Research Article

STUDY ON RELATIONSHIP BETWEEN PERSONALITY AND SOCIAL MEDIA AMONG UNIVERSITY STUDENTS

Rajesh R[1] and Asgar Ali Patel J.M[2]

[1]Department of Psychology, Annamalai University, Tamil Nadu
[2]Psychology, Department of Psychology, Annamalai University, Tamil Nadu

A R T I C L E   I N F O

A B S T R A C T

This study examined the relationship between personality and social media usage among university students. . The sample of this study selected using purposive random sampling technique consists of 480 (258 males and 222 females) university students. Measure of The Facebook Intensity Scale constructed by Ellison, Steinfield, & Lampe., 2007, and the Big Five Inventory by Benet-Martinez & John, 1998 to respondent. Data collected were analyzed using t-test and correlation. The results indicate the students with high level of agreeableness, extraversion and openness shows more usage of social media.

INTRODUCTION

Social networking has become a very popular use of the Internet. Social networking sites allow people to communicate and interact with each other, and as a result, the number of social networking users has seen rapid growth over the last few years. Taking Facebook, the most popular social networking site, as an example, the monthly number of users exceeded one billion in 2013. In fact, the statistic shows the leading countries ranked according to their number of Facebook users as of July 2017. India claimed the first place with 241 million users, ahead of second-ranked United States with 240 million Facebook users. Facebook is the most popular social network worldwide, with a global usage penetration of 22.9 percent (Facebook, 2017). Social networking sites provide platforms where users can meet and form online communities. Apart from maintaining relationship with friends, users also can employ the function provided by social networking sites to seek friends or make new friends. As a result, social networking sites have become a new social tool. Personality traits are composed of a series of individual characteristics, which include openness to other people and things, interest in conversation, and openness to perceptions. All individuals have their own unique personality traits, and have different methods of responding to other people or things, expressing themselves, and different thinking patterns. These individual characteristics are called as "personality traits" when they

Corresponding author: **Rajesh R**
Department of Psychology, Annamalai University,
Tamil Nadu

appear persistently in a same individual. Norman (1963) derived five personality factors using the factor analysis method, and Goldberg (1992) termed them the "Big Five" personality traits, and employed them extensively in prediction of human behavior and attitudes. Costa and McCrae (1985) classified personality traits as five major types: neuroticism, extraversion, openness to experience, agreeableness and conscientiousness. In the fields of management and psychology, the Big Five personality traits have been applied extensively to the prediction of human behavior and attitudes. In recent years, the Big Five personality theory has been applied in research on the use of social networking services. For example, studies conducted by Correa et al. (2010) and Moore & McElroy (2012) found that gender, age and personality traits influenced users.

Teresa Correa, Ingrid Bachmann, Amber W. Hinsley, Homero Gil de Zúñiga (2013) Research on digital media has mostly paid attention to users' demographics, motivations, and efficacy, but with increasingly popular web tools like social media, it is important to study more stable psychological characteristics such as users' personality traits, as they may significantly affect how people use the Web to communicate and socialize. Relying on the "Big Five Framework" as a theoretical approach, this chapter explores such relationships. Survey data from a national sample of U.S. adults show that more extraverted people are more likely to use social networking sites, instant messaging, and video chats, while those more open to new experiences tend to use social networking sites more frequently. Also, emotional stability is a negative predictor of social networking site use. That is,

individuals who are more anxious and unstable tend to rely on these sites. When looking at a specific use of social media– to create political content-emotional stability was a negative predictor, whereas extraversion had a positive impact. These findings confirm the usefulness of combining explorations of personality and digital media usage.The purpose of this study is to investigate the relationship between of personality traits and social media of university students.

Objectives

1. To assess the social media and personality of university students in relation to their gender
2. To understand the relationship between big five personality trait and social media of university students.

Hypotheses

1. University students do not differ in social media on the basis of gender.
2. University students do not differ in personality on the basis of gender.
3. There will be no significant relationship between personality and social media.

METHODOLOGY

Procedure

This study implemented survey method the self reported questionnaires were used to collected the data for two variables of the study along with the personal data sheet. The selected university students of (N=480) were given the standardized questionnaire under personal supervision. In spite of supervision it was found that all questionnaires were responded and hence only 480 were considered for the analysis.

Sample

The aim at the study was to explore the influences of social media and personality among university students. A sample of 480 students from Annamalai university, Chidambaram were taken for the study. University students of age from 17 to 25 years and above were selected. The total sample surveyed for the current study was 480(258 males and 222 females). purposive random sampling method was adapted to select the sample for the present study.

Tools

Facebook Intensity Scale

The Facebook Intensity Scale constructed by Ellison, Steinfield, & Lampe,,(2007), is used to measure Facebook usage, frequency, and duration. It also measures emotional connectedness to the social networking site. An 8-item scale. The first two items asked about the average number of minutes spent actively using Facebook per week and about the number of people connected to a user's account i.e., Facebook friends, on which participants could elect one of the nine custom answers (e.g., 0 10 or less, 1 11–50). The remaining six items asked users about their emotional connection to the site and its role in their social relationships, and participants used a Likert-type scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to indicate their level of agreement or disagreement. Ellison et al. reported a Cranach's alpha estimate of .83 for data obtained from a sample of emerging adults in college.

Big Five Personality Inventory

Big Five Inventory by Benet-Martinez & John, 1998 was the using assessed Openness, conscientiousness, extraversion, agreeableness, and neuroticism. The 44 items include participants' responses to self-examination questions such as, - I see myself as someone who is relaxed and handles stress well.‖ The Likert-scale answers are based on participants' self-examination of feelings about themselves from Disagree Strongly = 1 to Agree Strongly = 5. The reliability coefficients for all the extracted factors were above 0.70

RESULTS AND DISCUSSION

Table 1 showing the mean, SD and t value for social media of students on the basis of Gender

variable	Gender	N	Mean	Std. Deviation	't' value
FIS	Male	258	19.13	8.564	0.863
	Female	222	18.52	6.573	NS

NS=Not Significant
FIS- Facebook Intensity Scale.

It is observed that 't' Values shows that the male students show more social media usage (19.13) than the female students (18.52) and which is not significant at 0.05 level. Hence the hypothesis is accepted. It is concluded that the university students do not significantly differ in their social media usage on the basis of gender.

Table 2 Showing the mean, SD, and t value for personality on the basis of gender

Variables	Gender	N	Mean	Std. Deviation	't' value
Openness	Male	258	22.12	4.970	3.802*
	Female	222	23.86	4.981	
Conscientiousness.	Male	258	39.41	3.738	4.653*
	Female	222	37.44	5.476	
Extraversion	Male	258	27.43	3.486	5.561*
	Female	222	25.75	3.063	
Agreeableness	Male	258	22.37	3.674	0.316
	Female	222	22.27	3.333	NS
Neuroticism	Male	258	32.60	7.328	1.319
	Female	222	31.79	5.785	NS

*Significant at 0.01 level, NS=Not Significant

It is observed that the 't' Values are significant for Openness, conscientiousness, extraversion, which is significant at 0.01 level and t-value is not significant for agreeableness, and neuroticism. Hence the hypothesis is partly accepted and partly rejected it is concluded that the university students significantly differ in their personality on the basis of gender.

Table 3 social media and personality of university students: correlation analysis.

	FIS	E	A	C	N	O
FIS	-					
E	0.188**	-				
A	0.299**	-0.266**	--			
C	0.021	0.175**	0.048	--		
N	-0.065	-0.260**	0.250**	-0.449**	--	
O	0.257**	-0.364**	0.261**	-0.697**	0.476**	--

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).
O= Openness, **C**= Conscientiousness, **E**= Extraversion, **A**= Agreeableness, **N**= Neuroticism, FIS- Facebook Intensity Scale.

The table 3, shows that there is a relationship between social media and personality. The social media is obtained the significant relationship in personality dimension "agreeableness" (r = 0.299; 0.01 significance), "extraversion"

(r = 0.188; 0.01 significance), "Openness" (r=0.257;0.01 significance) and not significance with "conscientiousness." and "neuroticism". Hence the student with high level of agreeableness, extraversion and openness shows more usage of social media.

CONCLUSION

This study sought to explore the relationship between personality traits and social media and the results indicated Gender do not influences social media but influences the personality of University students. Whereas extraversion, agreeableness and openness has positive impact on social media. The result shows that individual with a high level of extraversion personality characteristic and high level of openness and agreeableness of personality characteristic, they are more inclined for using social media platforms. In the line with that fact, highly conscientiousness and neuroticism individual do not want to spend too much time in the social media platforms. These finding can be a support of Immordino-Yang, Christodoulou, and Singh (2012). Future researches would be focus on different social media platforms, differ from Facebook or Twitter, like Instagram or Snapchat which are more popular for Generation Y nowadays. In this research, we have just focused on Generation Y,. Future research shall focus on Generation X and Generation Z to generalize our findings. Finally, the primary limit of this research is using convenience sample of graduate and undergraduate students which prevents to generalize the findings. Therefore, future researches can be to

Reference

Correa, T. Hinsley, A. W. and Zúñiga, H. G. (2010). "Who interacts on the Web? The intersection of users' personality and social media use," Computers in Human Behavior, vol. 26, no. 2, pp. 247-253, 2010.

Costa, P. T. and McCrae, R. R. (1985). The NEO Personality Inventory Manual, Odessa, FL: Psychological Assessment Resources, 1985.

Goldberg, L. R. (1992). "The development of markers of the big-five factor structure," Psychological Assessment, vol. 4, no. 1, pp. 26- 42, 1992.

Moore, K. and McElroy, J. C. (2012). "The influence of personality on facebook usage, wall postings, and regret," Computers in Human Behavior, vol. 28, no. 1, pp. 267-274, 2012.

Norman, W. T. (1963). "Toward an adequate taxonomy of personality attributes: Replicated factor structure in peer nomination personality ratings," *Journal of Abnormal and Social Psychology*, vol. 66, pp. 574-583, 1963.

****