

Supplementary Information File

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Supplementary Table 1. Cronbach's α for each of the personality trait scales of the BFI-K (Rammstedt & John, 2005) for the avatar, actual self, and ideal self on the analysis level of individual activity contexts.

		Avatar	Actual Self	Ideal Self
Dating	Extraversion	.769	.817	.658
	Agreeableness	.718	.726	.771
	Conscientiousness	.613	.664	.691
	Neuroticism	.810	.734	.608
	Openness	.654	.762	.648
Competitive gaming	Extraversion	.787	.856	.713
	Agreeableness	.695	.667	.755
	Conscientiousness	.674	.739	.608
	Neuroticism	.698	.817	.537
	Openness	.729	.773	.725
Non-competitive gaming	Extraversion	.810	.859	.621
	Agreeableness	.499	.590	.608
	Conscientiousness	.669	.738	.756
	Neuroticism	.755	.759	.591
	Openness	.802	.727	.754
Social network (friends)	Extraversion	.765	.839	.716
	Agreeableness	.677	.698	.670
	Conscientiousness	.662	.776	.583
	Neuroticism	.778	.813	.547
	Openness	.743	.689	.336
Social network (strangers)	Extraversion	.781	.828	.724
	Agreeableness	.713	.708	.567
	Conscientiousness	.652	.742	.662
	Neuroticism	.585	.704	.661
	Openness	.769	.689	.777
Social network (job)	Extraversion	.749	.816	.701
	Agreeableness	.553	.720	.710
	Conscientiousness	.703	.661	.712
	Neuroticism	.672	.802	.597
	Openness	.721	.751	.675

Supplementary Table 2. Spearman correlations between avatar, actual self, and ideal self regarding the (desirable) demographic attributes age, height, weight, and physical attractiveness on the analysis level of individual activity contexts.

		Age		Height		Weight		Physical attractiveness	
		<i>r</i>	<i>p</i>	<i>r</i>	<i>p</i>	<i>r</i>	<i>p</i>	<i>r</i>	<i>p</i>
Dating	Avatar – actual self	.913	< .001	.908	< .001	.907	< .001	.509	< .001
	Avatar – ideal self	.721	< .001	.873	< .001	.890	< .001	.528	< .001
	Actual self – ideal self	.691	< .001	.877	< .001	.863	< .001	.316	.003
Competitive gaming	Avatar – actual self	.593	< .001	.650	< .001	.634	< .001	.353	< .001
	Avatar – ideal self	.607	< .001	.621	< .001	.690	< .001	.523	< .001
	Actual self – ideal self	.743	< .001	.825	< .001	.859	< .001	.552	< .001
Non-competitive gaming	Avatar – actual self	.620	< .001	.753	< .001	.753	< .001	.200	.055
	Avatar – ideal self	.609	< .001	.813	< .001	.803	< .001	.568	< .001
	Actual self – ideal self	.744	< .001	.816	< .001	.858	< .001	.245	.018
Social network (friends)	Avatar – actual self	.836	< .001	.811	< .001	.793	< .001	.389	< .001
	Avatar – ideal self	.659	< .001	.767	< .001	.781	< .001	.611	< .001
	Actual self – ideal self	.672	< .001	.876	< .001	.786	< .001	.383	< .001
Social network (strangers)	Avatar – actual self	.744	< .001	.836	< .001	.833	< .001	.420	< .001
	Avatar – ideal self	.722	< .001	.851	< .001	.904	< .001	.460	< .001
	Actual self – ideal self	.776	< .001	.854	< .001	.784	< .001	.330	.001
Social network (job)	Avatar – actual self	.908	< .001	.883	< .001	.911	< .001	.402	< .001
	Avatar – ideal self	.808	< .001	.739	< .001	.886	< .001	.378	< .001
	Actual self – ideal self	.814	< .001	.788	< .001	.844	< .001	.209	.035

Supplementary Table 3a. Cross-tables for numbers (frequencies per column) of gender that participants assigned to their avatar, actual self, and ideal self for the activity context dating ($n = 89$).

		Actual self			Ideal self			Avatar		
		Male	Female	Diverse	Male	Female	Diverse	Male	Female	Diverse
Actual self	Male	33 (100%)	n/a	n/a	30 (100%)	3 (5.1%)	0 (0.0%)	32 (97.0%)	1 (1.8%)	0 (0.0%)
	Female	n/a	56 (100%)	n/a	0 (0.0%)	56 (94.9%)	0 (0.0%)	1 (3.0%)	54 (98.2%)	1 (100%)
	Diverse	n/a	n/a	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Ideal self	Male	30 (90.9%)	0 (9.9%)	0 (0.0%)	30 (100%)	n/a	n/a	30 (90.9%)	0 (0.0%)	0 (0.0%)
	Female	3 (9.1%)	56 (100%)	0 (0.0%)	n/a	55 (100%)	n/a	3 (9.1%)	55 (98.2%)	1 (100%)
	Diverse	0 (0.0%)	0 (0.0%)	0 (0.0%)	n/a	n/a	1 (100%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Avatar	Male	32 (97.0%)	1 (1.8%)	0 (0.0%)	30 (100%)	3 (5.1%)	0 (0.0%)	33 (100%)	n/a	n/a
	Female	1 (3.0%)	54 (96.4%)	0 (0.0%)	0 (3.2%)	55 (93.2%)	0 (0.0%)	n/a	55 (100%)	n/a
	Diverse	0 (0.0%)	1 (1.8%)	0 (0.0%)	0 (0.0%)	1 (1.7%)	0 (0.0%)	n/a	n/a	1 (100%)

Supplementary Table 3b. Cross-tables for numbers (frequencies per column) of gender that participants assigned to their avatar, actual self, and ideal self for the activity context competitive gaming ($n = 94$).

		Actual self			Ideal self			Avatar		
		Male	Female	Diverse	Male	Female	Diverse	Male	Female	Diverse
Actual self	Male	31 (100%)	n/a	n/a	30 (100%)	1 (1.6%)	0 (0.0%)	23 (79.3%)	6 (10.0%)	2 (40.0%)
	Female	n/a	63 (100%)	n/a	0 (0.0%)	63 (98.4%)	0 (0.0%)	6 (20.7%)	54 (90%)	3 (60.0%)
	Diverse	n/a	n/a	n/a	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Ideal self	Male	30 (96.8%)	0 (0.0%)	0 (0.0%)	30 (100%)	n/a	n/a	23 (79.3%)	5 (8.3%)	2 (40.0%)
	Female	1 (3.2%)	63 (100%)	0 (0.0%)	n/a	64 (100%)	n/a	6 (20.7%)	55 (91.7%)	3 (60.0%)
	Diverse	0 (0.0%)	0 (0.0%)	0 (0.0%)	n/a	n/a	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Avatar	Male	23 (74.2%)	6 (9.5%)	0 (0.0%)	23 (76.7%)	6 (9.4%)	0 (0.0%)	29 (100%)	n/a	n/a
	Female	6 (19.4%)	54 (85.7%)	0 (0.0%)	5 (16.7%)	55 (85.9%)	0 (0.0%)	n/a	60 (100%)	n/a
	Diverse	2 (6.5%)	3 (4.8%)	0 (0.0%)	2 (6.7%)	3 (4.7%)	0 (0.0%)	n/a	n/a	5 (100%)

Supplementary Table 3c. Cross-tables for numbers (frequencies per column) of gender that participants assigned to their avatar, actual self, and ideal self for the activity context non-competitive gaming ($n = 93$).

		Actual self			Ideal self			Avatar		
		Male	Female	Diverse	Male	Female	Diverse	Male	Female	Diverse
Actual self	Male	28 (100%)	n/a	n/a	26 (92.9%)	2 (3.2%)	0 (0.0%)	25 (89.3%)	3 (4.7%)	0 (0.0%)
	Female	n/a	56 (100%)	n/a	2 (7.1%)	61 (96.8%)	2 (100%)	3 (10.7%)	61 (95.3%)	1 (100%)
	Diverse	n/a	n/a	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Ideal self	Male	26 (92.9%)	2 (3.1%)	0 (0.0%)	28 (100%)	n/a	n/a	25 (89.3%)	3 (4.7%)	0 (0.0%)
	Female	2 (7.1%)	61 (93.8%)	0 (0.0%)	n/a	63 (100%)	n/a	3 (10.7%)	59 (92.2%)	1 (100%)
	Diverse	0 (0.0%)	2 (3.1%)	0 (0.0%)	n/a	n/a	2 (100%)	0 (0.0%)	2 (3.1%)	0 (0.0%)
Avatar	Male	25 (89.3%)	3 (4.6%)	0 (0.0%)	25 (89.3%)	3 (4.8%)	0 (0.0%)	29 (100%)	n/a	n/a
	Female	3 (10.7%)	61 (93.8%)	0 (0.0%)	3 (10.7%)	59 (93.7%)	2 (100%)	n/a	64 (100%)	n/a
	Diverse	0 (0.0%)	1 (1.5%)	0 (0.0%)	0 (0.0%)	1 (1.6%)	25 (89.3%)	n/a	n/a	1 (100%)

Supplementary Table 3d. Cross-tables for numbers (frequencies per column) of gender that participants assigned to their avatar, actual self, and ideal self for the activity context social network with friends ($n = 98$).

		Actual self			Ideal self			Avatar		
		Male	Female	Diverse	Male	Female	Diverse	Male	Female	Diverse
Actual self	Male	42 (100%)	n/a	n/a	40 (97.6%)	1 (1.8%)	1 (100%)	41 (95.3%)	0 (0.0%)	1 (33.3%)
	Female	n/a	56 (100%)	n/a	1 (2.4%)	55 (98.2%)	0 (0.0%)	2 (4.7%)	52 (100%)	2 (66.7%)
	Diverse	n/a	n/a	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Ideal self	Male	40 (95.2%)	1 (1.8%)	0 (0.0%)	41 (100%)	n/a	n/a	40 (93.0%)	1 (1.9%)	0 (0.0%)
	Female	1 (2.4%)	55 (98.2%)	0 (0.0%)	n/a	56 (100%)	n/a	3 (7.0%)	51 (98.1%)	2 (66.7%)
	Diverse	1 (2.4%)	0 (0.0%)	0 (0.0%)	n/a	n/a	1 (100%)	0 (0.0%)	0 (0.0%)	1 (33.3%)
Avatar	Male	41 (97.6%)	2 (3.6%)	0 (0.0%)	40 (97.6%)	3 (5.4%)	0 (0.0%)	43 (100%)	n/a	n/a
	Female	0 (0.0%)	52 (92.9%)	0 (0.0%)	1 (2.4%)	51 (91.1%)	0 (0.0%)	n/a	52 (100%)	n/a
	Diverse	1 (2.4%)	2 (3.6%)	0 (0.0%)	0 (0.0%)	2 (3.6%)	1 (100%)	n/a	n/a	3 (100%)

Supplementary Table 3e. Cross-tables for numbers (frequencies per column) of gender that participants assigned to their avatar, actual self, and ideal self for the activity context social network with strangers ($n = 92$).

		Actual self			Ideal self			Avatar		
		Male	Female	Diverse	Male	Female	Diverse	Male	Female	Diverse
Actual self	Male	35 (100%)	n/a	n/a	32 (97.0%)	3 (5.4%)	0 (0.0%)	31 (96.9%)	4 (7.0%)	0 (0.0%)
	Female	n/a	57 (100%)	n/a	1 (3.0%)	53 (94.6%)	3 (100%)	1 (3.1%)	53 (93.0%)	3 (100%)
	Diverse	n/a	n/a	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Ideal self	Male	32 (91.4%)	1 (1.8%)	0 (0.0%)	33 (100%)	n/a	n/a	31 (96.9%)	2 (3.5%)	0 (0.0%)
	Female	3 (8.6%)	53 (93.0%)	0 (0.0%)	n/a	56 (100%)	n/a	1 (3.1%)	54 (94.7%)	1 (33.3%)
	Diverse	0 (0.0%)	3 (5.3%)	0 (0.0%)	n/a	n/a	3 (100%)	0 (0.0%)	1 (1.8%)	2 (66.7%)
Avatar	Male	31 (88.6%)	1 (1.8%)	0 (0.0%)	31 (93.9%)	1 (1.8%)	0 (0.0%)	32 (100%)	n/a	n/a
	Female	4 (11.4%)	53 (93.0%)	0 (0.0%)	2 (6.1%)	54 (96.4%)	1 (33.3%)	n/a	57 (100%)	n/a
	Diverse	0 (0.0%)	3 (5.3%)	0 (0.0%)	0 (0.0%)	1 (1.8%)	2 (66.7%)	n/a	n/a	3 (100%)

Supplementary Table 3f. Cross-tables for numbers (frequencies per column) of gender that participants assigned to their avatar, actual self, and ideal self for the activity context social network with job contacts ($n = 102$).

		Actual self			Ideal self			Avatar		
		Male	Female	Diverse	Male	Female	Diverse	Male	Female	Diverse
Actual self	Male	35 (100%)	n/a	n/a	32 (97.0%)	3 (4.4%)	0 (0.0%)	34 (97.1%)	1 (1.5%)	0 (0.0%)
	Female	n/a	67 (100%)	n/a	1 (3.0%)	65 (95.6%)	1 (100%)	1 (2.9%)	66 (98.5%)	0 (0.0%)
	Diverse	n/a	n/a	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Ideal self	Male	32 (91.4%)	1 (1.5%)	0 (0.0%)	33 (100%)	n/a	n/a	32 (91.4%)	1 (1.5%)	0 (0.0%)
	Female	3 (8.6%)	65 (97.0%)	0 (0.0%)	n/a	68 (100%)	n/a	3 (8.6%)	65 (97.0%)	0 (0.0%)
	Diverse	0 (0.0%)	1 (1.5%)	0 (0.0%)	n/a	n/a	1 (100%)	0 (0.0%)	1 (1.5%)	0 (0.0%)
Avatar	Male	34 (97.1%)	1 (1.5%)	0 (0.0%)	32 (97.0%)	3 (4.4%)	0 (0.0%)	35 (100%)	n/a	n/a
	Female	1 (2.9%)	66 (98.5%)	0 (0.0%)	1 (3.0%)	65 (95.6%)	1 (100%)	n/a	67 (100%)	n/a
	Diverse	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	n/a	n/a	0 (0.0%)

Note: In the following cross-tables, we only included the hair colours brown and blonde in our analyses. The other hair colour options were excluded from the analyses due to low frequencies in the whole sample (3.2% black, 3.0% red, 3.3% grey, 1.1% bald head, 1.9% others).

Supplementary Table 4a. Cross-tables for numbers (frequencies per column) of hair colour that participants assigned to their avatar, actual self, and ideal self for the activity context dating ($n = 66$).

		Actual self		Ideal self		Avatar	
		brown	blonde	brown	blonde	brown	blonde
Actual self	Brown	40 (100%)	n/a	35 (87.5%)	5 (19.2%)	37 (92.5%)	3 (11.5%)
	Blonde	n/a	26 (100%)	5 (12.5%)	21 (80.8%)	3 (7.5%)	23 (88.5%)
Ideal self	Brown	35 (87.5%)	5 (19.2%)	40 (100%)	n/a	38 (95%)	2 (7.7%)
	Blonde	5 (12.5%)	21 (80.8%)	n/a	26 (100%)	2 (5.0%)	24 (92.3%)
Avatar	Brown	37 (92.5%)	3 (11.5%)	38 (95%)	2 (7.7%)	40 (100%)	n/a
	Blonde	3 (7.5%)	23 (88.5%)	2 (5.0%)	24 (92.3%)	n/a	26 (100%)

Supplementary Table 4b. Cross-tables for numbers (frequencies per column) of hair colour that participants assigned to their avatar, actual self, and ideal self for the activity context competitive gaming ($n = 56$).

		Actual self		Ideal self		Avatar	
		brown	blonde	brown	blonde	brown	blonde
Actual self	Brown	29 (100%)	n/a	25 (92.6%)	4 (13.8%)	27 (84.4%)	2 (8.3%)
	Blonde	n/a	27 (100%)	2 (7.4%)	25 (86.2%)	5 (15.6%)	22 (91.7%)
Ideal self	Brown	25 (86.2%)	2 (7.4%)	27 (100%)	n/a	26 (81.3%)	1 (4.2%)
	Blonde	4 (13.8%)	25 (92.6%)	n/a	29 (100%)	6 (18.8%)	23 (95.8%)
Avatar	Brown	27 (93.1%)	5 (18.5%)	26 (96.3%)	6 (20.7%)	32 (100%)	n/a
	Blonde	2 (6.9%)	22 (81.5%)	1 (3.7%)	23 (79.3%)	n/a	24 (100%)

Supplementary Table 4c. Cross-tables for numbers (frequencies per column) of hair colour that participants assigned to their avatar, actual self, and ideal self for the activity context non-competitive gaming ($n = 64$).

		Actual self		Ideal self		Avatar	
		brown	blonde	brown	blonde	brown	blonde
Actual self	Brown	41 (100%)	n/a	35 (97.2%)	6 (21.4%)	36 (87.8%)	5 (21.7%)
	Blonde	n/a	23 (100%)	1 (2.8%)	22 (78.6%)	5 (12.2%)	18 (78.3%)
Ideal self	Brown	35 (85.4%)	1 (4.3%)	36 (100%)	n/a	35 (85.4%)	1 (4.3%)
	Blonde	6 (14.6%)	22 (95.7%)	n/a	28 (100%)	6 (14.6%)	22 (95.7%)
Avatar	Brown	36 (87.8%)	5 (21.7%)	35 (97.2%)	6 (21.4%)	41 (100%)	n/a
	Blonde	5 (12.2%)	18 (78.3%)	1 (2.8%)	22 (78.6%)	n/a	23 (100%)

Supplementary Table 4d. Cross-tables for numbers (frequencies per column) of hair colour that participants assigned to their avatar, actual self, and ideal self for the activity context social network with friends ($n = 68$).

		Actual self		Ideal self		Avatar	
		brown	blonde	brown	blonde	brown	blonde
Actual self	Brown	33 (100%)	n/a	29 (90.6%)	4 (11.1%)	32 (91.4%)	1 (3.0%)
	Blonde	n/a	35 (100%)	3 (9.4%)	32 (88.9%)	3 (8.6%)	32 (97.0%)
Ideal self	Brown	29 (87.9%)	3 (8.6%)	32 (100%)	n/a	31 (88.6%)	1 (3.0%)
	Blonde	4 (12.1%)	32 (91.4%)	n/a	36 (100%)	4 (11.4%)	32 (97.0%)
Avatar	Brown	32 (97.0%)	3 (8.6%)	31 (96.9)	4 (11.1%)	35 (100%)	n/a
	Blonde	1 (3.0)	32 (91.4%)	1 (3.1%)	32 (88.9%)	n/a	33 (100%)

Supplementary Table 4e. Cross-tables for numbers (frequencies per column) of hair colour that participants assigned to their avatar, actual self, and ideal self for the activity context social network with strangers ($n = 56$).

		Actual self		Ideal self		Avatar	
		brown	blonde	brown	blonde	brown	blonde
Actual self	Brown	36 (100%)	n/a	33 (97.1%)	3 (13.6%)	36 (92.3%)	0 (0.0%)
	Blonde	n/a	20 (100%)	1 (2.9%)	19 (86.4%)	3 (7.7%)	17 (100%)
Ideal self	Brown	33 (91.7%)	1 (5.0%)	34 (100%)	n/a	34 (87.2%)	0 (0.0%)
	Blonde	3 (8.3%)	19 (95.0%)	n/a	22 (100%)	5 (12.8%)	17 (100%)
Avatar	Brown	36 (100%)	3 (15.0%)	34 (100%)	5 (22.7%)	39 (100%)	n/a
	Blonde	0 (0.0%)	17 (85.0%)	0 (0.0%)	17 (77.3%)	n/a	17 (100%)

Supplementary Table 4f. Cross-tables for numbers (frequencies per column) of hair colour that participants assigned to their avatar, actual self, and ideal self for the activity context social network with job contacts ($n = 67$).

		Actual self		Ideal self		Avatar	
		brown	blonde	brown	blonde	brown	blonde
Actual self	Brown	48 (100%)	n/a	43 (97.7%)	5 (21.7%)	46 (93.9%)	2 (11.1%)
	Blonde	n/a	19 (100%)	1 (2.3%)	18 (78.3%)	3 (6.1%)	16 (88.9%)
Ideal self	Brown	43 (89.6%)	1 (5.3%)	44 (100%)	n/a	42 (85.7%)	2 (11.1%)
	Blonde	5 (10.4%)	18 (94.7%)	n/a	23 (100%)	7 (14.3%)	16 (88.9%)
Avatar	Brown	46 (95.8%)	3 (15.8%)	42 (95.5%)	7 (30.4%)	49 (100%)	n/a
	Blonde	2 (4.2%)	16 (84.2%)	2 (4.5%)	16 (69.6%)	n/a	18 (100%)