Effects of Extraversion Personality Compatibility and the Michelangelo Phenomenon via Facebook on Marital Satisfaction

Miss Wanthip Chawaleemaporn

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

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อิทธิพลของความเข้ากันได้ของบุคลิกภาพแบบเปิดตัวและปรากฏการณ์ไมเคิลแองเจลโล่ผ่านเฟซบุ๊คต่อความพึงพอใจในการสมรส

น.ส.วันทิพย์ ชวาลีมาภรณ์

วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรดุษฎีบัณฑิต
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-- Dean of the FACULTY OF
PSYCHOLOGY
(Assistant Professor NATTASUDA TAEPHANT, Ph.D.)

DISSERTATION COMMITTEE

-- Chairman
(Assistant Professor Watcharaporn Boonyasiriwat, Ph.D.)

-- Thesis Advisor
(Assistant Professor Yokfah Isaranon, Ph.D.)

-- Examiner
(Assistant Professor PRAPIMPA JARUNRATANAKUL,
Ph.D.)

-- Examiner
(Assistant Professor Apitchaya Chaiwutikornwanich, Ph.D.)

-- External Examiner
(Associate Professor Sittipong Wattananonsakul, Ph.D.)

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

วันทิพย์ ชวาลีมาภรณ์ : อิทธิพลของความเข้ากันได้ของบุคลิกภาพแบบเปิดตัวและปรากฏการณ์
ไมเคิลแองเจลโล่ผ่านเฟซบุ๊คต่อความพึงพอใจในการสมรส. (Effects of Extraversion
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รานนท์

การหย่าร้างในหมู่คู่แต่งงานใหม่มีอัตราสูงขึ้นอย่างมากทั่วโลกโดยเฉพาะประเทศไทย คน
หนุ่มสาวที่มุ่งมั่นสู่ความสำเร็จมักแสวงหาความสัมพันธ์โรแมนติกที่ส่งเสริมการเติบโตส่วนบุคคลของพวกเขา
ปรากฏการณ์ไมเคิลแองเจลโล่ (Michelangelo phenomenon) เป็นแนวคิดทางจิตวิทยาที่อธิบาย
ว่าคนรักมีบทบาทส่งเสริมให้อีกคนบรรลุเป้าหมายในชีวิตผ่านการยืนยันของคนรัก (partner
affirmation) งานวิจัยนี้วิเคราะห์ความคล้ายคลึงบุคลิกภาพเปิดตัวของคู่สมรสที่มีอิทธิพลต่อความพึง
พอใจในชีวิตสมรสส่งผ่านโดยปรากฏการณ์ไมเคิลแองเจลโล่บนเฟซบุ๊ก และเป็นการศึกษาระยะยาวเพื่อวิจัย
อิทธิพลของบุคลิกภาพเปิดตัวระหว่างสามีภรรยาโดยวิเคราะห์เป็นคู่ (dyadic research) ในกลุ่มคู่
สมรสไทยที่แต่งงานไม่เกิน 5 ปี

งานวิจัยนี้เก็บกลุ่มตัวอย่างทั้งหมด 70 คู่ สองระลอกเป็นระยะเวลา 6 เดือนผ่านโมเดล
สมการเชิงโครงสร้างแบบกลุ่มสัมพันธ์ (Actor-Partner Interdependence Model:
APIM) โดยวิเคราะห์แบบจำลองสมการโครงสร้าง (Structural Equation Modeling:
SEM) พบว่ามีปรากฏการณ์ไมเคิลแองเจลโล่ในชีวิตประจำวันแต่ไม่พบปรากฏการณ์ดังกล่าวในเฟซบุ๊ก จึง
เป็นไปได้ว่าปรากฏการณ์ไมเคิลแองเจลโล่เหมาะกับการมีปฏิสัมพันธ์ในชีวิตประจำวันมากกว่าใน
ออนไลน์ สามีที่มีบุคลิกภาพเปิดตัวสูงจะได้รับประโยชน์จากปรากฏการณ์ไมเคิลแองเจลโล่มากกว่าภรรยา
ในขณะที่บุคลิกภาพเปิดตัวมีอิทธิพลโดยตรงต่อความพึงพอใจในชีวิตสมรสของภรรยา และข้อมูลชี้ให้เห็นว่า
ภรรยาให้ความสำคัญกับความคล้ายคลึงของบุคลิกภาพเปิดตัวมากกว่าสามี ผลการวิจัยบ่งชี้ว่าแนวความคิด
กลุ่มนิยม (collectivism) หล่อหลอมคู่รักไทยในด้านการรับรู้ตัวตนในอุดมคติและแนวคิดเรื่องความรัก
การยืนยันตัวตนในอุดมคติโดยคนรักเป็นองค์ประกอบสำคัญของปรากฏการณ์ไมเคิลแองเจลโล่ที่ส่งเสริมให้
อีกคนเข้าใกล้ต่อตัวตนในอุดมคติ (ideal self) มากขึ้นจึงส่งผลคนนั้นเติบโตในระดับปัจเจกและยกระดับ
ความพึงพอใจในชีวิตสมรส นี่เป็นครั้งแรกมีการศึกษาวิจัยปรากฏการณ์ไมเคิลแองเจลโล่ในประเทศที่มี
วัฒนธรรมเป็นกลุ่มนิยมสูงอย่างประเทศไทย

สาขาวิชา	จิตวิทยา	ลายมือชื่อนิสิต
		....
ปีการศึกษา	2565	ลายมือชื่อ อ.ที่ปรึกษาหลัก
		....

Wanthip Chawaleemaporn : Effects of Extraversion Personality Compatibility and the Michelangelo Phenomenon via Facebook on Marital Satisfaction. Advisor: Asst. Prof. Yokfah Isaranon, Ph.D.

Divorce rates in newlywed couples has been rising dramatically globally, particularly Thailand. Young adults who strive for success often seek romantic relationships that promote their personal growth in order to thrive. The Michelangelo phenomenon is a psychological concept which explains how romantic relationships facilitate each other's goal pursuit via partner affirmation. This research explores the dyadic influence of the similarity effects of the Big Five's extraversion trait and marital satisfaction mediated by the Michelangelo phenomenon via Facebook in Thai newlyweds who have been married less than 5 years. 70 dyads were collected in two waves with a 6 month interval. The longitudinal modified Actor-partner Interdependence Model (APIM) with the use of structural equation modeling (SEM) suggests that the Michelangelo phenomenon has been found to be more effective in offline or face-to-face interactions as opposed to the online context like Facebook. Highly extraverted husbands benefit from the Michelangelo phenomenon more than wives while extraversion significantly influences marital satisfaction of wives directly in long term. Wives place a greater emphasis on the similarity of extraversion than husbands. The findings imply that collectivism context shapes Thai couples in terms of their perception of their ideal selves and love conceptualization. Partner affirmation is a key component of the Michelangelo phenomenon which helps relationships thrive, facilitates goal pursuit and enhances marital satisfaction. This is the first time that the Michelangelo phenomenon has been replicated in the collectivistic country.

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CHULALONGKORN UNIVERSITY

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Wanthip Chawaleemaporn

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This dissertation is dedicated to my advisor, Asst. Prof. Dr. Yokfah Isaranon, the real sculptor who has always believed in me.

To my beloved father, my superhero who supports me in everything and loves me unconditionally.

To my angel mother who ignited the inspiration for my PhD.

...and lastly, dedicated to myself. Thank you for never giving up.
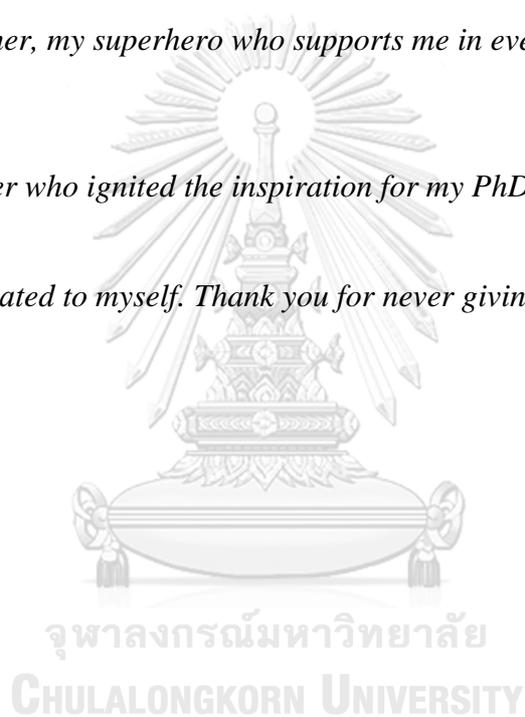
Chapter I

Introduction

According to the Bureau of Registration Administration (2019), the divorce rate of Thai couples has been increasing dramatically for the past decade. In 2009, 108,383 couples divorced but last year 128,514 couples divorced which is equivalent to 39% (Administration, 2019).

The research reveals that parental divorce correlates with a higher risk of juvenile adjustment problems and academic difficulties such as lower grades, troublesome behaviour and depression (D'Onofrio & Emery, 2019; Lee & McLanahan, 2015). Additionally, children of the divorced families tend to engage in high-risk sexual behaviour, live in financial hardship and family uncertainty (D'Onofrio & Emery, 2019). Parents who divorce or frequently quarrel increase the risk of many problems, not only for their children but also for their children's children such as lower education, poverty, the tension between parents and children, and aggression and marital discord (Amato & Cheadle, 2005). In addition, research has shown that age and duration of a marriage relates to divorce rates so that young newlywed couples account for a significant portion of the divorce rate (Claxton et al., 2012).

Marital satisfaction is essential to marriage in which personality could predict couple longevity (Rammstedt et al., 2013). Thus, a happy and long-lasting married life provides the concrete foundation for an ideal family because primarily humans need a sense of belonging (Miller, 2015). Fundamentally, intimate relationships are

crucial because it is a basic attribute of who we are as human beings. Biologically, we are designed to attuned uniquely to the person with whom we intimately connected; therefore, it can be inferred that humans have a capacity for intimacy that enable us to control our emotions and adapt to the world that we live (Bradbury & Karney, 2010). Thus, according to the interdependence theory, it is important to understand the intimate relationship and what are the factors contributing the long lasting marriage.

Understanding the need of a significant other and to be able to complement them is the key to successful marriage (Bohns et al., 2013). It has been known that all humans have dreams and goals of how they would like to become, in other words, they all have a vision about their ideal self (Boyatzis & Akrivou, 2006). When a romantic partner understands and assists him/her to achieve his/her ideal self, it fulfills the aspiration that causes long-term couple well-being and an individual's subjective well-being. For this reason, the Michelangelo phenomenon is one of the vital factors that can contribute to the successful long-term romantic relationship (Abbasi, 2019; Rusbult et al., 2005a).

The Michelangelo phenomenon is a process of bringing out the best qualities in romantic partner and helping them become closer to their ideal self in reality (Drigotas et al., 1999). In addition, it enables a romantic partner to understand and complement their significant other's needs that sustain the romantic relationship (Bohns et al., 2013). Visserman et al. (2017) posited that the essence of a successful personal relationship is to balance the commitment of personal and relational concerns. This concept is well known in individualistic cultures such as those found in the United States of America, but not in the collectivist culture in Asian countries such as Thailand, Japan, China, and Singapore. One characteristic of highly

collectivist countries is that people tend to refrain from expressing their ideal self or individual needs. Instead, they are more encouraged to prioritize the group's goals (Triandis, 2001). Therefore, Asian people tend to focus on ought self rather than the ideal self. Nonetheless striving to become their ideal self has become a more common trend in Asian societies today. Hence, the Michelangelo Phenomenon should be explored in the collectivist context, notably in South East Asia, as another vital tool for promoting marital longevity.

Beyond the Michelangelo phenomenon, personality characteristics could contribute to the success in the relationship and marital satisfaction (Najarpourian et al., 2012). Personality plays an essential role in a romantic relationship in terms of compatibility which means a level of similarity and complementarity between couples (Abbasi, 2017; Luo & Klohnen, 2005). According to similarity attraction theory, a person tends to be attracted to a person who is similar to them in interpersonal lifestyle, sociocultural background, values, attitudes and desires (Myers & Twenge, 2017). Married couples who live together the longest appear to be similar in personality (Humbad et al., 2010) and likely to have a lower rate of disputes that leads to divorce (Karney, 2015).

Extraversion-introversion is a bipolar pole that is opposite to each other in terms of lifestyle, preferences and compatibility, yet they complement each other. As many scholars, namely Myers and Twenge (2017), claimed that people seem to like and marry to those who are similar to them, so opposites do not attract (p.354). It is interesting to explore the role of personality similarity combining with the Michelangelo phenomenon as a key relationship maintenance mechanism that predicts marriage longevity in long term since the academic research is scarce.

Furthermore, people nowadays are using technology as an essential means of communication, notably in social media such as Facebook, Twitter, Line, Instagram, Youtube that enable people to stay connected with their networks, including the romantic partners (Sosik & Bazarova, 2014). Previous research has been focused on the role of a romantic relationship in SNS in various aspects. Nevertheless, little research has explored how Facebook could contribute to people bringing out their best self via social media. Isaranon (2019) discovered the novel finding that Facebook can elicit its user to reach his or her ideal self in its platform by affirmation from other users. Facebook affirmation is correlated with higher levels of self-esteem. Yet, it is still insufficient to pinpoint how Facebook could facilitate the individual's movement towards his or her ideal self in the social networking site context, especially among romantic couples.

Due to technology disruption, many romantic relationships have formed online rather than offline which traditional theory is based on. Therefore, the role of romantic relationships in a social media context, namely Facebook, should be explored thoroughly throughout this research as well as the influence of the personality that helps to promote their partner's move closer towards their ideal self to enhance marital satisfaction. Moreover, the trend of social media has been growing significantly (Statista, 2023). The Michelangelo Phenomenon also predicts the couple well-being (Drigotas et al., 1999); nevertheless, no research examines the role of this in social media context that predicts relationship satisfaction yet. Although there is much research of interpersonal relationships regarding marital satisfaction, little is known about the importance of growth striving or goal pursuits in the context of romantic relationships.

According to the aforementioned research gap, the present research attempts to examine the role of extraversion personality compatibility in predicting marital satisfaction among Thai couples, using the Michelangelo phenomenon as a research framework. In particular, it is expected that the process underlying the Michelangelo phenomenon could occur on Facebook platform in longitudinal study.

Literature Review

Happiness is the objective of life (Thomson, 1953, p. 73), related to several positive life outcomes, and meeting many life criteria such as self-acceptance, environmental mastery, personal growth and relatedness (Lyubomirsky et al., 2005; Ryan & Deci, 2001). Life satisfaction is one of the four elements of happiness (Oishi et al., 2007), derived from desirable achievements in various facets of life. In the pursuit of such positive consequences, individuals are motivated to set their own personal goals and change their life conditions in order to experience life satisfaction (Luhmann & Hennecke, 2017). This suggests that life satisfaction is an important source of motivation for any individual.

According to self-determination theory (SDT) (Deci & Ryan, 2008), which discusses fundamental issues (e.g., universal psychological needs, life goals and aspirations, self-regulation, personality development), there are three innate psychological needs, namely competence, autonomy, and relatedness which are essential for personal growth and well-being (Reeve & Lee, 2019). Specifically, the *need for relatedness* is regarded as the most essential drive since people are motivated by the desire to feel connected and meaningfully to others (Deci & Ryan,

2014). An experience of being cared for by others and caring of them, being accepted, and being significant to others (Deci & Ryan, 2000; Lavigne et al., 2011) has shown to yield fulfillment of need for relatedness. This shows that successful relationships with others can promote satisfaction in life (Hofer & Busch, 2011).

Marital Satisfaction

Marital satisfaction is a universal measurement of one's feelings and thoughts about their marriage that reflect happiness and functioning (Hendrick, 1988; Maroufizadeh et al., 2018; Schoen et al., 2002). It is also the greatest source of happiness among couples (Oishi et al., 2007), a foundation impacting people's lives, and well-being (Stutzer & Frey, 2006), and correlated positively with health and a reduction of mortality rate (Chonody & Gabb, 2019; Umberson et al., 2006). Given that marriage is a form of partnership in which two people commit to one another firmly in for long-term and exchange rewards mutually (Stutzer & Frey, 2006), its evaluation is based on benefits and costs in the marriage to each particular person that can be assessed by both partners (Zainah et al., 2012). Harvard's 78-year longitudinal study of adult development revealed that the essence of well-being in late adulthood is nurturing social support from those who surround that individual (Waldinger & Schulz, 2016). This implies that relationship satisfaction significantly impacts a person's overall life satisfaction (White et al., 2004).

Nowadays people choose to get married as a choice, not as a part of social acceptance like in the past, hence, people are striving to find pathways to satisfying, long lasting marriages (Karney & Bradbury, 2020). With better comprehension of

intimate relationships, romantic couples could prevent some foreseeable problems and maintain satisfying relationships. Miller (2015) introduced the "relationship maintenance mechanism" as a strategic approach for romantic couples to preserve their relationships, and one of the factors for maintaining long term is marital satisfaction (Zaheri et al., 2016).

Marital Satisfaction: Marital Relationship in Young Married Couples

According to Erikson's theory of psychosocial development (1959, 1963) and developmental task of Havighurst (1972), responsibilities and challenges in each stage of life lead to a desire to change (Bühler et al., 2019; Hutteman et al., 2014). In the early years of life, young adults aged around 18-35 years seek to understand their true identity and who they strive to be (McAdams, 2015). In other words, they emphasize personal growth and are eager to acquire new information (Carstensen et al., 2000; Heckhausen et al., 1989). Therefore, people during young adulthood are in the process of building new skills and maximizing their full potential (Arnett, 2000; Carstensen et al., 2000; Ebner et al., 2006; Havighurst, 1972).

In terms of relationships, young adults seek to build intimacy with someone for their first long term relationships (Erikson, 1959, 1963). To fulfill these two aspirations of identity and intimacy, young adults are likely to develop relationships that promote their own personal growth and their wellness (Lerner et al., 2005). In other words, it is significant for them to seek an affirmation or a validation from their romantic partners because they are longing for self-verifying evaluations (Claxton et al., 2012; Swann Jr et al., 1994). In contrast, middle-aged adults around 36-59 years

emphasize on maintaining and securing the established relationships (Havighurst, 1972). They focus on raising their offsprings, engaging in prosocial behaviour, passing forward the traditions, and doing activities related to generativity (Freund & Riediger, 2006; McAdams, 2015). Furthermore, older adults who are aged from 60 years and beyond are concerned with maintaining functional abilities and avoiding losses. They give particular importance to health and spending time on leisure activities (Ebner et al., 2006; Heckhausen et al., 1989; Heckhausen et al., 1998; Ogilvie et al., 2001). This shows that older adults aim to connect their life experience to a larger context that can be described as aspiring wisdom (Bluck & Glück, 2004; Erikson, 1959; Sternberg, 1990) while young married couples are a group of people who particularly seek personal growth in their romantic relationships. Regarding such characteristics, the present study attempts to focus on marital satisfaction among young married couples.

Marital Satisfaction: Social Exchange Theory

Marital satisfaction mostly refers to a personal evaluation on how satisfied one is with the outcomes while being a provider in a relationship. The literature regarding marital satisfaction is, thus, grounded in social exchange theory (Thibaut & Kelly, 1978). This theory derives from an economic model of a cost-benefit analysis, and further develops in interdependent relationships such as romantic relationships, friendships, professional relationships and ephemeral relationships (McRay, 2015). This theory also explains a series of interactions between two parties who are driven to maximize their benefits at the minimum costs in their relationships with another person (Miller, 2015). Therefore, the relationship would remain only with those

persons who provide sufficient profit resulting in relationship satisfaction as an

outcome or reward (Van Lange & Rusbult, 2012).

Rewards in this case are described as the gratifying and desirable experiences

and material objects individuals exchange with others. In contrast, costs can be

perceived as resources that lead to punishment or loss and are regarded as undesirable

experiences such as fiscal spending, and psychological distress like anxiety, worry or

regret, and physical injuries (Sedikides et al., 1994). To sum up, Miller (2015)

describes the rewards and costs associated with the outcome that can be net profit or

loss from overall considerations based on interactions. In other words,

$$\text{Outcomes} = \text{Rewards} - \text{Costs}$$

If it is more rewarding than the cost, individuals will likely be satisfied and

remain in the relationship (Van Lange & Rusbult, 2012).

Regarding social exchange theory, marital satisfaction may be seen as how

romantic partners perceive the goodness of the outcomes based on rewards and cost

based on past experiences. The perception of good outcomes leads them to have a

cognitive evaluation of costs and rewards in the overall (Edwards & Saunders, 1981;

Nakonezny & Denton, 2008). This leads to the research question on which factors

could contribute or be the psychological mechanisms that make the marital partners

perceive the continuous rewards in the ongoing relationships and feel satisfied in their

relationships.

Marital Satisfaction: Interdependence Theory

Evolved from social exchange theory and game theory, the interdependence

theory (Kelly et al., 2003) further explains how the situational structure in which the

interaction between two individuals influences each other's interaction patterns that the partners are likely to adopt over time (Berscheid & Regan, 2005). "Interdependence" means the process of how one person influences another person's experiences such as cognitive thoughts, affects, motivation, behaviour, and outcomes in the course of their interactions (Van Lange & Balliet, 2015). Social exchange theory and social learning theory together posit that people tend to not repeat interaction behaviour except when there are some rewards. In other words, they expect the goodness of outcomes (rewards minus costs) (Berscheid & Regan, 2005).

It is important to note that there are four main assumptions of this theory, which are a) the principle of structure (the situation) that describes its importance and the key point of the interdependence structure, b) the principle of transformation (what people make of the situation), c) the principle of interaction as a result of the social situation structure and the involvement of people, and d) the principle of adaptation (Kruglanski & Stroebe, 2012; Van Lange & Balliet, 2015). Interdependence theory proposes that individuals who perceived equality in a relationship tend to have more prosocial maintenance behaviour than those who do not perceive their relationship to be equitable (Canary & Stafford, 1992). Moreover, prior research has also found evidence that marital satisfaction is fully mediated by communication for relationship maintenance and commitment (Dainton, 2015), highlighting the quality of mutual interaction in marital relationships.

Marital Satisfaction: Relationship Motivation Theory (RMT)

Satisfaction of the need for relatedness alone has been known to project the human experience of relationship satisfaction or relational well-being (Deci & Ryan, 2014). Yet, flourishing relationships are still required in order to make people experience satisfaction from the other two domains: the need for competence and the need for autonomy within relationships. In other word, this may suggest that fulfillment of the need for relatedness is a fundamental necessity for fulfillment of the other needs.

Relationship motivation theory has been applied to several studies that have investigated the relationships between three basic psychological needs and goal pursuit in the context of intimate relationships. Research has shown that relationship motivation of dyadic partners influence goal progress, personal well-being, and relationship satisfaction (Holding et al., 2019). Moreover, satisfaction of each of the three fundamental needs is essential for an individual's optimal psychological functioning (Deci & Ryan, 2014). Additionally, couples' intrinsic goals are positively correlated with relationship satisfaction by the mediating roles of those basic needs (Leung & Law, 2019). These findings support the relationship motivation theory that goal strivings in romantic relationships could enhance relationship satisfaction.

Moreover, based on the dynamic goal theory of marital satisfaction, satisfying the need for relatedness, particularly in marital relationship among young couples, requires mutual support to reach personal growth (Li & Fung, 2011). Specifically, married individuals can facilitate and generate an environment that promotes personal growth for their spouse. One way of doing so may include affirming one another's ideal aspect of self. For instance, individuals may affirm their spouse by providing

behavioral affirmation whenever their partners attempt to reach their ideal goals. This approach is known as the *"Michelangelo phenomenon"* (Drigotas et al., 1999; Li & Fung, 2011).

The Michelangelo Phenomenon

Personal growth promotes satisfaction in life; therefore, people strive to develop their full potential in order to reach their ideal self (Ryan & Deci, 2017). Although personal growth can be achieved alone without another's supports, it can also occur through an interaction in close relationships especially with a romantic partner who helps them to reach their ideal self (Fitzsimons et al., 2015).

According to the psychoanalytical (Freud, 1961) and humanistic (Maslow, 1962; Rogers, 1961) perspectives, people have a concept of their ideal self that consists of hopes, aspirations and wishes (Bühler et al., 2020). The self-discrepancy theory states that the self can be categorized into three types of self: the actual self, the ideal self, and the ought self (Higgins, 1987). The actual self is defined as the beliefs of the attributes that one actually possesses, while the ideal self means the attributes that one is striving toward or ideally would like to possesses (dreams, goals, and aspiration), and the ought self refers to the beliefs or attributes that an individual should or ought to possess (duties, obligations and responsibilities). The greater discrepancy between the selves, the stronger negative affections can occur such as sadness, disappointment, guilt, or fear. Thus, people are motivated to reach ideal or ought selves to reduce the discrepancy as a result of emotional distress, particularly the feeling of disappointment and dissatisfaction when their aspirations (ideal selves) have not been fulfilled.

Multiple researchers posit that romantic partners play a crucial role in helping their partners achieve their goals in order to become their ideal self (Bühler et al., 2020; Drigotas et al., 1999; Rusbult et al., 2009a). This concept is consistent with what Michelangelo Buonarroti, a world class artist, had done in the past. That is, sculptor is the one who sculpt an ideal figure from a block of marble into an exquisite masterpiece using chisels to remove any unnecessary stone. The Michelangelo phenomenon, named after the influential artist and developed by a group of relationship scholars (Drigotas, 2002; Drigotas et al., 1999) is, thus, defined as an interpersonal process of sculpting a romantic partner in order to move them closer towards their ideal self.

The Michelangelo phenomenon proposes that people (i.e. "targets") can become their ideal self through perceptual and behavioural affirmations of their romantic partners (i.e. "sculptors"). The affirmations facilitate the movement toward theideal self (Bühler et al., 2020). Romantic partners are regarded as important people who help to promote the personal growth of their significant others. In other words, they bring out the best in one another to achieve the best self in reality through the partner's behavioral affirmation. In this paper, the person who affirms or disaffirms the ideal self of his or her partner is referred as "the sculptor" and the person who receives the affirmation and experiences the movement towards the ideal self is known as "the target".

It is worth noting that this phenomenon is an interdependent process related to vitality and an ongoing close relationship that enhances the personal and couple well-being (Rusbult et al., 2005a). An underlying concept of this phenomenon is **behavioral confirmation**, defined as the means by which the partner's expectations

about the self emerge in real life through the elicitation of behaviors that confirm those expectations (Darley & Fazio, 1980; Harris & Rosenthal, 1985; Merton, 1948). The behavioral confirmation developed from the interaction with the partner's beliefs about the self's strength and limitation, favor and disfavor. For this reason, while interacting with the partner, one has to behave in ways that are congruent with their belief about that person. By doing that, the sculptor (a) provide opportunities for the targets to reveal some behaviors, (b) restrain interaction in some manners to inhibit the display of the target's behaviors, and (c) elicit the target's full range of other possible behaviors. As a result, the target will behave in a certain manner that is increasingly closer to the sculptor's expectation (Rosenthal & Jacobson, 1968; Snyder et al., 1977). Eventually, the fact is self-perception sometimes becomes aligned with a sculptor's expectations; presumptively, some types of interaction provide stronger confirmation impact than others, notably the long-term intimate relationship.

During a long-term commitment, behaviors that interact as a specific adaptation initially become embodied in stable dispositions and habits (Drigotas et al., 1999; Rusbult & Van Lange, 1996; Thibaut & Kelly, 1978). In ongoing intimate relationships, the well-being of the self is shaped by not only the self's preferences and behaviors but also by the partner's preferences and behaviors. In a nutshell, it is an opportunity for a partner to modify the self as a result of the interdependent relationship. Consequently, the repeated interaction of partners transforms the day-to-day adaptation by selectively sculpting one another's selves and chiseling away some aspects of the self and unveiling other aspects. Eventually, the self becomes a reflection of the interpersonal reality created by the partner (Drigotas et al., 1999). For instance, Valentina aspires to be an influential public speaker so Harry

could sculpt her by listening to her attentively while she rehearsing the speech and praising her sincerely so her confidence will be boosted. Because of Harry's daily affirmations, eventually Valentina becomes the influential public speaker which in turn promotes positive personal and relational well-being.

On the other hand, when a partner sculpts a significant other based on their own ideal self, disregarding the other person's ideal self, this phenomenon is called the "Pygmalion phenomenon." Longitudinal studies have revealed that when there is a discrepancy between the self's ideals and the partner's ideals, the partner is prone to impose his or her own ideals onto their significant other, which yields negative effects on both personal and couple well-being (Rusbult et al., 2009a; Rusbult et al., 2004b; Rusbult et al., 2005b). Although a sculptor believes that he or she knows what is best for the target, it is not helpful to behave in ways that deviate from the target's own ideal self. Thus, it is crucial to provide partner affirmation aligned with the key elements of the target's ideal self rather than foisting the sculptor's own ideals onto them (Rusbult et al., 2005b).

The constructs of the Michelangelo Phenomenon

Partner affirmation

The Michelangelo effect is strongly associated with the process of behavioral confirmation in ongoing interpersonal relationships. Prior to Michelangelo chipping some stone away, he had a vision of the slumbering figure that lies underneath the stone whether it was heroic, vibrant or divine; the figure slumbering was the "ideal form" (Drigotas et al., 1999). Similar to an unsculpted rock, each individual possesses the ideal form that is hidden in the form of an actual self. Despite the fact that the

concealed ideal self may influence personal well-being because as Higgins pointed

out when the actual self is not congruent with the ideal self, it causes movement away

from the negative self (Higgins, 1987). Thus, people are motivated to move

themselves towards the ideal self.

The concept of partner affirmation reveals the manner in which a close partner

sculpts the self or the degree in moving the self closer to his/her ideal. It consists of

three elements as follows:

Firstly, *partner perceptual affirmation* conveys the degree to which an

individual can perceive their partner obtaining their ideal-congruent characteristic. A

case in point, it is crucial that Mary has to be able to see the ideal self of John or see

the best in John (Rusbult et al., 2005a). Secondly, *partner behavioral affirmation* is

the result of partner perceptual affirmation. It portrays the degree to which a partner's

behavior can elicit ideal-congruent qualities. For example, John expresses a greater

behavioral affirmation to bring out the best in Mary or to the extent that he

sculpts Mary toward her ideal self. Lastly, behavioral affirmation promotes *self-*

movement toward the ideal self meaning the self becomes significantly more a

reflection of the self that it ideally desires to be. This three-step process is the

Michelangelo phenomenon as illustrated in figure 1 (Drigotas et al., 1999).

Therefore, the Michelangelo metaphor portrays a benevolent unfolding of the

confirmation process. This affirmation should be seen as a continuum, ranging from

(a) affirmation, at the upper end of the continuum, through (b) failure to affirm, to (c)

disaffirmation, at the lower end. Actually, the sculpting process could manage to

bring out the best or the worst qualities in the self. Failure to affirm or disaffirm could

result from a partner's perception and behavior toward the self, being either

congruous with or contrasting to the self's ideal or irrelevant to it (something that they do not want) (Drigotas, 2002).

Affirming perception and behaviour may derive mostly from a conscious or unconscious process (Uleman & Bargh, 1989). Some partners may consciously consider what one desires to become based on the observation or conversation, act intentionally to strive toward those goals. Some others may unconsciously exhibit affirming perception and behaviour caused by several impacts including congruence of personal values, compatible implicit personality theories, or similarity of actual selves or ideal selves (Byrne, 1971; Schneider, 1973; Wetzel & Insko, 1982).

Figure 1
The Michelangelo phenomenon, personal well-being and couple well-being
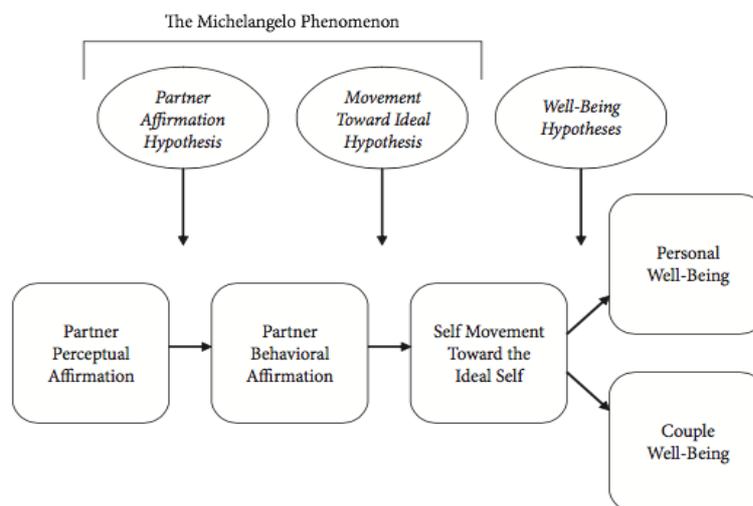
Michelangelo Phenomenon: Personal Well-being and Couple Well-being

Research on Michelangelo phenomenon has shown that this process enhances personal and couple well-being. One explanation may be because growth striving is a fundamental human motive, thus personal well-being would be promoted. That is, people feel satisfied when they are approaching their ideal selves because their motives are gratified. On this account, movement towards the ideal self provides several personal advantages, including boosted life satisfaction and prevailing psychological adjustment. Conversely, movement away from the ideal self could lead to a decline in personal well-being resulting in dejection and depression (Rusbult et al., 2005a).

Furthermore, this phenomenon also enhances couple well-being. Couple well-being is based on what partners bring out in their significant other and make of one another that involving affirmation and movement towards the ideal self that promotes greater vitality, happiness, trust and commitment (Rusbult et al., 2009b). A partner who perceptually affirms the self would express empathetic understanding, which uplifts the feeling of love for the partner ("you see me as I ideally want to be") (Rusbult et al., 2005a). Presumably the movement toward ideal self is gratifying in itself; therefore, the partner who sculpts the self will be highly valued ("I'm a better person when I'm with you"; (Deci & Ryan, 2000; Rusbult et al., 2005a). Finally, behavioral affirmation provides the outcome correspondence and coordinates smoothly in the way that the behavior of self and partner are synchronized towards the self ("we act in harmony, toward shared goals"; (Rusbult et al., 2005a; Rusbult & Van Lange, 2003).

Michelangelo Phenomenon: Regulatory Focus and Locomotion

There are a large number of studies supporting the mechanism of the Michelangelo phenomenon. In order to help partners to pursue their goals as the representation of ideal self faster, some dispositional traits are required. Regulatory focus pinpoints the difference between promotion and prevention orientation whether people are attuned to what they ideally desire to become based on hopes, dreams, aspiration or what they believe they ought to become. Regulatory theory supports goal pursuits in order to serve the need of personal growth (Deci & Ryan, 2000). Regulatory focus is categorized according to two orientations: promotion and prevention focused orientation (Higgins, 1998). Righetti et al. (2010) elaborated that promotion orientation relates to dreams and aspirations, and entails concern with the present, which enhances ideal self goal because it focuses on the positive outcomes. In contrast, prevention orientation relates to duties and responsibilities that focus on negative consequences resulting in the enhancement of ought self.

Therefore, the Michelangelo phenomenon should target promotion orientation and partner promotion orientation should facilitate in order to be congruent with the character of the goals at hand. Based on promotion orientation, individuals will elicit greater affirmation from their partner, openness to any information and resources that may help them reach their goals. Additionally, partners are being helpful supporting one to reach their ideal self because they are motivated and capable to support those types of goals. It has been shown that promotion orientation benefits interpersonal goal pursuit, a vital interdependent process that enhances couple well-being (Righetti & Kumashiro, 2012).

Moreover, a self-regulatory trait may be more salient for the ongoing sculpting process in that dispositions are stable over time and guide behaviour across diverse situations. Locomotion plays a key role in the Michelangelo phenomenon because it is an action mode of self-regulation. High locomotion establishes tangible goals, positive affect and an emphasis on swift movement from state to state. Locomotion assists in the determination to pursue the goal in many repeated attempts (Kumashiro et al., 2007). Furthermore, one's perception of movement towards vital goals mediates the relationship between recipient locomotion and helpful results in social support. High locomotion recipients receive benefits from this because they have a higher level of self-efficacy as they perceive that they are moving towards the goals relatively easily (Zee & Kumashiro, 2019).

Michelangelo phenomenon: Ideal Similarity

Ideal similarity is another crucial factor that exhibits the Michelangelo phenomenon successfully. Ideal similarity is defined as the qualities or traits that partners possess as part of an individual ideal self standard and an individual's ideal partner standard (Rusbult et al., 2009b). Previously, several pieces of research have suggested that actual similarity fosters attraction and couple well-being. Rusbult et al. (2009b) disclosed that ideal similarity promotes the Michelangelo process successfully because partners already possess crucial fundamentals of one another's ideal self, so they tend to be more a "insightful, skilled and motivated sculptor." Under such conditions, it is easier to affirm and enable one's move towards the ideal self. Consequently, it enhances personal and couple well-being. Consistent with

similarity attraction theory, we are likely to be attracted to people who share the same values, ideas and desires as us (Myers & Twenge, 2017).

This could be applied in the context of personality. A similar personality trait could promote a significant other to reach his/her ideal self better than the opposite trait. Zentner (2005) suggested that relationship outcomes should rely on the similarity between one's ideal mate personality concept (IMPC) and their partner's personality. He further suggested that agreeableness is the most vital factor for the association of personality self-concept and IMPC, and openness is the best predictor of desire for overall personality similarity. Moreover, similarity also predicts the relationship quality positively: hence, it could be an advantage for partners to have a similar trait (Gonzaga et al., 2007). However, there are no insightful empirical studies regarding the compatibility of extroversion and introversion; therefore, it is interesting to further study whether and how such personality compatibility could contribute to marital satisfaction, especially through the Michelangelo phenomenon.

Michelangelo Phenomenon and Personality

Previous findings demonstrate that all the mechanisms enforce the Michelangelo phenomenon in order to pursue goals such as self-regulation, self-control, locomotion, ideal similarity are all related to individual characteristics that affect how people choose, assess, and pursue goals (Higgins et al., 2003; Kruglanski et al., 2000). However, very few studies discuss the relationship between personality and the Michelangelo phenomenon. Bühler et al. (2020) examined the relationship of personality traits and the Michelangelo phenomenon over 4 years with 163 couples. The results indicated that the actor effects of personality traits positively correlated

with the Michelangelo phenomenon such as extraversion, low neuroticism, and agreeableness. Partner perceptual affirmation positively predicts partner behavioral affirmation for both target and sculptor in both men and women, leading to enhanced relationship and life satisfaction. This is because they both exchange positive affections while affirming their partners so it shapes the way they evaluate their relationships and their life in overall.

This novel insight was conducted in Switzerland, which was the first time that collected outside the USA and in Europe. Nevertheless, Switzerland is Western and highly individualistic culture. As far as we know, none of the collectivist culture country has examined the impact of Michelangelo phenomenon on marital satisfaction. Thus, a replicate study in collectivist country is needed (Bühler et al., 2020). This is because Asian cultures have distinct conceptions that differ from Western countries. Collectivistic culture country like Asian countries (e.g. China, Japan, Thailand, Singapore) emphasize the interdependent relationships and group goal oriented rather than individual goals and needs. People tend to refrain from expressing their ideal self or individual needs. Instead they are focusing on attending to other people, blending in, be in harmony with the group (Markus & Kitayama, 1991; Triandis, 2001). Therefore, Asian people tend to focus on ought self rather than the ideal self. It is likely that culture influences the way people perceive the ideal self because social norm focuses on a given trait as a symbol of success or value (Bühler et al., 2020). Nevertheless, striving to become their ideal self has become a more common trend in Asian societies today due to globalization (Higgins, 1987). The empirical findings of Bühler et al. (2020) are still regarding as individualistic culture and Western sample context.

To conclude, the Michelangelo Phenomenon is the key answer to the problem of romantic relationship maintenance. The Michelangelo Phenomenon is beneficial to newlywed spouses as they yearn for self-verifying evaluations from their romantic partners (Claxton et al., 2012; Swann Jr et al., 1994). More importantly, the Michelangelo Phenomenon has not been replicated in collectivistic context, especially in South East Asia like Thailand before. Therefore, it should be explored in the collectivist country to complement the new literature insights that enlighten marital satisfaction literature.

Extraversion Personality

Extraversion (also spelled extroversion) is considered to be a crucial element of human personality because it is linked to life satisfaction, positive feelings, and psychological adjustment (Lee et al., 2008). Extraversion is defined as a set of characteristics including active involvement with the world, self-confidence, sociability and the seeking of external stimulation (Lucas & Diener, 2001). It broadly describes individual differences in terms of social interactions, positive affections, impulsivity and energy levels (Fielden et al., 2015). Extraversion and introversion are perceived as a single continuum in which one person might have both characteristics but one is more dominant than the other (Brown, 2019). Extraversion is a disposition of a person who is gregarious, with high levels of energy, surgency, and sociability, and tends to seek stimulation in other's company (Toegel & Barsoux, 2012). Conversely, introversion is the opposite pole of extraversion. Introversion is a person who tends to be private, reserved and reflective, who mainly focuses upon himself or herself and possesses low levels of energy (Zafar & Meenakshi, 2012).

According to Lucas and Diener (2001), the concept of extraversion appeared during the times of ancient Greeks and Romans, and in 1921 Carl Jung developed the concept and explained a psychological mechanism of humans in their orientation towards the external or objective world. In other words, Jung explored how the individual perceives the world outside himself or herself. Extraversion is defined as quick reactions of a person toward the stimulus that he or she experiences; whereas, introversion focuses on the subjective feelings that the stimulus or objects have produced.

In summary, the defining dispositions and processes are varied depending on the theorists involved in the discussion of personality. There are many schools of thought such as Eysenck's Hierachical Model of Personality, the Big Five, and Factor Model of personality (or FFM), which incidentally the founders of Myers-Briggs Type Indicator (MBTI) used to develop their own model that differed from the original. Hence, the behavioural outcomes of extraversion, for instance, leadership ability and impulsive actions that might be related to one type of extraversion may not be related to other types (Lucas & Diener, 2001).

Extraversion Personality: Extraversion Related Theories

Eysenck's Hierarchical Model of Personality

Hans Eysenck believed that personality is formed based on two biological factors: heritability and identifiable physiological substrate, so he proposed Eysenck's Hierachical Model of Personality, also known as Eysenck's three factor model, that is composed of three super-trait factors: "Extraversion-Introversion" (E), "Neuroticism" (N) and "Psychoticism" (P) (Matthew, Deary, & Whiteman, 2009). Each trait narrows

down the key terms on its hierarchy, for instance, extraversion is defined as sociable, lively, active, carefree and sensation seeking. Conversely, introverts are quiet, love to spend time in solitude, enjoy activities like reading, and have a small circle of close friends. They can be perceived as distant, unfriendly, and prefer medium pace. Moreover, they are likely to be well organized and like a routine, predictable lifestyle (Larsen & Kasimatis, 1991). Based on the identifiable physiological substrate factor, Eysenck (1967) further explained that extraverts have a lower level of cortical arousal than introverts according to an activity level in the brain's ascending reticular activation system (ARAS) that is linked to the central nervous system arousal or reactivity (Larsen & Buss, 2018). Hence, extraverts need external stimulation to keep them up to an optimal level of performance whereas introverts have a higher resting level of cortical arousal so he/she needs peace and quiet settings to maintain the optimal levels of performance (Acton, 2003).

Extraversion Personality: The Big Five

For a few decades, personality psychologists attempted to identify and describe the basic facets of personality by using factor analysis based on Cattell's model (Burger, 2015). Paul Costa, Jr. and Robert McCrae are the leading proponents identifying the five fundamental factors of personality. The primary focus is the description of personality (Cloninger, 2000). The Big Five are basically developed from the Five Factor Model (FFM) based on the factor analysis of the words people use in everyday language to describe personality by using the lexical approach (Goldberg, 1981, 1982).

The Big Five are composed of five broad personality traits, which are Extraversion, Agreeableness, Neuroticism, Conscientiousness and Openness (to experience) as described in the table below.

Table 1

The Big Five Personality Traits

Factor	Facets
Extraversion (E)	Warmth, Gregariousness, Assertiveness, Activity, Excitement-seeking, positive emotions
Agreeableness (A)	Trust, Straightforwardness, Altruism, Compliance, Modesty, Tender-mindedness
Neuroticism (N)	Anxiety, Hostility, Depression, Self-consciousness, Impulsiveness,
Openness (O)	Fantasy, Aesthetics, Feelings, Actions, Ideas, Values
Conscientiousness (C)	Competence, Order, Dutifulness, Achievement striving, Deliberation

Note. Table 1 illustrates each of the five factors in the left column consists of the six facets of that in the right column that positively correlated with one another. The scores on each facet are summoned to obtain the score on those corresponding factors (adapted from Costa et al., 1991; Cloninger, 2000).

The main facets of extraversion are warmth, gregariousness, assertiveness, activity, excitement-seeking, and positive emotions (Costa et al., 1991). Thus, an extraverted person's core values are cheerfulness and a life full of excitement (Dollinger et al., 1996). Their friends perceive extraverted people as friendly, fun-loving, affectionate and talkative (McCrae & Costa, 1987) and they tend to make friends promptly and are less shy than people who earn a low score on extraversion. In addition, extraverts often have positive affections so they tend to be active, energetic and happy because biologically they respond to pleasure more than others (Watson & Clark, 1997).

Consistent findings show a positively link between extraversion and marital satisfaction (Barelds, 2005). For example, a husbands' extraversion was correlated positively with marital satisfaction (Watson et al., 2000). Moreover, it could also predict an individual's satisfaction longer than the 4 year-study period (Solomon & Jackson, 2014). This suggests that extraversion is beneficial for marital relationships (Donnellan et al., 2004; Watson et al., 2000).

Although the extraverted in personality has been studied in the romantic relationship context (White et al., 2004), less research has mentioned extraversion and marital satisfaction. As extraversion is vital as it is strongly correlated with life satisfaction and uniquely associated with social connectedness and well-being (Lee et al., 2008). For this reason, the role of extraversion will be examined throughout the research, which falls under the principle of personality compatibility. It is worth noting that extraversion personality compatibility in this research is based on the Big Five approach. This is mainly because the Big Five has been replicated across the world for more than three decades and recent studies mainly focusing on the Big Five

in social media and interpersonal relationship contexts (Mitchell et al., 2011; O'Meara & South, 2019; White et al., 2004).

Extraversion Personality: Personality Compatibility

The underlying concepts of personality compatibility are **"similarity attraction theory"** (also known as attraction similarity theory) and **"complementarity"**. Based on similarity attraction theory, a person tends to be attracted to another person who is similar to them in interpersonal lifestyle, sociocultural background, values, attitudes and desires (Myers & Twenge, 2017). It is gratifying because each person validates, enhances, or reinforces the self-concept of the (similar) other (Byrne, 1971; Dryer & Horowitz, 1997) and fosters a sense of familiarity and safety (Bryne, 1971). As a result, people tend to perceive others who are similar to themselves as more attractive than dissimilar others (Byrne & Griffitt, 1969).

Research has found supportive evidence for the attraction similarity theory, or **assortative mating,** as the phrase saying "birds of a feather flock together" (Gaunt, 2006; Rammstedt & Schupp, 2008; Rammstedt et al., 2013; Štěrbová et al., 2017). Assortative mating means one tends to marry another who is similar to himself or herself (Larsen & Buss, 2018). For example, married spouses who live together the longest appear to be similar in personality while dissimilar couples tend to end their relationship more frequently (Humbad et al., 2010). Both married spouses and cohabitating couples share similar personality in which married couples show more similarity than those cohabitating couples (Blackwell & Lichter, 2000, 2004; Luo, 2017; Schoen & Weinick, 1993; Schwartz, 2010; Verbakel & Kalmijn, 2014).

Furthermore, spousal similarity is likely to have a lower rate of disputes that lead to divorce (Karney, 2015).

Literature on personality has shown that similarity in personality plays an important role in the Michelangelo phenomenon and marital satisfaction. For instance, ideal similarity has found to be a foundation of intimate and satisfying relationships, particularly when they see their partner as similar to themselves give mutual satisfaction and contribute uniquely in the relationship (Furler et al., 2014; Murray et al., 1996; Swann Jr et al., 1994). This is because it promotes the feelings of emotional connectedness and being understood by the romantic partner, consequently, it fosters the cognitive connection (Klohnen & Luo, 2003). Moreover, it is positively correlated with relationship stability and satisfaction both concurrently and longitudinally (Fletcher et al., 2000; Klohnen & Luo, 2003; Murray et al., 1996). Thus, perceptual ideal similarity is crucial at the initial interpersonal attraction stage and is more important than perceptual actual-self disposition (Klohnen & Luo, 2003).

Given that ideal similarity has shown to be a stronger predictor of marital satisfaction than actual similarity (Acitelli et al., 1993), it is possible that couples who have similar trait in extraversion could promote the marital satisfaction via the Michelangelo phenomenon. This is because the characteristic of positivity like extraversion which expressed explicitly would create a positive environment for partner affirmation and movement towards the ideal self that leads to positive cyclical events and experiences (Bühler et al., 2020).

Complementarity

The concept of complementarity or opposites attract is a compelling theory of romantic attraction. Complementarity is defined as people who are attracted to another who possesses different personality characteristics than they have (Larsen & Buss 2018). According to Pietromonaco and Carnelley (1994), the reason people are attracted to another person is because he or she validates his or her self-concept as related to others (Klohnen & Luo, 2003). People often think that individuals possess complementary characteristics are highly attracted to each other because it fulfills his or her unmet desire, and the needs are gratified by fulfilling that (Dijkstra & Barelds, 2008). It is important to note that there are very few studies supporting complementarity such as Carson's model of complementarity (Markey & Markey, 2007). Yet, most studies support the assortative mating or similarity attraction theory (Gaunt, 2006; Larsen & Buss, 2018; Rammstedt & Schupp, 2008; Rammstedt et al., 2013; Štěrbová et al., 2017). Therefore, similarity attraction theory is selected to be another grounded theory in this research.

Based on the aforementioned research, extraversion is strongly associated with marital satisfaction for married couples, particularly in similar personality pairs. This leads to **an assumption that "Extraversion compatibility may lead to marital satisfaction".**

Extraversion Personality: The Role of Extraversion in Personality Compatibility

Many scholars have attempted to study the extent to which similarity attraction fits the extraversion trait better in the romantic couple context (Ross, 2018; White et al., 2004). Some suggest that extraverted people tend to choose extraverts to be romantic partners because of the personality preference that they are looking for in

their ideal mate might be influenced by the characteristics that the mate has already possess (Botwin et al., 1997; Larsen & Buss, 2018). In addition, Ross (2018) disclosed that extroverts find the other who scored high on extraversion more appealing than the low score extraversion (i.e. introvert). The higher levels of spousal similarity are correlated with higher levels of marital satisfaction and low levels of negative feelings (Gaunt, 2006). Also, extraversion predicts the enhancement of relationship satisfaction (Solomon & Jackson, 2014).

Concerning goal pursuit in romantic couples, similarity couples may enjoy the benefits goal pursuit in some extent contexts (Bohns et al., 2013). Similar couples agree to have mutual goals and avoid dispute while complementary couples are excited to pursue the goals together with interpersonal coordination after the agreement. It is worth noting that similar trait couples have highly similar personal goals, but it is not necessarily related to relationship satisfaction (Gray & Coons, 2017). However, joint goal processes are more important than the goal similarity, for example, sharing the perception of relationship goals with the romantic partner boosts positive affections about their relationships (Gere et al., 2011). This may be beneficial for couples to affirm and reach their ideal selves based on the concept of the Michelangelo phenomenon.

To be more specific, it is possible that the Michelangelo phenomenon would play a crucial role between extraverted partners who desire to be similar to his or her significant other that would enhance the couple well-being. This is highly likely as extraversion positively predicts several key elements of the Michelangelo phenomenon (Bühler et al., 2020). Moreover, previous findings also revealed that the characteristic of extraversion influenced by positive emotion so individuals tend to

hold positive perception of their partners in which favourably relate to the target's affirmation, movement and satisfaction elements of the Michelangelo phenomenon (Bühler et al., 2020).

Extraversion, Michelangelo phenomenon, and Facebook behaviors

Social networking sites (SNS) have been playing a vital role in the daily life of Thai people. They use the sites to communicate with others for work or leisure. Some people use Facebook to portray their luxurious lives such as dining in a fine restaurant or flying overseas by business class, which is commonly used for self-presentation to make them look good. Facebook is a hub to establish an individual profile and connect with others in their virtual network (Fox et al., 2014; Papacharissi, 2010). Furthermore, it is used to acquire information about potential romantic partners from their posts of photos and status updates in which is an essential source of information, notably those from the past (Van Ouytsel et al., 2016). Some people use SNSs to send private messages to start a conversation. In this research, Facebook is selected because Facebook use increases a feeling of social connectedness with other people and that is "Facebook connectedness" that fosters higher levels of life satisfaction and decreased anxiety and depression (Grieve et al., 2013; Spradlin et al., 2019). Also, Thai people use Facebook the most among the social networking sites in Thailand.

Facebook Behaviors of Extraverts

It is widely recognized that exposure to certain online media is related to personality characteristics. Amiel and Sargent (2004) stated that the level of extraversion personality traits has the greatest affect on one's online social media inclinations. This is because extroversion is related to the ability of individuals to

engage with the environment and willingly to share their personal information (Bowden-Green et al., 2020; Mishra & Ayatham, 2017). Lu and Hsiao (2010) indicated that extroverts use the Internet for social interaction because extroverted individuals are primary oriented to social settings, focusing their energy on people and objects. Therefore, the social value is perceived as a more crucial factor for the extrovert than the introvert (also known as low extraverted person).

Research has shown that extroverts are more successful at interacting socially online than introverts (Liu & Larose, 2009). They tend to be friendly and talkative, so they are motivated to use Facebook to connect socially with others. Consistent with Amichai-Hamburger et al. (2002), extroverts have significantly more Facebook friends. Extraverted people are motivated to use social media in order to show social power and status as the expression of self-presentation (Bowden-Green et al., 2020; Olson & Weber, 2004), especially in their romantic relationship context (Mod, 2010; Spradlin et al., 2019).

Facebook Activities Between Romantic Partners

With the help of electronic media, such as computers, laptops and cell phones, communication and interaction between people is faster and wider (Valenzuela et al., 2009). Facebook has contributed to the increase and maintenance of romantic relationships (Utz & Beukeboom, 2011). Theoretically, individuals are motivated to use Facebook in their relationships as a way to increase their feeling of belonging, which is a basic human need (i.e. need for relatedness) (Kujath, 2011; Utz & Beukeboom, 2011). Sheldon (2008) found that social networks can be associated with positive effects on psychosocial well-being and interpersonal relationships after

individuals are able to adjust to internet usage. There is a significant relationship

between the duration of online media use and the extent of friendship networks.

Furthermore, the use of online social media is also associated with the problem of

loneliness and face-to-face interaction with the person he is talking to (Ward &

Tracey, 2004). Also, Sheldon (2008) found that Facebook was used to reduce

loneliness for individuals who experience anxiety and fear face-to-face

communication. This is particularly beneficial for both extroverted and introverted

people who use Facebook to connect with people in their real life (Spradlin et al.,

2019).

According to Utz and Beukeboom (2011), there are three main characteristics

of SNSs that enable romantic partners to have a profound influence on the romantic

relationship. First, SNSs are the information center that allows partners to receive

more information about their lover that reveals plenty of information about their

partner's daily life. Second, SNS is a socially accepted way of monitoring the partner

without committing an obvious trust violation, in which it is a common, even routine,

to visit SNS profiles of friends, partner or ex-partner. Thus, it serves as an indirect

source for knowledge about romantic partners and may portray feelings or decisions

about the relationship (Fox et al., 2014). Lastly, SNSs are a place to display the

romantic relationship in public. This may enhance positive experience about partner's

activities as several people can view this information even though many users limit

visibility to their friends only.

It is important to note that public expressions of love on the SNSs could

strengthen the relationship and enhance relationship happiness even though it is a

non-proximal relationship. People expect that when they post Facebook status

showing public displays of affection, it will be appreciated by their romantic partner (Mod, 2010). Utz and Beukeboom (2011) revealed that romantic partners would experience relationship happiness rather than jealousy; therefore, SNS have the potential to increase relationship satisfaction and happiness because they enable to show the public affection and relationship commitment online. Another study by Seidman et al. (2019) also shows that relationships can be improved by utilizing the communication features that have been provided by Facebook. Moreover, displaying excessive relationships is considered to be beneficial for those who report low relationship satisfaction. In short, several studies have revealed that if romantic couples or spouses use SNSs for sharing the status or photos regarding their relationships, the relationships between them will become closer and more comfortable (Saslow et al., 2013; Seidman et al., 2019). This is highly likely because with social media such as Facebook, users can upload photos or videos of their togetherness. Specifically, pictures and videos on social media are a public form of love expression. They are very useful for increasing popularity (Lukacs, 2012), 2012). On top of that, phone use and texting are associated with higher satisfaction that contributes positively to relationships (Morey et al., 2013).

In general, there are several advantages of using Facebook between romantic partners to maintain their relationships and foster couple well-being. Facebook and other SNSs seem to be very beneficial for both high and low extraverted people. This is because they can utilize them to express their real self in which they cannot fully express in face-to-face communication. In particular, extroverted people can use Facebook to complement their marital relationships that has built in offline context. This is because extroverts are likely to use positive phrases (Bowden-Green et al.,

2020; Hall et al., 2014), express their emotions (Bowden-Green et al., 2020; Farnadi et al., 2014), and give feedback on social media such as Facebook (Bowden-Green et al., 2020; Farnadi et al., 2014; Hwang, 2017; Shi et al., 2013). As a result, those with extroverted trait may have high tendency to elicit the ideal-self congruence in their married partner, which in turn may help them experience both marital and life satisfaction.

Michelangelo Phenomenon on Facebook

Many people use social media as a means to start, maintain, and even dissolve romantic relationships. Thus, many stages of the relationship take place online including self-disclosure or sharing oneself by the revealing of personal information to people of one's online social circle. There are various behaviors on Facebook that allow individuals to engage with their romantic partners. One of them is the display of dyadic photos from one's relationship, which shows a feeling of positive relationship. Based on the inclusion of others in the self model (Aron et al., 1992), as individuals become closer and dependent on each other, they start to include their romantic partners in their own selfie pictures. For example, posting photos with a partner could help people feel the closeness of their relationship (Saslow et al., 2013). Specifically, those who upload a romantic status relationship with a partner have a more satisfying relationship than not uploading a relationship status (Papp et al., 2012). Some research even showed that those who are satisfied with their relationship were more likely to share their partner's identity on Facebook (Papp et al., 2012). For instance, Toma and Choi (2015) found that participants who revealed the status of a person's romantic relationship, wrote on their partner's Facebook page, and posted a dyadic photo showed increased commitment over time. These consistent results suggest that

social networking site such as Facebook can be a place where couples can express their love which promotes relationship satisfaction and happiness by posting dyadic photos and videos (Lukacs, 2012; Mod, 2010).

Given that the dynamics of a person's behavior are mostly influenced by those around them (Kumashiro et al., 2006), the loved ones surrounding them influence their attitudes and help them to move toward their ideal-self (Drigotas et al., 1999). Although the concept of ideal self-affirmation was originally used in the context of romantic relationships (Rusbult et al., 2009), can be applied to other contexts that involve reciprocal interactions such as Facebook. Utilization of Facebook features include those such as sharing photos, sharing stories, sending messages, and providing space for others to respond (boyd & Ellison, 2007). Thus, in the end these group of behaviors may have a positive effect on those who upload the message, photo or video (Chin et al., 2015), which in turn can help confirm their ideal self. In addition, since everyone has the freedom to control the content or with whom they want to share their content (boyd & Ellison, 2007), it can increase the possibility of emphasizing their ideal characteristics (Wong, 2012).

Facebook affirmation

Facebook users can reveal their personal information through status updates or sharing photos. In this way their friends can find out their ideal aspirations. Therefore, it is possible that individuals can experience ideal self-affirmation on Facebook. Isaranon (2019) states that Facebook facilitates the movement of actual and ideal-self congruence by affirmation. Facebook affirmation is linked positively to self-esteem in moderate Facebook users. When people are affirmed by their friends or acquaintances

via Facebook, they tend to experience more congruence with their ideal-self. Based on the Michelangelo Phenomenon model, this phenomenon should be able to occur on Facebook. Individuals who experience ideal self-affirmation from their partners may be able to move to their ideal version of themselves on Facebook**.** Based on these findings, it is assumed that "extraversion compatibility positively predicts marital satisfaction by the mediating role of partner affirmation on Facebook".

Regarding the aforementioned research, it is also expected that Facebook could help people experience affirmation of their ideal self, or namely *Facebook affirmation*, and subsequently move towards their ideal self, and then feel satisfied with their romantic relationship. Prior findings have revealed that a social partner (i.e. sculptor) in social media can elicit his or her social partner friend (i.e. target) to reach the ideal self by providing behavioral affirmation; however, perceptual affirmation in social media inhibits the target from the ideal self (Cheung & Gardner, 2016). Moreover, the more time individuals spent on behaviorally affirming their partner, the more their partner felt closer or reached their ideal self (Cheung & Gardner, 2016). Particularly, such behavior may be more pronounced among those with compatible traits. This speculation is supported by the study of DiDonato and Krueger (2010) which proposed that when couples agreed more and coordinated their goals, they could show truer behavioral patterns, especially in the dimensions of validity determined within the limits desired by someone. These findings, thus, support that the interpersonal process promotes self-accuracy when the target sees that the partner supports them, and such a process may take place on online platform such as Facebook.

Additionally, they suggest that behavioral affirmation between couples can also occur on this platform. In other words, it is possible that Facebook can be another venue for affirming a partner's ideal self, resulting in moving closer to the ideal self and relationship satisfaction. Moreover, such effects may be salient among those with extroversion personality compatibility. As a result, it is assumed that "Extraversion compatibility positively predicts marital satisfaction by the mediating role of movement toward the ideal self on Facebook"

The present study

Previous findings demonstrate that all the mechanisms enforce the Michelangelo phenomenon in order to pursue goals and promote relationship satisfaction (Righetti & Kumashiro, 2012; Rusbult et al., 2005a; Rusbult et al., 2009a; Rusbult et al., 2009b). Self-regulation, self-control, locomotion, ideal similarity are all related to individual characteristics that affect how people choose, assess, and pursue goals, yielding to an enhanced satisfaction their relationship (Higgins et al., 2003; Kruglanski et al., 2000). However, very few studies on marital relationship discuss the association between personality and the Michelangelo phenomenon.

Recently, Bühler et al. (2020) examined the relationship of personality traits and the Michelangelo phenomenon among 163 couples over 4 years using the Actor-partner interdependence model to analyze it. The results indicated that the actor effects of personality traits positively correlated with the Michelangelo phenomenon, especially extraversion. That is, partner perceptual affirmation positively predicts partner behavioral affirmation for both target and sculptor in both men and women, which lead to relationship and life satisfaction because they both exchange positive

affections while affirming their partners so it shapes the way they evaluate their

relationships and their life in overall.

Nevertheless, this study was conducted in Switzerland, a western and highly

individualistic country. Thus, it is unknown whether such results would remain the

same in collectivist cultures. Asian countries (e.g. China, Japan, Thailand, Singapore)

emphasize interdependent relationships and group goal orientation rather than

individual goals and needs. People tend to refrain from expressing their ideal self or

individual needs. Instead they are focusing on attending to other people, blending in,

being in harmony with the group (Markus & Kitayama, 1991; Triandis, 2001).

Therefore, Asian people tend to focus on ought self rather than the ideal self. It is

likely that culture influences the way people perceive the ideal self because the social

norm focuses on a given trait as a symbol of success or value (Bühler et al., 2020).

Yet, striving to become their ideal self has become a more common trend in Asian

societies today due to globalization (Higgins, 1987).

Hence, the present research attempts to test whether young Thai married

couples, with a desire to fulfill their need for personal growth and marital satisfaction,

could experience marital satisfaction through the Michelangelo Phenomenon on

Facebook platform. Specifically, it aims to examine whether such positive effects

would be more pronounced among those with extroversion personality compatibility.

Research Questions

This leads to the research questions as follows:

1. Does extraversion personality individually of husband and wife positively influence the marital satisfaction via the mediating role of the Michelangelo phenomenon?

2. Does compatibility of extraversion personality positively influence the marital satisfaction via the mediating role of the Michelangelo phenomenon?

3.   Could the Michelangelo phenomenon be applied to the Facebook context?

Research Objectives

1.   To understand the role of personality compatibility in extraversion trait (i.e., low similarity extraverted couples, high similarity extraverted couples) and the role of partner affirmation in the Michelangelo Phenomenon on Facebook that influence the marital satisfaction in married couples.

2.   To explore how the Michelangelo phenomenon could be applied in Facebook context in order to make their romantic partner move closer towards his/her ideal self, which would enhance marital satisfaction.

Model Development

Regarding the interdependence theory, couples would influence each other in diverse elements of life. Thus, most research on marital satisfaction adopts the Actor-Partner Interdependence Model (APIM) as a grounded framework (Kenny, 2018). The Actor-Partner Interdependence Model (APIM), proposed by Kenny et al. (2006), integrates a conceptual framework of the interaction between two persons that influence each other's outcomes (Reis & Arriaga, 2015) with the *practical statistical*

techniques for testing and measuring it (Cook & Kenny, 2005). It is used to calculate

different patterns of influence with matrix representation based on interdependence

theory (Reis & Arriaga, 2015).

APIM has become very useful and popular among the interpersonal

relationship researchers for analyzing the dyadic data in areas of personality and

social psychology such as marriage (e.g. attachment), romantic couples, friends,

family (e.g. parents and children), personality (e.g. Big five, narcissism) since the mid

1990s (Kenny & Ledermann, 2010; Wickham & Knee, 2012). It is a model for dyadic

analysis, which uniquely provides a more complex in-depth picture of dependency

between dyad members. The model was originally developed for preventing crucial

errors and data misinterpretations in dyadic analysis (Fitzpatrick et al., 2016).

In figure 2, Kashy and Kenny (2000) explain that the independent variable

influences its own dependent variable which can be distinguished by a person such as

X1 Y1 for male and X2 Y2 for female. This is called "actor effect", denoted as *a*. On

the other hand, the independent variable influences his or her partner dependent

variable such as X1 Y2 for the male partner effect and X2 Y1 for the female partner

effect. This is known as "partner effect", denoted as *p*. In other words, actor refers to

the person who produced the data whereas partner refers to another dyad member

(Fitzpatrick et al., 2016).

Figure 2
The original APIM model
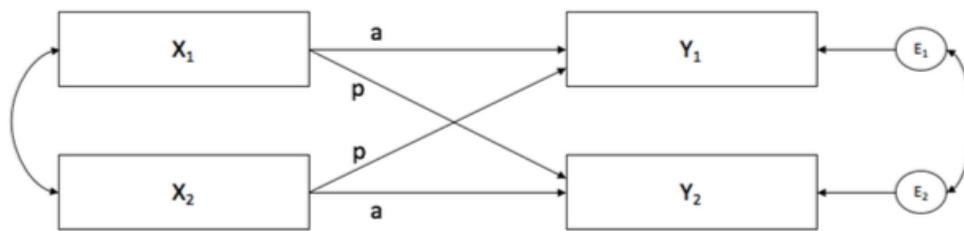
Note. *a* stands for the actor effect and *p* stands for the partner effect. Adapted from Kenny et al. (2006).

The essential principle in dyadic analysis is non-independence. That is, two members of a dyad are highly correlated because they share similarities in some aspects that cannot be totally independent from each other. Kenny et al. (2006) stated that there are four sources that may contribute to the non-independence dyad, which are compositional effects, partner effects, mutual-influence effects and common-fate effects.

First, compositional effects are when two dyad members already have something similar before they are paired up in a non-random way. For instance, compositional effects occurred in dating or married couples because they have something in common even before they meet such as age, education level, socioeconomic status, or religion (Epstein & Guttman, 1984). This similarity in psychology is also known as "assortative mating" (Kenny et al., 2006).

Second, a "partner effect" refers to a disposition or manner of one's behavior which impacts his or her partner's outcomes. For example, a wife's depression affects a husband's personal satisfaction. In this case, the husband's satisfaction is the partner effect (Fitzpatrick et al., 2016). Next, a "mutual influence" occurs when the outcomes of both parties directly affect and give feedback to one another (Kenny et al., 2006).

For example, when two strangers meet for the first time, one likes the other person at first sight. Therefore, the more he/she talks the more likely that the other will like them in return. Lastly, "common fate" is an event where both dyad members are influenced by the same causal factors. For instance, when two roommates live in a messy room, the level of satisfaction of both declines because of the displeasing environment.

Distinguishability is another critical factor to consider in dyadic research. In the research, it needs to be determined whether the two members can be distinguished by some variable such as gender, leader and subordinate, older and younger siblings, teacher and students, husband and wife (Kenny et al., 2006). It is important because some data analysis techniques are tied to a model characterized by distinguishability. A case in point, APIM is suitable for use with distinguished dyad members; whereas, Social Relations Model (SRM) is appropriate for use with indistinguishable dyad members. Kashy and Kenny (2000) initiated the concept of between-dyads, within-dyads, and mixed variables under distinguishability. In this study, the independent variable is distinguished dyad by gender (i.e. husband and wife).

In accordance with Kenny and Cook (1999), the couple-oriented pattern is the standard dyadic pattern design because of the belief that it has to measure the two-sides reciprocally (Kenny et al., 2006). The effect of female on her outcome (X1→Y1) is similar to that which the male has on female's outcome (X2→Y1), and vice versa (i.e. X2→Y2) has the same amount effect of X1 →Y2). For instance, the female's relationship satisfaction and personal subjective well-being is linked to the male's relationship satisfaction and female's personal subjective well-being (Fitzpatrick, 2016).

Given that APIM is designed for measuring interpersonal interaction effects between two people and has been widely used with romantic couples (Kenny, 2018), several studies have adopted APIM for examining interdependent effects in marital or relationship satisfaction in the context of personality similarity (e.g. Luo et al., 2008), the Michelangelo phenomenon (e.g. Bühler et al., 2019; Patrick, 2018) and Facebook (e.g. Papp et al., 2012). Accordingly, APIM will also be used for developing a statistical framework in this study.

Hypothesized model: Michelangelo phenomenon with APIM

Based on both the interdependence theory and the relationship motivation theory, the Michelangelo phenomenon and APIM are adapted to construct a hypothesized model in this research. Such a combination of both models can also be seen in recent studies. For instance, Patrick (2018) combined the attachment theory and the Michelangelo phenomenon based on the APIM framework in order to investigate how attachment influences a partner's ability to provide affirmation toward their partner's ideal related goals. Across three studies, general results showed that attachment was the key predictor of the Michelangelo phenomenon and relationship satisfaction. Similarly, Bühler et al. (2020) who adopted APIM for their research also found the relationship between Big five personality and the Michelangelo phenomenon that could yield both life and relationship satisfaction.

Most goal pursuit and personality research has also adopted APIM to examine how goals could be related to the marital satisfaction. For example, Holding et al.

(2019) used APIM to investigate how relationship motivation theory influenced the

goal progress as well as personal well-being and relationship satisfaction. Results

showed that the actor's autonomous motivation positively predicts goal progress, an

individual's subjective well-being, and relationship satisfaction. Similarly, Luo et al.

(2008) adapted APIM to test a dyadic pattern of couple similar characteristics and

marital satisfaction in 537 Chinese couples. The findings showed that profile

similarity correlation (PSC) positively predicts marital satisfaction among Chinese

people. Based on these findings, it can be seen that APIM is widely accepted by

academic researchers as the powerful statistical framework for interdependent

relationship researches.

In addition to APIM, marital satisfaction research is mostly a long-term study

of the relationship between two persons in order to examine significant patterns of

marital satisfaction across life spans. This is to avoid the honeymoon-is-over effect

(Kurdek, 1998; Lavner & Bradbury, 2010), which mostly occurs among newlywed

couples compared to, other age groups. In other words, the marital satisfaction of

newlyweds tends to decline more rapidly than older married couples (Lavner &

Bradbury, 2010). Hence, many researchers use longitudinal studies of at least *6*

months with two assessments for their analysis (Cohan & Bradbury, 2009). Thus, a

longitudinal APIM study in newlywed couples is required for dyadic studies for more

accurate results.

Conceptual Framework

Combining both models together, the hypothesized model in the present

research proposes that extraversion personality compatibility positively predicts

marital satisfaction by the mediating roles of Michelangelo phenomenon on Facebook

(which includes both partner affirmation and movement toward the ideal self).

Figure 3

Theoretical framework of the present study
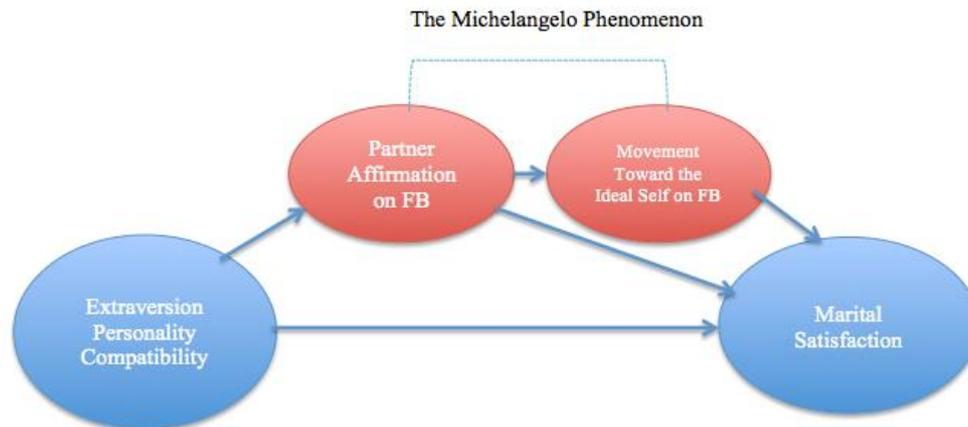
Hypotheses development

Based on the literature review, there are three main assumptions that this

research would like to examine based on the theoretical model in figure 3. First,

extraversion compatibility positively predicts marital satisfaction in both wife and

husband (Luo, 2017; Verbakel & Kalmijn, 2014) in both short term and long term.

Second, previous research has found that the Michelangelo phenomenon is strongly

positively correlated with extraversion trait that predicts relationship or marital

satisfaction (Bühler et al., 2020; Drigotas et al., 1999), and the Facebook platform

could facilitate this phenomenon (Cheung & Gardner, 2016; Isaranon, 2019). Hence,

these findings lead to the second and third assumptions that extraversion compatibility

leads to marital satisfaction in both husband and wife by the mediating roles of

partner affirmation <u>and</u> the movement toward the ideal self on Facebook. Specifically,

it is hypothesized that extraversion personality compatibility would positively predict

marital satisfaction in both husband and wife. The meditating roles of providing and

receiving partner affirmation would positively predict marital satisfaction, as well as the self perception of movement, and the husband/wife perception of his/her spouse movement toward the ideal self would mediate the marital satisfaction in both husband and wife. Moreover, receiving affirmation would positively predict marital satisfaction in both wife and husband (Patrick, 2018). Importantly, these assumptions are expected to occur longitudinally. The model is illustrated in the conceptual framework in figure 4 hereunder.

Figure 4
The conceptual framework of the present research based on Actor-Partner Interdependence Model (APIM) and Michelangelo phenomenon that predicts marital satisfaction.
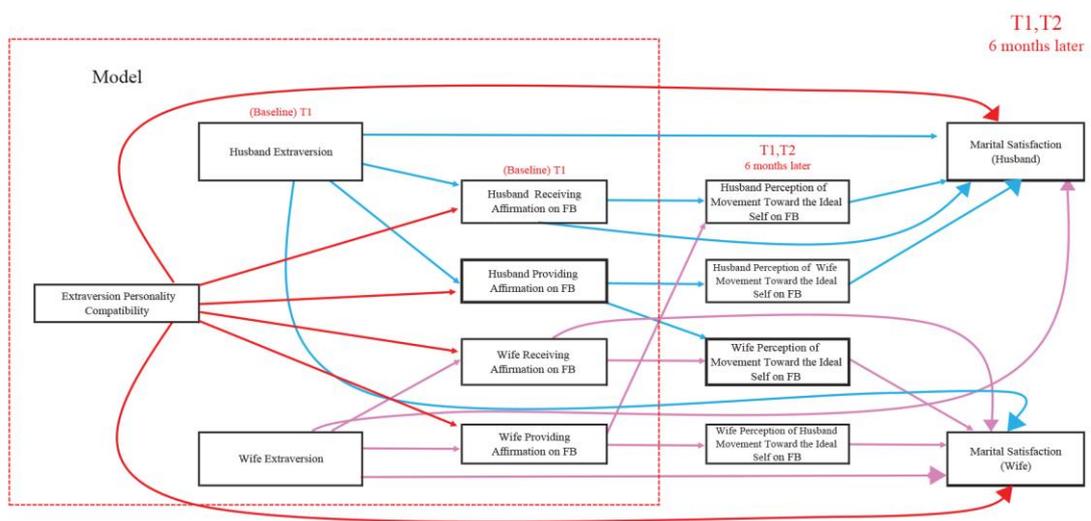
Therefore, hypotheses are developed as follows:

Hypotheses

Individual Level

Hypothesis 1: Extraversion of husband and wife, and extraversion personality compatibility positively predict marital satisfaction of husband and wife in time 1 and time 2.

Hypothesis 2: Extraversion of husband positively predicts marital satisfaction in husband, mediated by husband receiving affirmation on Facebook and husband perception of movement toward the ideal self on Facebook in time 1 and time 2. There is a partner effect of husband extraversion on marital satisfaction of wife.

Hypothesis 3: Extraversion of wife positively predicts marital satisfaction in wife, mediated by wife receiving affirmation on Facebook and wife perception of movement toward the ideal self on Facebook in time 1 and time 2. There is a partner effect of wife extraversion on marital satisfaction of husband.

Hypothesis 4: Extraversion of Husband positively predicts marital satisfaction in both husband and wife, mediated by husband providing affirmation on Facebook and husband perception of wife movement toward the ideal self on Facebook and wife perception of movement toward the ideal self in time 1 and time 2.

Hypothesis 5: Extraversion of wife positively predicts marital satisfaction in both wife and husband, mediated by wife providing affirmation on Facebook and wife

perception of husband movement toward the ideal self on Facebook and husband

perception of movement toward the ideal self in time 1 and time 2.

Hypothesis 6: Receiving affirmation on Facebook from both husband and wife

positively predicts marital satisfaction in both husband and wife in time 1 and time 2.

Couple-level

Hypothesis 7: Extraversion personality compatibility positively predicts marital

satisfaction in both husband and wife, mediated by receiving affirmation on Facebook

from husband and wife, and the perception of movement toward the ideal self on

Facebook from husband and wife in time 1 and time 2.

Hypothesis 8: Extraversion personality compatibility positively predicts marital

satisfaction in both husband and wife, mediated by providing affirmation on

Facebook from both husband and wife, and the perception of movement toward the

ideal self on Facebook from both husband and wife, and perception of husband and/or

wife movement toward the ideal self in time 1 and time 2.

Variables in this research

1) Exogeneous variable – there are three independent variables

1. Husband Extraversion

2. Wife Extraversion

    3. Extraversion Personality Compatibility

  2) Endogeneous variable – this research consists of two dependent variables and eight mediators

    1. Dependent variable

        1.1.   Marital Satisfaction (Husband)

        1.2.   Marital Satisfaction (Wife)

    2. Mediator

        2.1.   Partner Affirmation: Providing and receiving affirmation on Facebook

            2.1.1.   Husband Providing Affirmation on Facebook

            2.1.2.   Husband Receiving Affirmation on Facebook

            2.1.3.   Wife Providing Affirmation on Facebook

            2.1.4.   Wife Receiving Affirmation on Facebook

      2.2.2 Movement Toward the Ideal Self

          2.2.2.1 Husband Perception of Movement Toward the Ideal Self on Facebook

2.2.2.2 Husband Perception of Wife Movement Toward the

Ideal Self on Facebook

2.2.2.3 Wife Perception of Movement Toward the Ideal Self on

Facebook

2.2.2.4 Wife Perception of Husband Movement Toward the

Ideal Self on Facebook

Operational Definitions

    1. Extraversion refers to a person who is warm, gregarious, assertive,

activity, exciting-seeking, and positive emotions (also known as high extravert

or extrovert). Low extravert refers to a person who is private, reserved, shy,

and low level of energy. In this paper, those who have high scores on BFI

scale are those with the extraverted trait.

    1.1 *Husband Extraversion* refers to a married man who has high scores on

BFI scale, while low extraverted husband means a married man who has

low score on BFI scale.

    1.2 *Wife Extraversion* refers to a married woman who has high scores on

BFI scale, while low extraverted husband means a married woman who

has low score on BFI scale.

    1.3 *Extraversion personality compatibility.* refers to a person who is to

married to a person who is similar to them in interpersonal lifestyle,

sociocultural background, values, attitudes and desires. In this paper,

- Extraversion personality compatibility means a level of extraversion of husband and wife *measured by BFI extraversion* facet contain 12 items. Husband and wife who earn high scores on extraversion and high ICC score *measured by BFI extraversion is* high level of extraversion compatibility.

2. Michelangelo phenomenon is a psychological process of sculpting a romantic partner in order to move closer towards an individual's ideal self (e.g. goals, traits, dreams, aspiration) through partner affirmation, which *measured by my partner and my goal pursuits scale*. **This phenomenon consists of two processes: partner affirmation and the self-movement towards the ideal self.**

2.1 *Partner affirmation* is a process by which a sculptor (husband or wife) sculpts a target (his or her spouse) in a way that is congruent with the target's ideal self by perceptual and/or behavioural affirmation. In this paper,

2.1.1 *Providing Affirmation on Facebook* is a psychological process of sculpting a romantic partner or target in order to move closer towards an individual's ideal self by providing perceptual and/or behavioural affirmation. This is *measured by Me and my partner's goal pursuits scale* which contains 8 items **on Facebook platform.**

-Husband Providing Affirmation on Facebook means a married man who sculpts his wife (i.e. target) in a way that congruent with his wife's ideal self by providing affirmation on Facebook.

-Wife Providing Affirmation on Facebook means a married woman who sculpts her husband (i.e. target) in a way that is congruent with her husband's ideal self by giving affirmation **on Facebook**.

2.1.2 *Receiving Affirmation on Facebook* is a psychological process of being sculpted by a sculptor or romantic partner who provides partner affirmation in order to make the target to move closer towards their ideal self on Facebook. *This is measured by my partner and my goal pursuits scale*.

>   *-Husband Receiving Affirmation on Facebook* means a married man who receives partner affirmation from his wife (i.e. sculptor) in a way that congruent with his ideal self on Facebook.

>   *-Wife Receiving Affirmation on Facebook* means a married woman who receives partner affirmation from her husband (i.e. sculptor) in a way that congruent with her ideal self on Facebook.

2.2 *Movement toward the ideal self on Facebook* is the experience of the target's movement that aligns with his or her ideal self, which *measured by movement towards ideal self* on Facebook platform. In

this paper, it refers to the self perception and perception of the spouse movement toward the ideal self as follows. (-3 = moved further away from the ideal self, 0= not changed at all, +3= moved closer to the ideal self).

   -Husband Perception of the Movement Toward the Ideal Self on Facebook (Hus Me Move FB) refers to a married man's own perception experiencing himself moving towards his ideal self by Wife Providing Affirmation on Facebook. Husband who receives high scores on *movement towards ideal self* is the person who has high experience of ideal self-congruence on Facebook.

   -Wife Perception of the Movement Toward the Ideal Self on Facebook (Wife Me Move FB) refers to a married woman's own perception experiencing herself moving towards her ideal self by Husband Providing Affirmation on Facebook. Wife who receives high scores on *movement towards ideal self* is the person who has high experience of ideal self-congruence on Facebook.

   -Husband Perception of Wife Movement Toward the Ideal Self on Facebook (Hus S Move FB) refers to a married man who perceives his wife's movement that aligns with her ideal self by Husband Providing Affirmation on Facebook platform. Husband who gives high scores to his wife in *movement*

towards ideal self scale means he perceives his wife aligns with her ideal self in high level on Facebook.

-Wife Perception of Husband Movement Toward the Ideal Self on Facebook (Wife S Move FB) refers to a married woman who perceives her husband's movement that aligns with his ideal self by Wife Providing Affirmation on Facebook platform. Wife who gives high scores to her husband in *movement towards ideal self scale* means she perceives her husband aligns with his ideal self in high level on Facebook.

3. Marital Satisfaction is a person's subjective feelings and thoughts about his or her marriage. In this paper, those who have high scores on the *relationship assessment scale (RAS)* are those with a high level of marital satisfaction

-Husband Marital Satisfaction refers to a married man's subjective feelings and thoughts about his marriage. In this paper, those who have high scores on the *relationship assessment scale (RAS)* are those with a high level of marital satisfaction.

-**Wife Marital Satisfaction** refers to a married woman's subjective feelings and thoughts about her marriage. In this paper, those who have high scores on the *relationship assessment scale (RAS)* are those with a high level of marital satisfaction.

Significance of the study

1.   To understand the influence of personality compatibility in extraversion in married couples. This research will explore whether similarity attraction theory affects long term marital satisfaction.

2.   To understand the psychological process of the Michelangelo phenomenon in collectivist context, and the role of partner affirmation that facilitates the marital satisfaction.

3.   To understand how the Michelangelo phenomenon could be applied in social media platform namely Facebook, especially the role of partner affirmation of high and low similarity couples via Facebook platform.

Chapter II

Methodology
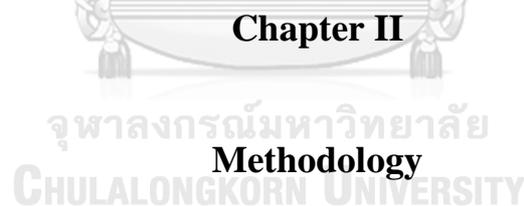
This study conducted a two-wave APIM panel study that was collected in six-month intervals to explore the causal relationship between extraversion personality compatibility and marital satisfaction, mediated by the Michelangelo phenomenon, in order to explore development across time in newlywed couples aged 24-39 residing in Thailand. Longitudinal dyadic data analysis was adopted by using APIM SEM analysis combined with the Michelangelo phenomenon. Quantitative methods were

used in the study and the *dyad* was the unit of analysis. This chapter is divided into three parts: population, instruments, and methods.

Population

Generation Y, or millennials, have been selected as the population for this study as they are currently considered as significant drivers of economic growth (Liu et al., 2019). They are of working age; therefore, they are likely to have high motivation for personal growth (Pyöriä et al., 2017). Moreover, these young adults tend to focus on personal development, learning new skills and striving to maximize their full potential.

Regarding romantic relationships, the average for first marriage in 2017 was about 31 years old for females and 33 years old for males according to the Organization for Economic Co-operation and Development (OEDC) (OEDC, 2019). This suggests that millennials are in the stage of mate selection and marriage. In other words, those who are married are mostly newly committed young adult couples (Fang, 2019). According to Erikson's theory of psychosocial development (1959,1963), combined with Havighurst's developmental task (1972), young adults are seeking to build long-term relationships that fulfill their needs for personal growth in order to pursue their own goals, dreams and aspirations (Bühler et al., 2019; Lerner et al., 2005). Therefore, they tend to be in the process of developing intimate relationships and prioritizing personal growth for their well-being more than any other generations(Arnett, 2000; Bühler et al., 2019; Carstensen et al., 2000; Ebner et al., 2006). Additionally, the early years of marriage can be a pivotal transition time from marriage into parenthood and divorce is a common occurrence in this period

(Bramlett & Mosher, 2001; Claxton et al., 2012; Doss et al., 2009). Thus, investigating factors that could enhance marital satisfaction among this group of people would help promote well-being in the society.

Furthermore, research has shown that millennials are likely to be heavy users of social media such as Facebook, Instagram, and Snapchat (Abbasi, 2019; Bolton et al., 2013). They use SNS to express themselves and maintain romantic relationships online (Abbasi, 2019). Therefore, it is important to examine factors that could enhance marital satisfaction among the millennials, an important work force in the society, with heavy use of social media.

For this reason, millennial newlywed couples who have been married less than 5 years and are between 24 and 39 (born in 1981-1996) residing in Thailand, mostly in Bangkok, were selected as the population for this study.

Sample

Participants in this research consisted of 201 couples, including 201 men and 201 women of heterosexual type (N = 402), who were married less than 5 years, were between 24 and 39 years old, and resided in Thailand, mostly in Bangkok. For the second wave, 70 dyads (N=140) volunteered to participate in the follow-up questionnaire 6 months later.

Sample recruitment

The qualifications of participants for the first wave were both husband and wife who had been married less than 5 years, born between 1981-1996, and married

between 2015 to 2020. Marriage is a form of partnership in which two people commit to one another for the long-term and exchange rewards mutually (Stutzer & Frey, 2006). Being married referred to having an official wedding ceremony or reception but not necessarily having legally registered for a marriage certificate.

Pairs of participants in this study must have Facebook accounts and be "friends" on Facebook. It is noteworthy that the *couple is the unit of analysis* as the relationship between the husband and the wife is non-independent (Kenny et al., 2006). Therefore, data had to be collected from **both** husband and wife; otherwise, the data was screened out of the study. Moreover, respondents were asked to create a couple ID or simple password that was known only between them in order to fill out the questionnaires. In addition, the questionnaires required them to use their spouse's birthday in the questionnaire because their couple ID and birthday information were the *key identifier* that linked two individuals as a couple.

The respondents were deemed disqualified if either of them did not have a Facebook account or were not friends on Facebook. Additionally, they were deemed ineligible if they filled out the wrong couple ID or wrong date of birth for their spouse. Finally, the respondent's data was removed when only one person in a couple answered the questionnaire.

Sample size

Concerning the sample size, a rule of thumb in structural equation modeling is to have a minimum sample size of 100-200 dyads (or 200-400 individuals) (Kline, 2005; Ledermann & Kenny, 2017) or 5-20 participants for each parameter depending on which is larger (Kline, 2005; Patrick, 2018). There are 35 parameters in the model,

so 175 dyads are the minimum requirement. However, the researcher aimed to obtain at least 200 couples according to the rule of thumb because using dyad as the unit of analysis slightly decreased the power of the analysis compared to an analysis designed around individuals (Kenny et al., 2006).

Research Design and Procedure: Two-Wave APIM Panel Study

The modified Actor-Partner Interdependence Model (APIM) using SEM analysis implemented in this research used dyadic, or couples, as the unit of analysis (i.e., husband and wife). This study was conducted in two waves with a 6 month follow up.

A two-wave APIM panel study is a longitudinal study in dyadic data analysis. Longitudinal study allows relationship researchers to evaluate a pattern of change in marriage across the human life span (Cohan & Bradbury, 2009). Longitudinal research on marriage should collect data at least twice to examine the improvement, dissolution or stability over time with a minimum 4 to 6 months in between (Cohan & Bradbury, 2009). For this research, the data was collected twice with a six-month interval, which was a sufficient time frame to see the development in interpersonal relationships (Lavner & Bradbury, 2010; Reis & Sprecher, 2009; Vance et al., 2022).

There are many benefits of adopting longitudinal APIM. First, the regression assumption of independence across observations is more relaxed (Kenny et al., 2006; Perales, 2019). Also, it facilitates more complex theoretical models that can determine

traits and behavior that come from oneself and the partner as well as the couple

(Kenny et al., 2006; Perales, 2019).

The present research study was designed to adopt a longitudinal study to

determine long-term change patterns over time which can minimize cohort effects and

provide useful data about these individual changes (Caruana et al., 2015; Lavner &

Bradbury, 2010). As mentioned in the literature review, APIM was considered to be

the most suitable statistical framework for analyzing the interaction effects in

romantic relationships (Kenny, 2018), hence it was the most effective model to

examine the Michelangelo Phenomenon for dyadic data analysis. This is because

dyadic data are non independence and distinguishable by gender (Cook & Kenny,

2005).

Instruments

The instrument of this research was a questionnaire comprised of 4 parts. All

scales were back-translated and tested for reliability and validity. All questions in the

questionnaire were in the Thai language.

Part I: Demographic

Part II: Big Five Inventory Scale (BFI)- Only Extraversion facet

Part III: Marital Satisfaction – Relationship Assessment Scale (RAS)

Part IV: The Michelangelo Phenomenon on Facebook

IV-I: My partner and my goal pursuits

i) Providing Affirmation

ii) Receiving Affirmation

IV-II: Self-movement toward the ideal self

i)   Me Move

ii)   S Move

Part I: Demographic

The first part is a basic demographic questionnaire, which consisted of 13 questions regarding gender, age, educational level, occupation, income, marital status, marriage duration, relationship duration before marriage, and number of children. In this section, couples were asked to write their couple IDs and their spouse's date of birth to ensure that their data was linked as a couple.

Next, three screening questions were added in this part. The respondents were asked their marital status and whether they had a Facebook account and were friends with their spouse on Facebook. If the answer was no or not married, they were not be able to continue with the rest of the questionnaire.

Additionally, 10 questions regarding their Facebook usage were included in order to analyze their Facebook behavior and related activities that engaged with their spouse to examine the relationships between Facebook usage and the Michelangelo phenomenon (i.e., partner affirmation and the movement toward the ideal self) on Facebook in both individual and dyadic levels. Example questions were "How many hours per day do you spend on Facebook" and "I always post couple photos on my Facebook profile picture"

Part II: Extraversion compatibility

Measurement of the Big Five

The Big Five Inventory (BFI) has been shown to be a valid and reliable short version of assessing Big Five personality (John et al., 1991; Rammstedt & John, 2007). The BFI scale was previously translated into the Thai language and validated by Maneesri and Bunlue (2010). Thus, this study used the Thai-BFI scale.

It is worth noting that this research used only the extraversion items from the scale. This is because extraversion is the central focus in this research. The BFI scale contained 12 items of extraversion facet on a 7-point Likert scale (1 = ''Strongly disagree'' to 7 = ''Strongly agree''). An example of an item was "Have friends easily", "Do not know what to talk" ($\alpha = .87$).

In this research, I used the median to categorize extraversion groups because the data contributed more balance than the standard deviation. The median of 201 couples is 4.58 in both husband and wife so a person who has a score higher than 4.58 on BFI-extraversion scale was considered as high extraversion (i.e., high extraverted or extroverted person) whereas a person with a low score (lower than 4.58) on the same scale was considered to have low extraversion (or low extroverted person). After being divided into groups, there were four groups of extraversion: both low extraverted couples ($N = 51$ dyads), both high extraverted couples ($N = 55$ dyads), high extraverted husband and low extraverted wife ($N = 48$ dyads), low extraverted husband and high extraverted wife ($N = 47$ dyads).

The extraversion trait scores were standardized by using grand mean. In APIM, actor effects measured the relationship between an individual's extraversion

personality and his or her own level of marital satisfaction. Partner effects indicated a correlation between an individual's extraversion personality and his or her partner's level of marital satisfaction (Dyrenforth et al., 2010).

Extraversion compatibility. To measure extraversion compatibility (also known as similarity effects), intraclass correlation (ICC) was adopted. ICC is primarily, and widely, used for measuring couple similarity to avoid stereotype effects (Dyrenforth et al., 2010).

To measure compatibility, a raw score of 12 extraversion items were calculated through a correlation coefficient for each couple that assimilated the relationship between two partner's extraversion profile to measure level of extraversion similarity, so this was labeled as ICC_R. Similarly, the standardized extraversion items were calculated the same method as the raw score and being labeled as ICC_S. Hence, two ICC were adopted in the present study.

Moreover, an Absolute Difference Score (ADS) between both husband and wife will be used to measure the (dis)similar effects in order to cross-check the similarity effects. In this study, the difference in ADS score was +2 SD indicating a high personality discrepancy among couples.

In summary, 3 indices were used for assessing extraversion compatibility: two ICC scores (raw and standardized) and average discrepancy. Given that there were two levels of dyadic data analysis in APIM: individual level (lower level) and couple level (i.e., dyad level or upper level) (Kenny et al., 2006), ICC and ADS were used for couple level analysis.

Part III: Marital Satisfaction

Measurement of Marital Satisfaction. The Relationship Assessment Scale (RAS) was adopted to measure marital satisfaction. Sample items included "How well does your partner meet your needs?", "In general, how satisfied are you with your relationship?", and "To what extent has your relationship met your original expectations?". The scale itself is a 7-point Likert scale (1= low satisfaction, 7= high satisfaction) (Hendrick, 1988).

RAS was measured for both husband and wife satisfaction individually to examine the relationship and interaction effects between extraversion and the Michelangelo phenomenon on Facebook using mean in both individual and dyadic levels. The Cronbach's alpha reliability was .76

Part IV: The Michelangelo Phenomenon

IV-I: Partner Affirmation

This construct was divided into 2 parts: receiving affirmation and providing affirmation.

Receiving affirmation. The Michelangelo phenomenon questionnaire was mainly based on Rusbult et al. (2009b) called "My partner and my goal pursuits." It measured the beliefs about a partner's perception and behavior, which consisted of 8 items. The first three items measured partner perceptual affirmation such as "My partner sees me as the person I ideally would like to be" and the latter three items based on partner behavioral affirmation such as "My partner helps me be what I

ideally want to be, eliciting the best that I might possibly become". These statements

were based on 7 scales (1= strongly disagree, 7= strongly agree).

This scale was measuring the *receiving partner affirmation* in both husband

and wife on the Facebook platform. The participants were asked to rate the items

based on their relationships on the Facebook platform and their daily life (offline

relationship). The variables that will be measured are "Husband Receiving

Affirmation on FB" and "Wife Receiving Affirmation on FB" (FB refers to

Facebook). The Cronbach's alpha reliability was .96

Providing affirmation. The present study used Patrick (2018)'s "Me and my

partner's goal pursuits" scale to assess providing affirmation. All items were similar

to the receiving affirmation scale, except that the pronouns in all items were changed

from "my partner" to "I". For example, "I see my partner as the person he/she ideally

would like to be", "I perceive my partner as close to what he/she ideally would like to

be", and "I help my partner be what he/she ideally want to be, eliciting the best that

he/she might possibly become". Similarly, the scale was measured with the

instruction that participants were required to think about their interactions with their

partner on the Facebook platform. The variables that were measured were "Husband

Providing Affirmation on FB" and "Wife Providing Affirmation on FB". The

Cronbach's alpha reliability was .91

IV-II: Self-movement toward the ideal self

There were two constructs measuring self-movement toward the ideal self,

which were self-movement toward the ideal self (also known as "Me Move"), and

perception of spouse movement toward the ideal self (S Move). Based on Drigotas et al. (1999), the "Self-movement toward the ideal self" scale was used in this study. Participants were asked to list their ideal self (i.e., goal or aspiration) in short attributive words in three dimensions: career, relationships, and personality. They also rated the perception of their own movement towards ideal self as a result of involvement with their current romantic partner ranging from -3 to +3 (-3 = moved further away from the ideal self, 0= not changed at all, +3= moved closer to the ideal self) on the Facebook platform and their offline life. The Cronbach's alpha reliability was .86.

Also, perception of spouse movement toward the ideal self (S Move) (α = .89) was measured when the respondents were asked to write their partner's ideal self in the 3 aspects (i.e., career, relationship, and personality) and rated their perception of their partner's movement towards the ideal self since they were first in the relationship.

Mediators in the model used in this study include providing and receiving affirmation from husband or wife on Facebook. Movement towards the ideal self on Facebook was measured in both individual and dyadic levels. Offline providing and receiving affirmation as well as offline movement towards the ideal self in both husband and wife were also be treated as controlled variables to ensure that the researcher measures the Michelangelo phenomenon occurs in online not from offline. Using APIM, individual levels were measured by the raw score from both scales, whereas in the dyadic level the grand mean was used to assess the correlations.

Research tools' quality testing

Scale Translation

Scales measuring marital satisfaction, partner affirmation (both receiving and providing), and movement towards the ideal self were back translated by graduates of the faculty of Arts, majoring in English from Chulalongkorn University and verified by an American native English speaker who graduated with a masters in linguistics and PhD in English (second language acquisition) from Michigan State University.

Reliability and validity testing

After the scale translation had been verified, the researcher conducted the pilot test to validate the translated scales. The questionnaire was given to 100 people who were in dating relationships or married couples who had Facebook accounts in which both partners were friends on Facebook. The sample from the pilot test closely represented the main study sample.

Pilot testing

The online pilot questionnaire was designed using Survey Monkey and distributed to 100 individuals in order to validate the scales that were developed and translated.

Sample

Respondents who were in dating relationships or married and had Facebook accounts in which both members of the pair were friends with their romantic partners on Facebook. The samples collected closely represented the Study 1 sample population.

Results

According to the results, 62% were female and 38% were male. Additionally, 40% had earned a Bachelor's degree, 34% a master's degree, 1% doctoral degree and 25% a high school diploma or lower. For marital status, 49% were in a dating relationship, 18% unofficially married, and 33% officially married. The main occupations were company employees, business owners and freelancers. After obtaining the results, Cronbach's alphas were used to test the reliability and the results were as shown below:

Table 2

The reliability test from pilot testing

Scale	Number of items	Cronbach's alpha (α)
Relationship Assessment Scale (RAS)	7	.88
Providing Affirmation	8	.92
Receiving Affirmation	8	.95
Providing Affirmation on Facebook	8	.88
Receiving Affirmation on Facebook	8	.89
Movement toward the ideal self	6	.71

In the questionnaire, participants were asked to list their top 3 ideal traits and rated the movement towards ideal self before dating with the current partner and rated the movement towards ideal self after dating with the partner. The top descriptions of ideal personality of Thai people are:

- ไม่เจ้าชู้ (not a womanizer)

- เห็นอกเห็นใจผู้อื่น (give empathy to others)

- ขยัน (hard working)

- รักครอบครัว (love family or family oriented)

- สนุกสนาน (fun loving)

- ใจเย็น (calm)

- ดูแลเอาใจใส่ (care)

Moreover, the mean of ideal direction for 3 traits was .56, .53, .36 for ideal traits 1,2,3 respectively. It is interesting that the movement towards ideal self for the majority of Thai people was 0, indicating that there was almost no movement towards the ideal self.

To confirm reliability, Cronbach's alpha coefficient and corrected item to total correlation (CITC) was used to assess the internal consistency of the scale items and their purification (Hajjar, 2018). Also, to check the construct validity of the translated scales, confirmatory factor analysis (CFA) was applied. Both CITC and CFA were based on wave 1 data and they all surpassed the requirements. Please see the appendix I.

Data collection

The data was collected by purposive sample using the snowball technique after the research plan had been reviewed and received ethics clearance (COA No. 224/2563, 016/2565) from the Research Ethics Review Committee for Research Involving Human Subjects at Chulalongkorn University. The researcher began with

searching target-aged respondents and choosing them on Facebook based on what appeared in the profile such as dyadic profile pictures, photos of wedding receptions posted in the album and marital status displays in the profile. The researcher contacted them through Facebook messenger or other means to ask respondents to complete the online survey and asked their partners to complete it. Then, respondents were asked if they had friends who were married, so the researcher would know where to collect more data. Furthermore, the researcher posted the questionnaire link on her Facebook and asked her friends to share the post in order to reach more targets. However, this approach obtained only around 50 couples, which was insufficient. Thus, the researcher changed strategies for collecting data.

Apart from collecting surveys online, the researcher also collected samples at marriage registrations at 3 Bangkok districts, which were Bang Rak, Bang Sue and Lad Krabang, and at the antenatal care department of Nawabutr Medical Center clinic. The reason for collecting at the marriage registration was because this research aimed to collect married couples; therefore, the marriage registration was a potential location for collecting the samples. Furthermore, the reason for collecting at the antenatal care at Nawabutr Medical Center clinic was to find newlywed couples that married less than 5 years, so many newlywed wives were pregnant their first child and had monthly meeting with doctors. It is worth noting that the researcher must receive consents from district directors and doctors before collecting data. All respondents completed the questionnaire online on two occasions over a six-month interval.

For the second wave data collection, all the participants were informed that there would be a second wave data collection. Prior to the data collection for the

second wave, the researcher sent emails as a gentle reminder of the upcoming questionnaire one week prior. In cases where the participants answered only once, the researcher sent emails, or messages on Facebook messenger to participants who had not answered and kindly asked them to complete the survey for the second time.

Some respondents were excluded if they met one of these following conditions: (1) identified their spouse's birthday incorrectly, (2) used the wrong couple ID, (3) only one member of the couple participated in the questionnaire, (4) the respondents were over age, or (5) the marriage duration exceeded five years. In addition, all non-Thai respondents were filtered out.

Data analysis strategy

The present study investigated how Facebook facilitates the Michelangelo phenomenon that enhanced newlywed marital satisfaction. Therefore, this research applied a modified longitudinal APIM to analyze dyadic data of heterosexual married couples that treated gender as the key distinguishing variable (i.e., husband and wife) (Kashy & Donnellan, 2012). The relationship between husband and wife in this analytic approach were considered as "within-dyads variables" because extraversion personality differed between two members within a dyad, but when averaged across them, each dyad had identical average scores. Typically, gender is a prototypical within-dyad variable in heterosexual romantic relationships (Kenny et al., 2006).

Moreover, APIM Structural Equation Modeling (SEM) is the most appropriate analysis for this study because SEM is a multi-equation approach that can handle a wide range of models including models with latent variables such as mediation. Also, it can analyze multiple outcomes while MLM (multilevel modeling) is a univariate

method for a single outcome variable and was designed specifically for clustered data analysis. More importantly, SEM can calculate the model's parameters, path coefficients, covariances and factor loadings (Ledermann & Kenny, 2017). For the present study, the Michelangelo phenomenon was treated as two-level mediators, which was a complex model. Furthermore, husband and wife had their own outcomes (i.e., marital satisfaction), so it had many outcomes. In this case, MLM was not suitable for this study as it could analyze only one outcome; hence, SEM was the most suitable approach.

There were six steps for analyzing the data using APIM: 1) restructure the data; 2) measure nonindependence; 3) determine the analytic design; 4) test for actor and partner effects; 5) test for dyadic patterns and; 6) interpret the results (Hardy, 2019).

Restructure the data

Prior to restructuring the data, the individual level data format contained an individual data in each row as follows:

Table 3
Individual level before restructuring the data

Dyad	Gender	Extraversion	Marital Satisfaction
101	1	7	7
101	2	6	6
102	1	3	4
102	2	5	5

Note. The original data before restructuring the data by SPSS program

It was essential to restructure data before analysis because each row contained all information of the members of a dyad (i.e., husband and wife) **as the each dyad was the unit of analysis**. To restructure it, using SPSS to change the data from long format into the wide format such that each dyad used a single row and each variable was a unique column as follows,

Table 4
Dyadic level wide format after restructuring the data

Dyad	Husband Extraversion	Wife Extraversion	Husband Marital Satisfaction	Wife Marital Satisfaction
101	7	6	7	6
102	3	5	4	5

Measurement of Nonindependence

According to Kenny et al. (2006), measuring non-independence is the most essential concept in dyadic data analysis because it is the foundation of interpersonal interaction and relations. Dyadic measurement shows the contribution of two persons in which the strength of interpersonal links is one of the most important research questions to be examined in this study. Dyadic data analysis is the method that focuses on relationships and not individuals; thus, it violates the independence assumption in general statistical methods (Fitzpatrick et al., 2016).

Nonindependence refers to two members of a dyad who are not entirely independent individuals, but have something in common that links them together such

as experience, kinship, yoked linkage, or voluntary linkage. This study examines a

voluntary linkage because they are married couples who volunteered to be together,

so the main source of dependency is a partner effect. Moreover, independence in this

context refers to degree of independence from dyad to dyad (Kenny et al., 2006).

To measure nonindependence with interval-level scores and distinguishable

members, Pearson's correlation coefficient was adopted to calculate dyad members'

marital satisfaction scores. In SPSS, partial correlation was used to control

independent and mediating variables to see the relationships of marital satisfaction of

husband and wife. The nonindependence of marital satisfaction between husband and

wife was .369. Cohen (1988) considered .5 as a large correlation, .3 as medium

correlation, and .1 as small correlation (Kenny et al., 2006). For this study, it was a

medium correlation of non-independence.

Analytic design

The analytic design was the standard two-wave distinguishable reciprocal

APIM design with SEM.

Test for actor-partner effects and dyadic pattern

To estimate actor and partner effects and to reveal the underlying dyadic

pattern in this study, the APIM with phantom variable with k parameter was adopted

using Mplus 7 based on wave 1 data. Phantom variable means latent variables that

have no substantive meaning and no disturbance because no observed variables are

linked to them (Fitzpatrick et al., 2016; Kenny & Ledermann, 2010).

Identifying the dyadic pattern is important because it helps the researcher understand the characteristic of dependency in the interpersonal dyadic process and allows deep analysis of the results (Fitzpatrick et al., 2016). Moreover, it is noteworthy that it needs to be estimated in the saturated model.

Based on the APIM with phantom variable model, the actor effect of a husband's extraversion to husband's marital satisfaction was 0.184 while the actor effect of the wife was 0.286. The partner effects of both husband and wife were 1. Thus, the k parameter was equal to 1 ($k = 1$). In turn, the results showed that the data was a *couple oriented pattern* which aligned with the research design and objectives.

Power analyses

To test whether the obtained data had sufficiently high statistical power, I conducted a post-hoc power analysis for APIM analyses (Bühler et al., 2020; Kenny & Ackerman, n.d.). Detecting an actor effect of beta = 0.236 and partner effect of beta = 0.037 with a sample of N = 201 couples. The power to detect these effects was 0.998 for actor effects and 0.116 for partner effects, which was sufficient power.

Analyzing data using Two-wave APIM

The statistical framework of this research was illustrated in figure 4 which used SEM analysis to examine the causal links in the model and used Maximum Likelihood (ML) estimation for the model estimation based on APIM assumptions to test hypotheses. The model fit was tested using Chi-Square, Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). In addition, the two intraclass correlations (ICC) were used to measure the similarity for extraversion

compatible couples and used ADS for the discrepancy scores in average for dyads. To

examine the correlations between both receiving and providing affirmation and

movement towards the ideal self, the Pearson correlation coefficient was calculated.

APIM had two levels of analysis: individual level (or lower level) and dyad

level (upper level) (Dyrenforth et al., 2010). Figure 5 illustrated the individual level

data analysis.

Figure 5
The APIM of lower level using SEM analysis to examine the relationships between variables.
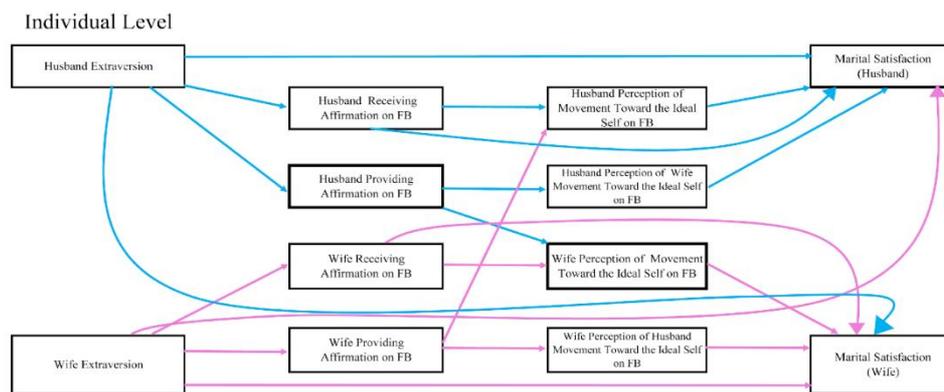
In the lower level, or individual level, the effect of actor and partner

extraversion in husband and wife were measured by the BFI extraversion scale. Also,

the actor and partner effect of marital satisfaction were measured by RAS to examine

an individual's satisfaction and his or her partner's satisfaction. SEM analyses were

used to examine the relationship between extroversion of husband and wife and

marital satisfaction, as well as to test the mediating effects of receiving and providing

affirmation on Facebook and movement towards ideal self in both husband and wife.

This was to test the validity of the proposed model as it was a novel model examining

the causal relationship between personality compatibility and the Michelangelo

phenomenon model in the Facebook context.

For the upper level, or couple level, ICC was calculated for the extraversion

personality compatibility between couples, with all eight mediators, for predicting

marital satisfaction. To replicate the Michelangelo Phenomenon study by Drigotas et

al. (1999) the data was collected two times over a six-month interval. The wave 2 data

was collected six months after the first wave.

Figure 6
*The framework of the modified Actor-Partner Interdependence Model (APIM) of Big
Five's Extraversion and the Michelangelo phenomenon*
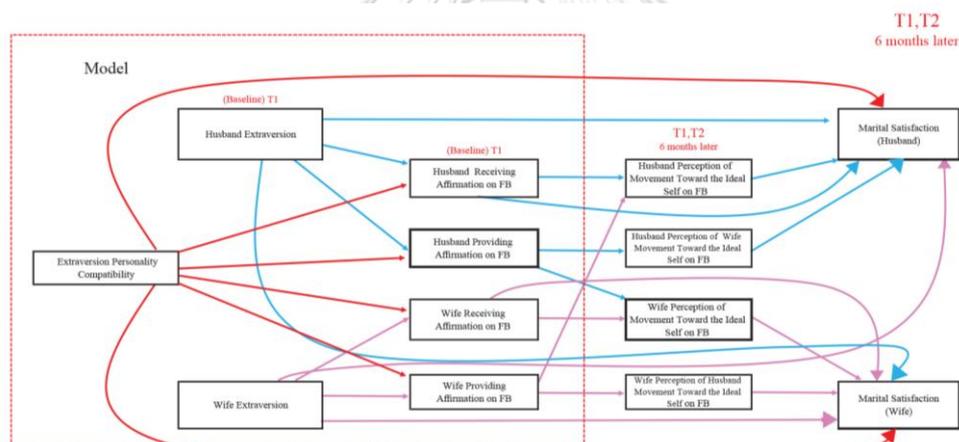
Note. Extraversion of husband and wife mediated by receiving, providing affirmation and
perception of movement towards the idea

As illustrated in figure 6, baseline variables were used to measure the

outcomes (Senn, 2005). In this research, baseline variables were Husband

Extraversion, Wife Extraversion, Husband Receiving Affirmation on Facebook,

Husband Providing Affirmation on Facebook, Wife Receiving Affirmation on

Facebook, and Wife Providing Affirmation on Facebook. These variables were

collected in Time 1.

Variables that were measured in Time 2 were Husband Perception of Movement Toward the Ideal Self of Facebook, Husband Perception of Wife Movement Toward the Ideal Self of Facebook, Wife Perception of Movement Toward the Ideal Self of Facebook, Wife Perception of Husband Movement Toward the Ideal Self of Facebook, Marital Satisfaction (Husband) and Marital Satisfaction (Wife).

All variables were measured in both wave 1 and wave 2. However, the aforementioned baselines were controlled in Time 1 to measure the outcome variables in time 2 because the researcher aimed to explore the factors that influence marital satisfaction in the model. In a longitudinal study, the unchanging or little changed or same rate changes were the "demographic characteristics" to examine the outcomes of the study (Senn, 2005). In this study, extraversion and gender were demographic characteristics because personality (i.e., extraversion) was a constellation of traits that endures over time but can change systematically (Larsen & Buss, 2018; Robins et al., 2001), and gender (i.e., male, female) was unchanging. Thus, they were the demographic characteristics in this study.

Partner affirmation (i.e., providing and receiving affirmation on Facebook for both husband and wife) in Time 1 was controlled. Movement toward the ideal self on Facebook was measured at time 2 because the experience of the movement toward the ideal self occurred after receiving partner affirmation for a sufficient amount of time (Patrick, 2018). Controlling extraversion and partner affirmation enabled the researcher to examine the development of Time 2 variables. Thus, aforementioned baseline variables were controlled in time 2.

Additionally, offline providing and receiving affirmation as well as offline movement towards the ideal self in both husband and wife were treated as covariates. These variables were Husband Receiving Affirmation on Facebook, Husband Providing Affirmation on Facebook, Wife Receiving Affirmation on Facebook, Wife Providing Affirmation on Facebook, Husband Perception of Movement Toward the Ideal Self of Facebook, Husband Perception of Wife Movement Toward the Ideal Self of Facebook, Wife Perception of Movement Toward the Ideal Self of Facebook, and Wife Perception of Husband Movement Toward the Ideal Self of Facebook. They were measured in both time 1 and time 2.

The researcher conducted the SEM analysis using Mplus to analyze the actor-partner effects in the proposed model in two levels in time 2 to identify the changes individually and dyadic level in terms of marital satisfaction, perception of movement toward the ideal self, and perception of target (i.e. husband or wife) movement toward the ideal self on Facebook in both husband and wife. Mplus is suitable for analyzing complex models such as structural equation model (SEM) and multilevel modeling (MLM) that contain mediators or moderators and allow researchers to examine the development of the outcome variables longitudinally. Also, Mplus can handle missing data by test bootstrapping and test models with dichotomous outcomes (Fitzpatrick et al., 2016).

In conclusion, the present study conducted the modified longitudinal APIM in 2 waves with a 6 month-interval using SEM analysis to examine the role of extraversion personality compatibility on marital satisfaction in Thai couples

mediated by the Michelangelo phenomenon on Facebook, as well as verified the

applicability of the phenomenon on Facebook in a collectivistic country like Thailand.

Chapter III

Results

This chapter will discuss the results after collecting two wave data over a six-month interval and analyzing them with a a dyadic data on Actor-Partner Interdependence Model with SEM (Structural Equation Modeling) using Mplus 7. The aim of this research is to explore the longitudinal causal relationship between extraversion personality compatibility and marital satisfaction, mediated by the Michelangelo phenomenon.

Symbols used in this study

N = Number of samples

N_{dyad} = Number of couple sample

M = Mean

SD = Standard Deviation

C.I = Confidence Interval

df = Degree of Freedom

χ^2 = Chi Square

RMSEA = Root Mean Square Error of Approximation

CFI = Comparative fit index

TLI = Tucker–Lewis index

ML = Maximum Likelihood

SEM = Structural Equation Model

APIM = Actor-Partner Interdependence Model

Variables for this study

Observed variables

Independent variables

Hus EXT = Husband's extraversion

Wife EXT = Wife's extraversion

EXT COMPAT = Extraversion personality compatibility

Dependent variables

Hus RAS = Husband's Marital Satisfaction

Wife RAS = Wife's Marital Satisfaction

Mediators

Hus Pro Aff = Husband Providing Affirmation

Wife Pro Aff = Wife Providing Affirmation

Hus Pro Aff FB = Husband Providing Affirmation on Facebook platform

Wife Pro Aff FB = Wife Providing Affirmation on Facebook platform

Hus Rcv Aff = Husband Receiving Affirmation

Wife Rcv Aff =Wife Receiving Affirmation

Hus Rcv Aff FB = Husband Receiving Affirmation on Facebook platform

Wife Rcv Aff FB= Wife Receiving Affirmation on Facebook platform

Hus Me Move = Husband Perception of Movement Toward the Ideal Self

Wife Me Move = Wife Perception of Movement Toward the Ideal Self

Hus Me Move FB = Husband Perception of Movement Toward the Ideal Self on

                    Facebook platform

Wife Me Move FB = Wife Perception of Movement Toward the Ideal Self on

Facebook platform

Hus S Move = Husband Perception of Wife Movement Toward their Ideal Self

Wife S Move = Wife Perception of Husband Movement Toward their Ideal Self

S Move = Perception of spouse movement toward their ideal self, this can be referred

to either husband or wife perception of their spouse.

Hus S Move FB = Husband Perception of Wife Movement Toward their Ideal Self on

Facebook platform

Wife S Move FB = Wife Perception of Husband Movement Toward their Ideal Self

on Facebook platform

Online = Facebook platform

Offline = Daily life or everyday interaction without using Facebook

FB = Facebook

ICC_R = Intraclass Correlation using raw scores of extraversion

ICC_S = Intraclass Correlation using standardized scores of extraversion

ADS = Absolute Difference Scores

Actor effect = the correlation between individual's extraversion personality, the

Michelangelo phenomenon variables, and his or her own level of marital

satisfaction.

Partner effect = the correlation between individual's extraversion personality, the

Michelangelo phenomenon variables, and his or her partner's level of

marital satisfaction.

Participants

For the first wave of data collection, 811 people participated, consisting of

219 couples ($N = 438$) and 373 individuals (either husband or wife answered the

questionnaire). 373 individuals were removed from the study because both husband

and wife were required to participate in the research. Another 36 people were

screened out because they either did not complete the questionnaire or they were

married more than 5 years. Therefore, the first wave obtained 201 dyads ($N = 402$; 201 males and 201 females).

Subsequently, for the 6-month follow up wave, 77 couples ($N = 154$) participated in the study. However, in some cases only the husband or wife answered leading to missing data. Thus, 70 dyads ($N = 140$) were deemed eligible for the second wave (140 individuals; 70 males and 70 females).

For the second wave collection, ages ranged from 24 to 40 years old ($M = 32.71$ years; $SD = 4.12$). Marriage duration was between 6 months and 5 years ($M = 2.30$ years, $SD = 1.60$). Relationship duration before marriage ranged from 22 months and 18 years ($M = 4.82$, $SD = 3.85$). 82.9% of participants registered their marriage while 17.1% were not registered. The majority of respondents had no children (58.6%), 37.1% had one child, 2.9% had two children, and 1.4% had three children. Regarding education levels, 49.3% had earned a bachelor's degree, 38.6% had graduated with a master's degree, 7.9% had graduated from high school, and 4.3% had earned PhD degrees. In terms of monthly income, 49.3% earned 15,001-30,000 Baht per month, 23.6% earned 50,001-100,000 Baht monthly, 18.6% earned 30,001-50,000 Baht and 12.9% earned more than 100,000 Baht per month. *It is worth noting that a higher proportion of men earned a salary higher than 50,000 Baht.* Women who earned a salary in the 50,001-100,000 Baht range was 17.1%, and greater than 100,001 Baht was 10%, while 45.7% of men earned 50,001-100,000 and 30% higher than 100,000 Baht was 15.7%. The top three occupations were full-time employee of 30% followed by business entrepreneur 20.71%, and 10% were government officer.

Online behavior

Cross tabulation was used to examine the association Facebook usage behavior between males and females. In general, both males and females answered the questionnaire in the same direction. Using a nonparametric test to measure two independent samples there were no differences between groups. On average both genders (51.2% males, 49.3% females) surfed Facebook 1-3 hours per day, and in terms of displaying couple photos on their profile photo, there was no significant difference as 83 people (20.6%) strongly disagreed on posting dyadic photos on their profiles. In addition, Facebook stickers were not playing a significant role in expressing their love and did not light up the conversation while chatting on the platform.

It was interesting, however, that participants generally gave importance to announcing their marital status on Facebook. 49.8% men strongly agreed that their relationship status was displayed on their Facebook profile page while women strongly agreed at 41.3%, Furthermore, the nostalgia function such as "On this day" was important to most participants. 136 people out of 402 (33.8%) strongly agreed that "On this day" made them recall the sweetness from the past that reinforced the sweetness in the present day. Thus, it can be seen that "On this day" had been highly recognized by couples as they use it to reminisce their sweetness in the past and enhance their marital satisfaction. Lastly, interactions between couples such as like clicking, commenting, sharing their spouse's posts and video calling were popular among newlywed couples. Males chose strongly agree (7) 43.8% while females chose strongly agree 38.8% out of 402 people. Therefore, it can be inferred from these

online behaviors that millennial couples in Thailand were heavy Facebook users who

use it for interacting with their spouses and friends.

Descriptive statistics

Table 5
Means and Standard Deviations for online two waves

Variables	Husband				Wife			
	Wave 1		Wave 2		Wave 1		Wave 2	
	M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*
Extraversion	4.66	1.07	4.38	.86	4.62	1.00	4.23	.78
Receiving Affirmation on Facebook	4.52	1.70	4.43	1.78	4.40	1.73	4.23	1.73
Providing Affirmation on Facebook	4.57	1.55	4.35	1.71	4.24	1.63	4.30	1.76
Movement toward the ideal self on Facebook	5.46	1.16	5.21	1.16	5.35	1.12	4.90	1.09
Perception of Spouse Movement toward their ideal self on Facebook	5.47	1.18	5.12	1.21	5.33	1.15	5.06	1.22
Marital Satisfaction	5.70	.87	5.76	1.01	5.69	.86	5.56	.88

Table 6
Means and Standard Deviations for offline two waves

Variables	Husband				Wife			
	Wave 1		Wave 2		Wave 1		Wave 2	
	M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*
Extraversion	4.66	1.07	4.38	.86	4.62	1.00	4.23	.78
Receiving Affirmation	5.49	1.20	5.79	1.04	5.81	.98	5.81	.98
Providing Affirmation	5.47	1.08	5.71	1.03	5.49	1.02	5.60	1.00
Movement toward the ideal self	5.91	1.02	6.07	1.02	5.94	.96	5.72	.93
Perception of Spouse Movement toward their ideal self	5.85	1.07	5.88	1.15	5.89	.99	5.75	.97
Marital Satisfaction	5.70	.87	5.76	1.01	5.69	.86	5.56	.88

Table 5 presents the mean and standard deviation for 2 waves in online, and table 6 illustrates the offline. Table 5 showed that means of all variables on the first wave are higher than the follow up wave, which indicated that all variables declined slightly over time, with the exception of husband's marital satisfaction.

Conversely, the average of some variables in offline on table 6 increased in time 2 including (1) husband's providing affirmation increased from 5.47 to 5.71, and wife's providing affirmation rose from 5.49 to 5.60 longitudinally. The standard deviation in general had a low level of dispersion that ranged from .78 to 1.63 for both tables.

Mostly all variables are relatively higher than average, except extraversion at 4.66 for husband and 4.23 for wife. It is worth noting that the movement toward the ideal self in both husband and wife in offline had the highest mean among all variables with 6.07 for husband on wave 2 and 5.72 for wife on the same wave, followed by receiving affirmation on the second wave for husband and wife with 5.79 and 5.81, respectively.

Next, the correlation between variables was analyzed using Pearson's correlation. There are four tables presenting wave 1 and wave 2 of online and offline.

Table 7

Zero-Order Correlation between extraversion trait, variables of the Michelangelo phenomenon, and marital satisfaction on Wave 1 online

Variables	1	2	3	4	5	6
1.Extraversion	.08	.08	.08	.09	.058	.28**
2. Receiving Affirmation on Facebook	.28**	.39**	.85**	.48**	.49**	.15*
3. Providing Affirmation on Facebook	.25**	.83**	.28**	.44**	.45**	.16*
4. Movement toward the ideal self on Facebook	.27**	.50**	.47**	.25**	.81**	.15*
5. Perception of Spouse Movement toward their ideal self on Facebook	.30**	.48**	.47**	.85**	.24**	.09
6. Marital Satisfaction	.18**	.12	.10	.12	.19**	.35**

Note: Correlations for husband are displayed below the diagonal (in gray) and correlations for wife are shown above the diagonal. The diagonal shows correlations between two partners. *$p < .05$, **$p < .01$, two-tailed.

Table 8

Zero-Order Correlation between extraversion trait, variables of the Michelangelo phenomenon, and marital satisfaction on Wave 2 online

Variables	1	2	3	4	5	6
1.Extraversion	.09	-.081	-.20	-.22	-.27*	.37**
2. Receiving Affirmation on Facebook	.12	.39**	.86**	.73**	.54**	.03
3. Providing Affirmation on Facebook	.10	.85**	.31**	.73**	.57**	.01
4. Movement toward the ideal self on Facebook	.15	.63**	.55**	.43**	.81**	-.04
5. Perception of Spouse Movement toward their ideal self on Facebook	.08	.57**	.52**	.89**	.15	-.85
6. Marital Satisfaction	.24*	-.27	.89	.02	-.22	.45**

Note: Correlations for husband are displayed below the diagonal (in gray) and correlations for wife are shown above the diagonal. The diagonal shows correlations between two partners. *$p < .05$, **$p < .01$, two-tailed.

Table 9

Zero-Order Correlation between extraversion trait, variables of the Michelangelo phenomenon, and marital satisfaction on Wave 1 offline

Variables	1	2	3	4	5	6
1.Extraversion	.08	.21**	.23**	.12	.17*	.28**
2. Receiving Affirmation	.28**	.28**	.85**	.42**	.44**	.57**
3. Providing Affirmation	.34**	.86**	.22**	.40**	.44**	.57**
4. Movement toward the ideal self	.28**	.36**	.42**	.19**	.72**	.27**
5. Perception of Spouse Movement toward their ideal self	.27**	.43**	.46**	.84**	.15*	.25**
6. Marital Satisfaction	.18**	.47**	.52**	.30**	.30**	.35**

Note: Correlations for husband are displayed below the diagonal (in gray) and correlations for wife are shown above the diagonal. The diagonal shows correlations between two partners. *$p < .05$, **$p < .01$, two-tailed.

Table 10

Zero-Order Correlation between extraversion trait, variables of the Michelangelo phenomenon, and marital satisfaction on Wave 2 offline

Variables	1	2	3	4	5	6
1.Extraversion	.09	.13	.15	.38**	.24*	.37**
2. Receiving Affirmation	.19	.40**	.80**	.42**	.41**	.62**
3. Providing Affirmation	.26*	.83**	.31**	.54**	.53**	.68**
4. Movement toward the ideal self	.29*	.63**	.65**	.12	.85**	.52**
5. Perception of Spouse Movement toward their ideal self	.34**	.47**	.54**	.79**	.18	.52**
6. Marital Satisfaction	.24*	.68**	.68**	.70**	.53**	.45**

Note. Correlations for husband are displayed below the diagonal (in gray) and correlations for wife are shown above the diagonal. The diagonal shows correlations between two partners. *$p < .05$, **$p < .01$, two-tailed.

Based on these four tables (table 7- table 10), the most highly correlated variables on both online and offline of the two waves are receiving affirmation and providing affirmation for both husband and wife. They are also correlated themselves, in which most of them are .86, .85, .83 for both waves except for wives on wave 2

offline that was correlated at .80. Followed by movement toward the ideal self that was highly correlated with perception of spouse's movement toward the ideal self for both husband and wife. Husbands in the first wave online was .85, then slightly increased to .89 in the following wave. However, offline it was .84 for wave 1 then decreased to .79 for wave 2. For wives, it was .81 for online for the first wave then reduced to .805 later; whereas, for offline wave one was .72 then increased to .85 on the offline follow up wave.

Next, marital satisfaction was significantly correlated with all variables in offline waves for both genders, especially for the second wave which mostly had higher scores than the first wave such as wife receiving affirmation from .57 to .62, and providing affirmation of wife from .57 to .68, respectively. Nevertheless, marital satisfaction had no correlation with providing and receiving affirmation online in the long term for husbands. For wives, there was a low correlation between marital and receiving and providing affirmation on the first wave, and no correlation for the second wave.

Interestingly, extraversion showed little correlation with any variable except marital satisfaction. Extraversion of both husband and wife have low correlation with marital satisfaction, ranging between .1 to .3 in both offline and online longitudinally. It is noteworthy that there is a significant low negative correlation between a wife's extraversion and her perception of spouse's movement toward their ideal self on wave two online at -.274.

Hypotheses Testing

It is noteworthy that a priori testing was run prior to the main hypothesis testing while waiting to collect the second wave. After running and adjusting the cross-sectional online model as Mplus had suggested, the goodness-of-fit indices for the online lower level was χ^2 .04, RMSEA .05, CFI .99, *df 37*. The model fit the data well if CFI was above 0.95 and RMSEA below 0.08 (Schermelleh-Engel et al., 2003). Therefore, the model fit the data well.

Figure *7*
Actor-partner Interdependence Model in individual level on Facebook
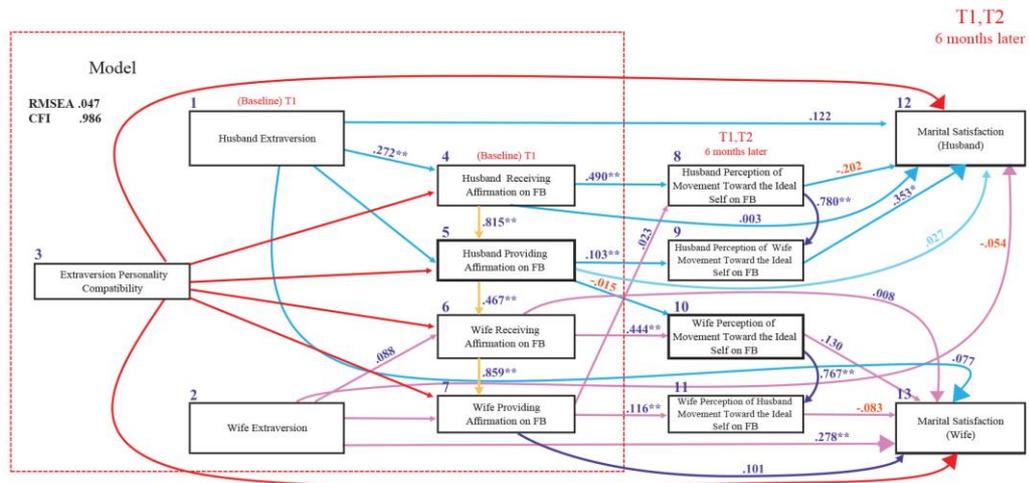
Although the model fit the data well, the model did not theoretically align, especially on the partner affirmation portion (i.e., receiving and providing affirmation). Figure 7 illustrated that receiving affirmation was highly correlated with providing affirmation, for instance, Hus RCV Aff FB correlated with Hus Pro Aff FB at (β = .815, t = 21.85, p < .001) as well as wife's part (β = .859, t = 23.53, p < .001).

Providing affirmation and receiving affirmation were considered as the same level of mediation so they should not predict themselves. Similarly, for the Me Move FB and S Move FB variables, the results also showed that they were highly correlated for both husband and wife (husband $\beta = .780$, $t = 18.78$, $p < .001$, wife $\beta = .767$, $t = 17.19$, $p < .001$). Additionally, when the model was modified to align with the conceptual framework, the model did not fit the data. The goodness-of-fit indices for the adjusted model was χ^2 .00, RMSEA .11, CFI .93.

Furthermore, there were no partner effects and no mediation effects for any variables as hypothesized. In contrast, a cross-sectional offline model in both lower and upper level had shown significant effects in both direct and indirect effects. For this reason, an alternative model was proposed that showed much higher significant effects. The goodness-of-fit indices for the wave 1 cross-sectional offline model for the lower level was χ^2 .01, RMSEA .06, CFI .98, df 34, and for the upper level was χ^2 .05, RMSEA .05, CFI .99, df 26. Thus, both models fit the data well.

Alternative Model

An alternative model showed the causal relationship between extraversion personality compatibility and marital satisfaction, mediated by the Michelangelo phenomenon in **offline** context. *All results and discussion for the rest of the thesis are based on offline relationships or daily interaction between couples without Facebook as intermediary.*

Importantly, ADS did not predict any variables in the model and affected the goodness-of-fit indices; hence, I decided to opt out ADS by controlling it.

Additionally, ICC_S could not be put in the same model as ICC_R because they had

the same values, just changed from raw scores to standardized scores. ICC_S

predicted the variables and coefficient scores are lower than ICC_R; therefore, ICC_R

were the only similarity index adopted in this study.

Priori Testing

     Cross-sectional wave 1

     Please see a manuscript for publication in appendix II

Main Hypotheses Testing

Figure 8

The standardized path coefficients of the Actor-Partner Interdependence Model for extraversion and extraversion personality compatibility, the Michelangelo Phenomenon and marital satisfaction (RAS)
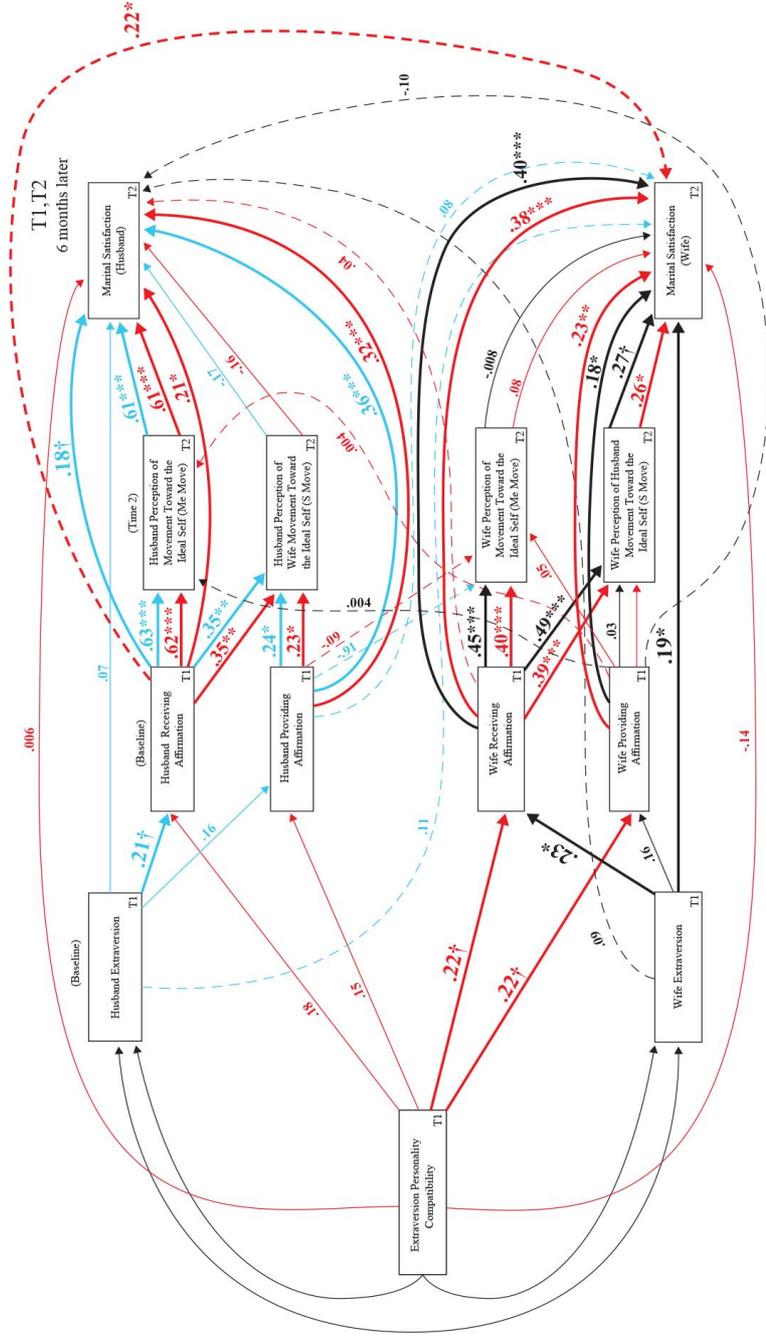
Note. The standardized path coefficients of the Actor-Partner Interdependence Model for extraversion and extraversion personality compatibility as a predictor of the Michelangelo Phenomenon and marital satisfaction (RAS) including both partners' perspectives. The significant actor effect for wife are in black and husband are in light blue, black dotted lines represent partner effect of wife and light blue dotted lines refer to husband's partner effect, thick red path represents a couple level and red dotted lines are partner effect on the couple level, and thin lines represent non-significant paths.

T1 = Time 1, T2 = Time 2, * $p < .05$, ** $p < .01$, *** $p < .001$, † = one-tailed significant

Lower level

Table 11

Actor-partner Interdependence Model (APIM) on individual level or lower level

Variable	Husband								Wife							
	Actor effect				Partner Effects				Actor effect				Partner Effects			
	β	*b* [95% CI]		*p*	β	*b* [95% CI]		*p*	β	*b* [95% CI]		*p*	β	*b* [95% CI]		*p*
Direct effects																
EXT1 → RAS2	0.07	-0.06	0.17	0.328	0.11	-0.05	0.20	0.226	**0.19**	0.01	0.30	0.039	0.09	-0.04	0.23	0.175
EXT1 →Rcv Aff1	**0.21**[†]	-0.02	0.38	0.066					**0.23**	0.00	0.44	0.046				
EXT1 → Pro Aff1	0.16	-0.06	0.33	0.162					0.16	-0.07	0.36	0.180				
Rcv Aff1 → Me Move2	**0.63**	0.43	0.80	0.000					**0.45**	0.23	0.64	0.000				
Pro Aff1 → Me Move2					-0.09	-0.21	0.03	0.142					0.004	-0.14	0.14	0.954
Pro Aff1 → S Move2	**0.24**	0.01	0.55	0.040					0.03	-0.21	0.27	0.785				
Rcv Aff1 → S Move2	**0.35**	0.13	0.65	0.002					**0.49**	0.17	0.61	0.000				
Rcv Aff1 → RAS2	**0.18**[†]	-0.01	0.35	0.064					**0.40**	0.17	0.51	0.000				
Pro Aff1 → RAS2	**0.36**	0.21	0.53	0.000	0.08	-0.09	0.23	0.401	**0.18**	0.00	0.32	0.044	-0.10	-0.25	0.04	0.162
Me Move2 → RAS2	**0.61**	0.36	0.84	0.000					-0.008	-0.30	0.29	0.962				
S Move2 → RAS2	-0.17	-0.35	0.04	0.129					**0.27**[†]	-0.04	0.50	0.088				
Indirect effects																
EXT1→																
RcvAff1→RAS2	0.04	-0.02	0.08	0.192					**0.09**[†]	-0.01	0.16	0.069				
EXT1→ Pro Aff 1→ RAS2	0.06	-0.02	0.12	0.180	0.01	-0.02	0.03	0.473	0.03	-0.02	0.07	0.261	-0.02	-0.05	0.02	0.335
EXT1→Rcv Aff1→ Me Move2→RAS2	**0.08**[†]	-0.01	0.15	0.091					-0.001	-0.03	0.03	0.962				
EXT1→ Pro Aff1 → Me Move2 → RAS2					0.00	0.00	0.00	0.962					0.00	-0.01	0.01	0.954
EXT1→Pro Aff1→ S Move2→RAS2	-0.007	-0.02	0.01	0.361					0.001	-0.01	0.01	0.781				
EXT1→Rcv Aff1→ S Move2→RAS2	-0.01	-0.03	- 0.01	0.273					0.02	-0.01	0.05	0.219				

Note. N_{dyads}= 201. CI= Confidence Interval. EXT = Extraversion time 1, RAS 2 = Marital satisfaction time 2, Rcv Aff 1 = Receiving affirmation time 1, Pro Aff 1 = Providing affirmation time 1, Me Move 2 = Movement toward the ideal self time 2, S Move 2 = Perception of spouse movement toward their ideal self time 2. Significant results are presented in bold ($p < .05$) and one-tailed significant results are presented in bold with[†].

Overview of lower level

The goodness-of-fit indices for the two-wave APIM for the lower level was χ^2 .005, RMSEA .10, CFI .94, *df* 32 as shown on table 11. The model did not fit the data well.

Effects of extraversion on marital satisfaction mediated by the Michelangelo phenomenon in Thai newly married couples was investigated using the APIM SEM at both individual level and couple level.

The individual level on table 11 illustrated that extraversion had an actor effect on a wife's marital satisfaction ($\beta = .19$, $t = 2.07$, $p < .05$), but that there was no actor effect on the husband's marital satisfaction ($\beta = .07$, $t = 0.98$, $p = 0.328$). Also, extraversion positively predicted receiving affirmation for both husband ($\beta = .21$, $t = 1.797$, $p < .05$, one-tailed) and wife ($\beta = .23$, $t = 1.94$, $p < .05$); whereas, it did not predict providing affirmation either for the husband ($\beta = .16$, $t = 1.38$, $p = 0.162$) or the wife ($\beta = .16$, $t = 1.33$, $p = 0.180$).

Examination of the Michelangelo phenomenon variables revealed that receiving affirmation was strongly correlated with movement toward the ideal self for both genders only for the actor effect (husband $\beta = .63$, $t = 6.64$, $p < .001$; wife $\beta = .45$, $t = 4.10$, $p < .001$), but not on the partner effect. It is noteworthy that providing affirmation did not predict movement toward the ideal self, but it predicted perception of spouse's movement toward the ideal self on husband's side ($\beta = .24$, $t = 2.01$, $p < .05$) while not on the wife's side which contrasts with wave 1 that found providing affirmation strongly positively correlated with a spouse's movement toward the ideal self in both (husband $\beta = .45$, $t = 7.83$, $p < .001$; wife $\beta = .44$, $t = 7.80$, $p < .001$). Importantly, husband's movement toward the ideal self (Me Move) was associated positively with his marital satisfaction ($\beta = .61$, $t = 4.94$, $p < .001$); whereas, there was no significant association between a wife's movement toward the ideal self and her marital satisfaction ($\beta = -.01$, $t = -.05$, $p = 0.962$). Additionally, extraversion of the husband had marginally regressed his marital satisfaction mediated by receiving affirmation and movement toward the ideal self ($\beta = .08$, $t = 1.64$, $p < .05$, one-tailed) while a wife's extraversion influenced her marital satisfaction via providing affirmation ($\beta = .09$, $t = 1.11$, $p < .05$, one-tailed), but there was no movement toward

the ideal self. Next, the couple level was analyzed and hereunder are the results

presented in table 12

Upper level

Table 12
Actor-partner Interdependence Model (APIM) on couple level or upper level

Variables	Husband								Wife							
	Actor effect				Partner effects				Actor effect				Partner effects			
	β	b [95% CI]		p	β	b [95% CI]		p	β	b [95% CI]		p	β	b [95% CI]		p
Direct effects																
Ext Compat → RAS2	0.006	-0.36	0.40	0.931					-0.14	-0.70	0.09	0.125				
Ext Compat →Rcv Aff1	0.18	-0.13	1.16	0.112					0.22†	-0.03	1.18	0.058				
Ext Compat → Pro Aff1	0.15	-0.22	0.97	0.211					0.22†	-0.02	1.13	0.051				
Rcv Aff1→ Me Move2	**0.62**	0.40	0.82	0.000					**0.40**	0.17	0.59	0.000				
Pro Aff1→ Me Move2	0.01	-0.21	0.23	0.912	-0.093	-0.22	0.03	0.139	0.19	-0.03	0.41	0.086	0.004	-0.14	0.14	0.951
Pro Aff1→S Move2	**0.23**	0.01	0.55	0.044					0.05	-0.18	0.29	0.636				
Rcv Aff1→SMove2	**0.35**	0.13	0.65	0.002					**0.39**	0.16	0.60	0.000				
Rcv Aff1 → RAS2	**0.21**	0.01	0.39	0.032	**0.220**	0.03	0.33	0.024	**0.38**	0.16	0.49	0.000	0.04	-0.12	0.20	0.66
Pro Aff1→ RAS2	**0.32**	0.16	0.50	0.000					**0.23**	0.05	0.36	0.010				
Me Move2 → RAS2	**0.61**	0.35	0.84	0.000					0.08	-0.22	0.35	0.641				
S Move2 → RAS2	-0.16	-0.34	0.06	0.172					0.26†	-0.04	0.50	0.094				
Indirect effects																
Ext Compat → Rcv Aff1→ RAS2	0.04	-0.06	0.26	0.204	0.040	-0.05	0.23	0.199	0.08†	-0.03	0.40	0.092	0.008	-0.07	0.12	0.670
Ext Compat → Pro Aff1→ RAS2	0.05	-0.08	0.33	0.235					0.05	-0.03	0.26	0.126				
Ext Compat → Rcv Aff1→ Me Move2 →RAS2	0.07	-0.07	0.44	0.143					0.007	-0.05	0.08	0.653				
Ext Compat → Pro Aff1→ S Move2→ RAS2	-0.005	-0.05	0.02	0.402					0.003	-0.02	0.04	0.657				
Ext Compat → Rcv Aff1→ S Move2→ RAS2	-0.01	-0.08	0.03	0.327					0.02	-0.03	0.13	0.239				
Ext Compat → Pro Aff1→ Me Move2→ RAS2	0.001	-0.05	0.05	0.912	-0.001	-0.01	0.01	0.675	0.003	-0.02	0.04	0.661	0.001	-0.04	0.05	0.951

Note. N_{dyads}= 201. CI= Confidence Interval. Ext Compat = Extraversion personality compatibility, RAS 2 = Marital satisfaction time 2, Rcv Aff 1 = Receiving affirmation time 1, Pro Aff 1 = Providing affirmation time 1, Me Move 2 = Movement toward the ideal self time 2, S Move 2 = Perception of spouse movement toward their ideal self time 2. Significant results are presented in bold ($p < .05$) and one-tailed significant results are presented in bold with†.

Overview of upper table

The goodness-of-fit of the longitudinal APIM upper level was χ_2 .00, RMSEA

.08, CFI .97, *df* 23, therefore, the model fit the data well.

Based on the results, extraversion compatibility had direct effects with wife

receiving affirmation and wife providing affirmation. On the husband's side, the

direct effects of receiving affirmation and perception of movement toward the ideal self had the highest correlation coefficient at $\beta = .62$, $t = 2.11$, $p < .001$, followed by husband Me Move and husband RAS at $\beta = .62$, $t = 4.75$, $p < .001$. For this reason, there was a mediation effect which will be discussed on hypothesis 2. It is noteworthy that hypothesis 1-6 analyzed the lower table's results, and hypothesis 7-8 discussed the upper table's results. The results of lower level and upper level led to the analysis.

Lower level

Hypothesis 1: Extraversion of husband and wife, and extraversion personality compatibility positively predict marital satisfaction of husband and wife in time 1 and time 2.

On the individual level, table 11 showed an actor effect of wife's extraversion at time 1 positively predicted marital satisfaction at time 2 ($\beta = .19$, $t = 2.07$, $p < .05$) which was consistent with the result of cross-sectional Time 1 ($\beta = .16$, $t = 2.87$, $p < .01$). This illustrated that the higher the level of extraversion, the higher her own marital satisfaction, but it did not occur in the long term. Conversely, there was no direct effect between extraversion of the husband at time 1 and his marital satisfaction at time 2 ($\beta = .068$, $t = 0.98$, $p = 0.328$) and no effect in cross-sectional time 1 ($\beta = -.003$, $t = 0.98$, $p = 0.328$). It is noteworthy that there were no partner effects of extraversion and marital satisfaction in both husband and wife.

For the upper level, as illustrated on table 12, extraversion personality compatibility at time 1 did not predict marital satisfaction of the husband at time 2 ($\beta = .006$, $t = 0.09$, $p = 0.931$) and wife at time 2 ($\beta = -.14$, $t = -1.53$, $p = .125$). However, in cross-sectional time 1, there was a significant direct effect between extraversion

compatibility of the wife and her marital satisfaction ($\beta = .16$, $t = 2.75$, $p < .01$). For the husband, there was no actor effect of extraversion compatibility and his marital satisfaction at wave 1($\beta = .04$, $t = .60$, $p = .55$), so it reflected that the level of extraversion similarity did not affect his marital satisfaction.

Concluding hypothesis 1, the actor effect of extraverted wife was significantly influenced by her marital satisfaction in wave 1 lower level ($\beta = .16$, $t = 2.75$, $p < .01$). Similar to the couple level, the level of extraversion compatibility significantly regressed wife's marital satisfaction only in wave 1 ($\beta = .16$, $t = 2.75$, $p < .01$) not in wave 2. It is interesting that the level of extraversion in husbands did not correlate with marital satisfaction at either the individual level or the couple level. Thus hypothesis 1 was partially supported.

Hypothesis 2: Extraversion of husband positively predicts marital satisfaction in husband, mediated by husband receiving affirmation on Facebook and husband perception of movement toward the ideal self on Facebook in time 1 and time 2. There is a partner effect of husband extraversion on marital satisfaction of wife.

This hypothesis was rejected because there was no effect of Facebook as displayed in figure 7. **In other words, every hypothesis that related to Facebook was rejected and throughout the thesis the alternative model was discussed.** The alternative offline model had revealed some interesting insights. To begin with, the cross-section wave 1, receiving affirmation was the only mediator between

extraversion and marital satisfaction, but not the perception of movement toward the ideal self.

Longitudinally, as presented on table 11, extraversion of the husband had a marginally significant on his marital satisfaction over time, mediated by receiving affirmation (T1) and his perception of movement toward the ideal self (T2) ($\beta = .08$, $t = 1.64$, $p < .05$, one-tailed). This indicated that the highly extraverted husband is correlated with his receiving affirmation that influences his movement toward the ideal self; hence, increasing his marital satisfaction in Thai newlyweds. Notably, there were no such effects for the wife. Additionally, there was no partner effect of a husband's extraversion on marital satisfaction of the wife over time ($\beta = .11$, $t = 1.20$, $p = .226$) as well as the first wave ($\beta = .04$, $t = .64$, $p = .52$)

Additional analysis

Examining the Michelangelo phenomenon closely, an additional model was analyzed which removed extraversion and extraversion personality compatibility and left only receiving affirmation, perception of movement toward the ideal self, and marital satisfaction for both husband and wife based on wave 2 data ($N_{dyads} = 70$) (i.e., Hus Rcv Aff → Hus Me Move → Hus RAS, Wife Rcv Aff → Wife Me Move → Wife RAS). The goodness-of-fit indices for the Michelangelo phenomenon model was χ^2 .00, RMSEA .00, CFI 1.00, *df* 5. The results showed the actor effect of a husband receiving affirmation and marital satisfaction, mediated by a husband's perception of movement toward the ideal self ($\beta = .29$, $t = 4.01$, $p < .001$). Likewise, there was an actor effect on the wife receiving affirmation and marital satisfaction via the wife's perception of movement toward the ideal self ($\beta = .13$, $t = 2.61$, $p < .01$). It

is noteworthy that there were no partner effects of the Michelangelo phenomenon variables on both husband and wife (see appendix III).

To sum up this hypothesis, the Facebook hypothesis was rejected; however, the offline hypothesis was partially supported. The results suggested that husband extraversion positively marginally predicted marital satisfaction, mediated by receiving affirmation and perception of movement toward the ideal self (β = .08, t = 1.64, p < .05, one-tailed), but there was no partner effect between extraversion and marital satisfaction (β = .105, t = 1.20, p = .226). Furthermore, additional analysis indicated that the Michelangelo phenomenon positively predicted marital satisfaction in husbands (β = .29, t = 4.01, p < .001).

Hypothesis 3: Extraversion of wife positively predicts marital satisfaction in wife, mediated by wife receiving affirmation on Facebook and wife perception of movement toward the ideal self on Facebook in time 1 and time 2. There is a partner effect of wife extraversion on marital satisfaction of husband.

Contrasting with the husband analysis, the level of extraversion in a wife was not associated with her marital satisfaction via receiving affirmation and her perception of movement toward the ideal self in the long term (β = -.00, t = 1.64, p = .962) on the lower level of offline model. Similarly, this relationship was not statistically significant in cross-sectional time 1 (β = .006, t = 0.87, p = .38). The association of receiving affirmation and her marital satisfaction was significant as the direct effect and mediating effects in both waves and both levels, which will be further elaborated on in hypothesis 6.

Moreover, there was no partner effect of a wife's extraversion on marital satisfaction of the husband in longitudinal study ($\beta = .094$, $t = 1.369$, $p = .175$) as well as wave 1 cross-sectional study ($\beta = -.08$, $t = -1.24$, $p = .22$).

A relationship between receiving affirmation and perception of a spouse's movement toward their ideal self (S Move) was found while analyzing the data, which was regarded as a novel finding. On the lower level, a significant correlation was found for a husband receiving affirmation and his S Move ($\beta = .35$, $t = 2.976$, $p < .01$) while this actor effect for the wife was slightly higher than for the husband ($\beta = .40$, $t = 3.469$, $p < .01$). These actor effects were also found on the upper level for the husband ($\beta = .35$, $t = 2.98$, $p < .01$) and wife ($\beta = .39$, $t = 3.42$, $p < .001$).

Based on the results, hypothesis 3 was rejected in both online and offline models. However, the additional analysis that was afore mentioned in hypothesis 2 showed that the Michelangelo phenomenon also occurred in women (i.e., Wife Rcv Aff → Wife Me Move → Wife RAS).

Hypothesis 4: Extraversion of Husband positively predicts marital satisfaction in both husband and wife, mediated by husband providing affirmation on Facebook and husband perception of wife movement toward the ideal self on Facebook and wife perception of movement toward the ideal self in time 1 and time 2.

Examining only providing affirmation effects, the husband providing affirmation had direct effects on his marital satisfaction in both cross-sectional ($\beta = .39$, $t = 3.26$, $p < .01$). and longitudinal studies ($\beta = .36$, $t = 4.45$, $p < .001$; However, the role of providing affirmation as mediator between extraversion and marital satisfaction was found in the cross-sectional wave 1 ($\beta = .39$, $t = 3.26$, $p < .01$), but

longitudinally such effect was not found (β = .06, t = 1.32, p = .180). It has been highlighted that this is a new finding in this research.

Analyzing two-level mediating effects of providing affirmation and a husband's perception of a wife's movement toward the ideal self (Hus S Move) in the lower level, there was no actor effect of extraversion and marital satisfaction, mediated by these variables for wave 1 (β = .004, t = .24, p = .81) and the latter wave (β = -.007, t = -.91, p = .361). It is worth noting that the direct effect of Hus S Move and Hus RAS was not statistically significant in either wave. For this reason, when analyzing full mediation effects, a husband's extraversion did not predict his marital satisfaction for either wave.

Regarding the partner effect of a husband providing affirmation and a wife's perception of movement toward the ideal self (Wife Me Move), such effects were not statistically significant for cross-sectional time 1 (β = .00, t = -.22, p = .825) and time 2 (β = .00, t = .05, p = .962); hence, the husband's extraversion did not influence a wife's marital satisfaction, mediated by a husband providing affirmation and a wife's perception of movement toward the ideal self.

In conclusion, hypothesis 4 was rejected for both actor effect and partner effect in both waves. Nevertheless, a novel finding was found that providing affirmation had mediating effects between a husband's extraversion and his marital satisfaction.

Hypothesis 5: Extraversion of wife positively predicts marital satisfaction in both wife and husband, mediated by wife providing affirmation on Facebook and wife

perception of husband movement toward the ideal self on Facebook and husband

perception of movement toward the ideal self in time 1 and time 2.

Overall, the wife had similar effects as the husband on the previous

hypothesis except that the effect was lower for the wife than the husband. For time 1,

the direct effect of the wife providing affirmation on her marital satisfaction was

statistically significant ($\beta = .28$, $t = 2.64$, $p < .01$). Also, extraversion correlated with

providing affirmation ($\beta = .23$, $t = 3.37$, $p < .01$) similar to the finding that the

husband's extraversion had a direct effect on his marital satisfaction ($\beta = .31$, $t = 4.65$,

$p < .001$). Next, wave 2 showed a consistent correlation between a wife providing

affirmation and her marital satisfaction ($\beta = .18$, $t = 2.00$, $p < .05$).

Providing affirmation as a sole mediator between a wife's extraversion and her

marital satisfaction, the model showed a significantly positive effect on wave 1 ($\beta = .06$, $t = 2.08$, $p < .05$) but not on wave 2 ($\beta = .03$, $t = 1.11$, $p = .261$). It can be seen

that providing affirmation impacts marital satisfaction in both the husband and the

wife directly and indirectly.

When analyzing the two-level mediating effects of providing affirmation and a

wife's perception of a husband's movement toward the ideal self (Wife S Move) in

the lower level, there was no actor effect of extraversion and marital satisfaction,

mediated by these variables for time1 ($\beta = -.009$, $t = -1.05$, $p = .29$) and time 2 ($\beta = .001$, $t = 0.28$, $p = .78$). Remarkably, the direct effect of Wife S Move and Wife RAS

was not statistically significant for wave 1 ($\beta = -.09$, $t = -1.12$, $p = .26$), but marginally

significant longitudinally ($\beta = .27$, $t = 1.69$, $p < .05$, one-tailed), which differed from

the husband. Yet the effect was still insufficient to impact the overall mediation

effect; hence, these two variables were not mediating between Wife EXT and Wife S

Move.

For a partner effect of a wife providing affirmation and a husband's perception

of movement toward the ideal self (Hus Me Move), such effects were not statistically

significant for cross-sectional time 1 (β = .00, t = .50, p = .61) and time 2 (β = .00, t =

.06, p = .95;) hence, the wife's extraversion did not influence the husband's marital

satisfaction, mediated by the wife providing affirmation and the husband's perception

of movement toward the ideal self.

To sum up, hypothesis 5 was rejected for both actor effect and partner effect in

both waves. Nevertheless, the wife providing affirmation had mediating effects

between the wife's extraversion and her marital satisfaction, which consistently

aligned with the husband providing affirmation.

Hypothesis 6: Receiving affirmation on Facebook from both husband and wife

positively predicts marital satisfaction in both husband and wife in time 1 and time

2.

Longitudinally, there was an actor effect of receiving affirmation and the

marital satisfaction of the husband (β = .18, t = 1.85, p < .05, one-tailed) and wife (β =

.40, t = 3.93, p < .001). Comparing only time 1, a wife receiving affirmation

positively predicted marital satisfaction (β = .29, t = 2.74, p < .01) while a husband

receiving affirmation had no statistically significant effect on marital satisfaction (β =

.05, t = .46, p = .65). It is noteworthy that the partner effect on the upper level,

husband receiving affirmation, affected a wife's marital satisfaction significantly (β =

.22, t = 2.35, p < .05). In contrast, in cross-sectional wave 1, a wife receiving

affirmation correlated significantly with marital satisfaction for the husband ($\beta = .19$, $t = 2.92$, $p < .01$). Therefore, hypothesis 6 was partially supported.

Furthermore, new findings were found. Providing affirmation positively predicted marital satisfaction for both the husband and the wife in time 1 and time 2, and had stronger effects than receiving affirmation. Husbands providing affirmation had stronger effects than wives in both waves. For time 1, a husband providing affirmation had a stronger correlation with his marital satisfaction than for a wife ($\beta = .39$, $t = 3.26$, $p < .001$); comparing to a wife, wife providing affirmation was $\beta = .28$, $t = 2.64$, $p < .01$. In wave 2, providing affirmation positively predicted marital satisfaction for the husband ($\beta = .36$, $t = 4.45$, $p < .001$) and wife ($\beta = .18$, $t = 1.99$, $p < .05$).

Additional Analysis

Another new relationship was found during analysis. Receiving affirmation had a statistically significant correlation to S Move in both the husband (lower level $\beta = .35$, $t = 2.98$, $p < .01$; upper level $\beta = .35$, $t = 2.99$, $p < .01$) and the wife (lower level $\beta = .40$, $t = 3.47$, $p < .001$; upper level $\beta = .39$, $t = 3.42$, $p < .001$) in both the lower and upper level. Therefore, an additional analysis was conducted (see appendix IV). The goodness of fit indices was χ^2 .29, RMSEA .05, CFI .99, *df* 11. It was found that a partner effect from providing affirmation to receiving affirmation in the husband and the wife existed. In other words, the husband providing affirmation influenced the wife receiving affirmation ($\beta = .43$, $t = 3.92$, $p < .001$). Likewise, the wife providing affirmation positively predicted the husband receiving affirmation ($\beta = .24$, $t = 2.05$, p

< .05). This linkage explained why there was a correlation between receiving affirmation and S Move in both the husband and the wife longitudinally.

To sum up, hypothesis 6 was mostly supported in the offline context. Several new relationships were discovered such as providing affirmation positively predicted marital satisfaction in both gender cross-sectionally and longitudinally, in which a husband providing affirmation had stronger effects than wife. Also, longitudinally there was a relationship between receiving affirmation and S Move in both husbands and wives.

Couple-level

Hypothesis 7: Extraversion personality compatibility positively predicts marital satisfaction in both husband and wife, mediated by receiving affirmation on Facebook from husband and wife, and the perception of movement toward the ideal self on Facebook from husband and wife in time 1 and time 2.

On the upper level, extraversion personality compatibility did not predict marital satisfaction mediated by receiving affirmation and perception of movement toward the ideal self in both husband and wife in time 1 and time 2.

However, extraversion personality compatibility positively predicted marital satisfaction, mediated by receiving affirmation only. In cross-sectional wave 1, receiving affirmation had a mediating effect towards extraversion compatibility and a wife's marital satisfaction ($\beta = .10$, $t = 2.51$, $p < .01$), and marginally predicted in wave 2 ($\beta = .08$, $t = 1.30$, $p < .05$, one-tailed). In contrast, compatibility did not predict a husband's marital satisfaction via receiving affirmation in both waves.

Thus, hypothesis 7 was partially supported because only receiving affirmation had mediating effects on the wife's marital satisfaction. Nevertheless, when analyzed together with perception of movement toward the ideal self, the extraversion personality compatibility did not predict marital satisfaction as presented in table 12.

Hypothesis 8: Extraversion personality compatibility positively predicts marital satisfaction in both husband and wife, mediated by providing affirmation on Facebook from both husband and wife, and the perception of movement toward the ideal self on Facebook from both husband and wife, and perception of husband and/or wife movement toward the ideal self in time 1 and time 2.

Similar to hypothesis 7, extraversion personality compatibility did not predict marital satisfaction mediated by providing affirmation and perception of movement toward the ideal self in both husband and wife in time 1 and time 2.

However, extraversion personality compatibility positively predicted marital satisfaction, mediated by providing affirmation. In cross-sectional wave 1, providing affirmation had a mediating effect towards extraversion compatibility and marital satisfaction in the wife ($\beta = .06$, $t = 2.08$, $p < .05$) and husband ($\beta = .12$, $t = 2.67$, $p < .01$). Conversely, compatibility did not predict marital satisfaction via providing affirmation in either the husband or the wife in time 2.

Next, there was no partner effect between Hus Pro Aff and Wife Me Move in both waves. Likewise, the partner effect of Wife Pro Aff and Hus Me Move did not occur in either wave.

It is worth noting that receiving affirmation correlated with Wife S Move and Hus S Move on the couple level was a new finding. The actor effect of wife receiving

affirmation and wife S Move was $\beta = .40$, $t = 3.69$, $p < .01$ while husband receiving affirmation and Hus S Move was $\beta = .35$, $t = 3.13$, $p < .001$.

Thus, hypothesis 8 was partially supported as only providing affirmation had mediating effects on marital satisfaction in both the husband and the wife. It is noteworthy that providing affirmation had a higher coefficient than receiving affirmation, which is a novel finding. However, when analyzed together with the perception of the spouse's movement toward their ideal self, extraversion personality compatibility did not predict marital satisfaction.

In conclusion, on an individual level, extraversion had a consistent direct effect on the wife on both waves but had no direct effect on the husband for either wave. Next, receiving affirmation and providing affirmation correlated with marital satisfaction in both genders over time. They also had mediating effects between extraversion and marital satisfaction longitudinally, and they also had direct correlation with Me Move and S Move on both lower and upper level. However, when receiving affirmation was analyzed with Me Move, only the husband demonstrated a marginal effect; hence, the husband's extraversion positively predicted his marital satisfaction mediated by the Michelangelo phenomenon components (i.e. Hus Rcv Aff, Hus Me Move) over time, but the wife did not have that effect. On the couple level, a wife receiving affirmation mediated between her extraversion and her marital satisfaction longitudinally.

Table 13

Summary of hypothesis testing results

Hypothesis	Facebook	Alternative (Offline Model)
1	-	**Partially supported ☑** ☑ Supported: Wife Ext → Wife RAS ☑ Supported: Ext Compat → Wife RAS ☒ Rejected: Hus Ext → Hus RAS ☒ Rejected: Ext Compat → Hus RAS
2	**Rejected**	**Partially supported☑** ☑Supported: Hus Ext → Hus Rcv Aff→ Hus Me Move → Hus RAS ☒ Rejected: no partner effect between husband extraversion and wife marital satisfaction
3	**Rejected**	**Partially supported ☑** ☒ Rejected: Wife Ext → Wife Rcv Aff→ Wife Me Move → Wife RAS ☑ Supported: Wife Ext→ Wife Rcv Aff → Wife RAS (mediating effect) only Wave 1 ☒ Rejected: no partner effect between Wife Ext and Hus RAS *Side analysis I: There were the Michelangelo phenomenon on both husband and wife (Rcv Aff → Me Move → RAS)* *Side analysis II: New relationship was found (RcvA → S Move) Additional analysis found the partner effects of providing affirmation influence significantly on receiving affirmation in both husband and wife*
4	**Rejected**	**Partially supported ☑** ☒ Rejected: Hus Ext → Hus Pro Aff→ Hus S Move → Hus RAS ☑ Supported: Hus Ext→ Hus Pro Aff → Hus RAS (mediating effect) only Wave 1
5	**Rejected**	**Partially supported ☑** ☒ Rejected: Wife Ext → Wife Pro Aff→ Wife S Move → Wife RAS ☑ Supported: Wife Ext→ Wife Pro Aff → Wife

		RAS & Hus RAS (mediating effect) only Wave 1
6	**Rejected**	**Partially Supported** ☑ ☒ (T1) Rejected: Hus Rcv Aff → Hus RAS ☑ (T2) Supported: Hus Rcv Aff → Hus RAS ☑ Supported: Wife Rcv Aff → Wife RAS (New findings) ☑ Hus Pro Aff → Hus RAS (New findings) ☑ Wife Pro Aff → Wife RAS
7	**Rejected**	**Partially supported** ☑ ☒ Ext Compat → Hus Rcv Aff→ Hus Me Move → Hus RAS ☒ Ext Compat → Wife Rcv Aff→ Wife Me Move → Wife RAS ☑ Supported: Ext Compat→ Wife Rcv Aff → Wife RAS (mediating effect) on both waves, wave 1 also have partner effect on Wife Rcv → Hus RAS ☒ Rejected: Ext Compat → Hus Rcv Aff → Hus RAS
8	**Rejected**	**Partially supported** ☑ ☒ Rejected: Ext Compat → Hus Pro Aff→ Hus S Move → Hus RAS ☒ Rejected: Ext Compat → Hus Pro Aff→ Wife Me Move → Wife RAS ☒ Rejected: Ext Compat → Wife Pro Aff→ Wife S Move → Wife RAS ☒ Rejected: Ext Compat → Wife Pro Aff→ Hus Me Move → Hus RAS ☑ Supported: Ext Compat → Wife Pro Aff → Wife RAS & H RAS (partner effect) only wave 1 ☒ Rejected: Ext Compat → Hus Pro Aff → Hus RAS

Chapter IV

Discussion

This longitudinal study explored the impact of extraversion, extraversion compatibility and partner affirmation on marital satisfaction, mediated by the Michelangelo phenomenon on Thai newly married couples aged 24-39. It is important to explore the applicability of the Michelangelo phenomenon on Facebook as young adults spent several hours surfing Facebook and its usage has increased significantly over the last decade.

The research question was to examine how far extraversion and its compatibility predicts marital satisfaction in both husband and wife via the mediating role of the Michelangelo phenomenon. It would also be interesting to see if the Michelangelo phenomenon could be applied in the Facebook context.

To summarize the key findings, extraversion of the husband influenced his marital satisfaction, mediated by the Michelangelo phenomenon variables (i.e., receiving affirmation, husband perception of movement toward the ideal self). The side analysis suggested that the Michelangelo phenomenon occurred in both husbands and wives in Thailand. Most of the Michelangelo phenomenon variables in this model had significant direct effects on marital satisfaction and extraversion in some way. Furthermore, partner affirmation (i.e., receiving affirmation and providing affirmation) played a pivotal role as it was strongly correlated with marital

satisfaction in both actor and partner effects. Next, extraversion personality

compatibility had stronger effects on wives than husbands in both direct and indirect

effects. The compatibility positively predicted a wife's marital satisfaction, mediated

by the wife providing affirmation over time, and the partner effect of wife receiving

affirmation and marital satisfaction in the husband occurred in wave 1. Importantly,

there was no substantive effects related to the Facebook context, hence the alternative

longitudinal offline model was selected.

As addressed the problem of APIM SEM model in online lower level in figure

7, receiving affirmation was strongly correlated with providing affirmation, and Me

Move was highly correlated with S Move. Their correlations were not theoretically

aligned with the original concept of the Michelangelo phenomenon as they were

regarded as the same level of mediation. On the other hand, testing offline effects that

aligned with the theoretical framework in cross-sectional wave 1 *as priori testing* (see

appendix II) with the same samples. The cross-sectional wave 1 offline model fit the

data well as reflected in the goodness-of-fit indices, which were χ^2 .01, RMSEA .06,

CFI .98 for the lower level, and the upper level was χ^2 .05, RMSEA .05, CFI .99.

Importantly, the offline model showed dramatically significantly stronger correlations

suggesting that there was no effect of the Michelangelo phenomenon in Facebook

among Thai newlywed couples. This suggests that the Michelangelo phenomenon

could not be applied to Facebook in the Thai context. For this reason, I proposed

offline as an alternative model for analysis and discussion.

In addition to the fact that the Facebook platform could not be applied to this

study, while collecting the first wave I was randomly choosing couples to ask how

they use Facebook to communicate with their spouse after completing the questionnaire. Some couples replied that they only used Facebook to tag their partner's photos and interesting articles about travelling and food, or uploading couple photos to use as a source of nostalgia. The essential issues like ideal self, dreams, goals, or personal aspirations were discussed face-to-face rather than online because they lived together and saw each other daily; hence they preferred talking about these important matters privately face-to-face. It is possible that social media would play a key role for distant relationships where couples do not live together by using social media to maintain their relationships through video calling or instant messaging application such as WhatsApp, Line, Facebook Messenger. **Therefore, answering the third research question, the Michelangelo phenomenon could not be applied to Facebook in Thai newlywed couples.**

Nevertheless, the 70 couples that were collected in the follow up wave had insufficient statistical power for a longitudinal model. After several attempts to modify the model, the data still did not fit the model. The goodness-of-fit indices for the adjusted longitudinal lower model was χ^2 .00, RMSEA .11, CFI .94; whereas, the couple level fit the data at an acceptable level of χ^2 .06, RMSEA .08, CFI .97 (Schmermelleh-Engel et al., 2003). This suggested that the number of samples was inadequate. Nonetheless, the analysis and discussion of the results follows below.

Individual level

Referring to research question 1, extraversion individually of husband and wife influenced marital satisfaction via the Michelangelo phenomenon on many

levels. Hypotheses 1 to 6 tested these effects at the individual level as displayed in table 11.

Hypothesis 1: Extraversion of husband and wife, and extraversion personality compatibility positively predict marital satisfaction of husband and wife in time 1 and time 2.

Hypothesis 1 tested the longitudinal direct effects between extraversion, extraversion personality compatibility and marital satisfaction in both the husband and the wife. The only consistent significant direct effect between extraversion and marital satisfaction occurred in the wife in both waves. A wife's extraversion had an actor effect on marital satisfaction longitudinally as shown in table 11 ($\beta = .19$, $t = 2.07$, $p < .05$). The findings aligned with the previous studies that extraversion positively predicted marital satisfaction (Barelds, 2005; White et al., 2004), in particular, extraversion is vital for women in terms of marriage (Chen et al., 2007; Claxton et al., 2012).

Conversely, extraversion in the husband did not predict his marital satisfaction in either wave (time 1 $\beta = .07$, $t = .98$, $p = .328$; time 2 $\beta = -.003$, $t = -.05$, $p = .96$) because his extraversion would have an effect when mediated by the Michelangelo phenomenon's main components as tested in hypothesis 2. However, extraversion of the wife and extraversion compatibility had direct effects on her marital satisfaction but did not mediate with the Michelangelo phenomenon as addressed in hypothesis 3 and hypothesis 1.

Regarding the extraversion personality compatibility, it positively predicted marital satisfaction in the wife only in time 1 (β = .16, t = 2.75, p < .01) but not over time; whereas, extraversion in Thai husbands had not exhibited significant actor effects with marital satisfaction in either wave (time 1 β = .07, t = .98, p = .328; time 2 β = -.003, t = -.05, p = .96) so it implied that extraversion compatibility had no effect on a husband in both the short and long term. Remarkably, this suggests that women perceive extraversion compatibility as important while men did not, which links to the findings of the upper level in table 12. Boyce et al. (2016) revealed that the couple composed of an introverted wife and an extroverted husband experienced life satisfaction in the longer term, indicating that men do not find extraversion similarity significant. Supporting this, Bühler et al. (2020) highlighted that men prioritize traits of agreeableness and conscientiousness in terms of their ideal-self. This past research suggests that husbands do not stress the importance of extraversion, especially the extraversion compatibility of the couple level.

To conclude, hypothesis 1 was rejected on Facebook platform yet partially supported offline. Offline, extraverted wives exhibited significant actor effects with their marital satisfaction in cross-sectional and longitudinal while extraverted husbands did not. Next, extraversion personality compatibility had a significant effect with extraversion of the wife in time 1 but had no significant effect over time as appeared in time 2, however, such effect did not occur in extraverted husbands in either wave.

The Michelangelo phenomenon in Thai couples

The original concept, as shown in figure 1, partner perceptual affirmation associated with partner behavioral affirmation and self-movement toward the ideal self positively predicts personal well-being and couple well-being. Hypothesis 2 and 3 correspond to the original concept of the Michelangelo phenomenon adding extraversion as an independent variable, while hypothesis 4 and 5 are the extension of the Michelangelo phenomenon tested in this model both online and offline. Hypothesis 2 and 3 are stated as follows.

Hypothesis 2: Extraversion of husband positively predicts marital satisfaction in husband, mediated by husband receiving affirmation on Facebook and husband perception of movement toward the ideal self on Facebook in time 1 and time 2. There is a partner effect of husband extraversion on marital satisfaction of wife.

Hypothesis 3: Extraversion of wife positively predicts marital satisfaction in wife, mediated by wife receiving affirmation on Facebook and wife perception of movement toward the ideal self on Facebook in time 1 and time 2. There is a partner effect of wife extraversion on marital satisfaction of husband.

Hypothesis 2 and 3 were rejected for the Facebook model. However, for the offline model, table 11 shows a significant actor effect of the extraverted husband and marital satisfaction, mediated by receiving affirmation in time 1 and perception of movement toward the ideal self in time 2 ($\beta = .08$, $t = 1.64$, $p < .05$, one-tailed). In other words, the Michelangelo phenomenon's core components were fully mediated between extraversion of the husband and his marital satisfaction over time. The result

was in line with previous research suggesting that highly extraverted husbands tend to

perceive their spouse as perceptually and behavioral affirming, so they were more

prone to move toward their ideal self than a husband who is lower in extraversion

(Bühler et al., 2020).

Furthermore, the findings suggested that longitudinally the husband's

movement toward the ideal self as it was strongly correlated with his marital

satisfaction in time 2, which linked to the result in time 1 that it did not predict his

marital satisfaction. This aligns with the longitudinal studies of Patrick (2018) which

stated that partner affirmation affected *later movement* toward the ideal self, implying

that the experience of movement toward the ideal self *occurred over time* after

receiving affirmation from their romantic partner. She also noted that the partner

affirmation itself is self-gratification, which will be discussed in hypothesis 6. Thus,

in the offline model, hypothesis 2 supported only the Michelangelo phenomenon part

but not the partner effect.

On the other hand, a wife's extraversion in the offline model did not predict

her receiving affirmation time 2 and her perception of movement toward the ideal self

time 2 (β = -.001, t = -0.05, p = 0.962). It is noteworthy that a highly extraverted wife

correlated with her marital satisfaction, mediated by only receiving affirmation (β =

.09, t = 1.74, p < .05, one-tailed), which was the only indirect effect on the wife's side

as illustrated on the lower level, table 11. This could be due to the communal

characteristic of women. Communal relationship theory posits that individuals are

concerned about their romantic partner's welfare, so they are willing to suspend their

needs and provide support to their significant other in order to meet his or her needs

without considering the cost to themselves (Clark & Mills, 2012). Monin et al. (2008) stated that females are more communally oriented than men as social role theory indicates that women generally are kinkeepers while men take a social role as the provider (Eagly et al., 2000). Additionally, married women are more committed to their close relationships and their social role such as raising children (Gabriel & Gardner, 1999). They shift the focus on building and maintaining relationships rather than focusing on their careers, so as wives, they tend to support their husband's career advancement rather than their own, especially in a period of Covid-19.

During turbulent times when things are unpredictable and there is an economic downturn, partner support is very essential for continuing to thrive through a pandemic (Vowels et al., 2021). For this reason, it is plausible that wives decide to support the husbands' ideal selves (e.g., career's advancement) before their own in order to survive through a pandemic. In return, the findings showed that a wife receiving affirmation mediates between her extraversion and her marital satisfaction, suggesting that just receiving affirmation from her husband is already fulfilling enough to make her happy in the marriage without having the movement towards her ideal self. This could explain why the partial mediating effect between a wife's extraversion and a wife's RAS via wife Rcv Aff and why there was no wife's movement toward the ideal self.

The findings indicated that longitudinally Thai extraverted husbands benefit from the Michelangelo phenomenon. As young men who are taking on the role of family provider, they are goal oriented, so they are working diligently striving for success in career and personal growth in order to fulfil their manhood (Gilmore, 1990;

Li & Fung, 2011). Personal income in this sample supports this idea since husbands had a higher proportion of higher salaries than women (more than 50,000 Baht per month). This implies that Thai males are focused on their careers and more goal oriented than Thai women. The results demonstrate that the Michelangelo phenomenon facilitates young extraverted Thai husbands to reach their ideal selves as closely as possible in which, in turn, enhances their marital satisfaction. Additionally, extraversion personality compatibility did not predict a husband RAS in either time, revealing that they prioritize their achievements more than their relationships, which explains why extraversion compatibility was not significant for them.

To support the argument that Thai women are highly communal and place a great emphasis on the interpersonal relationships as discussed abovementioned. Interestingly, Hus Rcv Aff had a partner effect on the wife's marital satisfaction directly on the upper level ($\beta = .22$, $t = 2.35$, $p < .05$) indicating she is happy when she sees that her husband receives her affirmation showing her communal trait. Additionally, in the short descriptions of their relationship ideal selves (i.e., trait 3) in this survey, several husbands reported that they want to be "a good husband who can take care of his wife and his children" or "a dependable family leader." Several wives reported that they want to be "a good wife" or "to support my husband". Their ideal relationship in the self-report survey revealed that women expect men to be the breadwinner or the leader in the family. This reflects their social role in the family; man as the provider and woman as the kinkeeper (Gabriel & Gardner, 1999).

Next, there was no partner effect of a husband's extraversion on marital satisfaction of the wife ($\beta = .11$, $t = 1.20$, $p = .23$). Additionally, extraversion of the

wife did not predict marital satisfaction of the husband ($\beta = .09$, $t = 1.37$, $p = .18$). It suggested that husband's extraversion did not have direct effects with their partner's marital satisfaction unless mediated via receiving affirmation or providing affirmation directly. It showed that providing affirmation and receiving affirmation are the main factors impacting their partner's marital satisfaction as illustrated in table 11. Therefore, the partner effects part of hypothesis 2 and hypothesis 3 were rejected.

To sum up this section, extraverted husbands positively predicted their marital satisfaction mediated by the Michelangelo phenomenon as they perceived their spouse as perceptually and behavioral affirming that make them move toward the ideal self over time, which is a *delayed effect* after receiving partner affirmation. Also, the communal characteristic of Thai wives could be the reason that wife's extraversion did not predict marital satisfaction longitudinally as they focus on building and maintaining the relationships rather than focus on their ideal self. They might choose to support their husbands' ideal selves before their own, especially during the chaotic period of the pandemic.

The Michelangelo Phenomenon in Collectivism

Upon further examination, it was found that extraversion had a significant impact on the Michelangelo phenomenon. The findings were in line with Solomon and Jackson (2014) that extraversion is generally associated with marital satisfaction. Bühler et al. (2020) also suggested that extraversion, agreeableness, and emotional stability exhibited positive actor effects that correlated with the Michelangelo phenomenon.

Collectivistic culture could be a factor explaining why the Michelangelo phenomenon did not fully mediate between a wife's extraversion and her marital satisfaction. However, the direct effects were significant between Wife Ext and Wife Rcv Aff was β = .22, *t* = 1.94, *p* < .05, and from Wife Rcv Aff to Wife Me Move was β = .45, *t* = 4.10, *p* < .001, except the relationship between Wife Me Move to Wife RAS which was not significantly correlated (β = -.01, *t* = -.05, *p* = .96). Individualism and collectivism lead to differences in how people form a concept of themselves, and this influences on how they love and their experiences in love (Karandashev, 2015). Dion and Dion (2005) stated that collectivism perceived love as pragmatic, friendship based, and having altruistic goals. Women in collectivistic cultures are prone to endorse an agapic view of love; consequently, they place emphasis on having a network of close relationships more than individualistic women.

On the contrary, individualistic people see themselves as separate entities and may prioritize maintaining their boundaries and independence. However, the experience of love can be a way to connect with others and overcome the sense of loneliness that can come with being an individual. In this view, love becomes a bridge between people and relationships are voluntary, and it is their free will to leave the relationship if it does not meet their expectations. This emphasis on romantic love and individual freedom is more common in individualistic cultures. In collectivistic cultures, on the other hand, people tend to see themselves as part of a larger network of relationships and may place a greater emphasis on interdependence and the interconnectedness of individuals within a group (Karandashev, 2015).

Moreover, one study showed that Singaporean wives expressed their collectivist trait in their marriage such as the primary responsibilities in the family despite their egalitarian status in the workplace (Quek & Fitzpatrick, 2013) indicating that altruistic love is an important value for women in collectivism, which is linked to the communal orientation in women.

Importantly, an additional analysis in the appendix III suggested that there was a Michelangelo phenomenon in both the husband and the wife. The Michelangelo phenomenon was explored in the Thai context thoroughly by removing extraversion and examining only the component of the Michelangelo phenomenon, which is Hus Rcv Aff/ Wife Rcv Aff → Hus Me Move/ Wife Me Move → Hus RAS/ Wife RAS. The goodness of fit indices was χ^2 .98, RMSEA .00, CFI 1.0, *df* 5 despite the small sample size (N_{dyads} = 70), the model fit the data very well. The findings show that a husband receiving affirmation positively predicts a husband's marital satisfaction, mediated by the husband's self movement toward the ideal self (β = .29, t = 4.02, $p <$ .001). Similarly, a wife receiving affirmation exhibited an actor effect on her marital satisfaction, mediated by the wife's self movement toward the ideal self (β = .13, t = 2.61, $p <$ .05). It is noteworthy that the husband receiving affirmation had a partner effect on the wife's marital satisfaction (β = .25, t =2.71, $p <$ .01) indicating that the more the husband receives affirmation from his wife, the happier she is in her married life. Nevertheless, there was no partner effect from the wife receiving affirmation having an impact on the husband's marital satisfaction (β = .13, t =1.63, p = .10).

The findings from the additional analysis (appendix III) suggested that young Thai adults tend to form intimacy with someone who can facilitate their personal

growth which aligns with Erikson's theory of prosocial development (1959, 1963) and Havighurst's developmental task (1972) who proposed that young adults are striving to discover their identity and growth seeking, therefore, they are looking for a relationship that promotes their personal growth (Lerner et al., 2005). Thus, the Michelangelo phenomenon occurred in young Thai couples, and it shows that the experience of the self movement toward the ideal self was a delayed effect that occurred 6 months after the partner affirmation in time 1. It is noteworthy that **the Michelangelo phenomenon occurred over time in Thailand**, suggesting that it could be replicated in collectivistic cultures, given that Thailand is known to be a highly collectivistic country (Takeda et al., 2022).

In conclusion, for the online model, hypothesis 2 and 3 were rejected. For the offline model, hypothesis 2 was partially supported showing that the Michelangelo phenomenon had a full mediating effect between a husband's extraversion and his marital satisfaction. For hypothesis 3, the Michelangelo phenomenon had a partial mediating effect between a wife's extraversion and a wife's marital satisfaction via her receiving affirmation, but none for wife Me Move. Also, no partner effect was found from extraversion to marital satisfaction on both genders. Therefore, hypothesis 2 and 3 were partially supported. The side analysis suggested that the Michelangelo phenomenon occurred in both Thai husbands and Thai wives. It is noteworthy that collectivism perceives love differently from individualism, specifically collectivism tends to give significance to altruistic love while individualism is prone to focus on romantic love. The findings showed that the Michelangelo phenomenon could be

replicated in collectivistic countries, such as Thailand *for the first time* in young

married couples.

The Role of Partner Affirmation in Thai Newly Married Couples

***Hypothesis 6: Receiving affirmation on Facebook from both husband and wife
positively predicts marital satisfaction in both husband and wife in time 1 and time
2.***

Hypothesis 6 aims to explore the role of partner affirmation in the

Michelangelo phenomenon on Facebook influencing marital satisfaction in newly

committed couples. Although the Facebook hypothesis was rejected, receiving

affirmation offline was *mostly* supported in time 1 and time 2 in both husbands (time

1 $\beta = .05$, $t = .46$, $p = .65$; time 2 $\beta = .18$, $t = 1.85$, $p < .05$, one-tailed) and wives (time

1 $\beta = .29$, $t = 2.74$, $p < .01$; time 2 $\beta = .40$, $t = 3.93$, $p < .001$). It is worth noting that

the husband receiving affirmation had a partner effect on the wife's marital

satisfaction on the upper level ($\beta = .22$, $t = 2.35$, $p < .05$). Rusbult et al. (2005b)

emphasized that partner affirmation plays a crucial role in the Michelangelo

phenomenon, which involves sculpting the other person in order to reveal and

embody their ideal self as closely as possible. The present research and a previous

study (Patrick, 2018) showed that partner affirmation associated directly with marital

satisfaction without the movement toward the ideal self, indicating that a spouse who

receives affirmation is satisfied with his/her life and marriage without the necessity of

moving toward the ideal self because it makes the recipient feel connected and valued

by their romantic partner. In other words, they experience the feeling of relatedness

with their partner, constructing an intrinsically satisfying experience of a flourishing relationship (Deci & Ryan, 2014).

Partner affirmation is beneficial for both an individual's and a couple's well-being as the meta-analysis study demonstrated that partner supports such as responsiveness and practical support promote goal outcomes and foster relational well-being (Vowels & Carnelley, 2022). The benefit of receiving autonomy support with empathic perspective taking from the spouse as one pursues his/her personal goals increases goal progress and relationship satisfaction and better subjective well-being (Koestner et al., 2012).

Moreover, people with a tenacious locomotion motivation who are prompted to take action and make progress tend to welcome and benefit from supportive interactions (Kruglanski et al., 2000). When it comes to pursuing long-term and important goals, individuals with high levels of locomotion motivation are particularly receptive to affirmational supports, which help them move closer to their ideal self (Kumashiro et al., 2007; Zee & Kumashiro, 2019). The findings suggested that partner affirmation from loved ones had a great impact on their life partner's shaping of how they strived for their goals, and concurrently it enhanced the marital satisfaction.

Next, in time 2, a new relationship was found in receiving affirmation and S Move in both husband (lower level β = .35, t = 2.98, p < .01; upper level β = .35, t =2.99, p < .01) and wife (lower level β = .40, t = 3.47, p < .001; upper level β = .39, t =3.42, p < .001) in both the lower and upper level. A side analysis has been conducted

in this regard (see appendix IV). The goodness of fit indices was χ^2 .29, RMSEA .05, CFI .99, *df* 11. A significant partner effect of providing affirmation to receiving affirmation in the husband and the wife were discovered. In other words, the husband providing affirmation influenced the wife receiving affirmation (β = .43, *t* = 3.92, *p* < .001). Likewise, the wife providing affirmation positively correlated with the husband receiving affirmation (β = .24, *t* = 2.05, *p* < .05), so it is linked to receiving affirmation positively predicted S Move in both the husband and the wife in wave 2. It suggests that the relationship between providing affirmation and receiving affirmation is reciprocal by exchanging rewarding experiences between romantic partners as established in social exchange theory (Thibaut & Kelly, 1978). In other words, it implies that over the long term, an individual is likely to maintain the relationship when he/she perceives it is more rewarding than the cost (Van Lange & Rusbult, 2012).

Partner affirmation is perceived as a "reward" in romantic relationships in relation to the perception of movement toward the ideal self (Me Move) and the perception of a spouse's movement toward their ideal self (S Move) in both genders. Specifically, all mediators (i.e., Pro Aff, Rcv Aff, Me Move, S Move) are interlinked as a result of reciprocity between partners, so this could be the reason why Rcv Aff is positively correlated with S Move in both genders.

In conclusion, hypothesis 6 was partially supported in the offline model, but not online. The findings illustrate the pivotal role of partner affirmation for enhancing marital satisfaction and facilitating a partner's movement toward his or her ideal self. Also, the relationship between Rcv Aff and S Move was found in both genders

reinforcing the concept of social exchange theory that happy relationships are based on reciprocity.

Next, providing affirmation and perception of spouse movement toward the ideal self will be explored in hypothesis 4 and 5. These variables are crucial to examining the full mechanism of the Michelangelo phenomenon; therefore, they are an extension of the Michelangelo phenomenon replicated from the study by Patrick (2018). Hypothesis 4 and 5 are described as follows:

Hypothesis 4: Extraversion of Husband positively predicts marital satisfaction in both husband and wife, mediated by husband providing affirmation on Facebook and husband perception of wife movement toward the ideal self on Facebook and wife perception of movement toward the ideal self in time 1 and time 2.

Hypothesis 5: Extraversion of wife positively predicts marital satisfaction in both wife and husband, mediated by wife providing affirmation on Facebook and wife perception of husband movement toward the ideal self on Facebook and husband perception of movement toward the ideal self in time 1 and time 2.

For online, both hypothesis 4 and 5 were rejected. For offline, the results suggest that providing affirmation and S Move did not mediated between extraversion and marital satisfaction in both genders. It can be seen that extraversion did not influence these mediating variables unlike receiving affirmation and Me Move in hypothesis 2. However, providing affirmation had direct effects on other variables such as Hus S Move, Hus RAS, and Wife RAS in time 1 and time 2. It appears that

Hus S Move did not predict Hus RAS in both waves suggesting a reason that there was no indirect effect between a husband extraversion and his marital satisfaction.

It has been observed that the wife's Me Move did not correlate with the wife's marital satisfaction in lower and upper levels in either wave; hence, it is feasible that the wife Me Move was the reason that the husband Pro Aff did not predict Hus S Move, and, consequently, Hus Pro Aff did not predict the wife Me Move that also did not predict wife RAS in hypothesis 4. Linking to hypothesis 3, the wife Me Move did not predict the wife RAS in either wave. Since the wife had no perception of movement toward her ideal self (wife Me Move), the husband would not perceive her movement toward the ideal self either. Therefore, it is plausible that the communal orientation of women who prioritize their husband's ideal selves before themselves as the results show consistently that W_SMove2 predicted W_RAS in wave 2 ($\beta = .27$, $t = 1.69$, $p < .05$, one-tailed) suggesting that in long term wife is happy when she sees her husband's movement toward his ideal self. This is because women in collectivistic cultures emphasize close relationships, so they view love as altruistic and agape, hence they are happy to see a husband's progress without expecting anything in return.

Moreover, as newly married couples, women largely responsible for the household responsibilities regardless the cultural differences (Dobrowolska et al., 2020; Grote & Clark, 2001). In addition, many of them have started raising their first child. The demographics showed that 37.1 percent had one child, indicating that the newly married women encounter many transitions during this period which could be

explain why there was no wife Me Move and no husband S Move for the offline
context, particularly in a stressful time like the covid-19 period.

To address hypothesis 5, there was no relationship between a wife's
extraversion and her marital satisfaction via a wife providing affirmation and a wife
perception of her husband's movement toward the ideal self in time 1 ($\beta = -.009$, $t = -1.01$, $p = .29$) and time 2 ($\beta = .00$, $t = .28$, $p = .78$). Also, the partner effect of a wife's
extraversion and a husband's marital satisfaction mediated by the wife providing
affirmation and the husband's perception of movement toward the ideal self was not
statistically significant in either wave 1 ($\beta = .00$, $t = .50$, $p = .62$) or wave 2 ($\beta = .00$, $t = .06$, $p = .95$). The reason that hypothesis 5 was rejected might be because the wife
did not provide affirmation adequately to her husband, so she did not perceive the
husband's movement toward the ideal self (Hus S Move). Consequently, there was no
marital satisfaction over time. In contrast, the husband's self report revealed that he
actually received her affirmation and perceived his movement toward the ideal self as
discussed in hypothesis 2. It is her own expectation that has not been fulfilled after
providing affirmation to husband.

Additionally, this could be due to insufficient statistical power as a small
number of samples were collected in time 2 ($N_{dyads} = 70$). It has been noted that direct
effects and indirect effects of wife EXT, wife Pro Aff, and wife RAS were statistically
significant in time 1 suggesting that these effects occurred when the number of
samples were sufficient. Although the main hypothesis 5 was rejected, providing
affirmation as a sole mediator was found to be significant when mediating with a
wife's extraversion and her marital satisfaction.

Providing affirmation was a novel insight discovered while analyzing the results. It was correlated to marital satisfaction in both husbands and wives in time 1 (husband $\beta = .39$, $t = 3.26$, $p < .01$; wife $\beta = .28$, $t = 2.64$, $p < .01$) and time 2 (husband $\beta = .36$, $t = 4.45$, $p < .001$; wife $\beta = .18$, $t = 2.00$, $p < .05$). Remarkably, the partner effect of wife providing affirmation positively predicted the marital satisfaction of the husband only in time 1 ($\beta = .20$, $t = 3.10$, $p < .01$). Few studies have specifically focused on the role of providing affirmation from the sculptor's perspective. Feeney and Collins (2015a) proposed that in order to support each other's goals, partners should be actively involved in providing both emotional and practical assistance (Vowels & Carnelley, 2022). Furthermore, Kumashiro et al. (2007) revealed that locomotion-oriented people tend to be the skilled sculptors who create a supportive environment for growth and help their partners achieve their goals through partner affirmation. This novel finding suggested that providing affirmation is predominant in collectivistic countries where group goals are prioritized over individual goals (Triandis, 2001).

Providing affirmation can be more impactful than receiving affirmation. The findings illustrate that providing affirmation is the only mediator that had actor and partner effects on marital satisfaction acted as a sole mediator in both genders as individually and as a couple-level. This is because providing affirmation helps to validate a person's self-concept, motivates them to pursue their goals, and improves the overall quality of the marriage and relationship (Deci & Ryan, 2014). Gordon and Chen (2010) disclosed that when individuals feel intrinsically affirmed by their romantic partners, particularly when providing affirmation in terms of qualities like

cheerfulness, supportiveness, and loyalty, it can lead to increased relationship

satisfaction. Relationships can serve as a foundation for pursuing opportunities and

achieving success, by providing the necessary resources and support for personal

growth and development (Feeney et al., 2017). Therefore, having a supportive

relationship is important for a fulfilling life because it can provide the help and

encouragement needed to take on positive challenges (Feeney & Collins, 2015a,

2015b; Feeney et al., 2017).

Interestingly, husband providing affirmation had a consistently higher effect

than a wife providing affirmation in both waves 1 (husband β = .39, t = 3.26, p < .01;

wife β = .28, t =2.64, p < .01) and time 2 (husband β = .36, t = 4.45, p < .001; wife β =

.18, t = 2.00, p < .05). The concept of manhood exists in all cultures, including

Thailand, where men are expected to have children (procreate), provide for their

families and tribes, and offer protection (Gilmore, 1990; Rybicki & Jastrzębski,

2021). The results suggest that men may demonstrate their masculinity in

psychological ways by providing affirmation to their partner; it can be seen as a way

of showing their ability to provide for their loved ones and fulfilling their

responsibilities as provider and protector. Supporting this, the results in time 1

suggested that receiving affirmation from a partner does not have an impact on a

husband's extraversion or his level of marital satisfaction. This could be because men

may feel that receiving affirmation from their partner weakens their masculinity by

making them appear as a receiver rather than a provider.

Moreover, individuals were randomly selected for telephone interviews after

discovering this effect. One of the husbands promptly replied *"It is my duty to support*

to her (and support her emotions)" reflecting the perception of a man that it is his obligation to provide support reinforcing the manhood concept. Additionally, offering autonomy support to one's partner is linked to an improvement in the quality of the relationship, and the perception of the receiver who receives the autonomy support has a higher level of relationship satisfaction (Carbonneau et al., 2019). Husbands perceive wives as co-providers in the family, thus they aware of the need to restrain their power for better emotional support for their wives. Mutual support and empathy have become relational goals in couples (Quek & Knudson-Martin, 2008).

The research findings overall suggest that close relationships can be an important factor in goal pursuit, and that various theories about relationships (such as attachment theory, interdependence theory, and self-determination theory) can be useful in understanding this process. These findings contrast with traditional models of goal pursuit, which focus more on the role of social pressure in achieving goals (Vowels & Carnelley, 2022). It is important to note that individual differences, such as personality and values, can also play a key role in how someone approaches their relationships and the extent to which they are motivated to support and affirm their partner.

To sum up hypothesis 4 and 5, partner affirmation, especially providing affirmation, is salient in collectivistic culture, which is a novel finding. Based on the results, Thai men like to be providers in the relationship. For this reason, it can be concluded that partner affirmation can be used as a relationship tool to empower their partners to overcome any challenges in life, thus enhancing the marital satisfaction.

Couple-level

Previously, hypothesis 1-6 examined the individual level on how extraversion impacts marital satisfaction via the Michelangelo phenomenon. Moving to the couple level, hypothesis 7 and 8 explored the impact of extraversion compatibility on marital satisfaction of Thai newly committed couples corresponding to research question 2.

Hypothesis 7: Extraversion personality compatibility positively predicts marital satisfaction in both husband and wife, mediated by receiving affirmation on Facebook from husband and wife, and the perception of movement toward the ideal self on Facebook from husband and wife in time 1 and time 2.

Although hypothesis 7 on the Facebook platform was rejected, the offline context had some significant effects. Overall, the mediating effect in this hypothesis was rejected in both husbands and wives revealing that the compatibility did not play a significant role in contributing to marital satisfaction in Thai newly married couples. It is noteworthy that ADS had no significant effect with any variables in cross-sectional time 1 revealing that personality differences had no effect in Thai newlyweds; whereas, ICC showed a greater significant effect in both time 1 and time 2. This indicates that personality similarity has played an important role in Thai newly married couples which aligns with similarity attraction theory and assortative mating demonstrating that individuals tend to marry another person who is similar to himself or herself because they have comparable perception, emotions and experiences leading to better understanding and knowing how to respond each other's emotions

(Gonzaga et al., 2007; Larsen & Buss, 2018; Luo, 2017; Rammstedt & Schupp, 2008; Weidmann et al., 2017).

To support this, the findings revealed that high extraversion compatibility facilitates marital satisfaction via the Michelangelo phenomenon surpassing the complementarity, particularly partner affirmation because positivity of extraversion creates an environment for partner affirmation that leads to the cycle of positive events and experiences (Bühler et al., 2020). Similarity in extraversion and agreeableness are linked to similar interaction styles, which could result in more enjoyable interactions and increased predictability between partners (Selfhout et al., 2010; van Scheppingen et al., 2019; van Zalk & Denissen, 2015). For this reason, spouses who are similar to each other are more likely to understand each other well, which can lead to more enjoyable and successful daily interactions and ultimately higher relationship satisfaction (Burleson et al., 1994; Karney & Bradbury, 1995; van Scheppingen et al., 2019). On the other hand, complementarity did not have any relationship to the Michelangelo phenomenon variables and marital satisfaction in the Thai context.

Examining direct effects of husbands in both waves, there was no direct effect between extraversion personality compatibility and a husband's marital satisfaction (time 1 $\beta = .04$, $t = .60$, $p = .55$; time 2 $\beta = .006$, $t = .09$, $p = .93$). Next, despite the fact that extraversion personality compatibility did not predict a husband receiving affirmation, Hus Rcv Aff was correlated directly with Hus Me Move over time ($\beta = .62$, $t = 5.79$, $p < .001$), and Hus Me Move was strongly associated with his marital satisfaction in time 2 ($\beta = .61$, $t = 4.75$, $p < .001$). Linking that to the lower level, the

direct effects from a husband' extraversion to his receiving affirmation (β = .21, t = 1.80, p < .01, one-tailed) to his marital satisfaction significantly (β = .18, t = 1.85, p < .05, one-tailed), contrasting to wave 1, these direct effects were not statistically significant. The findings revealed that similarity in extraversion is not important for men which contrast with women who find that personality similarity is significant for them, especially in terms of relational support (van Scheppingen et al., 2019). In addition, the study of Boyce et al. (2016) claimed that extroverted husbands and introverted wives benefit from long-term marital satisfaction. Boyce's study implicitly suggested that men do not find extraversion compatibility important but rather emphasize their life goals. Extraverted men mainly focus on economic goals such as career advancement or wealthy living rather than relationships (Roberts & Robins, 2000). The goal orientation of extraverted husbands explains why the Michelangelo phenomenon's components were fully mediated between a husband's extraversion and his marital satisfaction in the lower level while for women it did not.

As for wives, it is highlighting that EXT COMPAT positively predicted wife RAS mediated by wife Rcv Aff longitudinally (β = .08, t = 1.67, p < .05, one-tailed) *which was the only mediating effect in the upper level*. Similarly, in cross-sectional time 1 EXT COMPAT exhibited positive actor effect on wife RAS via Wife RCV Aff (β = .10, t =2.51, p < .05). Furthermore, it is pinpointed that in wave 1 EXT COMPAT had a partner effect on husband RAS mediated by wife Rcv Aff (β =.05, t = 2.39, p < .05). Likewise, providing affirmation in hypothesis 8 showed that EXT COMPAT had an actor effect on wife RAS, mediated by wife Pro Aff (β = .08, t =

1.95, p < .05). It implies that similarity in a couple's extraversion level is significantly related to partner affirmation that leads to happy relationships.

A significant direct effect of extraversion personality compatibility and wife receiving affirmation (time 1 β = .28, t = 4.18, p < .001; time 2 β = .22, t =1.85, p < .05, one-tailed) showed that highly extraverted women are more likely to view their partners in a positive light, which can lead to partner affirmation, partner behavioral affirmation, and movement towards the ideal self. This, in turn, can enhance relationship satisfaction through the mechanisms of the Michelangelo phenomenon (Bühler et al., 2020).

Also, the direct effect of wife receiving affirmation was significantly correlated with wife Me Move (β = .40, t =3.55, p < .001) suggesting the component of the Michelangelo phenomenon occurred on the couple level when husband providing partner affirmation. The finding is concordant with interdependence theory which individuals influence one another's cognitive thoughts, emotions, behaviors, and outcomes as a result of their interactions (Van Lange & Balliet, 2015).

It is noteworthy that the direct effect between extraversion compatibility and marital satisfaction in a wife was significant in wave 1 (β = .16, t = 2.75, p < .01) but not in wave 2 (β = -.14, t =-1.53, p = .13) indicating that being similar in extraversion could relate to affective communication, such as the ability to share and support each other's emotions and motivations which may be essential for women in terms of experiencing relational support compared to men (van Scheppingen et al., 2019). Additionally, the reason that EXT COMPAT did not predict wife RAS in time 2 was

that the wife RCV Aff had a full mediating effect between wife EXT and wife RAS (β = .08, t =1.67, $p < .05$, one-tailed).

Furthermore, the fact that extraversion personality compatibility affects a wife's marital satisfaction directly and indirectly via receiving affirmation in a positive direction consistently illustrated that women are relationship oriented, which is connected with her communal orientation and the love concept in collectivistic culture influence which influences how she values life goals based on interpersonal relationship (Gabriel & Gardner, 1999; Karandashev, 2015).

To sum up, hypothesis 7 was partially supported in offline mode as there were no mediating effects in either husband or wife in both time 1 and time 2. However, the fact that wife receiving affirmation mediated between EXT COMPAT and her marital satisfaction occurred over time suggesting that extraversion similarity has a significant role in marital satisfaction, especially in wives, because similarity in extraversion leads to better understanding and compatible affirmation which fulfills her expectations. This is in line with the similarity attraction theory, communal relationships, and love concept in collectivistic culture. It is noteworthy that high extraversion compatibility facilitates the Michelangelo phenomenon mechanism in the Thai context, not the complementary couples. Next, providing affirmation and S Move will be explored in hypothesis 8.

Hypothesis 8: Extraversion personality compatibility positively predicts marital satisfaction in both husband and wife, mediated by providing affirmation on Facebook from both husband and wife, and the perception of movement toward the

ideal self on Facebook from both husband and wife, and perception of husband

and/or wife movement toward the ideal self in time 1 and time 2.

This hypothesis was not supported on Facebook context. In an alternative offline model, the main mediating effects were not supported for either the husband or the wife in either wave implying that extraversion personality compatibility was not a main factor impacting their marital satisfaction via the Michelangelo phenomenon variables.

However, in time 1, the mediating effects of the main model showed that extraversion compatibility has an influence on wife RAS via providing affirmation ($\beta = .08$, $t = 1.95$, $p < .05$). This means that the more extraversion similarity, the more she provides affirmation that is positively associated with her marital satisfaction. It demonstrates that a high level of extraversion compatibility benefits women more than men as the results consistently suggest that *partner affirmation (i.e., receiving affirmation and providing affirmation) is a key mediator between extraversion and marital satisfaction in both husbands and wives* in both levels cross-sectionally and longitudinally. Additional to this, extraversion is linked to emotional expressiveness, particularly in females. Research by Riggio and Riggio (2002) disclosed that women are likely to express emotions more frequently than men; therefore, this could explain why providing affirmation in wave 1 was the main mediator between EXT COMPAT and a wife's marital satisfaction, and its mediation had a direct partner effect on a husband's marital satisfaction on the lower level ($\beta = .20$, $t = 3.10$, $p < .01$).

It is worth noting that there was a direct actor effect with most of variables for wives in time 2. EXT COMPAT had a direct effect on wife Pro Aff ($\beta = .22$, $t = 1.91$, $p < .05$, one-tailed), subsequently wife Pro Aff positively predicted wife S Move ($\beta = .05$, $t = .47$, $p = .64$), and wife S Move positively regressed on wife RAS ($\beta = .26$, $t = 1.67$, $p < .05$, one-tailed). In contrast, only husband Pro Aff exhibited actor effects on husband S Move ($\beta = .23$, $t = 1.99$, $p < .05$) while the rest were not statistically significant. The findings indicated that in long term extraversion similarity has a higher impact on wives than husbands because they place a greater emphasis on the relationship goal than men (Boyce et al., 2016; Gabriel & Gardner, 1999).

Importantly, the present research illustrates that when a highly extraverted wife perceives similarity in extraversion yield her marital satisfaction because when perceiving one's partner as similar to oneself can lead to greater feelings of being understood and can foster a sense of emotional and cognitive connection between the two partners (Furler et al., 2014; Murray et al., 2002).Thus, when couples perceive each other, and are also being perceived as highly extraverted, agreeable, conscientious, emotionally stable, and open to experience, it is beneficial for relationship satisfaction. The way we view our partner and how our partner views us is crucial for the overall satisfaction of the relationship (Furler et al., 2014).

The way a wife perceives the similarity of extraversion within the couple influences the behavior of providing affirmation to her spouse. Women tend to experience optimal relational support when their own level of extraversion is higher than their partner's (van Scheppingen et al., 2019). Similarity in extraversion and agreeableness were positively associated with women's relational support, possibly

due to gender differences in how men and women experience and value intimacy and closeness in romantic relationships (Hook et al., 2003). On average, the propensity of women using strategies to maintain and promote well-being based on emotions and affectivity in their relationships are greater than men. The study of van Scheppingen et al. (2019) aligns with the current finding, and it leads to how the Michelangelo phenomenon facilitates marital satisfaction and relationship maintenance.

Similarity in extraversion may relate to similar ideal self because several couples reported a similar ideal self without consulting each other while answering the questionnaire. An example of this, was reporting their ideal self as "to become a successful businessmen/businesswoman," "Be a calm person," or "get along with others easily". Apparently, extraversion similarity facilitates the Michelangelo phenomenon because several couples have similar ideal selves so they have a good comprehension of each other's ideal selves. Rusbult et al. (2009b) found that partners who possess key elements of each other's ideal selves are more likely to affirm and support each other to become their ideal selves because they are more insightful, skilled, and motivated. For instance, a husband who has a good understanding of his wife's ideal self may unconsciously or consciously display traits or values that align with her ideals, offer suggestions for how she can achieve her goals, or express approval of her efforts. They proposed that the ideal similarity fosters partner affirmation (Rusbult et al., 2009b). Thus, it is possible that the extraversion similarity in the findings also includes the similar ideal self, which could be explored in future.

In summary, hypothesis 8 was rejected in the online context and partially supported in the offline model. Providing affirmation had played a major role as a

mediator between extraversion personality compatibility and marital satisfaction in both husbands *(as a partner effect)* and wives *(as an actor effect)* in wave 1, suggesting that similarity fosters a better understanding and emotional and cognitive connection within couples, particularly in wives as they are relationship oriented. Extraversion similarity promotes the Michelangelo phenomenon yielding marital satisfaction, and it is noted that extraversion similarity might be related to similar ideal selves.

Corresponding to research question 2, the compatibility of extraversion personality positively influences a wife's marital satisfaction directly via receiving affirmation as mediator in time 1 and time 2 suggesting her communal values and relationship orientation. On the other hand, this compatibility is not important for husbands via the mediating role of the Michelangelo phenomenon.

Theoretical Implications

There are several discoveries that expand upon the existing understanding of the mechanism behind the Michelangelo phenomenon and close relationships. To begin with, the Michelangelo phenomenon did occur in couples suggesting that it can be replicated in highly collectivistic countries like Thailand. However, it arises only in face-to-face interactions, not on the Facebook platform. On the individual level, extraversion of the husband was positively correlated with his marital satisfaction, fully mediated by the Michelangelo phenomenon; whereas, a wife's extraversion positively predicted her marital satisfaction via receiving affirmation but no movement toward the ideal self indicating her communal trait that endorses altruist

love reflecting collectivistic values. Moreover, the social roles in Thailand are still traditional, meaning that men are providers and women are kinkeepers. Additionally, it is possible that wives experience parental transition and marital adjustment in the new marriage, so they focus on establishing a solid family foundation as naturally they are relationship oriented. On the other hand, young men in this age are striving for personal growth and material success, so they tend to be goal oriented. It can be said that highly extraverted husbands benefit from the Michelangelo phenomenon more than wives.

Partner affirmation is the heart of the Michelangelo phenomenon that leads to marital satisfaction among couples and sometimes it mediates with the perception of movement toward the ideal self or perception of spouse movement toward the ideal self. Providing affirmation is a novel finding, suggesting its role is to validate one's self-concept and motivating one to achieve goals which improves the relationship quality in a marriage. It is noteworthy that providing affirmation has a greater effect than receiving affirmation in collectivistic culture, especially in men, demonstrating that to provide affirmation is another way of conveying his manhood as a provider, psychologically. Furthermore, the findings suggest that romantic relationships are based on exchanging rewarding experiences such as partner affirmation and supporting a partner's goal pursuits in a thriving relationship. Thus, the relationship requires a balance of give and take, knowing how to compromise and being attuned to a life partner's needs.

The study shows that when a highly extraverted woman perceives her partner as similar in extraversion, it leads to greater satisfaction in their marriage because

when she perceives the similarity, it creates a sense of being understood and fosters a stronger emotional and cognitive connection between partners. Women are typically focused on relationships and their communal orientation, which, in collectivistic cultures, plays a role in shaping how they view and prioritize life goals that are centered on interpersonal relationships. Conversely, men do not find extraversion similarity significant for them because they are more focused on achievements rather than relationships. As long as women can make them thrive, they are happy to be in the relationship regardless of extraversion compatibility.

Practical Implications

As a suggestion to young couples, using verbal or nonverbal forms of support to affirm each other can be effective as it can help someone to overcome any difficulties and eventually reach their ideal selves, especially when those affirmations come from a loved one. Partner support is essential to thrive in chaotic times. Next, it is recommended for couples to have more communication between each other and share each other's ideal selves such as dreams, goals, aspirations in order to get support from one another. Also, it is important to foster one's own extraversion by maintaining a positive and joyful atmosphere at home, and importantly, to express positive emotions and expressing love towards your partner in your daily life such as showing appreciation or giving a compliment, which will ultimately contribute to lasting satisfaction in the marriage. For the government sector, it is recommended to promote this piece of finding through various ways such as seminars, posters, and online platforms, to help them understand how to sustain a happy marriage using the Michelangelo phenomenon mechanism.

The phenomenon in this study aligns with the famous quote stated that:

"Behind every successful man is a strong woman who held it all together. Likewise, behind every successful woman, there is a supportive husband"

In conclusion, extraversion is influential to marital satisfaction on an individual level and the couple level to some degree. Extraversion personality compatibility is important for Thai wives. Furthermore, several significant findings suggest that the Michelangelo phenomenon plays a vital role in Thai young couples, and, in particular, partner affirmation is the key to a happy marriage.
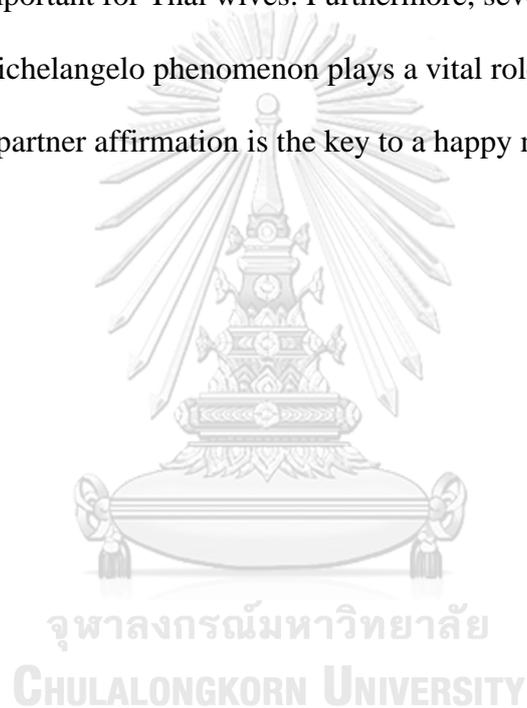
Chapter V

Conclusion

Research Objectives

1. To understand the role of personality compatibility in extraversion trait (i.e., low similarity extraverted couples, high similarity extraverted couples) and the role of partner affirmation in the Michelangelo Phenomenon on Facebook that influences the marital satisfaction in married couples.

2. To explore how the Michelangelo phenomenon could be applied in the Facebook context in order to make their romantic partner move closer towards his/her ideal self, which would enhance marital satisfaction

Hypotheses

Individual Level

  Hypothesis 1: Extraversion of husband and wife, and extraversion personality compatibility positively predict marital satisfaction of husband and wife in time 1 and time 2.

  Hypothesis 2: Extraversion of husband positively predicts marital satisfaction in husband, mediated by husband receiving affirmation on Facebook and husband

perception of movement toward the ideal self on Facebook in time 1 and time 2.

There is a partner effect of husband extraversion on marital satisfaction of wife.

Hypothesis 3: Extraversion of wife positively predicts marital satisfaction in wife, mediated by wife receiving affirmation on Facebook and wife perception of movement toward the ideal self on Facebook in time 1 and time 2. There is a partner effect of wife extraversion on marital satisfaction of husband.

Hypothesis 4: Extraversion of Husband positively predicts marital satisfaction in both husband and wife, mediated by husband providing affirmation on Facebook and husband perception of wife movement toward the ideal self on Facebook and wife perception of movement toward the ideal self in time 1 and time 2.

Hypothesis 5: Extraversion of wife positively predicts marital satisfaction in both wife and husband, mediated by wife providing affirmation on Facebook and wife perception of husband movement toward the ideal self on Facebook and husband perception of movement toward the ideal self in time 1 and time 2.

Hypothesis 6: Receiving affirmation on Facebook from both husband and wife positively predicts marital satisfaction in both husband and wife in time 1 and time 2.

Couple-level

Hypothesis 7: Extraversion personality compatibility positively predicts marital satisfaction in both husband and wife, mediated by receiving affirmation on Facebook from husband and wife, and the perception of movement toward the ideal self on Facebook from husband and wife in time 1 and time 2.

Hypothesis 8: Extraversion personality compatibility positively predicts marital satisfaction in both husband and wife, mediated by providing affirmation on Facebook from both husband and wife, and the perception of movement toward the ideal self on Facebook from both husband and wife, and perception of husband and/or wife movement toward the ideal self in time 1 and time 2.

Sample

Thai newlywed couples who have been married for less than 5 years, aged between 24-39, and residing in Thailand, mostly in Bangkok. 201 heterosexual couples including 201 men and 201 women ($N = 402$) were recruited for the study. For the second wave, 70 dyads ($N = 140$) volunteered to participate in the follow up questionnaire 6 months later.

Sample recruitment

The qualifications of participants were both husband and wife who had been married less than 5 years, born between 1981-1996, and married between 2015 to 2020 while collecting the first wave. **Both husband and wife were required to answer questionnaires for both waves**. Both of them must have Facebook accounts and be friends with each other on Facebook. Respondents were asked to create a couple ID, and required to answer their birthday and their spouse's birthday. The couple ID and birthday information were the key identifiers that marked them as couples in the research. The respondents would be disqualified if they failed to meet these criteria. For this research, the **couple is the unit of analysis**.

Research Design and Procedure

Two-wave APIM panel study

The modified Actor-Partner Interdependence Model (APIM) using SEM analysis implemented in this research used dyadic data analysis in which couples were the unit of analysis (i.e., husband and wife). This longitudinal study was conducted in two waves with a 6 month interval.

Instruments

The instrument of this research was a questionnaire that was comprised of 4 parts. All scales were back-translated and tested for reliability and validity. All questions in the questionnaire were given in the Thai language.

Part I: Demographic

Part II: Big Five Inventory Scale (BFI)- Only Extraversion facet ($\alpha = .87$)

Part III: Marital Satisfaction – Relationship Assessment Scale (RAS) ($\alpha = .76$)

Part IV: The Michelangelo Phenomenon on Facebook

   IV-I: My partner and my goal pursuits

      i)   Providing Affirmation ($\alpha = .91$)

      ii)   Receiving Affirmation ($\alpha = .96$)

   IV-II: Self-movement toward the ideal self

i)   Me Move (α = .86)

ii)   S Move (α = .89)

All scales were translated from English to Thai and were back-translated and verified by experts. A pilot test was conducted in which 100 respondents answered the questionnaire in order to validate the translated scales.

Data Collection

After receiving ethics clearance (COA No. 224/2563) from the Research Ethics Committee at Chulalongkorn University, the data was collected using purposive sampling compiled from Facebook, the marriage registration department in 3 Bangkok districts including Bang Rak, Bang Sue, Lad Krabang, and an antenatal care department, Nawabutr Medical Center clinic.

Data analysis

The present research was analyzed data into two levels: a lower level and an upper level using the Actor-Partner Interdependence Model (APIM) via the Mplus 7 program. The lower level, the actor and partner effects were used to examine the relationship between extraversion and marital satisfaction mediated by partner affirmation and movement toward the ideal self on an individual level. For the upper level, or couple level, only raw scores of intraclass correlation could be adopted to calculate the extraversion similarity effects within the couples.

Results & Discussion

In the meantime, before collecting the second wave data, a priori testing for wave 1 was completed and it was discovered that the cross-sectional online model did not align with the Michelangelo theoretical concept because mediating variables were predicting themselves. After adjusting the model to align with the conceptual framework, the model did not fit the data. Conversely, the offline model had shown greater significant effects in both direct and mediating effects for the lower and upper levels; hence, the offline model was selected as an alternative model to discuss the main hypotheses. The analysis of cross-sectional offline wave 1 was written on the manuscript which is shown in appendix II.

To answer research question 3, the priori testing and some random interviews after completion, the questionnaire indicated that the Michelangelo phenomenon could not be applied to the Facebook context for young Thai newlywed couples. Due to the fact that they live together everyday, they typically prefer to discuss important matters such as their ideal selves in one-to-one conversations rather than online. They use Facebook to share their interests such as hobbies, travelling or food, and upload photos on Facebook to reminisce their good memories as a couple.

It is pinpointed that the Michelangelo phenomenon occurred in Thai young newlyweds indicating that it could be replicated in highly collectivistic country only in the face-to-face context, not on Facebook, as shown in the results of priori testing in offline model and additional analysis of the Michelangelo phenomenon in appendix III.

All hypotheses related to Facebook, except hypothesis 1, were rejected. For the offline model, all hypotheses were partially supported to some extent. The following insights were uncovered:

Hypothesis 1-5 examined the role of extraversion individually of the husband and the wife as an influence on marital satisfaction via the Michelangelo phenomenon, corresponding to research question 1.

Hypothesis 1 showed the significant direct effects between wife's extraversion and her marital satisfaction. In both waves, it was illustrated that extraversion had a positive association with marital satisfaction which aligned with existing literature (Barelds, 2005; White et al., 2004). Furthermore, extraversion compatibility of the wife positively predicted her marital satisfaction in time 1 showing that its compatibility is significant for the wife due to her communal trait and relationship orientation linking to the couple level. In contrast, there were no direct effects of extraversion or extraversion compatibility and the husband's marital satisfaction. This is because the Michelangelo phenomenon had fully mediated with husband's extraversion and his marital satisfaction as it appeared in hypothesis 2.

Hypothesis 2 and 3 tested the original concept of the Michelangelo phenomenon, examining the association between extraversion and marital satisfaction. Hypothesis 2 examined it in men while hypothesis 3 explored it in women. Individually, extraverted husbands exhibited positive actor effects on marital satisfaction, fully mediated by the Michelangelo phenomenon variables, implying that men are goal oriented and striving for success more than women. Husbands who are

highly extraverted are more likely to see their spouses as perceptually and behaviorally affirming, causing them to be more inclined to strive towards their ideal selves (Bühler et al., 2020).

On the other hand, the wife receiving affirmation mediated between her extraversion and her marital satisfaction but no movement toward the ideal self suggested her communal trait that endorses altruist love. It is possible that she chooses to support her husband's ideal self before her own, reflecting collectivistic values and the social role that men are providers and women are kinkeepers. The results suggested that the Michelangelo phenomenon benefits husbands more than wives. The differences between collectivism and individualism in intimate relationships are deeply discussed.

Hypothesis 4 and 5 are the extension of the Michelangelo phenomenon concept, proposed by the researcher, in order to explore the full mechanism of it. The results illustrate that providing affirmation and S Move were not mediated between extraversion and marital satisfaction in the husband, probably due to the fact that the wife had no movement toward her ideal self, so when he provides affirmation and could not perceive her progress on her ideal self supporting the argument that she prioritizes husband's ideal self first. On the other hand, such an effect did not occur in women either, implying she might interpret that she has not provided affirmation sufficiently; hence, she did not see the husband's movement toward the ideal self. As a result, there was no marital satisfaction over time. Additionally, she might encounter several transitions such as motherhood, marital adjustment as a newlywed, household responsibilities, and the covid-19 pandemic.

However, a novel finding of providing affirmation positively predicted marital satisfaction in the husband and the wife as mediator (in time 1,) and as a direct effect of actor and partner effect in some degrees in both waves, revealed that providing affirmation has a significant role, as a part of the partner affirmation, notably in men. This is because it might be a psychological way of men showing their masculinity as a provider.

Hypothesis 6 explored the impact of partner affirmation of the Michelangelo phenomenon on marital satisfaction of the husband and the wife individually, answering research question 1. It was discovered that partner affirmation is the core of the Michelangelo phenomenon in young Thai newlywed couples, in which the partner affirmation is salient to thrive through the pandemic (Rusbult et al., 2005b; Vowels et al., 2021). Receiving affirmation mostly predicted marital satisfaction in both genders and in both waves, reinforcing that receiving affirmation is an essential part of the Michelangelo phenomenon, the process of shaping another person to embody their ideal self as closely as possible. The results also demonstrated that just receiving affirmation from a partner simply led to the marital satisfaction without necessarily moving toward the ideal self (Patrick, 2018). Moreover, another new relationship between RCV Aff and S Move was found in the husband and the wife, suggesting that exchanging partner affirmations in couples are perceived as rewards that motivate them to remain in the relationships, which is in line with the social exchange theory.

Hypothesis 7 and 8 investigated a significance of extraversion personality compatibility via the mediating role of the Michelangelo phenomenon on the couple level. To address research question 2, extraversion personality compatibility played a

vital role in women. Positive emotions of extraversion facilitate positive environments for daily positive experiences (Bühler et al., 2020). Similarity in extraversion is related to similar interaction style that is predictable and enjoyable; therefore, yielding a higher marital satisfaction (Selfhout et al., 2010; van Scheppingen et al., 2019; van Zalk & Denissen, 2015). Moreover, as women who are highly communal and emphasize interpersonal relationships, an extraverted wife perceives the similarity in extraversion in her partner creating a greater sense of emotional and cognitive connection between them. Conversely, men did not find it significant because they are more focused on personal growth and goal pursuit than relationships (van Scheppingen et al., 2019). They are willing to be in the relationship as long as women can support them to thrive with little concern for extraversion compatibility.

It is recommended to use partner affirmation to facilitate goal pursuit and reaching the ideal self among couples. Partner affirmation, both verbal and behavioral, significantly impacts the romantic partner and this prevails any challenges and thriving even in a very difficult time like covid-19. Also, communicating and disclosing each other's ideal selves in order to get support is highly encouraged, and promoting one's own extraversion creates a positive environment for goal pursuits as the famous saying states:

"Behind every successful man is a strong woman who held it all together. Likewise, behind every successful woman, there is a supportive husband"

Strengths, Limitations, and Recommendation for Future Research

1. This longitudinal research can be referred to as dyadic research so it can be regarded as the main strength because it allows the researcher to examine the influence of intra- and interpersonal interactions as well as the longitudinal effects among the newly married couples. APIM with the use of the SEM model is a complex study because the Michelangelo phenomenon in this study can be seen as two-level mediators, so it is challenging when it comes to analysis in order to provide several insightful findings.

2. Another strength that cannot be overlooked is that the participants were quite difficult to acquire as the recruiting process required adhering to many criteria. All samples had to be newlywed couples who had been married less than 5 years and be friends with each other on Facebook. Remarkably, this study uses the couple as the unit of analysis, so both husband and wife were required to answer the questionnaire. If one of them dropped out, the data were screened out automatically.

3. Next, very few studies explore the relationship of personality and the Michelangelo phenomenon, especially extraversion personality compatibility. As far as I have seen, none of the studies have examined this aspect which has revealed many interesting insights.

4. This longitudinal dyadic study indicated that the Michelangelo phenomenon could be replicated *for the first time* in a collectivistic culture like Thailand. It is noteworthy that providing affirmation is a novel finding that plays a significant role in partner affirmation in collectivistic culture.

5. The main limitation of this research is the small sample size of the follow up wave that affects the statistical power and restricts some analyses that might have been promising. It is recommended to collect more samples in future.

6. For the longitudinal study, 2 waves can see some patterns occurred over time but in the present research are two levels of mediation (i.e., partner affirmation as mediator level 1, and movement toward the ideal self as mediator level 2) so some other patterns would have been detected if this research have been studied in 3 waves. Due to the limited time and resources in the PhD, it is hardly possible to examine the marital pattern in three waves.

7. The study showed that the Michelangelo phenomenon could be replicated in collectivistic a country like Thailand. However, it cannot confirm concretely that the Michelangelo phenomenon can be applied in collectivism as the original concept is highly individualistic. Therefore, it is recommended to replicate in other collectivistic countries such China, India, Japan and Singapore to endorse the findings and discover some other novel insights filling the literature gap.

8. It is feasible that social media could play a key role in long distant relationships such as video calling or instant messaging applications such as WhatsApp, Line, Facebook Messenger in order to maintain intimate relationships. This is something can be explored in future.

9. Masculinity in men could relate to the providing affirmation of the Michelangelo phenomenon in collectivistic context. It is very interesting to examine the role of masculinity and femininity in the Michelangelo phenomenon.

10. The Michelangelo phenomenon should be replicated in other generations such as generation Z (born between 1997 and 2012) in Thailand as they are likely to be more individualistic than Thai millennials (generation Y) as presented in this research.

11. Some research suggests self-disclosure promotes intimacy in close relationships e.g., (Clark, 2000; Sprecher & Hendrick, 2004; Utz, 2015). Nevertheless, self-disclosure has never been explored in the Michelangelo phenomenon before. To provide effective partner support, it requires self-disclosure in order to help each other's personal growth; thus, it is worth examining self-disclosure in another dimension extending the literature of the Michelangelo phenomenon.
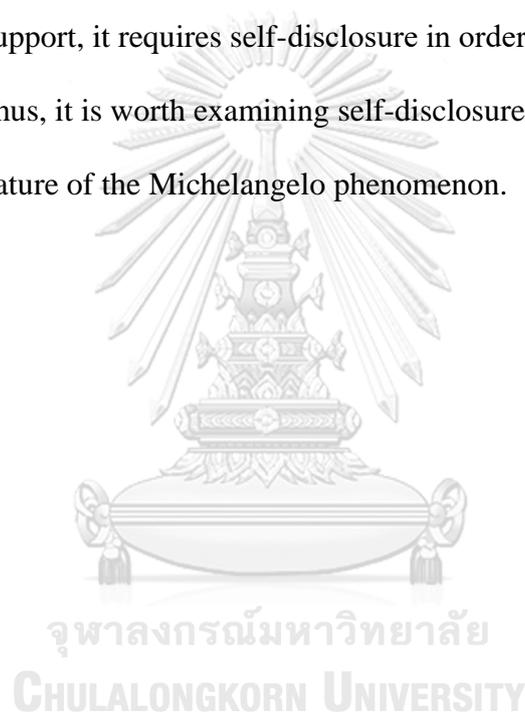
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จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

Appendix I: CITC and CFA Results

CITC

1. Extraversion (BFI Scale): ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	402	100.0
	Excluded[a]	0	.0
	Total	402	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.866	12

จุฬาลงกรณ์มหาวิทยาลัย

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
มีทักษะจัดการคนรอบตัว	50.6517	139.255	.420	.863
ลำบากใจที่ต้องเข้าหาผู้อื่น	50.9826	129.823	.573	.854
ไม่รู้จะคุยอะไร	51.1617	128.415	.632	.850
เป็นคนที่ผู้อื่นเข้าถึงได้ยาก	50.9900	126.394	.628	.850
มีเพื่อนง่าย	50.7040	129.346	.626	.850
มักหลบผู้คน	50.6169	128.187	.644	.849
มักเป็นคนเริ่มบทสนทนา	51.5124	135.368	.464	.860
คุยกับคนหลากหน้าหลายตาในงานเลี้ยง	51.7015	131.467	.521	.857
หลีกเลี่ยงการต้องยุ่งเกี่ยวกับผู้คน	51.1741	133.251	.484	.859

	50.9552	135.604	.473	.860
สามารถทำให้ผู้คนร่าเริงสนุกสนาน	50.9552	135.604	.473	.860
ไม่ใช่คนช่างพูด	51.3955	129.387	.543	.856
เข้ากับคนได้ง่าย	50.5970	133.528	.555	.855

2. Marital Satisfaction (RAS Scale): ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.758	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
คนรักมีลักษณะที่คุณต้องการแค่ไหน	34.0846	27.918	.599	.706
โดยทั่วไปคุณพึงพอใจกับความสัมพันธ์แค่ไหน	33.8035	27.490	.685	.693
ความสัมพันธ์ดีแค่ไหนเปรียบเทียบกับคู่รักส่วนใหญ่	33.8657	27.957	.651	.700
บ่อยแค่ไหนที่หวังว่าไม่เข้ามาอยู่ในความสัมพันธ์นี้ตั้งแต่แรก	34.5547	27.814	.266	.798
ความสัมพันธ์เป็นไปตามคาดหวังแรกเริ่มมากน้อยแค่ไหน	34.4204	27.132	.532	.715
คุณรักคนรักของคุณมากแค่ไหน	33.4279	29.088	.620	.710
กี่ปัญหาที่พบเจอในความสัมพันธ์	35.3060	28.063	.314	.774

3. Partner Affirmation (Receiving Affirmation Scale): ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.964	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
คนรักของฉันเห็นตัวตนที่ฉันใฝ่ฝันอยากจะเป็นซึ่งอยู่ในอุดมคติของฉัน	38.92	69.792	.856	.960
คนรักของฉันปฏิบัติต่อฉันให้ไปถึงตัวตนในอุดมคติที่ฉันใฝ่ฝันอยากจะเป็น	38.81	70.326	.882	.958
คนรักของฉันมองฉันเป็นคนแบบที่ฉันอยากเป็นมากที่สุด	38.78	69.558	.893	.957
คนรักของฉันรับรู้ใกล้เคียงกับตัวตนที่ฉันใฝ่ฝันอยากจะเป็น	38.82	69.539	.912	.956
คนรักของฉันประพฤติต่อฉันในแบบที่ช่วยฉันไปถึงเป็นตัวตนที่ฉันใฝ่ฝันอยากจะเป็นมากที่สุด	38.84	70.116	.857	.960
ด้วยวิธีที่คนรักปฏิบัติต่อฉันจึงทำให้ฉันเป็นตัวของตัวเองในแบบที่ดีที่สุดได้	38.75	69.732	.887	.958
คนรักของฉันเห็นตัวตนในอุดมคติของฉันเสมอ—ตัวฉันในแบบที่ดีที่สุด—โดยเพิกเฉยข้อบกพร่องและจุดอ่อนของฉัน	39.03	71.428	.730	.968
คนรักของฉันช่วยทำให้ฉันได้เป็นคนในอุดมคติที่ฉันใฝ่ฝัน ดึงตัวตนในแบบที่ดีที่สุดที่ฉันสามารถจะเป็นได้ออกมา	38.87	69.937	.882	.958

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4. Partner Affirmation (Providing Affirmation Scale): ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.910	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ฉันเห็นตัวตนที่คนรักของฉันใฝ่ฝันอยากจะเป็นซึ่งอยู่ในอุดมคติของเขา	38.59	56.621	.593	.909
ฉันปฏิบัติต่อคนรักของฉันให้เขาไปถึงตัวตนในอุดมคติที่เขาใฝ่ฝันอยากจะเป็น	38.55	55.131	.645	.905
ฉันมองคนรักของฉันเป็นคนที่เขาอยากเป็นมากที่สุด	38.19	54.002	.742	.896
ฉันรับรู้คนรักของฉันใกล้เคียงกับตัวตนที่เขาใฝ่ฝันอยากจะเป็น	38.30	53.838	.781	.893
ฉันประพฤติต่อคนรักของฉันในแบบที่ช่วยเขาไปถึงเป็นตัวตนที่เขาใฝ่ฝันอยากจะเป็นมากที่สุด	38.27	54.006	.797	.892
ด้วยวิธีที่ฉันปฏิบัติต่อคนรักของฉันจึงทำให้เขาเป็นตัวของตัวเองในแบบที่ดีที่สุดได้	38.19	53.527	.805	.891
ฉันเห็นตัวตนในอุดมคติของคนรักของฉันเสมอ—ตัวเขาในแบบที่ดีที่สุด—โดยเพิกเฉยข้อบกพร่องและจุดอ่อนของเขา	38.69	55.737	.559	.913
ฉันช่วยทำให้คนรักของฉันได้เป็นคนในอุดมคติที่เขาใฝ่ฝัน ดึงตัวตนในแบบที่ดีที่สุดที่เขาสามารถจะเป็นได้ออกมา	38.33	53.737	.799	.891

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5. Self-Movement Towards the Ideal Self (Me Move Scale): ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.855	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

การเคลื่อนที่ไปถึงตัวตนในอุดมคติของตนเอง 1 (ด้านอาชีพการงาน)	11.89	4.355	.652	.868
การเคลื่อนที่ไปถึงตัวตนในอุดมคติของตนเอง 2 (ด้านความสัมพันธ์)	11.82	4.171	.754	.771
การเคลื่อนที่ไปถึงตัวตนในอุดมคติของตนเอง 3 (ด้านบุคลิกภาพ)	11.82	4.048	.778	.747

6. Perception of Spouse Movement Toward the Ideal Self (SMove Scale): ALL VARIABLE

### Reliability Statistics

Cronbach's Alpha	N of Items
.885	3

Item-Total Statistics

|	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
การเคลื่อนที่ไปถึงตัวตนในอุดมคติของคู่สมรส 1 (ด้านอาชีพการงาน)	11.85	4.555	.750	.858
การเคลื่อนที่ไปถึงตัวตนในอุดมคติของคู่สมรส 2 (ด้านความสัมพันธ์)	11.74	4.455	.799	.815
การเคลื่อนที่ไปถึงตัวตนในอุดมคติของคู่สมรส 3 (ด้านบุคลิกภาพ)	11.63	4.423	.777	.835

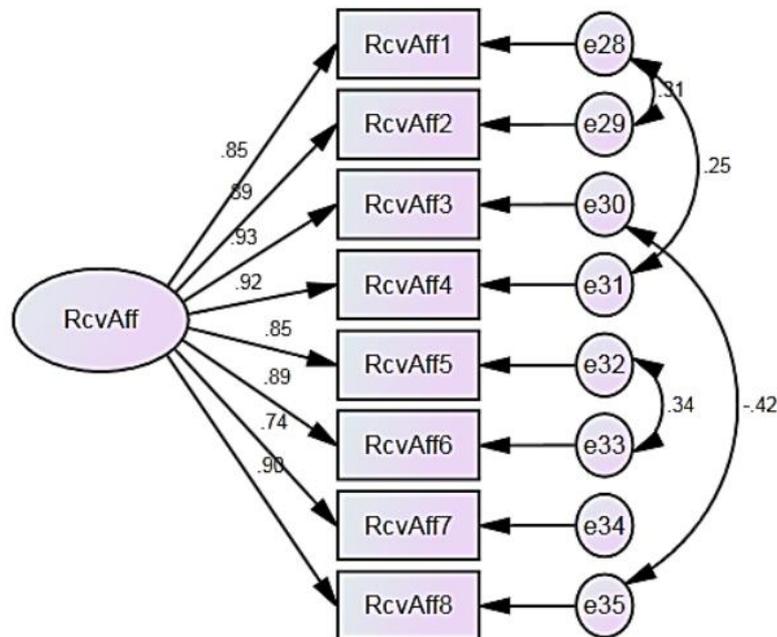# Confirmation Factor Analysis (CFA)
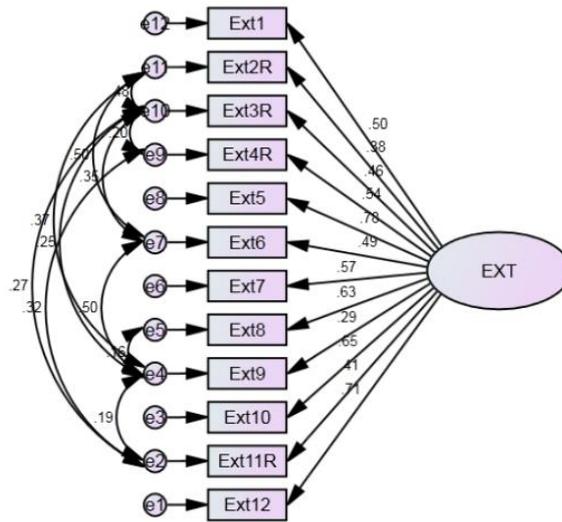
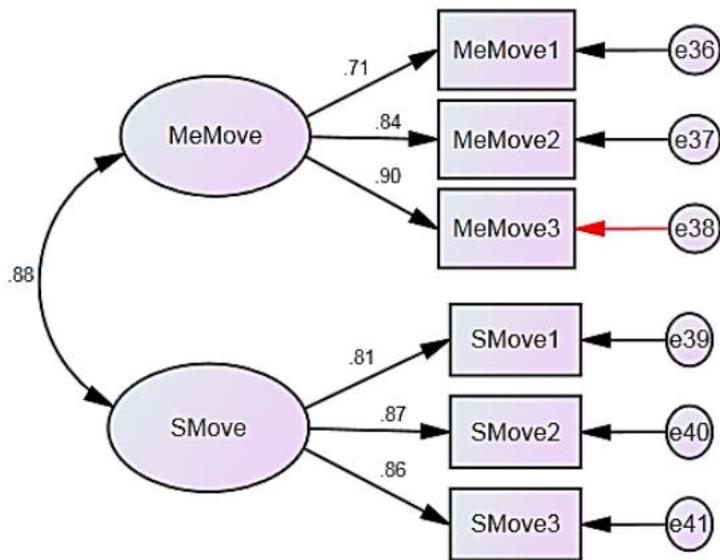CMIN/DF = 3.964, CFI = .929, GFI = .937, RMSEA = .085
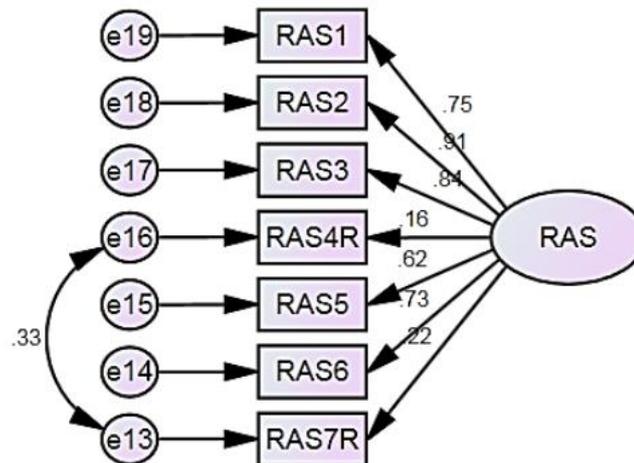
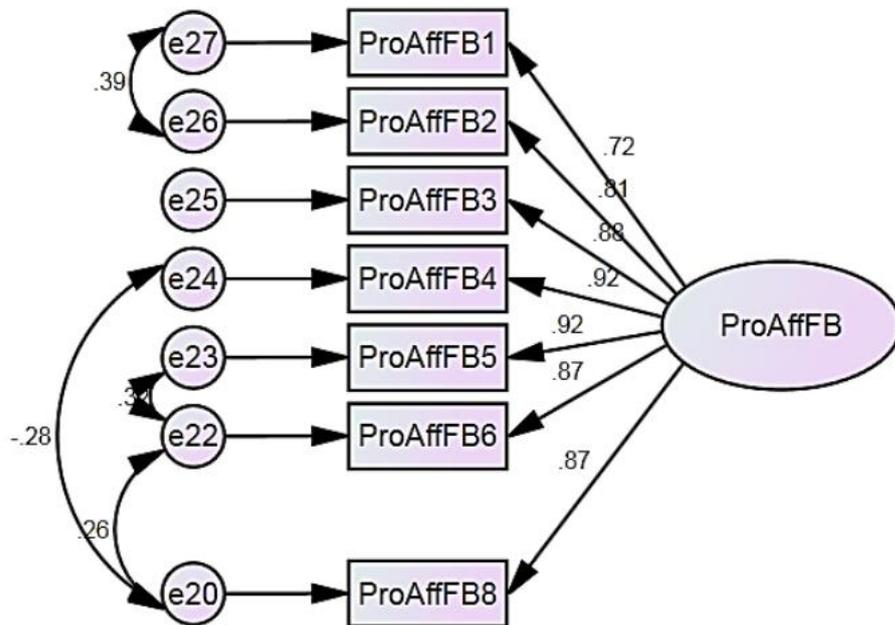CMIN/DF = 2.840, CFI = .980, GFI = .976, RMSEA = .067
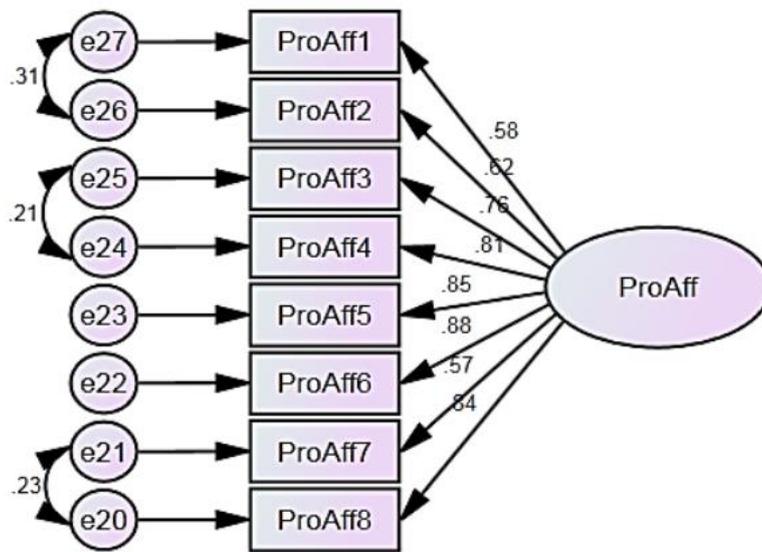
CMIN/DF = 2.426, CFI = .988, GFI = .974, RMSEA = .059
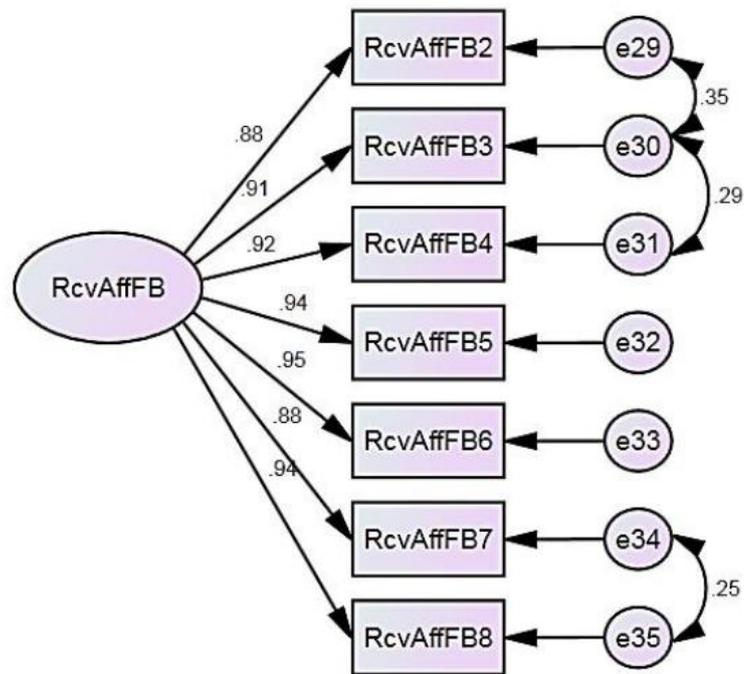

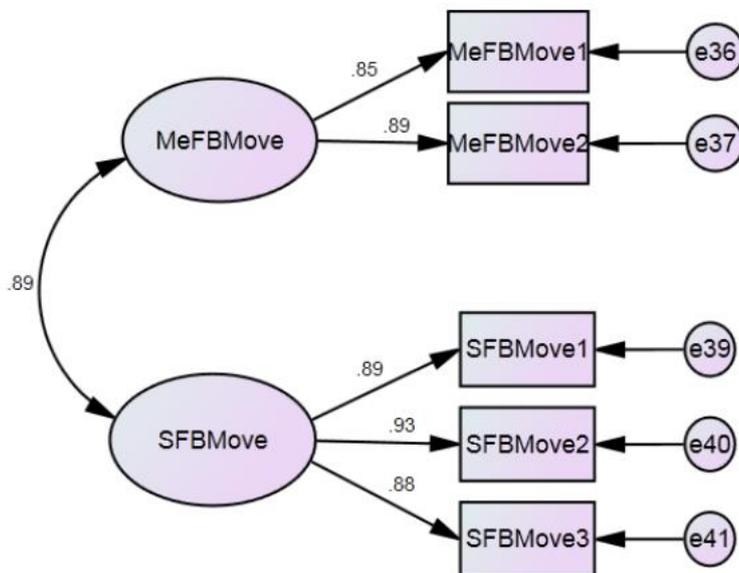CMIN/DF = 2.602, CFI = .993, GFI = .976, RMSEA = .062

CMIN/DF = 3.322, CFI = .989, GFI = .980, RMSEA = .075

CMIN/DF = 2.235, CFI = .996, GFI = .986, RMSEA = .055

CMIN/DF = 2.495, CFI = .996, GFI = .981, RMSEA = .060

CMIN/DF = 2.179, CFI = .997, GFI = .992, RMSEA = .053

Appendix II: Wave I Priori Testing Manuscript

Title

Similarity Conquers All: A Dyadic Study of the Big Five's Extraversion Similarity and the Michelangelo Phenomenon on Marital Satisfaction in the Thai Context

Abstract

Young adults striving to succeed in life tend to build romantic relationships that will lead to personal growth as key mechanisms in the Michelangelo phenomenon (i.e., goals, dreams, and aspirations). Such relationships are a key to success. In this research, we investigated the dyadic influence of the similarity effects of the Big Five's extraversion trait and marital satisfaction mediated by the Michelangelo phenomenon. Using the data of 201 Thai newly married couples (aged 24-39 years, married less than 5 years, $N = 201$ dyads, $M= 31.49$ years; $SD = 4.35$). A cross-sectional Actor-partner Interdependence model revealed that an extraverted husband who provides affirmation to his spouse increases his own marital satisfaction. This could imply that providing affirmation portrays his masculinity, fulfilling his manhood. Likewise, an extraverted wife who receives and provides affirmation to her husband increases her marital satisfaction, suggesting that positive expressions enhance her marital satisfaction. Evidence shows that partner affirmation was at the core of the Michelangelo phenomenon. Moreover, extraversion similarity suggests that the higher the similarity in extraversion for couples, the higher the marital satisfaction via partner affirmation in the Michelangelo phenomenon. This aligns with attraction similarity theory. It thus appears the Michelangelo phenomenon could be replicated in collectivistic cultures.

Keywords: extraversion, marital satisfaction, Michelangelo phenomenon, personal growth, personality traits

Introduction

A relationship maintenance mechanism is essential to sustaining marriage (Miller, 2015). Marital satisfaction is a key to maintaining the relationship, particularly in young couples. The Michelangelo phenomenon is the interpersonal process of bringing out the best qualities in a romantic partner and facilitating them in becoming closer to their ideal self (Drigotas et al., 1999). It fosters understanding between husband and wife and enhances marital satisfaction by complementing one another's needs (Bohns et al., 2013). Furthermore, similarity attraction theory suggests that personality similarity plays a significant role in marital satisfaction, particularly for extraversion (Barelds, 2005; Rammstedt & Schupp, 2008; Luo, 2017).

Research Objectives

This research explores how personality similarity and the Michelangelo phenomenon could contribute to marital satisfaction in newlyweds in the Thai context. This research aims to understand the role of personality similarity for the Big Five's extraversion trait i.e., similarity couples (both high or low extraversion) in comparison to complementary couples (one high extraversion and one low extraversion), and the role of partner affirmation in the Michelangelo phenomenon that influences marital satisfaction in young married couples in Thailand.

Literature Review

Marital Satisfaction in Young Adults

Newly married refers to couples in the first five years of marriage, which is a crucial transition period from spouse to parent. This is a common time for divorce among young people (Doss et al., 2009). Marital satisfaction is crucial for marriage, yet it is challenging to sustain long term.

Young adults aged between 18-35 years strive for personal growth and seek to establish long term romantic relationships that support their personal goals (Lerner et al., 2005). Several studies have demonstrated that goal pursuit in romantic

relationships is positively associated with relationship satisfaction (Deci & Ryan, 2014; Holding et al., 2019; Lemay et al., 2021). They highlight that providing mutual support in personal goal pursuit is a crucial element in developing intimacy in romantic relationships (Lemay et al., 2021). Partner affirmation of the ideal self mutually promotes personal growth and marital satisfaction (Rusbult et al., 2009). This process is also known as the "Michelangelo phenomenon", one of the key concepts in the relationship maintenance that prolongs relationships (Miller, 2015).

The Michelangelo Phenomenon

The Michelangelo phenomenon plays a significant role in personal growth in romantic relationships as it also strongly correlates to life satisfaction (Rusbult et al., 2009; Drigotas, 2002). People conceive their ideal self based on hopes, aspirations and wishes. The ideal self is defined as a constellation of dispositions, values and behaviors that people ideally strive to attain (Bühler et al., 2020). The Michelangelo phenomenon is an interdependent process in which a romantic partner influences or "sculpts" another to bring out the "ideal self" as closely as possible in real life (Drigotas et al., 1999). People who experience a large discrepancy are disappointed, emotionally distressed and dissatisfied (Higgins, 1987).

The Michelangelo phenomenon consists of 3 chronological processes: i) partner perceptual affirmation, ii) partner behavioral affirmation, and iii) self-movement towards the ideal self (see Figure 1). Firstly, partner perceptual affirmation is the degree to which an individual can perceive that their partner's self is congruent with their ideal self. Secondly, partner behavioral affirmation describes the degree to which the partner's behavior affirmation of the self is congruent with the ideal self; the more closely matched the partner's affirmation, the more the target's actual self moves towards the ideal self. Consequently, behavioral affirmation fosters self-movement toward the ideal self, the last process. A person who provides affirmation to their romantic partner is referred to as a *sculptor* while the one who receives affirmation and experiences self movement toward the ideal self is referred to as *a target*. This shows that partner affirmation in the Michelangelo phenomenon is a beneficent unfolding process of the behavioral confirmation concept, which is crucial for flourishing romantic relationships that promote satisfaction in young couples

(Drigotas, 2002; Rusbult et al., 2005; Bühler et al., 2020). Additionally, Bühler et al. (2020) also discloses that the Big Five personality is positively linked to the Michelangelo phenomenon, particularly agreeableness, extraversion and emotional stability.
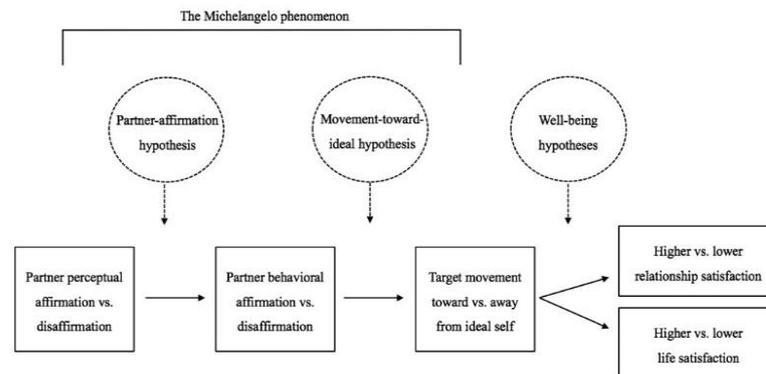
Figure 1 The Michelangelo phenomenon, relationship satisfaction and life satisfaction; based on Bühler et al. (2020), Drigotas (2002), and Drigotas et al. (1999).

Extraversion Trait and the Michelangelo Phenomenon

A personality trait is defined as a relatively stable disposition consisting of thoughts, feelings and behaviors (Allport, 1937). The trait concept is mostly known as the Big Five traits (Costa & McCrae 1994;); these domains are openness, conscientiousness, extraversion, agreeableness, and neuroticism. Extraversion refers to the traits of a person who is warm, gregarious, assertive, active, excitement-seeking and has a positive affect (John & Srivastava, 1999); whereas, low extraversion, or introverted, refers to a person who is reserved and quiet with a limited number of intimate friends (Larsen & Buss, 2018).

In this research, we will focus only on extraversion as several findings show a positive link between extraversion, marital satisfaction and life satisfaction longitudinally, but few papers have deeply examined its link (White et al., 2004; Barelds, 2005). Also, little is known about the concept of the Michelangelo phenomenon related to personality traits, and it has never been replicated in Asia where most countries are highly collectivist, meaning they prioritize group goals rather than their individual needs (Triandis, 2001). Therefore, it is worth examining in Asian countries to extend novel insights in the interpersonal relationship literature.

Extraversion similarity facilitates the Michelangelo phenomenon and marital satisfaction. Similarity attraction theory suggests that an individual tends to attract and choose another person who is similar in values, attitudes, lifestyle, and background (Myers & Twenge, 2017). It can be beneficial being similar to their significant other because both may have comparable experiences, perceptions and emotions, thus, they interact and understand each other better which increases intimacy and validation (Gonzaga et al., 2007; Weidmann et al., 2017). However, some suggest that complementary couples facilitate goal pursuit better because they agreed to pursue goals together after discussion while similar couples who have mutual goals avoid disputes rather than having a proper discussion (Bohns et al., 2013). This leads to the question whether similarity in personality relates to the Michelangelo phenomenon or not, and how extraversion personality similarity facilitates the Michelangelo phenomenon promoting marital satisfaction, which has not been studied.

Taken together with the proposed model of the Michelangelo phenomenon, extraversion personality similarity influences marital satisfaction, mediated by the Michelangelo phenomenon. Hence, it was predicted that
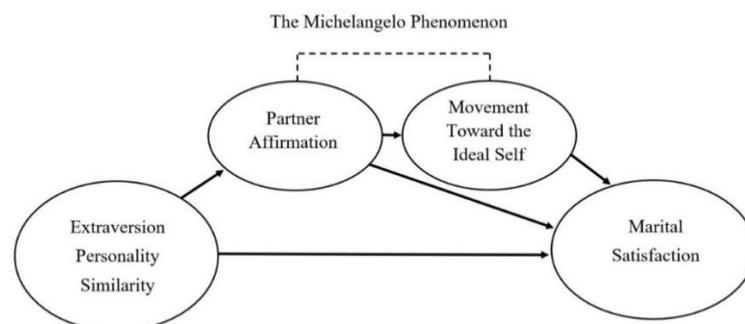
Figure 2 Hypothesized model

H1: Extraversion of husband and wife, and extraversion personality similarity positively predict marital satisfaction of husband and wife.
H2: Extraversion positively predicts marital satisfaction, mediated by receiving affirmation and movement toward the ideal self. There is a partner effect of extraversion on marital satisfaction.

H3: Extraversion positively predicts marital satisfaction, mediated by providing affirmation and receiving affirmation.

H4: Extraversion personality similarity positively predicts marital satisfaction in both husband and wife, mediated by receiving affirmation from husband and wife, and the perception of movement toward the ideal self from husband and wife, and mediated by providing affirmation from husband and wife, and the perception of spouse movement toward their ideal self from husband and wife.

Methodology

Participants

The sample for this study was newlywed couples who had been married less than 5 years residing in Thailand, notably in Bangkok ($N = 201$ dyads). 201 newly married couples (402 individuals; 201 males and 201 females) volunteered to participate in the research. Male and female with an age range 24-39 years ($M= 31.49$ years; $SD = 4.35$). Marriage duration was between 1 month and 5 years ($M= 1.51$ years, $SD = 1.24$), relationship duration before marriage between 22 months and 19 years ($M= 5.33$, $SD= 3.84$), 74.6% of respondents registered their marriage while 25.4% were not registered, and 67% had no children. Of all participants, 53.7% had graduated with a bachelor degree, and 40% earned 15,001-30,000 Baht per month.

Research Design and Procedure

This study used a cross-sectional actor-partner interdependence model (APIM) to examine causal effects and the similarity effects of the Big Five's extraversion trait and marital satisfaction mediated by the Michelangelo phenomenon. Specific terminology for the effects that were tested in the APIMs included: (i) *actor effects* which captured the correlation between an individual's extraversion personality, the Michelangelo phenomenon variables, and his or her own level of marital satisfaction, (ii) *Partner effects* captured the correlation between an individual's personality and a partner's movement toward their ideal self, and his or her partner's level of marital

satisfaction. In addition, we analyzed personality similarity using intraclass correlation (ICC) to capture the similarity effects in extraversion between couples. It is noteworthy that we used the couple or dyad as a unit of analysis.

The present research implemented purposive sampling by seeking people who showed marriage status or displayed dyadic profile photos on Facebook. Subsequently, we collected samples at marriage registrations in 3 Bangkok districts including Bang Rak, Bang Sue, Lad Krabang, in addition to an antenatal care department, Nawabutr Medical Center clinic. The research instrument used in this study was a questionnaire in Thai language. All participants consented to participate in the research. Prior to collecting data, this research was reviewed and received ethics clearance (COA No. 224/2563) from a Research Ethics Committee at Chulalongkorn University.

Measures

Extraversion

Extraversion was assessed with the Thai version of the Big Five Inventory Scale (BFI) developed by Maneesri and Bunlue (2010). 12 questionnaire items were selected to measure the level of extraversion for each individual. An example of an item was "Have friends easily" (1 = strongly disagree and 7 = strongly agree) (α = .87). To measure the similarity effects, a raw score of 12 items were calculated and converted into intraclass correlation (ICC) of extraversion in each couple used to measure level of similarity.

Partner affirmation

This part was divided into two parts; providing affirmation (8 items) *(α = .91)* and receiving affirmation (8 items) *(α = .96)* in Thai language to measure the first step of the Michelangelo phenomenon. The Thai receiving affirmation scale originally derived from "My Partner and My Goal Pursuits" by Rusbult et al. (2009). Respondents rated statements such as "My partner behaves in ways that help me become who I most want to be". The Thai providing affirmation scale was translated from "Me and My Partner's Goal Pursuits" scale (Patrick, 2018,) but modified as "I,"

for instance, "I see my partner as the person he/she ideally would like to be". Both measured on 7-point Likert scales (1 = least and 7 = most).

Movement toward the ideal self

The last step of the Michelangelo phenomenon was also divided into two parts; movement toward the ideal self *(α = .86)* and perception of spouse's movement toward their ideal self *(α = .89)*. To measure this, participants were asked to reflect on their ideal selves (e.g., goals, aspirations, dreams) in 3 domains: career, personality, and relationship. They wrote one short description in Thai on each aspect and rated how much they have (1) moved closer to these ideal selves, (2) remained unchanged, or (3) moved further away as a result of involvement with their spouses. The Likert scale was used for measurement, ranging from -3 (moved away) through 0 (unchanged) to +3 (moved closer). Likewise, to measure the perception of spousal movement toward their ideal self, participants were asked to briefly describe their spouse's three ideal selves. Similar Likert scales were applied.

Marital satisfaction

Marital satisfaction was measured with a Thai version of the Relationship Assessment Scale or RAS (Hendrick, 1988) *(α = .76)*. Participants rated seven items such as "How well does your partner meet your needs?" on a 7-point Likert scale ranging from 1 (least) to 7 (most).

Data Analysis

To examine the relationship between extraversion and marital satisfaction mediated by the Michelangelo phenomenon, we analyze data into two levels: a lower level and an upper level using the Actor-Partner Interdependence Model (APIM) via the Mplus 7 program (Kenny et al., 2006). The lower level, or individual level, was used to test actor and partner effects of extraversion on marital satisfaction individually via partner affirmation and movement toward the ideal self. The upper level used intraclass correlation (ICC) to measure the extraversion similarity effects within the couples. Based on the median, husbands and wives were then divided into

4 groups: both low extraversion (*N*=51 dyads), both high extraversion (*N*=55 dyads), low extraverted husband and high extraverted wife (*N*=47 dyads), and high extraverted husband and low extraverted wife (*N* =48 dyads).

Results

Descriptive Statistics

Table 1 Means, and Standard Deviations

Variables	Husband		Wife	
	M	*SD*	*M*	*SD*
Extraversion	4.66	1.07	4.62	1.00
Receiving Affirmation	5.49	1.20	5.60	1.18
Providing Affirmation	5.47	1.08	5.49	1.02
Movement toward the ideal self	5.91	1.02	5.94	.96
Perception of Spouse Movement toward their ideal self	5.85	1.07	5.89	.99
Marital Satisfaction	5.70	.87	5.69	.86

Table 1 presents the mean and standard deviation. Generally, the mean in all the variables is relatively high except for extraversion at 4.65 for husbands and 4.61 for wives. It can be seen that movement towards ideal self in both wives and husbands have the highest mean among all variables with 5.94 and 5.91 respectively.

Table 2 Zero-Order Correlation between extraversion trait, variables of the Michelangelo phenomenon, and marital satisfaction.

Variables	1	2	3	4	5	6
1.Extraversion	.08	.21**	.23**	.12	.17*	.28**
2. Receiving Affirmation	.28**	.28**	.85**	.42**	.44**	.57**
3. Providing Affirmation	.34**	.86**	.22**	.40**	.44**	.57**
4. Movement toward the ideal self	.28**	.36**	.42**	.19**	.72**	.27**
5. Perception of Spouse Movement toward their ideal self	.27**	.43**	.46**	.84**	.15*	.25**
6. Marital Satisfaction	.18**	.47**	.52**	.30**	.30**	.35**

Note: Correlations for husband are displayed below the diagonal (in gray) and correlations for wife are shown above the diagonal. The diagonal shows correlations between two partners. *p < .05, ** p < .01, two tailed.

Table 2 presents Pearson's correlation between the key variables (i.e., extraversion traits, the Michelangelo phenomenon, and outcomes). Most variables are correlated significantly. There are few variables that are highly correlated, namely the husband providing affirmation and receiving affirmation is .86 while the wife providing affirmation and receiving affirmation is .85. It is worth noting that interdependent relationships influence the behavioral confirmation in couples (Rusbult et al., 2005).

Hypotheses Testing

First, we tested the model fit of both upper and lower levels. The goodness-of-fit indices for the lower level was χ^2 .01, RMSEA .06, CFI .98, and for the upper level was χ^2 .05, RMSEA .005, CFI .99. Both models fit the data well.

Table 3 Actor-partner Interdependence Model (APIM) in individual level or lower level

Variable	Husband								Wife							
	Actor effect				Partner Effects				Actor effect				Partner Effects			
	β	b [95% CI]		p	β	b [95% CI]		p	β	b [95% CI]		p	β	b [95% CI]		p
Direct effects																
EXT →Rcv Aff	**0.28**	0.16	0.46	0.000					**0.21**	0.09	0.40	0.002				
EXT → Pro Aff	**0.31**	0.18	0.44	0.000					**0.23**	0.10	0.37	0.001				
Rcv Aff → Me Move	**0.32**	0.16	0.37	0.000					**0.38**	0.21	0.41	0.000				
Pro Aff → Me Move					-0.01	-0.10	0.08	0.82					0.03	-0.05	0.10	0.53
Pro Aff → S Move	**0.45**	0.32	0.57	0.000					**0.44**	0.31	0.55	0.000				
EXT → RAS	-0.003	-0.10	0.10	0.96	0.04	-0.06	0.12	0.52	**0.16**	0.04	0.24	0.004	-0.08	-0.17	0.04	0.22
Rcv Aff → RAS	0.05	-0.12	0.20	0.65					**0.29**	0.06	0.36	0.006				
Pro Aff → RAS	**0.39**	0.12	0.50	0.001	0.06	-0.05	0.14	0.34	**0.28**	0.06	0.41	0.007	**0.20**	0.06	0.27	0.002
Me Move → RAS	0.10	-0.10	0.26	0.38					0.07	-0.07	0.20	0.36				
S Move → RAS	0.03	-0.15	0.19	0.81					-0.09	-0.22	0.06	0.26				
Indirect effects																
EXT→ Rcv Aff →RAS	0.02	-0.04	0.06	0.65					**0.06**	0.00	0.10	0.04				
EXT→ Pro Aff → RAS	**0.12**	0.02	0.17	0.007	0.02	-0.02	0.04	0.35	**0.06**	0.00	0.11	0.03	**0.05**	0.00	0.07	0.02
EXT→Rcv Aff→ Me Move→RAS	0.008	-0.01	0.02	0.40					0.006	-0.01	0.02	0.38				
EXT→Pro Aff→ S Move→RAS	0.004	-0.02	0.03	0.81	0.00	0.00	0.00	0.825	-0.009	-0.02	0.01	0.29	0.001	0.00	0.00	0.61

Note: N_{dyads}=201. CI= Confidence Interval. EXT = Extraversion, Pro Aff = Providing affirmation, Me Move = Movement toward the ideal self, S Move = Perception of spouse movement toward their ideal self RAS = Marital satisfaction. Significant results are presented in bold ($p < .05$).

Lower level

The influence of extraversion towards marital satisfaction mediated by the Michelangelo phenomenon in Thai newlyweds was investigated using the APIM SEM Model for the two levels. Table 3 shows the lower level. Direct effects of each individual were examined to see the actor and partner effects. There was an actor effect for wife extraversion and wife's marital satisfaction (β= .16, t = 2.87, p < .01), while there was no statistically significant effect between husband extraversion and husband marital satisfaction (β= -.003, t = -.05, p = .96). This indicated that the higher the extraversion for a wife, the higher the marital satisfaction for that wife; whereas, extraversion for a husband had no effect on his marital satisfaction. Interestingly, the results revealed that a wife's variables had stronger effects than a husband's variables in the model. Therefore, hypothesis 1 was partially supported only on the wife's side.

Examining the direct effects of the Michelangelo phenomenon in detail, all variables were correlated and associated with extraversion in both genders. Extraversion in wives positively predicted receiving affirmation (β= .21, t = 3.07, p < .01) and providing affirmation (β= .23, t = 3.46, p < .001). Receiving affirmation predicted the movement toward the ideal self in a positive direction (β = .38, t = 6.61, p < .001) as well as providing affirmation positively correlated with the perception of a spouse movement toward their ideal self (β= .44, t = 7.80, p < .001). On the other hand, extraverted husbands had a strong direct effect on receiving affirmation (β= .28, t = 4.25, p < .001) and providing affirmation (β= .30, t = 4.88, p < .001). This suggests that there was an effect of the Michelangelo phenomenon in Thai newlywed couples. Hypothesis 3 was supported.

The indirect effects of the Michelangelo phenomenon were further tested as shown in Table 3. Results showed that receiving and providing affirmation mediated the association between extraversion and marital satisfaction for a wife; however, only providing affirmation mediated the association between a husband's extraversion and his marital satisfaction (β = .12, t = 2.71, p < .01). There was an actor effect for wife extraversion and her marital satisfaction was fully mediated by receiving affirmation (β= .06, t = 2.06, p < .05), but there was no partner effect. In contrast, providing affirmation had both actor effect and partner effect between extraverted wife and marital satisfaction in positive directions. The actor effect of a wife's extraversion and a wife's marital satisfaction was fully mediated by a wife providing

affirmation (β = .06, t = 2.11, p < .05) while the only partner effect in this model illustrated that a wife providing affirmation was the mediator that positively predicted a husband's marital satisfaction (β = .05, t = 2.27, p < .05). In other words, providing affirmation was the only mediator that had actor effects in both genders and had the partner effects on the husband's marital satisfaction. Additionally, we found that the estimated values of providing affirmation in both husband and wife were higher than receiving affirmation, and positively predicted marital satisfaction in both husband and wife. This suggests that providing affirmation plays a more important role than receiving affirmation. Thus, hypothesis 2 was not supported.

Table 4 Actor-partner Interdependence Model (APIM) on couple level or upper level

Variables	Husband						Wife					
	Actor effect			Partner effects			Actor effect			Partner effects		
	β	b [95% CI]	p	β	b [95% CI]	p	β	b [95% CI]	p	β	b [95% CI]	p
Direct effects												
Ext Sim →Rcv Aff	0.12	-0.77 13.39	0.08				**0.28**	7.63 21.09	0.00			
Ext Sim → Pro Aff	0.09	-2.00 10.73	0.18				**0.33**	8.72 20.17	0.00			
Rcv Aff→ Me Move	-0.13	-0.24 0.02	0.09				0.14	-0.03 0.26	0.13			
Pro Aff→S Move	**0.46**	0.33 0.58	0.00				**0.44**	0.31 0.55	0.00			
Pro Aff→ Me Move	**0.53**	0.33 0.67	0.00	-0.01	-0.10 0.08	0.83	**0.28**	0.08 0.45	0.004	0.03	-0.05 0.10	0.53
Ext Sim → RAS	0.04	-3.10 5.86	0.55				**0.16**	1.72 10.28	0.006			
Rcv Aff → RAS	0.06	-0.12 0.21	0.59	0.05	-0.05 0.11	0.41	**0.34**	0.09 0.39	0.001	**0.19**	0.04 0.23	0.004
Pro Aff → RAS	**0.38**	0.12 0.49	0.001				**0.23**	0.01 0.36	0.03			
Me Move → RAS	0.08	-0.11 0.24	0.45				0.07	-0.08 0.21	0.37			
S Move → RAS	0.01	-0.17 0.18	0.94				-0.09	-0.22 0.06	0.26			
Indirect effects												
Ext Sim → Rcv Aff→ RAS	0.01	-0.80 1.37	0.61	0.006	-0.35 0.78	0.46	**0.10**	0.76 6.21	0.01	**0.05**	0.35 3.54	0.02
Ext Sim → Pro Aff→ RAS	0.04	-0.76 3.41	0.21				**0.08**	-0.02 5.48	0.05			
Ext Sim → Rcv Aff→ Me Move →RAS	-.001	-0.19 0.10	0.52				0.003	-0.17 0.38	0.45			
Ext Sim → Pro Aff→ S Move→ RAS	0.00	-0.33 0.36	0.94				-0.01	-1.38 0.39	0.27			
Ext Sim → Pro Aff→ Me Move→ RAS	0.004	-0.30 0.59	0.51	0.00	-0.03 0.02	0.83	0.007	-0.33 0.81	0.40	0.001	-0.08 0.12	0.63

Note: N_{dyads}=201. CI= Confidence Interval, Ext Sim = Extraversion Similarity, Pro Aff = Providing affirmation, Me Move = Movement toward the ideal self, S Move = Perception of spouse movement toward their ideal self, RAS = Marital satisfaction. Significant results are presented in bold (p < .05).

Upper level

To examine the influence of extraversion similarity in Thai newly married couples, we used intraclass correlation raw scores (ICC) to measure the extraversion similarity of each couple and classified them into four groups to examine similarity effects influencing marital satisfaction mediated by the Michelangelo phenomenon.

As seen in Table 4, we found extraversion similarity had a direct, significant effect on a wife's marital satisfaction (β= .16, t = 2.75, p < .01). For mediation effects, a wife receiving affirmation was fully mediated with extraversion similarity and marital satisfaction in both actor and partner effect (actor effect β= .10, t = 2.51, p < .05), (partner effect β= .05, t = 2.39, p < .05), while a wife providing affirmation had only actor effect with similarity in extraversion and marital satisfaction (β= .08, t = 1.95, p < .05). Conversely, there was no direct or indirect actor or partner effect for husbands, which also means that his receiving affirmation and providing affirmation were not mediated with marital satisfaction. This suggests that the higher the profile similarity within couples, the higher marital satisfaction in both husband and wife when a wife receives affirmation or provides affirmation. Hence, hypothesis 4 was partially supported only on the mediation effects between extraversion similarity and providing affirmation and receiving affirmation. In addition, novel findings were identified while analyzing the upper level. Namely that providing affirmation had a positive direct effect with movement toward ideal self significantly on both wife (β = .28, t = 2.77, p < .01) and husband (β= .53, t = 6.13, p < .001), but there was no indirect effect.

The second level mediators, which are movement toward the ideal self and perception of spouse movement toward their ideal self, did not have a direct effect on marital satisfaction in husband or wife, and were not mediating between extraversion, partner affirmation and marital satisfaction in both levels. Findings showed that movement toward the ideal self and perception of spouse movement toward their ideal self were not predictors of marital satisfaction directly or indirectly. Only receiving

affirmation and providing affirmation were mediators; therefore, the hypothesis 4 was rejected only on the part of the second level mediator.

Discussion

In the present research, we strived to discover how the Michelangelo phenomenon and extraversion could yield marital satisfaction in young Thai newlywed couples. We discovered several novel findings that fill the literature gap of the Michelangelo phenomenon. The findings reveal that the Michelangelo phenomenon occurred in Thai young newlyweds through partner affirmations (i.e., providing affirmation and receiving affirmation) that were strongly associated with marital satisfaction. Partner affirmations mediated the association between extraversion and marital satisfaction in positive directions in both genders and both levels, except a husband receiving affirmation that was not predicted, hence the hypothesis 3 was supported.

Partner affirmation is the most important component of this phenomenon. Rusbult et al. (2005) stated that partner affirmation was the core of the Michelangelo phenomenon that sculpts the other in order to unveil the hidden ideal self into the actual self as close as possible which is beneficial for personal well-being and couple well-being. Our results implied that, for the first time, the Michelangelo phenomenon could be replicated in a highly collectivistic culture like Thailand, a Southeast Asian country. Regardless of the cultural differences, the Michelangelo phenomenon plays a pivotal role in marital satisfaction, which consistently proves that it is a quintessential mechanism of relationship maintenance.

Providing affirmation in romantic couples in the present research extended the definition of partner affirmation in the Michelangelo phenomenon. Previously, the Michelangelo phenomenon mainly highlighted the importance of receiving affirmation, but few papers discussed the importance of providing affirmation. Kumashiro et al. (2007) emphasized that by providing affirmation, skilled sculptors facilitate an environment for growth and encourage targets to pursue their goals. This result was in line with previous research that providing affirmation played a more significant role than the receiving affirmation because providing affirmation validated the self-concept and motivated the pursuit of dreams which nourishes relationships and enhances marriage quality (Deci & Ryan, 2014). Furthermore, partner affirmation increased relationship satisfaction when individuals were intrinsically affirmed by their romantic partners, particularly the intrinsic qualities such as cheerful, supportive, and loyal (Gordon & Chen, 2010). Aligning with the results, providing affirmation was strongly correlated with marital satisfaction, supporting our hypotheses 3 and partially supported hypothesis 4 as there was no movement toward the ideal self and perception of spouse movement toward their ideal self.

Findings show that providing affirmation mediated extraverted husband and his marital satisfaction. It is interesting that on the husband's side, this was the only effect. The concept of manhood proposed by Gilmore (1990) states that a successful man needs to fulfill three pillars: procreate, provide and protect. This manhood concept has been recognized in every culture including Thailand where men are expected to have descendants, to be the providers of their families and tribes, and provide protection (Rybicki & Jastrzębski, 2021). Analyzing the results, it is plausible

that providing affirmation is another way that men implicitly show their masculinity since it demonstrates psychologically they are capable of providing for their families and tribes. Supporting this, there was a positive partner effect of extraversion similarity and husband marital satisfaction mediated by a wife receiving affirmation on the upper level as shown on Table 4 (β= .05, t = 2.39, $p < .05$). It means that the higher the level of extraversion similarity within couples, the higher the husband's marriage satisfaction when he sees his wife receive affirmation. Conversely, receiving affirmation did not mediate a husband's extraversion and his marital satisfaction on both levels. This suggests that men like to portray their manhood by being the provider of the family, but when they receive partner affirmation it might weaken their masculinity because they are seen as receivers. In the present research, we did not examine the relationship between masculinity and partner affirmation so this could be a future direction of study.

Extraversion is strongly associated with the Michelangelo phenomenon in both wife and husband on the lower level. Possibly that positivity of extraversion created positive vibes whereby the partner shared activities and feelings daily that led to the Michelangelo phenomenon process (Bühler et al., 2020). Our findings highlighted that there was an actor effect of the wife's extraversion and her marital satisfaction via the Michelangelo phenomenon. The results were consistent with the findings of Bühler et al. (2020) that highly extraverted women tend to perceive their partners in a positive light, which facilitates partner affirmation, partner behavioral affirmation, movement towards the ideal self, and consequently promote relationship satisfaction through the components of the Michelangelo phenomenon. As a result, they were happier with their relationship and life.

Moreover, extraversion is positively connected with emotional expressiveness notably in females. This could be related to Riggio and Riggio's findings (2002) that women express emotions more than men. Thus, this can explain our findings that a wife's extraversion had stronger effects on the Michelangelo phenomenon than the husband's extraversion in the lower model. On the upper level, extraversion similarity positively predicted only a wife's marital satisfaction, but not a husband's marital satisfaction. This suggests that a highly extraverted wife explicitly expresses her love and positive emotions through partner affirmation thus yielding higher marital satisfaction.

On the other hand, a highly extraverted husband had no relationship with his own marital satisfaction via the Michelangelo phenomenon. This might be because other traits of men in the Big Five are more associated with the Michelangelo phenomenon. Bühler et al. (2020) reported that agreeableness and conscientiousness were the top traits reported as men's ideal selves. This study did not examine other traits in the Big Five so it is possible that other traits in the Big Five are more correlated with a husband's marital satisfaction such as agreeableness and conscientiousness in the collectivistic context, something to be further explored in the future.

Remarkably, the novel findings revealed that providing affirmation positively predicted the movement toward ideal self significantly for both wife (β= .28, t = 2.77, p = .004) and husband (β = .53, t = 6.13, p < .001) directly, but there was no indirect effect as shown on table 4. This suggests that when a sculptor provides affirmation to the target, they also experience their own movement toward their ideal self too, especially in highly extraverted couples. Consistent with previous literature that when

the romantic sculptors 'do the locomotion' with the targets, it fosters personal growth and their partners' growth and relational well-being (Kumashiro et al., 2007). Also, considering the short descriptions of their relationship ideal self (i.e., trait 3) in our questionnaire, the findings revealed the top ideal self of male respondents was "to be a good husband"," "to be a good husband who can take care his wife and his children", "to become a dependable family leader that makes home sweet home", while the most popular answer from wives was "to be a good wife", "Be supportive of my husband", "to be a good mother", "to have a happy family". Analyzing together with the correlations and relationship ideal self reports, this showed that to fulfill their role as a life partner (i.e., to be a good husband/wife) was their ideal self. Thus, when they provide affirmation to their spouses, they are also moving toward their ideal self.

Furthermore, while investigating the role of extraversion personality similarity in Thai couples, our findings suggest that similarity in extraversion positively regressed the Michelangelo phenomenon indicating that couple similarity in extraversion facilitates the Michelangelo phenomenon more effectively than complementary couples. Consistent with previous literature's overwhelming support for similarity attraction theory, assortative mating predicts marital satisfaction because both partners have comparable emotions, perception, and experiences so are better attuned better to each other's emotions (Gonzaga et al., 2007; Weidmann et al., 2017; Rammstedt & Schupp, 2008; Luo, 2017). Thus, our hypotheses were supported.

Exploring extraversion similarity in depth, we did a post hoc test using Bonferroni to see the mean differences in 4 groups. We discovered that couples who were both high in extraversion had highest marital satisfaction; whereas, both low extraverted couples (or introverted couples) had lowest marital satisfaction among the

four groups. This suggests that high similarity extraverted couples have higher marital satisfaction than complementary couples. Linked to the upper level, extraversion personality similarity regressed the Michelangelo phenomenon in positive directions, hence the findings are consistent with the previous research stating that assortative mating is associated with marital satisfaction (Luo, 2017; Larsen & Buss, 2018). Our findings support this and further elaborate that couple similarity and partner affirmation of the Michelangelo phenomenon promote the marital satisfaction in the Thai context.

It is worth noting that the second level mediators (i.e., movement toward the ideal self, perception of spouse movement toward their ideal self) did not predict marital satisfaction in both, and they did not act as mediators in both levels. Usually both movements occurred over time; however, this research was cross-sectional so it was likely that they occurred later in wave 2 or wave 3, suggesting the need for a longitudinal study in the future.

Conclusion and Recommendation

These results demonstrate that extraversion positively predicts marital satisfaction via the mediating role of the Michelangelo phenomenon, particularly in partner affirmation. A cross-sectional APIM model in both levels, a wife's extraversion has stronger effects than a husband's in both direct and indirect effects. Within the Michelangelo phenomenon construct, providing affirmation plays a more vital role than receiving affirmation, which is regarded as a new finding that explains the mechanism of partner affirmation from a sculptor's perspective. It also shows that when couples provide affirmation to their significant others, they also move closer

toward their own ideal self. Furthermore, a high level of couple similarity has higher marital satisfaction and influences marital satisfaction via the Michelangelo phenomenon, but not for the complementary couples. These novel findings extended the previous research revealing that the Michelangelo phenomenon occurred in a highly collectivistic country like Thailand, highlighting that partner affirmation is a powerful tool consolidating the romantic relationships of newlywed couples. The warmth and positive emotions of extraversion are linked to the Michelangelo phenomenon contributing to marital satisfaction.

Reflecting these insights, we recommend couples to use verbal or behavioral affirmation to support one another because those affirmations, especially from loved ones, motivates that person to overcome any obstacles in order to accomplish his/her personal goals or dreams. Next, as a couple, one should promote their extraversion by creating joyful vibes and express positive affects toward their romantic partner in daily life. This will lead to long-term marital satisfaction. As for the government sector, it is recommended these findings be publicized to marriage couples via seminars, posters, and social media platforms about how they can support each other via the Michelangelo phenomenon mechanism for sustaining a happy marriage.

Conflict of Interest

There is no conflict of interest.

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Appendix III: The Michelangelo phenomenon hypothesis testing

Variable	Husband						Wife					
	Actor effect			Partner Effects			Actor effect			Partner Effects		
	β	b [95% CI]	p	β	95% CI	p	β	b [95% CI]	p	β	b [95% CI]	p
Direct effects												
Rcv Aff → Me Move	**0.63**	0.44 0.80	0.000				**0.42**	0.19 0.60	0.000			
Me Move → RAS	**0.47**	0.28 0.65	0.000				**0.32**	0.13 0.46	0.000			
Rcv Aff → RAS	**0.33**	0.13 0.52	0.001	**0.25**	0.06 0.36	0.006	**0.39**	0.17 0.51	0.000	0.13	-0.03 0.30	0.103
Indirect effects												
EXT→ Rcv Aff →RAS	**0.29**	0.15 0.43	0.000				**0.13**	0.03 0.21	0.006			

Note: N_{dyads}=70. CI= Confidence Interval., Rcv Aff = Receiving affirmation, Me Move = Movement toward the ideal self, RAS = Marital satisfaction. Significant results are presented in bold ($p < .05$).
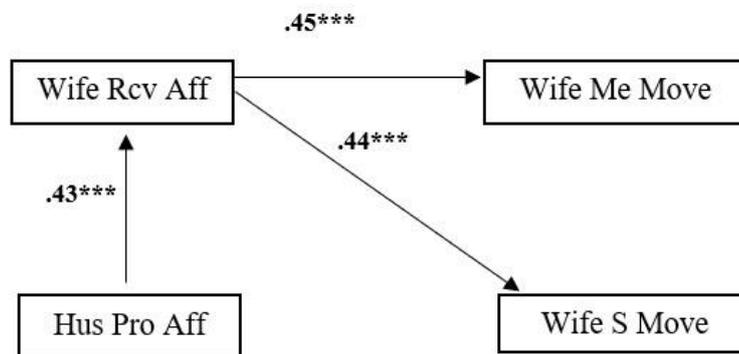
Appendix IV: Partner affirmation interaction effect

Figure A: Husband Receiving Affirmation and Husband S Move
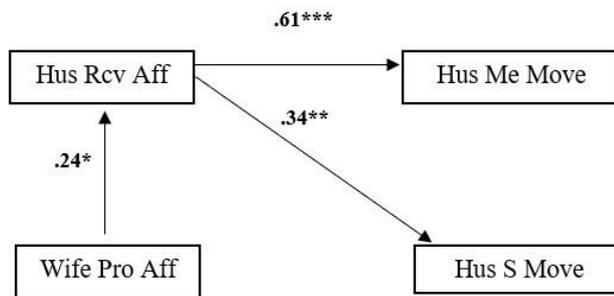
*Note: * p < .05, ** p < .01, *** p < .001*

Figure B: Wife Receiving Affirmation and Wife S Move

*Note: * p < .05, ** p < .01, *** p < .001*

VITA

NAME Wanthip Chawaleemaporn

DATE OF BIRTH 5 January 1986

INSTITUTIONS ATTENDED Bachelor of Laws (LL.B.), Assumption University, 2002-2006
Entrepreneurship (MSc), University of Surrey, 2011-2012

PUBLICATION -Journal publication at Kasetsart Journal of Social Sciences (KJSS) "Similarity Conquers All: A Dyadic Study of the Big Five's Extraversion Similarity and the Michelangelo Phenomenon on Marital Satisfaction in the Thai Context" (accepted on 14 November 2022)

2018
-Poster presentation "Can Social Media Facilitate Romantic Relationship ?: A Qualitative Study on How Personality and Social Media Usage Influence Couple Well-Being among Thais" at Thailand National Conference on Psychology (TNCP 2018)
-Founded a psychology Facebook fanpage called "Love is Wanthip"