectives
84 (Granovetter, 1973; Putnam, 2000). The OECD operationalizes social capital as "networks together with
85 shared norms, values, and understandings that facilitate co-operation within or among groups" (OECD,
86 2005). Many perspectives have evolved from this theory, but most of them have social relations as a core
87 aspect of the theory (Bourdieu, 1986; Tsai & Ghoshal, 1998; Coleman, 1988). Social capital theory (Lin,
88 1986, 1999) emanates from classical capital theory (Lin, 1999), in which theory, capital is seen as the
89 investment of resources into the marketplace with expected returns. The theory avers that the social
90 structure generates value through access to resources such as knowledge and authority that are embedded
91 within the web of social ties (Bolander et al., 2015). These resources can be diffused to a person, who can
92 consequently apply the resources to a complex problem (Burt, 1997). According to Hughes, Le Bon, and
93 Rapp (2013), the structure of the network predicts the opportunities and restrictions in accessing
94 embedded knowledge. Additionally, Lin (1999) surmises that these opportunities and constraints drive
95 individual action in any social setting (of which social media is part). This theory provides categories for
96 analysis in this study and is duly adopted.

97

98 **2.2 Attachment Theory**

99 The joint work of Ainsworth and Bowlby (1991) produced the attachment theory, which they
100 operationalized as a psychological connectedness which occurs between humans and lingers for a long
101 period. Symbolizing it through a mother and child scenario, scholars have suggested that early in life,
102 strong attachment exists between a mother and child, given that a child's need could only be satisfied by
103 the mother. Later in the lifespan, attachment occurs between adults and can gravitate towards some other
104 targets. Previous research has sought to throw more light on the foregoing. For instance, evidence from
105 Raikes and Thompson (2006) sheds more illumination on why consumers form strong attachments
106 towards human brands. Drawing on Rindova et al. (2006), celebrities are considered as human brands
107 because they represent a subject of marketing efforts. Human brands thrive on brand image which needs
108 to be congruent with customers' actual and desired self-image and which are consistent with their self-
109 concept. This enhances its influence power and the idea that personality is at the center of human brands
110 becomes relevant as it facilitates consumers' ability to identify, differentiate and develop confidence in
111 the brand. Moreover, human brands require some form of visual and psychological identification to give
112 credence to and reinforce successful brand communication (Aaker, 2010). In the spirit of the attachment
113 theory, it can be argued that when human brands enhance people's feelings of relatedness and autonomy
114 and do not subdue their feelings of competence, they are predisposed towards becoming more loyal and
115 strongly attached to such a brand. To this end, Escalas and Bettman (2017) underscore that consumers
116 having a high need of belonging are more predisposed towards looking to celebrities for cues about which
117 brands may assist consumers' attempts to meet their needs of affiliation. Besides, Vaiciukynaite et al.
118 (2018) posit that within the context of social media posts by brands, hedonic content (entertainment &
119 social types) enhances consumers' sociability behaviors concerning liking, while utilitarian content
120 (informational and promotional) triggers consumers' commenting and liking behavior.

121

122 Fans' attachment towards celebrities takes several degrees and levels of intensity. For instance, Maltby
123 and Day (2017) in a recent study revealed that people who worship celebrities (celebrity worship) for
124 intense-personal reasons are inclined to being unaware that in any given context, there are available
125 options and alternatives; are unwilling to be flexible; demonstrate low self-efficacy in being flexible and
126 have low cognitive flexibility. Based on the preceding discussions, it can be argued that attachment theory
127 is very relevant as far as the relationship and interaction between celebrities and fans on social media is
128 concerned. Consequently, we adopt the attachment theory as the second theoretical field.

129

130

131 **2.3 Theoretical Framework**

132

133 **2.3.1 Social Cohesion**

134 Scholarly evidence suggests that social cohesion is a complex construct to measure and define. This may
135 be premised on its social and perception-based nature, generally emanating from norms and values.
136 Further, social cohesion can be described in terms of social bonds that keep society in unison. Recently,
137 social cohesion has been receiving some attention across a myriad of research and theoretical disciplines
138 due to its welfare-content and context. Even though there seem to be varying positions on an accepted
139 definition of social cohesion, numerous approaches have been used in explaining the same. For instance,
140 social cohesion has been conceptualized as a characteristic of society, concerning the social connections
141 and relations between individuals or groups (McCracken, 1998). Similarly, Durkheim (1964)
142 operationalizes social cohesion as the interdependence between individuals of society with collective
143 loyalty and integration. Besides, social cohesion can be viewed as the tendency of individuals to work
144 together at all the levels of society to realize the common goals of well-being and welfare (Jeannotte,
145 2003). Consequently, social cohesion is deemed to be more related to a sense of common identity and
146 belongingness. Social cohesion again brings to the fore, elements that bind and hold people together in
147 society and seeks to reduce any form of disunity.

148

149 From a social media perspective, the social enhancement literature holds that people behave online in
150 consistently similar ways compared to how they behave offline (face-to-face) (Valkenburg, Schouten, &
151 Peter, 2005). Hence, people with strong and sociable connections offline are predisposed to leverage on
152 this sociability to keep highly social online pages characterized by networks, connections and mostly,
153 self-disclosure. Thus, empirically exploring how celebrity self-disclosure enhances social presence and
154 social cohesion is profound and opportune. The concept of social cohesion has been of critical interest to
155 the social enhancement paradigm and discussing it within the context of self-disclosure accentuates its
156 relevance. Yamamoto (2011) reckons that social cohesion is the degree of connection a person feels
157 towards a larger group, with social bonds as the undercurrents. Accordingly, a central characteristic of
158 members of any socially cohesive group is the feeling of a sense of engagement through these groups
159 (Hollenbaugh & Ferris, 2013).

160

161 **2.3.2 Celebrities' Social Media Use**

162 Evidence from Sanderson (2011) suggests that social media was inherently designed to catalyze human
163 connection. Due to the fact that linking and communicating with fans on social media does not
164 necessarily require any form of permission to access, social media have increasingly become a preferred
165 option for celebrities who wish to directly communicate with their fans (Stever & Lawson, 2013; Click,
166 Lee, & Holladay, 2013; Kim & Song, 2016). Hitherto, celebrities delivered messages to their fans through
167 conventional media (i.e. television, newspapers, etc.), and indirectly through reporters who might end up
168 filtering the original messages. Nonetheless, social media platforms, as opposed to the traditional means,
169 provide an unfiltered and personalized means of communication. Accordingly, these platforms have
170 succeeded in significantly influencing communication patterns between fans and their celebrities. In
171 effect, most celebrities have ended up creating their own blogs and news channels through their individual
172 social media such as Instagram (Brau, 2013). Most of these celebrities adopt such social media platforms
173 to express dissent or for self-presentation (Sanderson, 2008, 2009). A social media platform like
174 Instagram has been adopted by celebrities to communicate with their fans. To this end, Frederick et al.
175 (2012) emphasize that this grants celebrities and fans the opportunity to communicate more
176 interpersonally. This assertion is consistent with Kassing and Sanderson (2010) who hold a similar
177 position. Following from the foregoing, it can be argued that social media (Instagram in this case)
178 provides celebrities and fans with an opportunity to share comments and opinions about their lives and
179 daily events, and to provoke interactive communication with their fans.

180

181 **2.3.3 Celebrities' Self-Disclosure**

182 The social penetration theory (SPT) argues that human relationships develop through an exposé of the self
183 (a process which occurs through self-disclosure). In the spirits of Altman and Taylor (1973) as well as
184 Kim and Song (2016), self-disclosure is operationalized as the voluntary sharing of personally expedient
185 information such as thoughts, values, feelings, and beliefs with a significant other. The theory holds that a
186 self consists of different layers; from peripheral layers (i.e. basic demographic information) to central
187 layers (personal values, self-concept). Therefore, revealing each layer of the self to others (self-disclosure)
188 is a sine qua non to developing a relationship (Kim & Song, 2016; Altman & Taylor, 1973). Some
189 attention has been given in the extant literature towards self-disclosure due to its complex and
190 multidimensional nature-underpinned by a variety of characteristics and features of individuals. Scholars
191 (see for instance Derlega et al., 1993; Lee & Nass, 2005; Lee, 2004; Kim & Song, 2016; Altman & Taylor,
192 1973) have highlighted two main dimensions of self-disclosure: breadth and depth. Breadth has been
193 conceptualized as referring to the variety of topics of self-disclosure, implying that a wide or narrow
194 range of topics may be disclosed. For instance, topics bordering on work or profession may be seen as
195 professional self-disclosure, while those that border on family, friends or personal beliefs may be
196 regarded as personal self-disclosure. Similarly, depth implies the degree to which disclosure in a specific
197 individual's life is made. This implies that depending on how deep someone discloses certain topics about

198 him/herself, the depth of the self-disclosure may vary from a superficial level to an intimate one (Derlega
199 et al., 1993; Altman & Taylor, 1973; Kim & Song, 2016).

200
201 According to Marshall (2010) as well as Kim and Song (2016), many contemporary celebrities share
202 stories about their lives with fans and the subjects of these stories may appear in different forms. Some
203 celebrities are inclined towards disclosing more of their professional life than other aspects of their life,
204 especially in a situation where their motive is to promote say, a new movie or song. Stever and Lawson
205 (2013) suggest that celebrities like Katy Perry, an American singer and songwriter mostly focuses on
206 sharing her work-related information on social media. Consistently, Hambrick et al. (2010) disclose that
207 one major theme found in sports celebrities' self-disclosure is related to their work (i.e. providing
208 information and insights about their game or team). Yet, others may be more inclined towards revealing
209 personal life stories on social media (see Marshall, 2010; Stever & Lawson, 2013; Click et al., 2013;
210 Hambrick et al., 2010). For instance, Kristen Chenoweth (an American singer and actress) is found to
211 disclose more significant aspects of her personal life on social media. Some politicians and sport
212 celebrities have also been seen to disclose life stories that are not related to politics or sports (like favorite
213 restaurants, favorite hotels, dinner menu as well as movies they want to watch) (Jackson & Lilleker, 2011;
214 Park, 2010; Hambrick et al., 2010; Small, 2010; Kim & Song, 2016). In Ghana, celebrities like Jackie
215 Appiah, John Dumelo, Nana Aba Anamoah, Asamoah Gyan, Sam Okudjeto Ablakwa, Salma Mumin,
216 Yvonne Nelson, Michael Essien, Andre Dede Ayew, Moesha Budoung, Okyeame Kwame, just to
217 mention a few, fall within the types described in the preceding discussion.

218 219 **2.3.4 Social Presence**

220 One major benefit of social media is the provision of a feel of togetherness and connectedness with
221 celebrities (Stever & Lawson, 2013). The implication is that through this mediated form of
222 communication, fans/followers can meet celebrities, monitor and learn about their routine life through
223 either a one-way or two-way communication. This kind of interaction creates a form of virtual reality
224 where the fans practically have a perception or feeling as if the celebrities are physically and socially
225 present in their lives (Kim & Song, 2016). Short, Williams and Christie (1976) operationalize social
226 presence as a state of being aware of the other person in an online environment. Accordingly, social
227 presence is regarded as one of the most important concepts of understanding mediated communication
228 experiences (Short et al., 1976; Biocca et al., 2003). Consequently, social presence has been
229 operationalized by many scholars as a perceptual experience of psychological involvement in an
230 interaction with another individual within a mediated environment (Lee, 2013; Edwards, Edwards &
231 Spence, 2014; Edwards et al., 2015; Durlach & Slater, 2000; Schroeder, 2006).

232 233 **3.0 Hypothesis Development**

234 **3.1 Celebrity Self-Disclosure and Fans' Behavior**

235 The social penetration theory describes the bonding process that elevates a relationship from a superficial
236 state to a more intimate one (Altman & Taylor, 1973). The extant literature suggests that social
237 penetration is achieved through self-disclosure- a purposeful and voluntary process of revealing
238 information about oneself (Derlega, Metts, Petronio, & Margulis, 1993). This includes, but not limited to,
239 thoughts, values, feelings, and beliefs (Altman & Taylor, 1973). It has been argued that self-disclosure
240 enhances intimacy to a certain degree, in any form of relationship. Social penetration can occur in various
241 settings, including, but not limited to, romantic relationships, social groups, friendships, work relationship,
242 as well as computer-mediated environments. In keeping with the foregoing, Carpenter and Greene (2016)
243 utilized the "Onion model" to operationalize how the social penetration theory operates. The model states
244 that one needs to peel others' layers of personal information through interpersonal interaction to reach the
245 core-the intimate details of a person, a process which requires time and commitment. The outer layer
246 represents the public image of the person which can be seen by others, while the private self is the
247 innermost layers that can only be revealed to selected individuals through disclosure.

248

249 Most celebrities leverage on social media to express themselves and share information with their fans on
250 numerous topics. For example, a celebrity like Britney Spears has created a YouTube channel on which
251 they present themselves as a subscriber-structured identity (Marshall, 2010). While some celebrities are
252 predisposed to disclosing personal information, others are inclined towards disclosing information
253 regarding their work (Ward, 2016; Marshall, 2010). For instance, Taylor Swift and Selena Gomez's posts
254 on Instagram were mainly focused on their career; in the form of promoting their new album, and then
255 followed by personal posts that include travel, fun interaction, or hanging out with friends. On the other
256 hand, Ariana Grande's posts are primarily based on her personal life, and then later followed by posts
257 about her career (Ward, 2016). This accentuates the fact that different individuals and celebrities vary in
258 their motives and approaches of self-disclosure. Prior research suggests that Gomez, Swift, and Grande's
259 posts on Instagram about their personal lives garnered more number of likes as opposed to posts about
260 their professional lives (Ward, 2016). This does not, however, discount the fact that both celebrities'
261 personal and professional self-disclosures engender feelings of social presence and commenting behaviors
262 among their fans (Kim & Song, 2016).

263
264 Personal and professional self-disclosure notwithstanding, scholars have also distinguished between
265 factual (descriptive) and emotional (evaluative) self-disclosure when evaluating the effect of disclosing
266 the self on intimate relationships (Reis & Shaver, 1988; Morton, 1978). Descriptive self-disclosures refers
267 to those that reveal personal facts and information (e.g. he broke up with me); while emotional self-
268 disclosures take the nature of revealing personal feelings and emotions (e.g. my last breakup hurts me so
269 much). Though both types of disclosures reveal information about one's personal and private life, Reis
270 and Patrick (1996) intimate that disclosures involving emotions and feelings lay at the core of one's self-
271 definition. In recent times, people find it easy sharing their emotions on different social networks sites
272 with a wide audience (Boyd & Ellison, 2007). Extant research reveals that emotional disclosure can
273 engineer interpersonal connectedness. Hence, individuals are motivated to express their emotions to
274 maintain their relatedness to others (Sheldon, Abad, & Hinsch, 2011). The theory of social sharing of
275 emotions suggests that emotional disclosure can stimulate social interaction and improve interpersonal
276 connection (Laurenceau, Pietromonaco, & Barret, 1998).

277
278 Some types of self-disclosure, particularly those that reveal the core self are more closely linked to the
279 experience of intimacy than others (Reis & Patrick, 1996; Morton, 1978). To this end, Laurenceau,
280 Pietromonaco & Barret (1998) find support for Reis and Shaver's (1998) model of intimacy by positing
281 that self-disclosure is associated with a feeling of intimacy, specifically, that, emotional disclosures are
282 more predictive of intimacy than factual self-disclosures. Additionally, followers have the option of
283 commenting under posts, (such as writing their opinions, complementing, criticizing, etc.) or archiving
284 (such as saving a certain post by only tapping an "archive" option). Subsequently, these archived posts
285 can be accessed; saving the time that would have been spent on searching through an entire newsfeed for
286 a specific post. Also, while some fans follow their favorite celebrities on Instagram by only viewing their
287 photos and reading their posts, others go a step further to engage in interacting with these celebrities
288 through commenting. Nonetheless, other segments prefer to archive some of the favorite photos or posts
289 made by favorite celebrities. The more devoted fans may combine both commenting and archiving. We
290 argue based on the foregoing that the self-disclosure of celebrities (emotional or descriptive) engenders
291 fans' commenting and archiving behavior. Consequently, we proffer the following hypotheses:

292
293 H1a. Celebrities' emotional self-disclosure has a positive and significant effect on fans' commenting
294 behavior.

295 H1b. Celebrities descriptive self-disclosure has a positive and significant effect on fans' commenting
296 behavior.

297 H2a. Celebrities' emotional self-disclosure has a positive and significant effect on fans' archiving
298 behavior.

299 H2b. Celebrities' descriptive self-disclosure has a positive and significant effect on fans' archiving
300 behavior.

301

302 **3.2 Celebrity Self-Disclosure and Social Presence**

303 From the perspective of Short, William, and Christie (1976), social presence is operationalized as a state
304 of being aware of other people in an online environment. The concept of social presence has drawn some
305 issue in the extant literature. For instance, Rourke et al. (2001) have identified perceived self-disclosure as
306 an important social factor that induces a strong social presence in an online learning environment. Using
307 Cristiano Ronaldo, Selena Gomez and Ariana Grande's posts on Instagram as cases in point, we can argue
308 based on facts, that Selena Gomez writes long captions under her photos and mentions her feelings and
309 emotions, while sometimes addressing her fans as "fam" and sending love to them, or sharing happy
310 moments of her life by noting that her life is not always that filtered and that she is not a perfect being. It
311 is evident that in all cases, fans engage actively in interacting with celebrities through commenting or
312 archiving, a situation which makes them feel socially present. In Ronaldo and Grande's case, there are
313 fewer comments, while Gomez's results in thousands of more comments. This is somewhat interesting
314 given the fact that all these celebrities have similar numbers of followers. Based on the foregoing
315 discussions, it can be argued that celebrities' self-disclosure (either emotional or descriptive) engenders
316 feelings of social presence among their teaming fans. Hence we set the following hypothesis:

317

318 H3a: Celebrities' emotional self-disclosure on Instagram has a positive and significant effect on fans'
319 feeling of social presence.

320 H3b: Celebrities' descriptive self-disclosure on Instagram has a positive and significant effect on fans'
321 feeling of social presence.

322

323

324

325 **3.3 Fans' Behavior on Instagram and Social Presence**

326 Ward (2016) describes Instagram as an image-driven platform with the capacity to provide a visually-
327 oriented storytelling opportunity. We maintain that if Twitter thrives on status updates, then Instagram's
328 scope is even more diverse, as it allows users to share photos and memories as well as add captions to
329 them. Additionally, followers have the option of commenting under posts, (such as writing their opinions,
330 complementing, criticizing, etc.) or archiving (such as saving a certain post by only tapping a "save"
331 option). Subsequently, these archived posts can be accessed; saving the time that would have been spent
332 on searching through an entire newsfeed for a specific post. More so, while some fans follow their
333 favorite celebrities on Instagram by only viewing their photos and reading their posts, others go further
334 beyond this by actually engaging and interacting with these celebrities through commenting. Nonetheless,
335 other segments prefer to archive some of the favorite photos or posts made by favorite celebrities. The
336 fans who are more devoted may combine both commenting and archiving. The commenting behavior of
337 fans demonstrates their emotional involvement and commitment to the celebrities' Instagram content. The
338 act of engaging and commenting on celebrities' posts increases fans emotional and psychological feeling
339 of social presence (Kim & Song, 2016). Accordingly, users tend to experience a strong social presence
340 when they are deeply involved in the activities on Instagram. Based on the foregoing discussions, the
341 following set of hypotheses is proffered;

342

343 H4a: The act of commenting on celebrities' posts on Instagram has a positive and significant effect on
344 fans' feeling of social presence.

345 H4b: The act of archiving celebrities' posts on Instagram has a positive and significant effect on fans'
346 feeling of social presence.

347

348 **3.4 Social Presence and Social Cohesion**

349 It has been observed in the extant literature that individuals with stronger real-life ties use social media
350 (especially, Instagram) to solidify these ties (Papacharissi & Mendelson, 2011). Some social media users
351 use it for several social capital reasons, including, but not limited to, companionship, social interaction,
352 sharing expressive information, relaxation and entertainment as well as for professional advancement.
353 Similarly, those who are socially active in real life are more predisposed to leveraging on Instagram to
354 connect with and learn from others (Hollenbaugh & Ferris, 2014; Papacharissi & Mendelson, 2011). In
355 tandem with the foregoing, Hampton et al. (2011) note that social media users (on both Instagram and
356 Facebook) have a lot more friends and close ties compared to offline network; a phenomenon that
357 supports the social enhancement perspective. Based on these, we argue that the nature of Instagram makes
358 it easy for users (especially celebrities) to self-disclose. These celebrities have fans and followers who see,
359 watch and engage them based on specific disclosures (these vary from emotional to descriptive self-
360 disclosures). As they keep engaging them (through commenting and archiving), they achieve their social
361 presence motives and consequently, build social cohesion. The theoretical relevance of this assertion is
362 premised on the fact that there seems to be a convergence of behavior (i.e. liking, commenting, sharing,
363 archiving) about the same or similar things disclosed. This gets to the extent that the fans begin to copy
364 and behave similarly as the celebrities and this commonness and similarity of action is what we argue,
365 creates social cohesion. This is consistent with Yamamoto (2011) and Rosell et al. (1995) who surmise
366 that social cohesion is the feeling one feels to a larger group, based on social bonds, behavior and a sense
367 of engagement. Consequently, we argue that the social presence of fans or followers of celebrities can
368 have a significant impact on social cohesion. Hence the following hypothesis is theorized:

369
370 H5: There is a positive and significant effect of social presence on social cohesion.
371

372 **3.5 Social Presence and Celebrity Attachment**

373 The Social Presence Theory was originally propounded by Short, Williams, and Christie (1976) as the
374 degree of salience of the other person in an interaction and the subsequent salience of the interpersonal
375 relationships. Gunawardena (1995) offers a more modern definition by describing it as the degree to
376 which people are perceived as real people in mediated communication. Within this mediated environment,
377 fans meet their celebrities and learn about their daily lives through a one-way or two-way interaction.
378 This interaction grants fans the opportunity to feel as if those celebrities are socially present in their lives
379 (Kim & Song, 2016). Equally, Stever and Hughes (2013) note that fans feel a greater sense of intimacy
380 from having the opportunity to speak and hear the voice of the celebrity on a routine basis. The feeling of
381 social presence enhances fans' parasocial interaction and experiences with celebrities (Kim & Song,
382 2016). Social presence fosters a feeling of imagined intimacy, which is also part of parasocial interaction
383 experience (Rubin et al., 1985). In the past celebrities could only interact with their fans through
384 traditional media outlets like TV, radio, newspaper, among a few others. However today, the same
385 interaction can be fostered on different social network sites anytime, and anywhere possible. Given the
386 pervasive and limitless capabilities of the internet, exposure to celebrities is constant, and fans can
387 monitor and observe the lives of their favorite idols. To this end, the literature underscores that during
388 life's hardships, celebrities can assuage any form of sadness through their disclosure and interaction,
389 creating solid emotional bonds and attachment towards the celebrity (Norman, 2015).

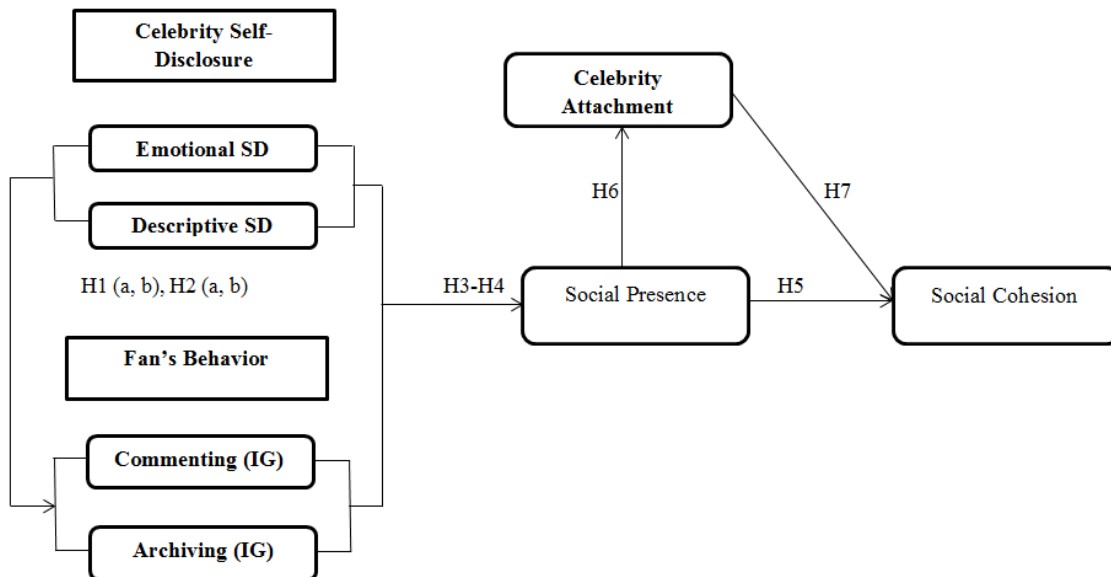
390
391 Thanks to technology, these feelings of an attachment may grow even stronger due to the numerous
392 options available on Instagram; one of which is "going" or "recording live". Some celebrities may go
393 "live" to connect with fans, communicate with fans, show what they are up to at the moment, where they
394 are traveling to, or basically sharing plans for the day. In such instances, fans can personally see and
395 observe all the activities that their favorite celebrity is engaging in simultaneously, with the ability to
396 comment and ask them any questions and receive responses. These forms of interaction and experiences
397 instill and create in fans a feeling of being socially present with the celebrity; a phenomenon that arouses
398 and sustains their attachment towards celebrities. Based on the foregoing discussions, we suggest that:
399

400 H6a: Feeling of social presence enhances fans' attachment to the celebrity.
401 H6b: Fans' attachment to the celebrity mediates the relationship between social presence and social
402 cohesion.

403
404 **3.6 Celebrity Attachment and Social Cohesion**

405 Evidence within the attachment theory highlights the fact that fans get attached to celebrities to the extent
406 that they imitate their actions and behavior online (through some forms of disclosure, commenting, etc.).
407 To this end, Stever (2013) acknowledges that people get attached to people with different statuses for
408 various reasons. This attachment generates into common actions and behavior, typical of the celebrities
409 they follow and generates a form of convergence and cohesion among these followers. Additionally,
410 Escalas and Bettman (2017) opine that fans having a high need of belonging are more inclined to look up
411 to celebrities for cues about which brands may assist their attempts to meet their needs of affiliation.
412 Therefore, their attachment to celebrities breed actions that satiate those needs of affiliation and provides
413 social gratifications as they relate to, and behave similarly on Instagram, leading to more social cohesion
414 (Vaiciukynaite et al., 2018). Based on the above, we propose that:

415 H7: There is a positive and significant effect of celebrity attachment on social cohesion.
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417
418 **Figure 1. Conceptual Framework**

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421 **4. Empirical Results**

422
423 *4.1 Measurement of Variables*

424 To test the hypothesis developed in this study a quantitative survey approach adopting structured
425 questionnaires was deployed on the empirical data to allow actual measures to be calculated for the
426 responses obtained from the respondents. Variables in the questionnaire encompassed measures on
427 celebrity's emotional self-disclosure, descriptive self-disclosure, fans' commenting behavior, fans'
428 archiving behavior, celebrity attachment, social presence, and social cohesion as well as demographic
429 backgrounds of the respondents. Except for the demographic information, all other constructs were
430 assessed via five-point Likert-type scales anchored by "1=strongly disagree" to "5=strongly agree" with
431 "3=neutral". All directional constructs (dependent and independent variables) were conceptualized with

432 reflective measures. Concerning the operationalization of the independent variables, we depended on the
433 study of Han, William, & Lin (2014) for the measures of emotional self-disclosure and descriptive self-
434 disclosure. Measures of fans' commenting behavior and fans' archiving behavior were derived from
435 previous research (Kim & Song, 2016). Relative to social presence, we adapted the measures from prior
436 research (Kreijns, Kirschner, Jochems & van Buuren, 2011). Items for attachment to celebrities were
437 adapted from Thomson (2006) while items for social cohesion were adapted from Dijk, Cramm, and
438 Nieboer (2013). The second ambit of the questionnaire focused on the demographic data of the
439 respondents (gender, age, education, number of years on Instagram, whether following a celebrity or not).
440 The measurement items were all refined through the adoption of scale generation and purification
441 techniques and procedures recommended by scholars (King et al., 2014; DeVellis, 2003), predominantly
442 through confirmatory factor analysis. To evaluate the various hypotheses proposed in the current study,
443 we employed the structural equation modeling technique. This technique, according to Bagozzi and Yi
444 (2012) is a preferred approach since it affords researchers the latitude to control for measurement error,
445 provides information on the degree of fit of the tested model, as well as the ability to test multiple
446 relationships (Byrne, 2013).

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450 *4.2 Samples and Data Collection*

451 We accessed data from Instagram users (who followed at least one celebrity) in Ghana. The respondents
452 were purposively selected after they indicated agreements to partake in the study. A total of three hundred
453 and 350 Instagram users were sampled for the current research. Before the questionnaire administration,
454 we carried out an adequate assessment of the psychometric properties of the measurement items via
455 testing for face and content validity using academic faculty and social media consultants (Bagozzi & Yi,
456 1988). Out of the 350 questionnaires administered, 311 were returned, from which five had anomalies and
457 had to be discarded. In effect, we made use of 306 valid questionnaires that were fully filled and showed
458 enough adequacies for the anticipated analysis. Consequently, the final usable data represented an 87.4%
459 response rate.

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462 *4.3 Profile of respondents*

463 The outcomes of the distribution of the demographic characteristics of the respondents reveal that the
464 sample had representative adequacy. From the operational data, as shown in Table 1, a profiling of the
465 respondents reveals the majority (57.2%) are males while 42.8% are females. The data also reveals that
466 majority of the respondents (55.9%) are between 26-35 years, 28.8% are between 18- 25 years, 11.8% are
467 between 36-45 years, while 3.6% are at least 45 years old. Furthermore, the data shows that 48.7% of the
468 respondents have a bachelors' degree as their highest level of education, 34.3% had masters' degree, 13.4%
469 had a high school certificate, while 3.6% indicated they have doctorate degrees as their highest level of
470 education. In effect, the data shows that each of the respondents has at least a senior high education (a
471 basic form of education). Relative to the number of years they have been using Instagram, a majority
472 (43.5%) indicated they have been on Instagram for a period between 3-5 years, 34.5% indicated 5-7 years,
473 19.0% indicated 8-9 years, while 3.3 indicated 1-3 years. This implies that each respondent has been on
474 Instagram for at least one year, which qualifies them to partake in this research. Finally, the data shows
475 that all the respondents sampled follow at least one celebrity on Instagram, a condition that further
476 accentuates their qualification to take part in the current study.

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479 Table 1. Profile of respondents

Classification		Frequency	Percentage	Classification		Frequency	Percentage
Age	18-25 years	88	28.8	Number of years on Instagram	1-3 years	10	3.3
	26-35 years	171	55.9		3-5 years	133	43.5
	36-45 years	36	11.8		5-7 years	105	34.5
	Above 45 years	11	3.6		8-9 years	58	19.0
Gender	Male	175	57.2	Following a celebrity		306	100
	Female	131	42.8				
Education	High School	41	13.4				
	Bachelors	149	48.7				
	Masters	105	34.3				
	Doctorate	11	3.6				

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4.3 Reliability and Validity Analysis of Variables

Since the measurement items were adapted from prior research, we adopted a confirmatory factor analysis (CFA) in validating them. With respect to internal consistency, the Cronbach's alpha values for the seven constructs ranged from 0.720 to 0.908. The factor loadings also ranged between 0.500 and 0.973, which satisfy the threshold level requirements. This indicated that the theoretical constructs exhibited acceptable psychometric reliability in the current research (Nunnally et al., 1967). We assessed model fitness through the use of the normed chi-square index (χ^2/df), goodness of fit index (GFI) and the comparative fit index (CFI). This was subsequently, followed by the Tucker-Lewis index (TLI), root mean squared residual (RMR), and the root mean square error of approximation index (RMSEA) as underscored by Anderson and Gerbing (1988). Via the adoption of these fit indices, the CFA occasioned the following fit indices: $\chi^2/df=2.083$, RMR=.065, GFI=.909, NFI=.893, IFI=.941, TLI=.920, CFI=.940, RMSEA=.060. These results emphasize the unidimensionality of each of the constructs adopted in the current research. Table 2 presents the results of the CFA.

4.4 Table 2. Reliability and Validity Analysis of Variables

Item	Construct	β Estimate	Std.Err.	t-value	(CR)	P	Cronbach's Alpha
SP2	Social Presence	.813			0.800		0.805
SP3		.783	.083	12.106		***	
SP4		.651	.083	11.089		***	
SP1		.643	.081	10.152		***	
FCB1	Fans' Commenting Behavior	.914			0.799		0.803
FCB2		.735	.061	14.047		***	
FCB3		.639	.061	11.209		***	
FCB5		.500	.060	8.414		***	
FAB1	Fans' Archiving Behavior	.728			0.804		0.799
FAB2		.862	.092	13.382		***	
FAB3		.703	.079	11.778		***	
DS3	Descriptive Self-Disclosure	.902			0.908		0.908
DS2		.922	.061	16.581		***	
SC6	Social Cohesion	.756			0.867		0.816
SC7		.856	.101	10.903		***	
SC5		.865	.095	11.195		***	
AC6	Attachment To Celebrity	.709			0.722		0.720
AC7		.754	.100	9.776		***	
AC1		.500	.103	7.354		***	
ES2	Emotional Self-Disclosure	.590			0.805		0.729
ES3		.973	.717	3.615		***	

(Model fit: $\chi^2/df=2.083$, RMR=.065, GFI=.909, NFI=.893, IFI=.941, TLI=.920, CFI=.940, RMSEA=.060)

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In addition to the foregoing, we established discriminant validity by comparing the shared AVE values between pairs of variables with their squared phi correlations. In all instances, the values of the AVE were greater than the shared squared phi correlations connected with each pair of variables, signifying discriminant validity of the constructs (Fornell & Larcker, 1981). The correlation coefficients ranged from 0.063 to 0.581 with AVE's also ranging from 0.710 to 0.912. Table 3 presents the results of the discriminant validity (indicating that the constructs are distinct from one another) as it displays the descriptive statistics and inter-construct correlations with the share average variance extracted.

Table 3. Descriptive Statistics and Inter-Construct Correlation

	Mean	St.d.	SOPR	FCBR	FABH	DSD	SOCO	ATC	EMSD
SOPR	3.5181	.71512	0.710						
FCBR	3.2925	1.00845	0.412***	0.714					
FABH	2.9306	.68712	0.433***	0.266***	0.762				
DSD	2.8663	.99174	0.180**	0.198**	0.517***	0.912			
SOCO	3.2641	.76401	0.395***	0.269***	0.490***	0.320***	0.828		
ATC	3.2761	.60358	0.373***	0.292***	0.449***	0.295***	0.581***	0.752	
EMSD	1.9430	.60542	0.064	-0.119†	0.094	0.312**	0.112†	0.063	0.842

Average variance extracted (AVE) are on the diagonal; squared correlations are off-diagonal

Note: FCBR=Fans' Commenting Behavior, EMSD= Emotional Self-Disclosure, FABH= Fans' Archiving Behavior, DSD= Descriptive Self-Disclosure, SOPR= Social Presence, ATC= Attachment to Celebrities, SOCO= Social Cohesion
Significance of Correlations: † p < 0.100, * p < 0.050, ** p < 0.010, *** p < 0.001

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4.5 Model fit and hypothesis test

As Table 4 depicts, the parameter estimates represent the final results which effectually explains the findings of the study in tandem with the hypotheses proffered early on. The model fit indices for the structural model adduces proof of a good model fit (RMSEA=.098, GFI=.976, NFI=.965, CFI=.973, IFI= .073, TLI=.919, RMR=.031, $\chi^2/df= 3.916$). The first hypothesis states that celebrities' emotional self-disclosure has a positive and significant effect on fans' commenting behavior. The SEM results highlights that there was a negative but significant relationship between emotional self-disclosure and fans' commenting behavior ($\beta= -.263$, $t= -4.482$, $p < 0.05$). The second hypothesis states that celebrities' descriptive self-disclosure has a positive and significant effect on fans' commenting behavior. Concerning this, the SEM results indicated a positive and significant relationship between celebrities' descriptive self-disclosure and fans' commenting behavior ($\beta= .307$, $t= 5.224$, $p < 0.05$). The third hypothesis (celebrities' emotional self-disclosure has a positive and significant effect on fans' archiving behavior) was not supported by the SEM results ($\beta= -.086$, $t= -1.698$, $p > 0.05$).

537 The fourth hypothesis (celebrities' descriptive self-disclosure has a positive and significant effect on fans' archiving behavior) was supported by the SEM results ($\beta = .602, t = 11.860, p < 0.05$). The fifth hypothesis (celebrities' emotional self-disclosure on Instagram has a positive and significant effect on fans' feeling of social presence) was supported ($\beta = .137, t = 3.458, p < 0.05$). Hypothesis six (celebrities' descriptive self-disclosure on Instagram has a positive and significant effect on fans' feeling of social presence) was not supported ($\beta = -.094, t = -2.048, p < 0.05$). The seventh hypothesis (the act of commenting on celebrities' posts on Instagram have a positive and significant effect on fans' feeling of social presence) was supported ($\beta = .374, t = 9.153, p < 0.05$). Hypothesis eight (the act of archiving celebrities' posts on Instagram has a positive and significant effect on fans' feeling of social presence) was also supported ($\beta = .463, t = 9.699, p < 0.05$). The ninth hypothesis (there is a positive and significant effect of social presence on social cohesion) received empirical support ($\beta = .112, t = 2.506, p < 0.05$). Hypothesis ten (feeling of social presence enhances fans' attachment to the celebrity) was supported ($\beta = .910, t = 10.318, p < 0.05$). Hypothesis eleven, (attachment to celebrities mediates the relationship between social presence and social cohesion) received empirical support (as is evidenced by Table 5) (Estimate = .816, Lower = .616, Higher = 1.083, P-value = .001). Finally, the twelfth hypothesis (there is a positive and significant effect of celebrity attachment on social cohesion) received empirical support ($\beta = .663, t = 14.860, p < 0.05$). In effect, all the hypotheses developed for the current research (except for H1, H3, and H6) were supported statistically.

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Table 4. Structural model assessment results

Structural relationships	β Estimate	Std.Err.	t-value	P	Decision
FCBR \leftarrow EMSD	-.263	.098	-4.482	***	Not Supported
FABH \leftarrow EMSD	-.086	.058	-1.698	.090	Not supported
FABH \leftarrow DSD	.602	.035	11.860	***	Supported
FCBR \leftarrow DSD	.307	.060	5.224	***	Supported
SOPR \leftarrow DSD	-.094	.033	-2.040	.041	Not supported
SOPR \leftarrow FABH	.463	.050	9.699	***	Supported
SOPR \leftarrow FCBR	.374	.029	9.153	***	Supported
SOPR \leftarrow EMSD	.137	.047	3.458	***	Supported
ATC \leftarrow SOPR	.910	.074	10.318	***	Supported
SOCO \leftarrow ATC	.663	.056	14.860	***	Supported
SOCO \leftarrow SOPR	.112	.048	2.506	.012	Supported

Model fit (RMSEA=.098, GFI=.976, NFI=.965, CFI=.973, IFI=.073, TLI=.919, RMR=.031, $\chi^2/df = 3.916$)

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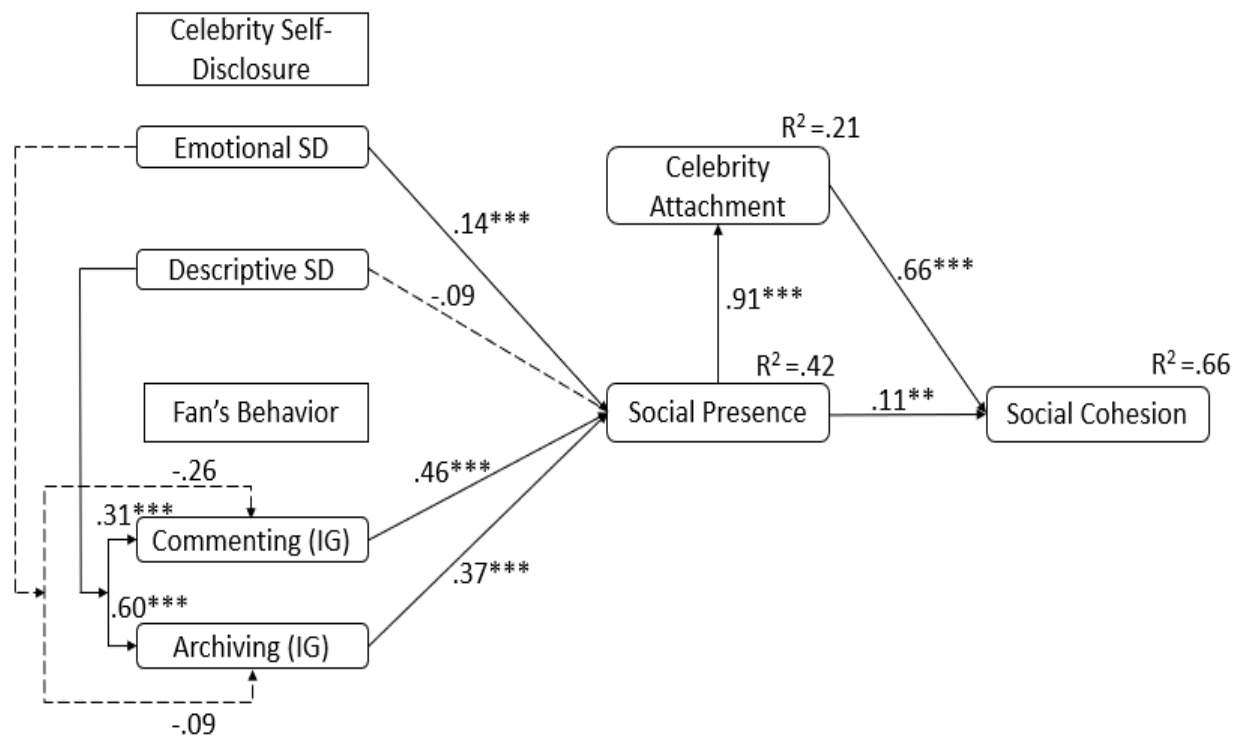
Note: FCBR=Fans' Commenting Behavior, EMSD= Emotional Self-Disclosure, FABH= Fans' Archiving Behavior, DSD= Descriptive Self-Disclosure, SOPR= Social Presence, ATC= Attachment to Celebrities, SOCO= Social Cohesion
Significance of Correlations: † p < 0.100, * p < 0.050, ** p < 0.010, *** p < 0.001

Table 5. Mediation analysis

Parameter	Estimate	Lower	Upper	P
SOPR \times ATC \rightarrow SOCO	.816	.616	1.083	.001

565
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Note: SOPR= Social Presence, ATC= Attachment to Celebrities, SOCO= Social Cohesion



568 Figure 2. Structural model

569 **4. General Discussions**570 *5.1 Summary of Findings and General Discussions*

571 The current study commenced with the principal goal of comprehending social cohesion from a celebrity
 572 self-disclosure perspective. The study examined these relationships grounded on the social capital and
 573 attachment theories. Generally, the study found that celebrities' descriptive self-disclosure has a positive
 574 and significant effect on both fans' archiving and commenting behaviors. These results are consistent
 575 with previous research (Pietromonaco & Barret, 1998; Laurenceau et al., 2009) which found that
 576 celebrities' descriptive self-disclosure engenders interpersonal connectedness with their fans who have the
 577 option of commenting (such as writing their opinions, complementing, criticizing, etc.) and archiving
 578 (such as saving a post by just tapping and archive/save option). These results also lend support to Reis
 579 and Shaver (1998) who reckon that descriptive self-disclosure is associated with fans' commenting
 580 (actually engaging in interacting with these celebrities through commenting) and archiving behavior
 581 (these archived posts are then accessed later saving the time that would have been expended in gleaning
 582 through the entire newsfeed for a definite post). Thus in consonance with previous research, the current
 583 study reinforces the position that celebrities' descriptive self-disclosure engenders fans' behavior of
 584 commenting and archiving.

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 586 The results additionally adduced statistical backing for a positive and significant effect of both fans'
 587 commenting and archiving behavior on social presence. These outcomes resonate with Kim & Song
 588 (2016) who aver that the commenting and archiving behavior of fans demonstrates their emotional
 589 involvement and commitment to the celebrities' Instagram content and consequently, the act of engaging,
 590 commenting on and archiving celebrities' posts increases fans emotional and psychological feeling of
 591 social presence. Accordingly, in tandem with prior research, this study validates the notion that fans'
 592 commenting, and archiving behaviors are germane to their feelings of social presence. Furthermore, the
 593 results found support for a positive and significant relationship between emotional self-disclosure and
 594 social presence. This outcome lends credence to Rourke et al. (2001) who reckon that self-disclosure is a

595 crucial social factor that induces social presence in an online environment. This is premised on the fact
596 that fans engage celebrities when they engage in self-disclosure thereby engendering feelings of social
597 presence among the fans.

598
599 Additionally, the hypothesis that social presence is positively and significantly related to fans' attachment
600 to celebrities received statistical support in the current study. This outcome corroborates the position of
601 Hughes (2013) who notes that fans feel a greater sense of intimacy from having the opportunity to speak
602 and hear the voice of the celebrity on routine basis (social presence) which fosters a feeling of imagined
603 intimacy, which is also part of parasocial interaction experience (Rubin et al., 1985) leading to the
604 creation of solid emotional bonds and attachment towards the celebrity (Norman, 2015). The current
605 study, in line with prior research, thus solidifies the notion that fans' social presence is a critical
606 antecedent to their attachment towards celebrities. The results further found support for a positive and
607 significant effect of attachment to celebrities and social cohesion. This outcome authenticates the position
608 held by Stever (2013) that people get attached to celebrities and in so doing copy their behavior leading
609 into a certain convergence of behavior. The outcome also resonates with Escalas and Bettman (2017) as
610 well as Vaiciukynaite et al. (2018) who surmise fans' attachment to celebrities provides social
611 gratification as they relate and behave by the same token (mostly on Instagram), leading to more social
612 cohesion. Accordingly, the current research in consonance with prior research reinforces the position that
613 fans' attachment to celebrities is a sine qua non to social cohesion.

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615 More so, the results found support for a positive and significant relationship between social presence and
616 social cohesion. This outcome lends credence to Yamamoto (2011) and Rosell et al. (1995) who contend
617 that fans' feeling of social presence (which is manifested in their engagement and interactions with
618 celebrities and among other fans) is an antecedent of social cohesion which is the feeling one feels to a
619 larger group, based on social bonds, behavior and a sense of engagement which are engineered by the
620 fans' social presence. In effect, this study in line with extant research emphasizes the argument that fans'
621 social presence is germane to social cohesion. One profound outcome of this research as the results
622 demonstrate is the mediating role played by attachment to celebrities in mediating the relationship
623 between social presence and social cohesion. In effect, the current study contributes to extant knowledge
624 in that it has uncovered that the nexus between social presence and social cohesion is largely due to fans'
625 attachment to celebrities. Specifically, it is crucial to note that attachment to celebrities is found to be a
626 partial mediator since in the presence of the mediator the pathway connecting social presence and social
627 cohesion still remains significant. This outcome underscores the essential role of attachment to celebrities
628 in how fans' feeling of social presence affects social cohesion. It also highlights the fact that when
629 celebrities' self-disclosure successfully enhances fans' attachment to celebrities through feelings of being
630 socially present, it can be instrumental in enhancing social cohesion.

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633 However, the results could not find support for a positive and significant relationship between emotional
634 self-disclosure and fans' commenting behavior, a positive and significant relationship between emotional
635 self-disclosure and fans' archiving behavior, as well as a positive and significant effect of descriptive self-
636 disclosure on social presence. These outcomes are unexpected; however, our research has opened another
637 debate on these respective relationships. For now, the current research has found insignificant
638 relationships and only further empirical inquiries can validate or deny the same.

639
640 Overall, this research progresses knowledge and provides empirical and practical illuminations into the
641 question that has remained essentially unaddressed in the current social media and social cohesion
642 literature; what is the role of celebrity self-disclosure in engendering social cohesion? The current study
643 reveals that celebrities' descriptive self-disclosure (but not emotional self-disclosure) influences fans'
644 archiving and commenting behavior. The study similarly reveals that celebrities' emotional self-
645 disclosure (but not descriptive self-disclosure), as well as fans' commenting and archiving behaviors, are

646 instrumental in predicting fans' social presence. Further, the study results reveal that fans' social presence
647 is essential in predicting their attachment to celebrities, while their (fans) attachment to celebrities and
648 social presence are significant antecedents of social cohesion.

649

650 *5.2 Theoretical Implication*

651 The current study progresses theory by extending the social capital and attachment theories on two
652 flourishing and conceptually relevant phenomena-celebrity self-disclosure and social cohesion. Evidence
653 from prior research on celebrity self-disclosure and social cohesion shows a paucity of research grounded
654 on social capital and attachment theories. Accordingly, this research contributes modestly to that effect,
655 by providing empirical support from a celebrity self-disclosure and social cohesion perspectives for these
656 to essentially acknowledged theories (Bourdieu, 1985; Granovetter, 1973; Putnam, 2000; Arregle, Hitt &
657 Sirmon, 2007; Krishna, 2012; Lin, 1986, 1999; Bowlby and Ainsworth (1991) with a conceptual
658 framework that exhibits good explanatory power and robustness. Secondly, the literature on celebrity self-
659 disclosure reveals less empirical studies that integrate and examines the relationships among the
660 constructs adopted in this study, particularly, on the types of self-disclosures, fans' commenting and
661 archiving behavior, social presence, attachment to celebrities and social cohesion. Previous research
662 either studied the interconnections among these constructs in isolation or in conjunction with different
663 variables (Stever & Lawson, 2013; Frederick et al., 2012; Kassing & Sanderson, 2010) engendering the
664 need for further and more empirical assessment, validation and theory building. Moreover, this study
665 contributes to the literature by presenting outcomes that examines multiple nexuses among the constructs
666 used, as well as utilizing data from Instagram users.

667

668 *5.3 Managerial Implications*

669 Having diverse insights into how celebrity self-disclosure can be leveraged to enhance social cohesion
670 offers fresh guidelines in dealing with issues such as social cohesion. Empirically significant findings in
671 the current research could be gleaned from eleven main points of view: that celebrities' descriptive self-
672 disclosure (but not emotional self-disclosure) influences fans' archiving and commenting behavior; that
673 celebrities' emotional self-disclosure (but not descriptive self-disclosure) as well as fans' commenting and
674 archiving behaviors are instrumental in predicting fans' social presence; that fans' social presence is
675 essential in predicting their attachment to celebrities, while their (fans) attachment to celebrities and
676 social presence are significant antecedents of social cohesion.

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678 Consequently, to enhance social cohesion in Ghana, social media can be leveraged and targeted
679 strategically. As evidenced in this study, Ghanaian celebrities can be used since their self-disclosures
680 influence fans' (citizens') behavior which affects their perceptions of social presence and consequent
681 attachments to these celebrities. The fans' (citizens') perceived social presence and attachment to
682 celebrities as this research reveals affect social cohesion. Accordingly, the government of Ghana can enter
683 into agreements and partnerships with well-known celebrities to make a concerted effort in tailoring their
684 activities, behaviors, and self-disclosures in ways that can inure towards and engender unity and social
685 cohesion among the citizens, as their followers end up copying their behavior. This could be achieved
686 through appointing these celebrities as peace ambassadors, involving them in governmental programs that
687 can project them more to the citizens. Celebrities in the frontline media space should be sensitized to
688 promote actions and commentary that enhances unity and portrays oneness. Celebrities in the movie and
689 entertainment industry should also be advised to churn our movies and songs which promote peace, unity
690 and social cohesion.

691

692 *5.4 Limitations and Future Research*

693 Akin to any empirical research, the current research brings in its trail, some limitations, providing fresh
694 avenues for further research. First, the current study is limited to Instagram users only. Therefore, the
695 findings are only within this ambit, meaning that scholars and practitioners should be cautious in trying to
696 universally generalize it with other contexts. Additionally, the various hypotheses spawned in the current

697 research were tested using Instagram users in a single country, is cross-sectional and accordingly, may not
698 signal static effects in other contexts. More so, due to context disparities, further research is needed to
699 substantiate and validate the construct relationships and results from the current study. Also, the effects
700 tested are relationships and not causalities. Further, the concepts empirically scrutinized in this research
701 are relevant across different economic contexts. Therefore, these results open up fresh debates on the
702 concept under study, principally, the incongruities that may exist between celebrities' emotional self-
703 disclosure and fans' behavior as well as the mediating role played by attachment to celebrities. Further
704 research that adopts different antecedents of social cohesion is highly welcome.
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