

Digital Vigilantism or Self-Branding? A Psychological and Managerial Analysis of Stalker-Shaming Content on TikTok

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The rise of TikTok as a short-video platform has given rise to a distinctive digital phenomenon: stalker-shaming content, in which predominantly female creators publicly expose and humiliate individuals who monitor their social media accounts, typically ex-romantic partners. Despite its growing prevalence, this behavior remains theoretically underexplored, situated at the intersection of digital psychology and management science. This study aims to analyze stalker-shaming content on TikTok as a simultaneous act of relational aggression and strategic self-branding, and to identify the role of algorithmic amplification in sustaining this behavior. Employing a Bibliometric-Systematic Literature Review (B-SLR) approach, this study synthesized 24 articles retrieved through Scopus keyword search and manual snowballing, analyzed using VOSviewer and the PRISMA 2020 framework. Bibliometric mapping revealed three converging research gaps: a platform gap centered on Facebook rather than TikTok, a construct gap marked by the complete absence of impression management and personal branding keywords, and a temporal gap with the existing corpus concentrated in 2014–2015. Thematic synthesis yielded a four-layer conceptual model integrating Impression Management Theory [1], Self-Enhancement Theory, the Relational Aggression Framework [2], and Personal Branding Theory [3], moderated by TikTok's algorithmic architecture. Findings suggest that stalker-shaming functions simultaneously as maladaptive psychological coping and reactive personal branding, structurally incentivized by platform reward systems. This study contributes an original interdisciplinary framework with implications for digital wellbeing practice and personal brand management in algorithmically mediated environments.

Keywords: Digital Vigilantism, Personal Branding, Impression Management, TikTok, Relational Aggression

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1. Introduction

The rise of short-form video social media platforms, particularly TikTok, has created a new digital communication ecosystem that enables individuals to express themselves, build a public identity, and interact with a wide audience in real time. The phenomenon of self-presentation has increasingly become a trend for revealing, developing, manipulating, and adjusting one's self-image on social media [4]. Amid these dynamics, a phenomenon has emerged that has captured the public's attention: TikTok content created by creators, mostly women, responding to the stalking of their accounts by individuals with whom they have a personal connection, such as ex-boyfriends or their ex-boyfriends' new partners. This content is generally framed within a self-superiority narrative that asserts the creator is more attractive, more successful, or better than the stalker assumes, accompanied by sarcasm, insults, and even the public exposure of the stalker's identity. This phenomenon lies at the intersection of two major concepts, digital vigilantism and personal branding, and serves as a relevant subject of study from both psychological and management perspectives.

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Digital vigilantism is a process in which civilians feel collectively offended by the behavior of others and then coordinate retaliation through mobile devices and social media platforms. These actions include, but are not limited to, the practice of naming and shaming, that is, publishing the target's home address, employment details, and other sensitive information on public platforms (doxing) followed by online or physical harassment [5].

In the context of TikTok, the act of exposing a stalker's identity and shaming them in public can be categorized as a form of personally motivated digital vigilantism. Online shaming, in which people act as "social police" by publicly shaming perceived wrongdoings over the internet, is a widespread global phenomenon. Although its negative impacts are real, existing research remains very limited, and current knowledge is largely anecdotal [6].

Furthermore, digital vigilantism enables individuals to voice their grievances and seek justice in the digital world. Digital platforms allow people to come together and respond to the injustices they experience [7]. However, the phenomenon examined in this study has a different dimension: its motivation is not merely the pursuit of legal justice, but rather the construction of a narrative of self-superiority in the public eye.

Gender vigilanteism, defined as the use of information and communication technology by internet users to address violations perceived as breaching gender and sexual norms, is a form of informal justice-seeking in which users take extrajudicial action against various social violations [8]. The phenomenon of stalker-shaming content on TikTok examined in this study aligns with this concept, particularly in the context of romantic relationships and post-breakup dynamics.

The behavior that triggers this phenomenon is cyberstalking, particularly when perpetrated by a former partner or someone with whom the victim has a personal relationship. Many studies report unwanted and/or inappropriate contact as the most common form of cyberstalking, which can take the form of repeated phone calls, text messages, social media messages, friend requests, and messages via dating apps [9]. Cyberstalking is broadly defined as repeated and unwanted behavior involving the monitoring, communication with, or pursuit of another person through communication technology; it is a form of crime that causes serious psychosocial harm to the victim [10]. In the phenomenon under study, the act of secretly peeking at or monitoring social media accounts (passive cyberstalking) serves as the starting point, to which account owners then respond openly and aggressively through TikTok content.

From a management perspective, creators' responses to cyberstalking cannot be separated from the concepts of impression management and digital personal branding. TikTok has recently emerged as a leading social media platform, and TikTok users pay close attention to how they present themselves within the online community to impress their audience. Therefore, impression management on social media has become increasingly critical [11].

Social media platforms allow users to present themselves in whatever way they choose or deem appropriate for their audience. These platforms offer highly customizable self-presentation features, enabling users to present themselves selectively [12].

Stalker-shaming content on TikTok can be understood as a conscious or unconscious impression management strategy. Social media makes personal branding and image management easier, but it also creates pressure to maintain a consistent image across various platforms [13]. In this context, the "I'm the best" narrative following an incident of stalking serves as both a mechanism for digital reputation defense and a tool for strengthening one's personal brand in the eyes of the public.

From a psychological perspective, the tendency to construct narratives of self-superiority in stalker-shaming content can be linked to the constructs of narcissism and self-enhancement in the digital context.

Narcissism refers to a sense of entitlement, self-absorption, self-centeredness, grandiose self-expectations, and a tendency toward self-enhancement. Individuals with high levels of narcissism tend to be exploitative, attention-seeking, and dominant, accompanied by arrogance, a sense of entitlement, and high levels of explicit self-enhancement [14].

Social media allows individuals to showcase their achievements to a large audience, while also receiving highly visible praise and recognition through “likes” and positive comments from other social media users. This implies that narcissistic individuals can curate, manage, and promote their online “self” throughout the day and receive frequent feedback on their efforts [15].

Particularly relevant to this phenomenon is the concept of vulnerable narcissism, in which individuals use social media as a means of compensating for a lack of offline validation. Individuals with high levels of vulnerable narcissism often compensate for a lack of positive offline social feedback through excessive online interactions, and as a result, they may be at higher risk for addictive social media use [16].

Although the literature on digital vigilantism, online shaming, and narcissism on social media has grown rapidly, no study has specifically integrated management perspectives (personal branding, impression management) with psychological perspectives (narcissism, self-enhancement, relational aggression) to examine the phenomenon of stalker-shaming content on the TikTok platform. This study aims to fill this gap by employing a systematic literature review approach and proposing a conceptual model of reactive digital behavior that integrates these two disciplines.

2. Literature Review And Problem Statement

The proliferation of short-video platforms, particularly TikTok, has created new dynamics in digital self-presentation and interpersonal conflict. Prior studies establish that cyberstalking by ex-romantic partners through social media monitoring is widespread, with 92.9% of cyberstalking victimization occurring on social media platforms, predominantly involving ex-romantic partners [9]. In response to such perceived intrusions, a growing number of female content creators publicly expose their stalkers through stalker-shaming content, specifically videos that combine identity disclosure with superiority narratives. This behavior intersects two distinct scholarly domains: digital vigilantism, defined as a process where citizens coordinate retaliation on mobile devices and social platforms, including naming and shaming of targets through public disclosure of sensitive information [5]; and online shaming, which involves social policing by shaming perceived transgressions via the internet, a widespread global phenomenon whose motivations remain largely underexplored [6]. From a management perspective, such behavior simultaneously functions as an instrument of personal branding, the strategic construction of a distinctive public identity [3], and impression management, whereby TikTok serves as Goffman's (1959) front stage for curated self-performance aimed at cultivating social validation and digital reputation.

From a psychological standpoint, stalker-shaming content reflects overlapping constructs of narcissism, self-enhancement, and relational aggression. Social media enables individuals to advertise their successes to large audiences while obtaining visible rewards through likes and positive comments, making it a conducive environment for narcissistic self-promotion [15]. This is compounded by gendered patterns of aggression, as common female behaviors associated with relational aggression include manipulation, social exclusion, rumor spreading, and cyberbullying to harm an individual's social status [2]. Critically, TikTok's algorithmic architecture further moderates this dynamic by systematically rewarding emotionally charged content with amplified reach, creating a structural incentive for creators to sustain conflict-based narratives [17]. The interplay between psychological motivation and platform-level reward thus renders stalker-

shaming behavior simultaneously a psychological coping mechanism and a managerial self-branding strategy, a duality that existing literature has addressed only in isolation.

Despite growing literature on digital vigilantism, online shaming, and narcissism in social media, no study has integrated management and psychology perspectives to analyze stalker-shaming content as a simultaneous act of relational aggression and strategic self-branding within an algorithmically amplified platform context. This gap constitutes the central problem this study addresses: how do psychological motivations and managerial self-branding strategies converge in stalker-shaming content on TikTok, and what role does algorithmic amplification play in sustaining this behavior? To address this, the study is anchored in three complementary theoretical frameworks: Impression Management Theory [1], which explains the strategic self-presentation behavior of creators; Self-Enhancement Theory and the Relational Aggression Framework [2], which account for the psychological drivers of the behavior; and Personal Branding Theory [3], which positions the behavior within the management literature on digital identity construction. Together, these frameworks form the conceptual backbone of the integrated model proposed in this study.

3. Method

This study adopts a Bibliometric-Systematic Literature Review (B-SLR) approach, which integrates two complementary methods: a Systematic Literature Review (SLR) for in-depth qualitative synthesis of the literature, and VOSviewer bibliometric software for quantitative mapping of research trends, keyword clusters, and citation networks. The B-SLR combines quantitative and qualitative approaches to analyse literature, relying on metrics of interconnections among contributions, meeting the replicability and transparency tenets that distinguish SLRs [18]. This dual-method approach was chosen because, as the use of bibliometric software eliminates researcher bias and enables the analysis of a large number of publications, providing a holistic overview of the intellectual structure of a research field [19], while the SLR component ensures rigorous thematic depth that bibliometrics alone cannot provide.

The primary data source is the Scopus database, selected for its comprehensive multidisciplinary coverage and compatibility with VOSviewer's data import function. Scopus indexes over 25,000 active journals and provides detailed metadata across various fields, including author affiliations, document types, and language, allowing for precise filtering, and enables the export of structured data in formats compatible with VOSviewer, thereby supporting data interoperability and reproducibility [20]. This study obtained data with the search within article title, abstract, keyword ("digital reputation" OR "online identity") AND ("stalking" OR "cyberstalking") AND ("social media") from the Scopus database which was then exported into the RIS format for further processing and analysis using VOSViewer to obtain a research map in the form of a bibliometric map. Following the bibliometric mapping, the SLR phase applied the PRISMA 2020 framework [21] to screen, assess eligibility, and synthesise the final corpus of articles through thematic analysis, ensuring findings are mapped onto the conceptual model of this study.

4. Results And Discussion

PRISMA Search Results

The systematic search conducted through the Scopus database using the Boolean keyword query retrieved an initial corpus of 24 records. An additional 15 records were identified through manual snowballing to capture foundational theoretical literature. Following the removal of non-eligible document types, specifically 7 book chapters and 5 conference papers identified from the Scopus stream, 27 records proceeded to the full-text eligibility assessment. Three articles were subsequently excluded due to purely

technical focus without behavioral or psychological analysis. The final corpus comprised 24 articles (9 from Scopus; 15 from manual snowballing), as detailed in Table 1. In terms of research methodology, qualitative studies constituted the largest proportion (n = 9; 37.5%), followed equally by systematic literature reviews and quantitative studies (n = 5 each; 20.8%), mixed methods (n = 4; 16.7%), and conceptual or theoretical works (n = 2; 8.3%), as shown in Table 2. The dominance of qualitative approaches across the corpus reflects the exploratory nature of research on digital identity and cyberstalking behavior, while the complete absence of experimental designs across all 24 articles further confirms the need for more rigorous empirical investigation in this domain.

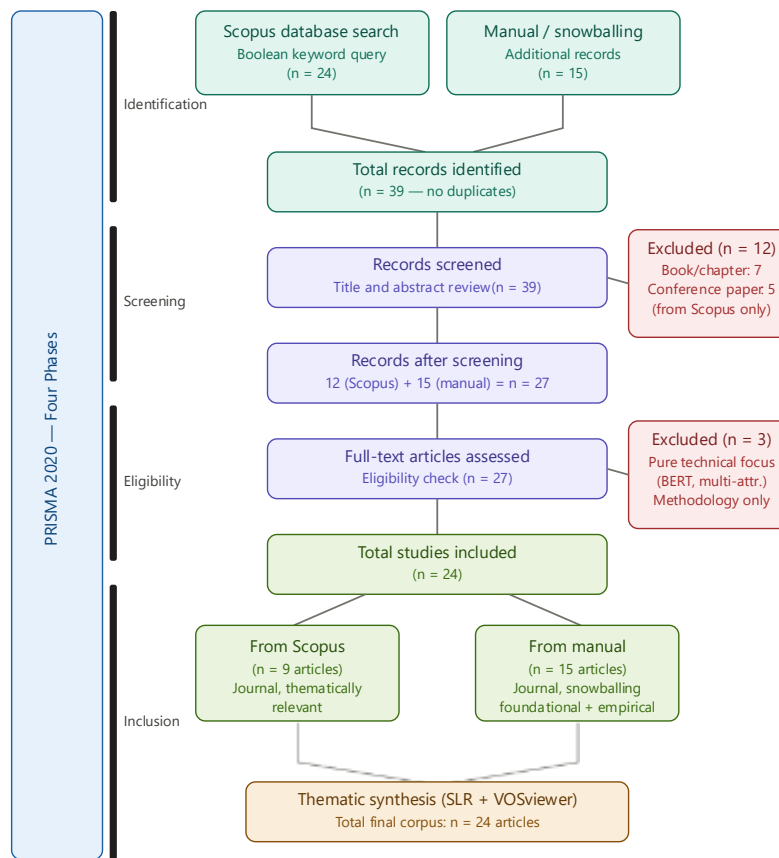


Fig. 1. PRISMA Flowchart

Table 1. Included Studies

No	Author(s)	Year	Title	Journal / Source	Method	Key Construct	Stream
1	Campaioli et al.	2025	'Now you're home': Awareness cues, rejection and post-digital safety on mobile dating apps	New Media and Society	Qualitative	Cyberstalking, digital safety	Scopus
2	Muyidi	2025	Exploring how social media usage shapes self-presentation strategies among Saudi young adults	Frontiers in Psychology	Qualitative	Self-presentation, impression management	Manual

No	Author(s)	Year	Title	Journal / Source	Method	Key Construct	Stream
3	Weekes et al.	2025	Cyberstalking Perpetrators and Their Methods: A Systematic Literature Review	SAGE Journals	Lit. Review	Cyberstalking perpetration	Manual
4	Fabris et al.	2025	Social Media Addiction and Aggressive Behaviors: Longitudinal and Gender-Specific Analysis	APMC	Quantitative	Relational aggression, gender	Manual
5	Chatelois et al.	2026	Is sexism associated with the use of relational aggression by young adults?	SAGE Journals	Quantitative	Relational aggression, sexism	Manual
6	Du et al.	2026	Navigating Digital Spaces: Analyzing Personalization and Popularity on TikTok	SAGE Journals	Lit. Review	TikTok algorithm, personalization	Manual
7	Bikku et al.	2024	The Social Network Dilemma: Safeguarding Privacy and Security in an Online Community	Int. J. Safety and Security Engineering	Quantitative	Online identity, digital privacy	Scopus
8	Kaur et al.	2024	Social Media in the Digital Age: Impacts, Challenges and Cybercrime	Engineering Proceedings	Lit. Review	Cybercrime, social media	Scopus
9	Matin et al.	2024	Social Media and Privacy in Rural-Bengal: A Sociological Study	Int. Research J. Multidisciplinary Scope	Mixed	Social media privacy, identity	Scopus
10	Sukmayadi et al.	2024	Constructing Fame: Online Impression Management among Indonesian TikTok Celebrities	The Qualitative Report	Qualitative	Impression management, TikTok	Manual
11	Arianto	2024	University students' self-presentation on TikTok in the context of group communication	Jurnal Studi Komunikasi	Qualitative	Self-presentation, TikTok	Manual
12	Angela et al.	2024	"No Viral, No Justice": Digital Vigilantism from a Psychological Perspective	ResearchGate / Journal	Lit. Review	Digital vigilantism, psychology	Manual
13	Choi & Kan	2024	Gender digilantism and bystanders: networked cyber intimate partner violence in Hong Kong	Taylor & Francis	Qualitative	Gender digilantism, cyber IPV	Manual

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No	Author(s)	Year	Title	Journal / Source	Method	Key Construct	Stream
14	Gerbaudo	2024	TikTok and the algorithmic transformation of social media publics	New Media & Society	Conceptual	TikTok algorithm, social media	Manual
15	Muir at al.	2023	Moral, emotional, behavioural, and personality factors predicting online shaming	PLoS ONE	Mixed	Online shaming, narcissism	Manual
16	Zagloul et al.	2022	Technology facilitated sexual violence: females in Egypt before and during COVID-19	Egyptian J. of Forensic Sciences	Quantitative	Technology-facilitated violence	Scopus
17	Balcerowska & Sawicki	2022	Which aspects of narcissism are related to Social Networking Sites addiction?	Personality and Individual Differences	Quantitative	Narcissism, SNS addiction	Manual
18	Paulin & Boon	2021	Revenge via social media and relationship contexts: Prevalence and measurement	SAGE Journals	Mixed	Social media revenge, aggression	Manual
19	Lustig et al.	2021	Social Semiotics of Gangstalking Evidence Videos on YouTube	JMIR Mental Health	Qualitative	Online stalking, digital behavior	Scopus
20	Pawar & Sakure	2019	Cyberspace and women: A research	J. of Interpersonal Violence	Qualitative	Cybercrime, women, cyberstalking	Scopus
21	White & Carmody	2018	Preventing Online Victimization: College Students' Views on Intervention and Prevention	J. of Interpersonal Violence	Qualitative	Cyberstalking, online harassment	Scopus
22	Trottier	2017	Digital Vigilantism as Weaponisation of Visibility	Philosophy & Technology	Conceptual	Digital vigilantism, visibility	Manual
23	Casale & Banchi	2020	Narcissism and problematic social media use: A systematic literature review	Addictive Behavior Reports	Lit. Review	Narcissism, social media use	Manual
24	Dang-Pham et al.	2015	Demystifying online personas of Vietnamese young adults on Facebook	Australasian J. of Information Systems	Mixed	Online identity, self-presentation	Scopus

Table 2. Research Method Mapping

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No	Method	Author(s) & Year	Total
1	Qualitative	Campaioli et al. (2025); Muyidi (2025); Sukmayadi et al. (2024); Arianto (2024); Choi & Kan (2024); Lustig et al. (2021); Pawar & Sakure (2019); White & Carmody (2018); White & Carmody (2018)	9 (37.5%)
2	Systematic literature review	Weekes et al. (2025); Du et al. (2026); Kaur et al. (2024); Angela et al. (2024); Casale & Banchi (2020)	5 (20.8%)
3	Quantitative	Fabris et al. (2025); Chatelois et al. (2026); Bikku et al. (2024); Zagloul et al. (2022); Balcerowska & Sawicki (2022)	5 (20.8%)
4	Mixed methods	Matin et al. (2024); Muir & Roberts (2023); Paulin & Boon (2021); Dang-Pham et al. (2015)	4 (16.7%)
5	Conceptual/theoretical	Gerbaudo (2024); Trottier (2017)	2 (8.3%)

Bibliometric Analysis (VOSviewer)

Keyword Co-occurrence Network

The keyword co-occurrence network generated by VOSviewer reveals two distinct clusters bridged by a single intermediary node. The first and larger cluster, depicted in red, encompasses cybercrime and cybersecurity-oriented keywords, including stalking, crime, cyber-criminal, cyber security, authentication, digital storage, and security of data. The second cluster, depicted in green, groups identity-related keywords, namely online identity, online privacy, and information behaviour. The node Facebook functions as the sole bridging element between these two thematic clusters, indicating that existing research on digital identity and stalking behavior has been predominantly platform-specific and centered on Facebook rather than emerging short-video platforms such as TikTok.

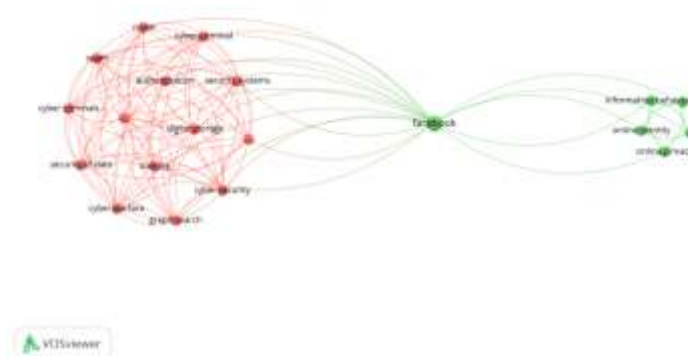


Fig. 2. Network Visualization

Of particular significance is the complete absence of keywords associated with behavioral and managerial constructs central to this study, including impression management, personal branding, self-presentation, narcissism, digital vigilantism, and online shaming. This structural gap provides bibliometric confirmation that the intersection of cyberstalking, digital reputation, and strategic self-branding behavior has yet to be addressed as an integrated research domain. This finding aligns with Trottier's (2017) observation that digital vigilantism research has largely remained within criminological and surveillance frameworks, neglecting the managerial and psychological dimensions of self-directed exposure behavior. The absence of TikTok as a keyword node is particularly telling given that the platform has become the primary arena for

stalker-shaming content, suggesting that platform-specific behavioral research has not yet caught up with rapidly evolving digital phenomena.

Overlay Visualization

The overlay visualization maps the average publication year of each keyword node, revealing a notably concentrated temporal range of 2014–2015 across the entire Scopus corpus. The cybercrime cluster is represented in dark purple, corresponding to an average publication year of approximately 2014, while the online identity cluster shifts toward yellow, indicating a marginally more recent average of approximately 2015. This temporal distribution confirms that scholarly engagement with this specific keyword combination has remained largely stagnant over the past decade, with no substantial recent publication activity captured under this search string.

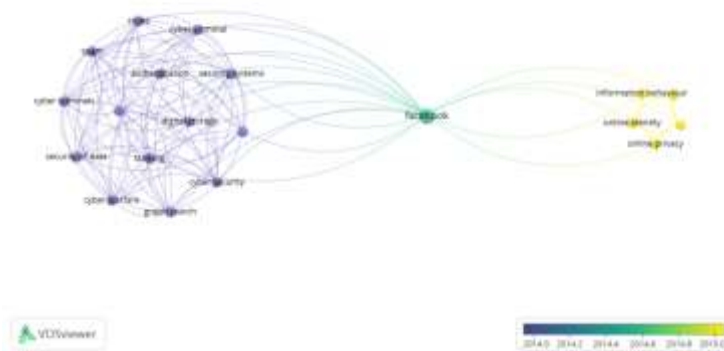


Fig. 3. Overlay Visualization

The recency gap is particularly pronounced with respect to TikTok-era phenomena, which emerged as a mainstream platform only after 2020. This temporal finding carries an important discussion implication: the behavioral patterns observed in stalker-shaming content on TikTok represent a fundamentally new manifestation of digital aggression that existing literature, anchored in Facebook-era studies, is structurally ill-equipped to explain. This reinforces the argument advanced by Gerbaudo (2024) that TikTok represents a second-generation social media paradigm driven by algorithmic interest clusters rather than social networks, necessitating entirely new theoretical frameworks for understanding user behavior.

Density Visualization

The density visualization confirms the presence of three spatially isolated zones of research concentration, corresponding to the cybercrime cluster, the Facebook bridge node, and the online identity cluster respectively. Each zone exhibits high internal density, visible as yellow-green heat zones, but is separated by substantial low-density gaps depicted in dark blue. The absence of any overlapping density zone across the three areas indicates that no body of literature has yet bridged cybercrime behavior, platform-mediated social interaction, and digital identity management within a single integrated framework.

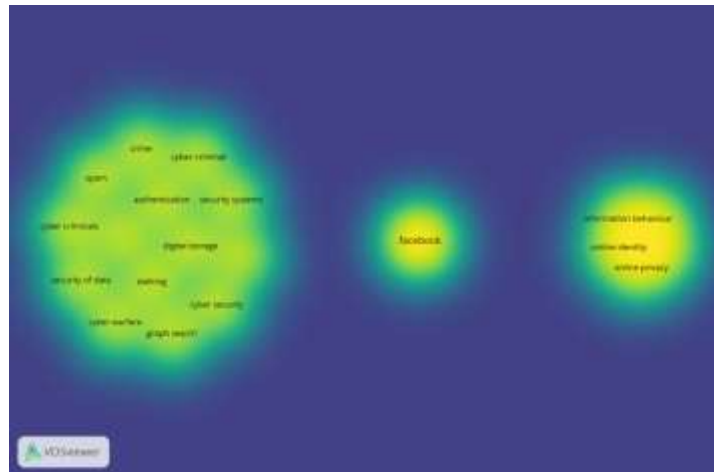


Fig. 4. Density Visualization

This spatial isolation, when read alongside the temporal findings from the overlay visualization, points to a clearly defined and empirically grounded research gap. The three converging gaps identified are: a platform gap, where existing literature centers on Facebook while TikTok dynamics remain unaddressed; a construct gap, where behavioral and psychological constructs central to stalker-shaming are entirely absent from the co-occurrence map; and a temporal gap, as the Scopus corpus for this keyword combination predates the TikTok era entirely.

Thematic Synthesis and Discussion

The thematic synthesis of the 24 included articles yields a conceptual model explaining stalker-shaming content through four interconnected layers. At the triggering layer, passive cyberstalking by ex-romantic partners or relationally connected parties activates dual psychological and managerial responses in the content creator. At the response layer, psychological mechanisms of self-enhancement and relational aggression, consistent with vulnerable narcissism and Crick and Grotpeter's (1995) relational aggression framework, operate in parallel with managerial strategies of impression management and personal branding, as theorized by Goffman's (1959) dramaturgical approach. At the contextual layer, TikTok's algorithmic architecture functions as a moderating force that systematically rewards emotionally charged conflict content, amplifying both the reach and the incentive structure for stalker-shaming behavior. At the output layer, the behavior produces three simultaneous outcomes: gains in digital reputation, self-esteem regulation, and measurable harm to the exposed target, which collectively feed a reinforcement loop sustaining the cycle of content production.

From a psychological standpoint, stalker-shaming content represents a digitally mediated form of maladaptive coping in which relational aggression is reframed as empowerment through public performance. This aligns with Paulin & Boon's (2021) conceptualization of social media revenge as a reactive behavior provoked by perceived interpersonal transgressions, and with Balcerowska and Sawicki's (2022) finding that vulnerable narcissism motivates compensatory self-promotion in online spaces. Critically, the platform environment does not merely host this behavior, it structurally incentivizes it by rewarding emotional intensity with algorithmic amplification, creating a feedback loop between psychological motivation and platform-level reward structures.

From a management standpoint, the phenomenon illustrates how personal branding strategies in the attention economy can absorb and instrumentalize interpersonal conflict, transforming private relational grievances into public content assets. This challenges conventional understandings of personal branding as a purely deliberate and professionally oriented activity [3], suggesting instead that reactive and

emotionally driven content can function, whether consciously or not, as a reputational strategy. Sukmayadi et al. (2024) similarly observed that TikTok creators engage in continuous impression management motivated by social validation, a dynamic that stalker-shaming content amplifies by adding adversarial narrative as an engagement driver.

The integration of both perspectives reveals a phenomenon that is reducible to neither discipline alone. The psychological motivations, such as narcissistic self-enhancement and relational aggression, provide the behavioral engine, while the managerial dynamics, specifically impression management and personal branding, shape the strategic form that behavior takes on a public platform. The algorithm, in turn, acts as an invisible but powerful third actor, neither creator nor target, that determines the social scale at which the behavior operates. This tripartite dynamic represents the central theoretical contribution of this study and points toward an interdisciplinary research agenda that neither psychology nor management studies has yet pursued.

5. Conclusion

This study makes three original contributions to the emerging intersection of digital behavioral studies and management science. Theoretically, it proposes the first interdisciplinary conceptual model integrating Impression Management Theory [1], Self-Enhancement Theory, and the Relational Aggression Framework [2] within an algorithmically mediated platform context, offering a unified explanatory lens for stalker-shaming behavior on TikTok. Methodologically, it demonstrates the utility of the Bibliometric-Systematic Literature Review (B-SLR) approach for mapping emergent behavioral phenomena at the intersection of psychology and management, combining the transparency of PRISMA 2020 with the quantitative mapping capacity of VOSviewer. Empirically, it establishes through bibliometric evidence that stalker-shaming on TikTok constitutes a structurally underexplored domain, confirmed by the absence of relevant construct keywords in the co-occurrence network, the temporal concentration of the Scopus corpus in 2014 to 2015, and the spatial isolation of research clusters in the density map.

This study acknowledges several limitations. The Scopus keyword corpus was narrow by design, and its bibliometric results reflect specific terminological conventions rather than the full breadth of relevant literature. Additionally, as a qualitative literature synthesis, the proposed conceptual model remains theoretical and has not been empirically tested. The exclusion of non-English literature may also have introduced linguistic bias, potentially overlooking relevant studies published in Indonesian, Korean, or other languages in which TikTok-related behavioral research is increasingly active.

Based on these limitations, the following recommendations are offered for future research. First, future studies should expand the keyword search across multiple databases, including Web of Science, PubMed, and Google Scholar, and incorporate multilingual search strings to capture a broader and more culturally diverse body of literature. Second, primary empirical data collection is strongly encouraged, particularly through systematic content analysis of TikTok stalker-shaming videos, survey-based measurement of narcissistic and self-enhancement motivations among creators, and experimental or longitudinal designs that examine how algorithmic feedback sustains content cycles over time. Third, scholars are encouraged to develop and validate a psychometric scale measuring the dual motivations, both psychological and managerial, underlying stalker-shaming behavior, which would enable quantitative testing of the conceptual model proposed in this study. Fourth, cross-cultural comparative studies are needed to assess whether the gendered dynamics of relational aggression and personal branding in stalker-shaming content vary across social media ecosystems, with particular attention to the Indonesian TikTok context where this phenomenon is increasingly prominent. Finally, from a managerial and policy standpoint, platform

governance researchers and practitioners are encouraged to examine how algorithmic reward structures can be redesigned to reduce the structural incentivization of conflict-based content without compromising creator autonomy.

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