

The Moderating Role of Self-Awareness and Self-Management Skills in the Relationship Between Impression Manipulative Communication Style and Wellbeing among Chinese University Students

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ABSTRACT

This study explores the impact of communication styles on social and psychological wellbeing, with a particular focus on how self-awareness and self-management skills moderate these relationships. The research draws on a sample of 362 Chinese university students and employs Structural Equation Modeling (SEM) to analyze the data. Two types of communication styles (i.e., impression manipulative and expressive communication style) are considered as independent variables, while social and psychological wellbeing are the dependent variables. Data for the independent and dependent variables are collected at two different time points to reduce the risk of common method variance. The key findings show that impression manipulative communication negatively affects both social and psychological wellbeing, while expressive communication is positively linked to both types of wellbeing. Notably, self-awareness and self-management skills significantly moderate the relationships between impression manipulative communication style and both types of wellbeing. This highlights the importance of emotional intelligence in mitigating the potential negative effects of certain communication styles. The study underscores the relevance of fostering self-awareness and self-management skills as critical interventions for improving student wellbeing in educational settings. The findings provide insights into the complex dynamics of communication styles and wellbeing, offering practical implications for university counseling and developmental programs.

Keywords: expressive communication; impression manipulative communication; self-awareness; self-management skills; wellbeing