

**Project Dissertation Report on**

**A STUDY ON THE INFLUENCE OF**

**PERSONALITY TRAITS ON SOCIAL MEDIA**

**USAGE**

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# CERTIFICATE

This is to certify that the project report titled “**A study on the influence of Personality Traits on Social Media Usage**” is an original and bonafide work carried out by **Mr. Sheeraz Raza** of MBA 2016-18 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042 in partial fulfillment of the requirement for the award of the Degree of **Masters of Business Administration**.

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Signature of Guide

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## DECLARATION

I, Sheeraz Raza, student of MBA 2016-18 batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042 declare that the dissertation report titled “A Study on the influence of Personality Traits on Social Media Usage” submitted by me in partial fulfillment of the requirement of the award of the degree of Masters of Business Administration is an original work conducted by me.

The information and the data given in the project report is authentic to the best of my knowledge. The report is not being submitted to any other university for the award of any other degree, diploma and/or fellowship.

**Place:** New Delhi

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## **ACKNOWLEDGEMENT**

It has been rightly said that whenever people are willing but unable to perform a particular task they need cooperation and guidance of experienced people which is quite imperative in achieving desired goals.

I, therefore, express sincere gratitude to my respected mentor Prof. Rajan Yadav, Head of Department, Delhi School of Management, Delhi Technological University for guiding me right from the inception till the successful completion of this Dissertation. I sincerely acknowledge him for giving his valuable time and extending the valuable guidance, support, and critical reviews of the project despite being too occupied in his job duties and responsibilities.

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## EXECUTIVE SUMMARY

The purpose of this research was to establish the relationship between the personality traits of an individual namely extraversion, agreeableness, conscientiousness, emotional stability, openness to experience and the extent to which these individuals use social media.

A cross sectional, descriptive and analytical research design was used. A correlation matrix between the constructs of Big Five Framework and Social Media use was carried out to test the direction and strength of relationships between the study variables. Primary data was collected using a questionnaire shared online. A regression analysis focusing on extraversion, agreeableness, conscientiousness, emotional stability, openness to experience was made to establish the extent to which they contribute to the use of Social Media.

The findings indicate a positive relationship between Extraversion and Social media use. This implies that more extroverted people tend to use social media more often and people who communicative are also more likely to use social media. Neuroticism and Social Media are also positively related to each other indicating that that people who are more neurotic tend to rely on these social application rather than those who have greater levels of emotional stability.

Findings further reveal that there was a negative relationship between agreeableness, conscientiousness and openness with social media use. Also results from regression analysis revealed that these three personality traits do not have much influence on the use of social media.

The study concluded that those characteristics rooted in genetics such as people's personality traits – extraversion and neuroticism – are related to use of interactive social media.

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# CHAPTER - 1

## INTRODUCTION

### 1.1 The Social Media

Internet usage has been significantly increased during last two decades. People have started to spend their time on web sites that anyone can edit and contribute to. Therefore, to fulfill this need, some web technologies, where users can interactively collaborate and contribute, are introduced. These technologies are Blogs, Wiki Pages, Portals and Social Networking Sites. These are introduced in the name of Web 2.0 Technologies. These technologies enable users to contribute and share content without requiring them to have any technical knowledge in web programming. By the help of these technologies, people are able to reach out to others with similar interests. Millions of people are living part of their lives on social networking sites. Social networking sites are places where users present themselves to the world. Individuals have the opportunity to mold their images for social purposes online by using social networking sites like Facebook and Twitter (Rosenberg & Egbert, 2011). Social networking sites permit users to create unique profiles to influence how others see them in order to build up the images they desire.

During the last decades, some social networking sites are introduced and have become highly popular in world wide. These networking sites are Facebook, Twitter, YouTube, LinkedIn, Instagram, Academia and etc. Each of them has different objectives to persuade people to share their experiences, ideas or moments of their life solicitously. Facebook provides users a communication network consisting of their friends, families and other people with whom they have acquaintance in their real social life. Twitter enables people to broadcast their ideas, instant critics to other people where they may probably know each other in real life. LinkedIn focuses on business life, and it provides a business networking platform to business people to communicate, follow each other and

help their recruitment through enhanced searching facilities based on their professions. These social networking sites affect our real life. Many people are well organized in such platforms. For instance Twitter has become an important alternative media to real media, it is faster to spread news and gives more freedom of speech. Even they may cause social movements as in Greece, Egypt, Turkey and lastly Ukraine. These platforms have also attracted many researchers recently. Facebook is one of the platforms that academics are interested in because it has a large number of subscribers worldwide and contains personal information. As reported in a research, written by Wilson et al, they remark that academics from different disciplines are studying on Facebook. These disciplines are ranging from law, economics, sociology, and psychology, to information technology, management, marketing, and computer science. According to them, researches about Facebook can be categorized in five categories: descriptive analysis of users with 24 % of total papers, motivations for using Facebook with 19 % of total papers, identity presentation with 12 % of total papers, role of Facebook in social interactions with 27 % of total papers, and finally privacy and information disclosure with 18 % of total papers. According to their study, between 2004 and 2008, the number of published articles about Facebook was low. But when Facebook became global in 2008 and 'Like' facility was introduced in 2009, the number of articles significantly increased.

The development of mobile technology has played an important role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online. This puts the means to connect anywhere, at any time on any device in everyone's hands. A fascinating study by New York Times Consumer Insight Group revealed the motivations that participants cited for sharing information on social media. These include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support. A fascinating study by New York Times Consumer Insight Group revealed the motivations that participants cited for sharing information on social

media. These include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support.

Here are seven ways the impact of social media is felt by individuals and social groups:

### **1. The effect of social media on politics**

A new study from Pew Research claims that 62 percent of people get their news from social media, with 18 percent doing so very often.

In comparison to other media, social media's influence in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in 2003, and then in the election of the first African-American president in 2008.

The New York Times reports that “The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society.” Because social media allows people to communicate with one another more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.

### **2. The impact of social media on society**

Almost a quarter of the world's population is now on Facebook. In the USA nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow.

Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create memes, publications and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental and political issues would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

The flipside: Social media is slowly killing real activism and replacing it with 'slacktivism'.

While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change.

Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the 'Like' button or sharing content.

This is a very human reaction when people are given options that absolve them from responsibility to act. A 2013 study by the University of British Columbia's Sauder School of Business found that when people are presented with the option of 'liking' a social cause, they use this to opt out of actually committing time and money to a charitable cause. On the other hand, when people are allowed to show support in private, they are more likely to show meaningful support in terms of making a financial contribution.

The researchers found that a public endorsement is an action meant to satisfy others' opinions, whereas people who give in private do so because the cause is aligned to their values.

### **3. The impact of social media on commerce**

The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.

Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. This is important in traditional brick-and-mortar businesses, and, obviously, in the world of e-commerce.

Many studies suggest implementing social networks within the workplace can strengthen knowledge sharing. The result is to improve project management activities and enable the spread of specialized knowledge. Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help create more highly skilled and knowledgeable workers. The flip side: Low number of social 'shares' can lead to negative social proof and destroy business credibility.

Interestingly, although the use of social sharing has become the norm rather than the exception in business, some companies, after experiencing first-hand some negative effects of social media, have decided to go against the grain and remove the social sharing buttons from their websites.

#### **4. The effects of social media on the world of work**

Social media has had a profound effect on recruitment and hiring. 19 percent of hiring managers make their hiring decisions based on information found on social media. According to CareerBuilder's 2016 social media recruitment survey, 60 percent of employers use social networking sites to research job candidates.

Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand out in their profession. They allow people to create and market a personal brand.

#### **5. The impact of social media on Training and Development**

Job candidates who develop skills on the latest and most advanced social media techniques are far more employable.



A 2013 survey by Pearson Learning Solutions reported a significant increase in the use of social media in learning. Over half the educators who were interviewed agreed that social sharing encourages interaction, providing an environment that fosters learning.

Blogs, wikis, LinkedIn, Twitter, Facebook, and podcasts are now common tools for learning in many educational institutions. Social media has contributed to the increase in long-distance online learning. Despite issues of lack of privacy and some instances of cheating among long-distance learners, this has not deterred social platforms from being used in education.

## **6. The moral challenges of social media**

Social media has been blamed for promoting social ills such as:

### **a. Cyberbullying**

Teenagers have a need to fit in, to be popular and to outdo others. This process was challenging long before the advent of social media. Add Facebook, Twitter, Snapchat and Instagram into the mix and you suddenly have teenagers being subjected feeling pressure to grow up too fast in an online world.

Michael Hamm, a researcher from the University of Alberta conducted a study that showed the effects of social media on bullying. 23% of teens report being targeted and 15 percent said they'd bullied someone on social media. Teenagers can misuse social media platforms to spread rumors, share videos aimed at destroying reputations and to blackmail others.

### **b. Lack of privacy**

Stalking, identity theft, personal attacks, and misuse of information are some of the threats faced by the users of social media. Most of the time, the users themselves are to blame as they end up sharing content that should not be in the public eye. The confusion arises from a lack of understanding of how the private and public elements of an online profile actually work.

Unfortunately, by the time private content is deleted, it's usually too late and can cause problems in people's personal and professional lives.

## 7. The impact of social media on personal relationships

One of the effects of social media is encouraging people to form and cherish artificial bonds over actual friendships. The term 'friend' as used on social media lacks the intimacy identified with conventional friendships, where people actually know each other, want to talk to each other, have an intimate bond and frequently interact face to face.

### *The bottom line*

It's been said that information is power. Without a means of distributing information, people cannot harness the power. One positive impact of social media is in the distribution of information in today's world. Platforms such as Facebook, LinkedIn, Twitter and others have made it possible to access information at the click of a button.

Research conducted by parse.ly shows that the life expectancy of a story posted on the web is 2.6 days, compared to 3.2 days when a story is shared on social media. That's a difference of 23%, which is significant when you consider that billions of people use the internet daily.

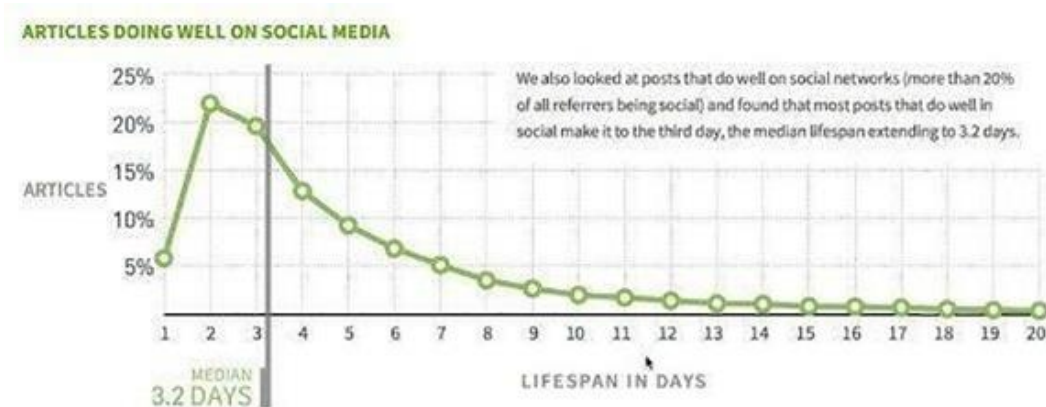


Fig. 1.1 Life expectancy of articles

This means that the longer the information is in circulation, the more discussion it generates and the greater the impact of social media.

While the world would be a much slower place without social media, it's caused harm as well as good. However, the positive impact of social media is astronomical and far surpasses the ills associated with sharing.

At the end of the day, sharing is about getting people to see and respond to content. As long as the content is still relevant and the need for information still exists, it's always worthwhile for any organization using social media to keep publishing.

## **1.2 Personality Traits**

Personality refers to a stable psychological characteristic that predicts a wide range of attitudes and behaviors such as people's music, tastes, clothing, speech and more. In the past two decades, psychology scholars have reached a working consensus that most individual differences in personality can be categorized in five major domains: extraversion, emotional stability, openness to new experiences, agreeableness, and conscientiousness. These are shown as Five factor model of personality in Fig. 1.2.

Psychologists' research on personality is quite wide ranging. Personality theories include trait theory, psychoanalytic theory, social learning theory, cognitive theory and humanistic theory. Among these, trait theory asserts that the differences between individuals can be explained by several important behavioral tendencies. . The chief purpose of much trait theory research is to find concise dimensions that explain a wide range of personality types. Trait theory believes that traits are characterized by stability and persistence, and also exert general and consistent influences on personal behavior. For this reason, trait theory emphasizes that individual differences are derived from differences in personality traits.

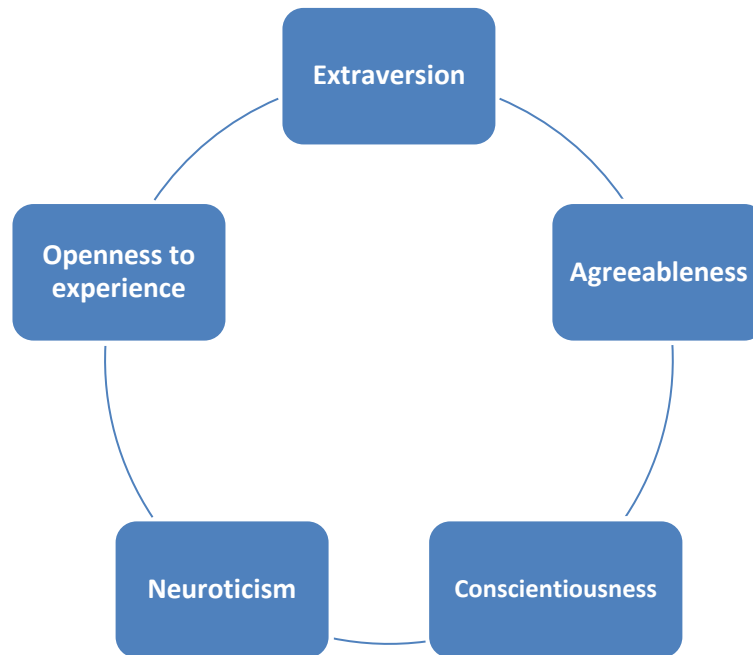


Fig. 1.2 Five Factor Model of Personality

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, different ways of expressing themselves, and different thinking patterns.

Thanks to the development of this framework labeled the “Big Five”, research on digital media has devoted attention to the relationship between people’s personality traits and digital media use. In the beginning, scholars investigated the links between personality and Internet usage in general. Currently, this line of research is focusing on specific uses of digital media, including social media applications.

Although research on personality and digital media is looking more thoroughly at specific social media applications, it does not take into account that most people are driven by a purpose when they engage with social media. They may interact to do some business, meet people, express their culture or thoughts, or promote

their work. Thus, it is relevant to move the discussion forward by investigating more thoroughly the links between users' personality and purposeful forms of participation using social media.

### **1.3 Objective of the study**

This study sought to explore the relationship between personality traits and social media addiction. The social media usage of users is studied and correlated to their personality traits using "Big Five Personality Traits". The aim is find whether there exist a relation between the usage and personality of a user and what that relation is.

#### **1.3.1 Research questions**

- i) What is the relationship between extraversion and social media usage?
- ii) What is the relationship between emotional stability and social media usage?
- iii) What is the relationship between openness to new experiences and social media usage?
- iv) What is the relationship between agreeableness and social media usage?
- v) What is the relationship between conscientiousness and social media usage?

#### **1.3.2 Significance of the study**

- i) This study will contribute to the existing knowledge on social media addiction and personality traits.

- ii) It will help advertisers on improving ads on social media platforms by targeting users with personality traits that suits the brand's personality.

# **CHAPTER TWO**

## **LITERATURE REVIEW**

### **2.0 Introduction**

This chapter presents the review of literature on the study variables of personality of an individual and his/her social media usage. The reviewed literature presented is cited from the studies from both developed countries as well as developing countries.

### **2.1 Personality**

Personality signifies the inner psychological characteristics that reflect how a person reacts to his environment. Personality shows the individual choices for various products and brands. It helps the marketers in deciding when and how to promote the product. Personality can be categorized on the basis of individual traits, likes, dislikes etc. Though personality is static, it can change due to major events such as death, birth or marriage and can also change gradually with time. By connecting with the personality characteristics of an individual, a marketer can conveniently formulate marketing strategies.

According to Revelle (2013), personality is the coherent pattern of affect, cognition, and desires (goals) as they lead to behavior. The American Psychological Association (APA, 2017) defines personality as Individual differences in characteristic patterns of thinking, feeling and behavior. Theory material of Prentice Hall Inc. read personality is the totality of the individual's thoughts and feelings having reference to himself as object.

In whatever way you define personality, it is for sure that personality has a huge impact on life. In fact, personality has been found to correlate strongly with life satisfaction (Boyce, Wood & Powdthavee, 2013). With such a large potential impact on life, it's important to have a reliable way to conceptualize and

measure personality. Research indicates that personality plays a role in addictive use of social media (e.g. Andreassen et al., 2012, 2013; Hong, Huang, Lin, & Chiu, 2014; Wilson, Fornasier, & White, 2010).

The few studies exploring individual differences in terms of narcissism have found it to be positively associated to different online social networking activities (La Barbera, La Paglia, & Valsavoia, 2009; Malik & Khan, 2015; Ryan & Xenos, 2011; Wang, Jackson, Zhang, & Su, 2012).

This appears to be meaningful as social media use allows individuals to express their ambitions and show their success to a potentially large audience, and to obtain highly visible rewards and recognition through “likes” and positive comments from other social media users. Most contemporary studies refer to narcissism as a relatively broad behavioral trait domain, expressed by, among others, self-centered grandiosity, arrogance, manipulateness, and similar features (Alarcon & Sarabia, 2012). However the complexity of narcissism construct needs highlighting.

The characteristics of an individual which are rooted in genetics such as people’s personality traits – extraversion, emotional stability and openness to experience – are related to the uses of interactive social media ( Amichai-Hamburger and Ben-Artzi (2000; 2002; 2003). Early studies that investigated the association between personality and different uses of the internet revealed extraversion was negatively related to uses of social services such as chat rooms (Hamburger & Ben-Artzi, 2000).

Social interactions via social services are different from offline interactions because physical appearance and physical proximity was not relevant (Mckenna & Bargh, 2000). Therefore, people who tend to be more anxious, lonely, and introverted used the Internet to compensate their real-world isolation in these early studies of Internet use (Amichai-Hamburger & Ben-Artzi, 2003; Bargh, Mckenna, & Fitzsimons, 2002).



## **2.2 Big Five Personality Theory**

The most prevalent Personality framework is the “Big Five”, or the five factor model of personality. Not only does this theory of personality apply in multiple countries and cultures around the world (Schmitt, 2007), there is a valid and reliable assessment scale for measuring the five factors.

There is a 44 item inventory that measures an individual on the Big Five Factors (Dimensions) of personality (Goldberg, 1993). Each of the factors is then further divided into personality facets.

The Big Five Factors are (John & Srivastava, 1999): Extraversion vs introversion, Agreeableness vs antagonism, Conscientiousness vs lack of direction, Neuroticism vs emotional stability, openness vs closed-ness to experience. Psychological researchers typically distinguish five major domains of individual differences in human behavior: cognitive abilities, personality, social attitudes, psychological interests, and psychopathology (Lubinski, 2000). According to Bouchard (2003), there is a strong evidence that virtually all individual psychological differences, when reliably measured, are moderately to substantially stable.

## **2.3 Social Media**

The evolution of the Web increasingly opens more opportunities and spaces for people to interact, socialize, promote their work, create, and share material online. By early 2012, 48 hours of video were uploaded every minute to YouTube (YouTube, 2012). In 2011 the number of people in the U.S. using a social networking site like Facebook or LinkedIn at least once (Hampton, Sessions Goulet, Rainie & Purcell, 2011).

In the early stages of the Internet, people went online seeking the anonymity it offered (McKenna & Bargh, 2000); now they use the web to communicate, socialize with people they do know and expand their network (Jones & Fox,

2009). The tools that allow these connections are social media including social networking sites, microblogging, video-sharing sites, and blogs (Ellison, Steinfield, & Lampe, 2007; Jones & Fox, 2009; Lenhart, 2009; Raacke & Bonds-Raacke, 2008). The increasing interactivity and users' involvement in the web necessitates exploring the type of people who are more likely to reply on these participatory characteristics.

## **2.4 Social Media Addiction**

The term 'Internet addiction' has been criticized for being too unspecific in terms of content. Consequently, some scholars have suggested content-related 'addiction subtypes' such as 'cybersexual addiction', 'social media addiction', 'net compulsions' (e.g. stock trading, gambling, shopping), 'information overload', and 'computer addiction' (e.g. games, programming) (Young, 1999, 2015).

When drawing the line between addictive and non-addictive (e.g. excessive, enthusiastic) behaviors, scholars use specific addiction criteria (Griffiths, 2005). Accordingly, addictive social media use should thus be manifested by being preoccupied by social media (salience), using social media in order to reduce negative feelings (mood modification), gradually using social media more and more in order to get the same pleasure from it (tolerance/craving), suffering distress if prohibited from using social media (withdrawal), sacrificing other obligations and/or causing harm to other important life areas because of the social media use (conflict/functional impairment), and desiring or attempting to control the use of social media without success (relapse/loss of control).

Consequently, as problematic social media use may represent a specific form of 'Internet addiction', the Bergen Facebook Addiction Scale was specifically developed in order to assess this behavior using the aforementioned addiction criteria (Andreassen, Torsheim, Brunborg, & Pallesen, 2012). Although the scale has demonstrated reliable and valid psychometric properties across several

studies (e.g. Andreassen et al., 2012, 2013; Phanasathit, Manwong, hanprathet, Khumsri, & Yingyeun, 2015; Wang Ho, Chan, & Tse, 2015), a generic instrument capturing the totality of all social networking sites as opposed to measuring addictive use of one specific social network site only (i.e. Facebook), has been called for (Griffiths et al., 2014).

## **2.5 Personality and Social Media Addiction**

Early inquiries that investigated the link between people's personality and Internet use in general found extraversion and neuroticism were associated with online activities (i.e. Amichai-Hamburger, 2002; Amichai-Hamburger & Ben-Artzi, 2003; Amichai-Hamburger, Wainapel & Foz, 2002). Specifically, people who had lower levels of extraversion and high degrees of neuroticism were more heavy internet users than extraverted and less neurotic individuals (Amichai-Hamburger et al., 2002). In the early 2000s, scholars hypothesized that the anonymity provided by the Internet – at that time – attracted people who were less comfortable with themselves and who otherwise had trouble making connections with others. These people might have relied on the social services provided by the Web such as online chats and discussion groups to reduce their loneliness (Hamburger & Ben-Artzi, 2000).

Studies conducted more recently, however, have seen a reversal in the relationships between people's personality and some types of Internet uses, particularly social media applications. Social media use is defined as the consumption of digital media or Internet that is not related to the traditional informational uses. On the contrary, social media provide mechanisms to connect, communicate, and interact with each other through applications such as instant messaging, chatting, social networking sites and microblogging.

Investigations are consistently finding that more extraverted people tend to be drawn to social media. This may occur in part because anonymity is not a characteristic in the most popular types of current online applications, such as

social networking sites. Most people use these sites to interact with individuals they already know and do not tend to engage with strangers (Lampe, Ellison, & Steinfeld, 2006; Valenzuela, Park, & Kee, 2009). Therefore, these sites may be more likely to appeal to extraverts. In a similar vein, while chat rooms allow group-like conversations between individuals who are largely unknown to each other, instant messaging is generally used for conversations between single users who are familiar with each other (Quan-Haase, 2007).

Studies that have examined the link between personality and social networking have found that three dimensions of personality are consistently related to social media use: extraversion, neuroticism and openness to experience (Ross et al., 2009; Zywicki & Danowski, 2008). Extraverted people were more connected with others through social networking sites and in the 'real world' (Gosling, Augustine, Vazire, Holtzmann, & Gaddis, 2011; Zywicki & Danowski, 2008). Ross and colleagues (2009) found extraversion was positively associated with belonging to Facebook groups, but it was not related to how they communicated on the site. At that time, they hypothesized the lack of instant messaging in Facebook users may not have fulfilled their need for immediate communication. Since Facebook introduced an instant messaging application, extraversion has been positively correlated with social networking sites use (Amichai-Hamburger & Vinitzky, 2010; Gosling et al., 2011). A recent study conducted by Quercia and colleagues (Forthcoming) found that extraversion is a positive predictor of both number of friends in the real world and number of Facebook friends. Although they expected to find that sociable people would present themselves in likable ways on Facebook and would maintain superficial relationships, they did not find evidence supporting that hypothesis. In a similar study, this team of researchers also revealed that extraversion was positively related to Twitter usage (Quercia, Kosinski, Stillwell, & Crowcroft, 2011).

When looking at emotional stability, the literature has found that more neurotic people prefer instant messaging use than face to face interactions (Ehrenberg et al., 2008). The scholars hypothesize this preference occurs because instant

messaging allows more time to contemplate responses. Thus, for people who are more emotionally instable it is easier to communicate with others. Other studies of adolescents and young adults show support for this finding and, for instance, among young adolescents, those who were more likely to experience social anxiety used webcams led frequently (Peter et al., 2007). Similarly, in an experiment, college-aged women were more likely to experience feelings of shyness when they used webcams to converse with others (Brunet & Schmidt, 2007). This finding also suggests that whereas more neurotic people may prefer instant messaging, they may also avoid video chats.

Finally, evidence also suggests people who are open to new experiences are heavier users of social media (Guadagno et al., 2008; Ross et al., 2009). High openness to experience is reflected in curiosity and novelty seeking; low levels are evident in preferences for adhering to convention and established patterns (John & Srivastava, 1999). Therefore, because social media are relatively new applications of Internet technology those who are more open to experiences are more likely to experiment with creating online profiles and chatting using instant messages and videos.

A very recent study conducted by Hughes and colleagues (2012) examined the relationship between the traditional five dimensions of people's personality (extraversion, neuroticism, openness to experience, conscientiousness, and agreeableness) as well as sociability and need for cognition and sociability and informational uses of both Facebook and Twitter. These researchers demonstrated that personality is related to both informational and social uses of these sites, although the relationships were not as strong as previous literature suggested. Results also showed that differences in personality were related to preferences for either Facebook or Twitter.

## **CHAPTER – 3**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter discusses the research design that was used, sources of data, data collection techniques, number of respondents research model and the final data analysis techniques that were applied. The data collection method followed is also discussed in detail.

#### **3.1 Research Design**

A cross sectional research design was used. Correlation design was used to establish the relationship between extraversion, agreeableness, conscientiousness, emotional stability, openness to experience and social media usage. A regression analysis focusing on extraversion, agreeableness, conscientiousness, emotional stability and openness to experience was made to establish the extent to which they contribute Social media use. The study was both descriptive and analytical, in that it described and analyzed the relationship between the study variables. This study's questionnaire consisted of two parts addressing personality traits and social media use. The questionnaire employed a Likert scale for measurement; to ensure the accuracy and understandability of the questions, one management professor assisted with correction and revision of the study design.

#### **3.2 Survey Population**

The study population comprised mostly of the Undergraduate and Postgraduate students in Delhi and NCR. A total number of 103 students' responses were

recorded. The age of the students ranged from 20 to 30. These students were approached with the help of communities on social media.

### **3.3 Sampling Method and Size**

A total number of 500 data points were approached to check if they are available for the survey. In the short span of one month, 103 responses were obtained. For personality traits, a questionnaire based on a framework called the Big Five-Factor Model (Goldberg, 1990; McCrae & Costa, 1997; John & Srivastava, 1999) was used by taking inputs from Prof. Rajan Yadav (Head of Department, Delhi School of Management, Delhi technological University). As for Social media addiction, this study employed the Bergen Facebook Addiction Scale by Dr. Cecilie Andraessen as means of measuring social media use. This questionnaire was filled online by 103 people in Delhi NCR, which becomes the sample size.

### **3.4 Data Sources**

Both the sources of data, primary and secondary, were involved in this research.

- **Primary Data**

Primary Data was obtained through the use of questionnaire that was completed floated to the people through communities on social media platforms. It was an online questionnaire with important questions marked as necessary to complete the survey.

- **Secondary Data**

Secondary Data was obtained through the use of resources present at the Library of Delhi Technological University. In addition, journals, newspapers, textbooks, articles were used to understand Personality traits.

### 3.5 Data Collection Instruments

Data was collected using well formulated questionnaires. The questionnaires were self-adjusted, validated and pre tested. The self-administered questionnaire was used as a tool for data collection because it is quicker in getting data from the respondents. The researcher held discussions with the respondents and information obtained through discussions were compared with the data from instruments to ascertain correctness.

### 3.6 Research Model

This study seeks to investigate the effect of the Big Five personality traits on social media use. The research model is shown in the figure below.

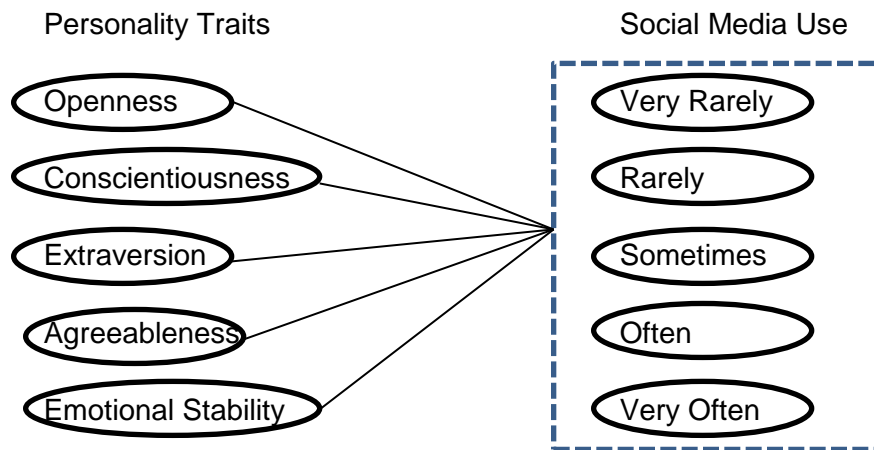


Fig 3.1 Research model

### 3.7 Data Analysis

Data from the field was compiled, sorted and coded to have the required quality, accuracy and completeness. Data was entered into the computer system using the Statistical Package for Social Sciences (SPSSv16.0) for analysis. Correlation analysis was carried out to establish the strength of the relationship



between variables. Multiple regression analysis was also carried out to determine extent to which independent variables such as Extraversion, Agreeableness, Emotional stability, Openness and Conscientiousness influence the dependent variable.

### **3.8 Limitations of the study**

- i. Measurements that were used are adopted from previous studies and therefore any limitations that are embedded in them will equally affect this study.
- ii. Since little research on Social Media Addiction has been carried out here in India, there was limited literature and scarcity of local secondary data hence foreign data was used in lieu.
- iii. The participants in the survey comprised mostly students which cannot be said to be an accurate sample of the population that use social media.

## CHAPTER – 4

### DATA ANALYSIS

#### 4.1 Introduction

This chapter presents the results of data analysis and findings compiled from the survey. It is divided into three main sections. The first section deals with the background information of the respondents. The second section analyses and discusses the relationship between various variables in the study. The third section analyses the degree to which the extraversion, agreeableness, conscientiousness, emotional stability, openness to experience impact the Social Media use. Primary data collection focused on 103 respondents from Delhi NCR. The findings are presented in line with the study objectives.

#### 4.2 Personal Information

The personal information of the respondents includes the age, occupation, education and gender.

##### 4.2.1 Age band of the respondents

The result in the table below shows the age band of the people who participated in the survey.

	<b>Frequency</b>	<b>Percent</b>
Less than 20yrs	9	8.7%
Between 20 to 25yrs	51	49.5%
Between 25 to 30yrs	35	34%
Between 30 to 35yrs	6	5.8%
More than 35yrs	2	1.9%
<b>Total</b>	103	100.0%

Table 4.1 Age Band (*Source: Primary data*)

The majority of the respondents were between 20 to 25 years age (49.5%) while on the other hand, those in the 25-30 year age group comprised 34%. People less than 20 years constituted 8.7% of the total respondents. In addition, those in the 30-35 and more than 35 years age band, constituted 5.8% and 1.9% respectively. This implies that majority of the people in the young age group find it easy to use social media and are comfortable with filling surveys online.

#### 4.2.2 Education Level

The results in the table below show the education level of customers that participated in the survey.

	<b>Frequency</b>	<b>Percent</b>
10 <sup>th</sup>	1	0.9%
12 <sup>th</sup>	3	2.9%
Undergraduate	40	38.8%
Postgraduate	59	57.3%
PhD	0	0%
<b>Total</b>	103	100.0%

Table 4.2 Monthly Income (Source: Primary data)

The majority of respondents was postgraduate students and constituted around 57.3% of the all respondents. Around 38% of the respondents were either graduates or pursuing their graduation. Education indeed plays a great role in shaping the personality of an individual. Educated persons are aware of the power of social media and hence their usage pattern is different than those of the uneducated.

#### 4.2.3 Gender

The results in the table below show the gender of the people who participated in the survey.

	<b>Frequency</b>	<b>Percent</b>
Male	62	60.2%
Female	41	39.8%
<b>Total</b>	103	100.0%

Table 4.3 Gender (Source: Primary data)

The majority of the respondents were male totaling to 62 comprising of 60.2% while the female respondents were 17 comprising of 39.8%. In March, 2016 a report by Internet and Mobile Association of India (IAMAI) found that females made up only 35% of the mobile internet user base in India.

#### 4.2.4 Occupation Status

The results in the table below show the occupation status of the people who participated in the study.

	<b>Frequency</b>	<b>Percent</b>
Student	84	81.5%
Working Professional	19	18.4%
<b>Total</b>	103	100.0%

Table 4.4 Occupation Status (Source: Primary data)

The majority of the respondents were students comprising 81.5% while working professionals constituted 18.4% of whole. This diversity in the result will help in examining whether the social media characteristics of students are different from those who are working.

#### 4.3 Relationship between the variables

The objectives of the study were based on the relationships between the different variables which were: Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to new experiences and Social Media Use. In order to achieve, the Pearson ® correlation coefficient was

computed given the interval nature of data and the need to test the direction and strength of relationships between the study variables.

**Correlations<sup>a</sup>**

	Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness	Social Media
Extraversion	1	.024	.152	-.444	.215	.123
Agreeableness	.024	1	.217	-.190	.364	-.221
Conscientiousness	.152	.217	1	-.552*	.342	-.020
Neuroticism	-.444	-.190	-.552*	1	-.338	.358
Openness	.215	.364	.342	-.338	1	-.139
Social Media	.123	-.221	-.020	.358	-.139	1

\*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.5 Pearson Correlation (Source: Primary Data)

#### 4.3.1 The Relationship between Extraversion and Social Media Use

The results revealed that Extraversion is positively related to usage of Social Media applications ( $r=.123^{**}$ ,  $p<.01$ ). The results further show that the personality traits i.e. Agreeableness, Conscientiousness and Openness were all positively related to Extraversion with the following parameters ( $r=.024^{**}$ ,  $p<.01$ ), ( $r=.152^{**}$ ,  $p<.01$ ) and ( $r=.215^{**}$ ,  $p<.01$ ) respectively. These results imply

that more extroverted people tend to use social media more often. They tend to be heavier users of social media.

#### **4.3.2 The relationship between Agreeableness and Social Media Use**

The results revealed that Agreeableness is negatively related to the level of Social Media Use ( $r = -.221$ ,  $p < .01$ ). These results imply that individuals high on the trait of agreeableness tend to use social media less.

#### **4.3.3 The Relationship between Conscientiousness and Social Media Use**

The results revealed that Conscientiousness is negatively related to Social Media Use ( $r = -.020^{**}$ ,  $p < .01$ ). These results imply that people who lack direction in life or are disorganized, careless and inefficient spend more time on social media compared to those who are efficient, organized and dutiful.

#### **4.3.4 The Relationship between the Neuroticism and Social Media Use**

The results revealed that Neuroticism is positively related to Social Media use ( $r = .358^{**}$ ,  $p < .01$ ). These results imply that people who are more neurotic tend to rely on these social media applications rather than those who have greater levels of emotional stability.

#### **4.3.5 The Relationship between the Openness and Social Media Use**

The results revealed that openness is negatively related to Social Media Use ( $r = -.139^{**}$ ,  $p < .01$ ). These results imply people who are open to new experiences are now not much interested in the social media.

#### 4.4 Regression Model

The regression model was used to determine the degree to which Extraversion, Conscientiousness, Agreeableness, Neuroticism and Openness to new experiences impact the use of Social Media. The model shows the extent to which independent variables influence the dependent variable. The dependent variable here is Social Media Use. This was done since there was more than one predictor variable impacting on the dependent variable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.453	24.703		-.099	.923
	Extraversion	.349	.285	.382	1.226	.251
	Agreeableness	-.313	.592	-.157	-.528	.610
	Conscientiousness	.274	.272	.343	1.008	.340
	Neuroticism	.559	.309	.668	1.806	.104
	Openness	-.102	.576	-.056	-.177	.863

a. Dependent Variable: Social Media

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 <sup>a</sup>	.321	-.056	4.55662

a. Predictors: (Constant), Openness, Extraversion, Conscientiousness, Agreeableness, Neuroticism

Table 4.6 Regression Analysis Model (Source: Primary data)

Regression analysis yielded an overall multiple correlations of 0.567, accounting for about 32.1% of the variance in predicting Social Media Usage ( $R^2 = .321$ ) as seen in Table 4.6, which is highly significant. According to these results, it is mostly the personality variable of Neuroticism ( $\beta=.668$ ,  $p<.01$ ) that is most important in predicting Social Media use and to a lesser extent Extraversion ( $\beta=.382$ ,  $p<.01$ ) and Conscientiousness ( $\beta=.343$ ,  $p<.01$ ) predict the Social Media use. Even though agreeableness and openness correlates to the Social Media use, they do not play a significant role in predicting the latter. The regression model was significant ( $\text{sig.}<.01$ ).



## **CHAPTER – 5**

### **DISCUSSION, CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

This chapter presents a discussion of findings observed and inferred from the data presented in chapter four. The discussion of findings is based on the literature available in chapter two. This chapter also provides the conclusions, recommendations and suggested area of further study.

The findings are discussed in terms of the research objectives in relation to literature in chapter two. The level of constructs of Extraversion, Conscientiousness, Agreeableness, Neuroticism, openness, social media use and relationship between these variables are discussed.

#### **5.2 Discussion**

##### **5.2.1 Relationship between Extraversion and Social Media Use**

The Pearson ( $r$ ) correlation coefficient shows that there is a significant positive relationship between Extraversion and Social Media Use. This implies that more extroverted people tend to use social media more often and people who are open to new experiences are also more likely to use social media. Extroverted people tend to be sociable, communicative, talkative, enthusiastic and active; they do not mind being the center of attention, and make new friends easily. Hence, they are more likely to reach out and interact with other people on Social Media platforms like Facebook and Instagram. They tend to use Social Media applications to stay in touch with their friends more and leave comments on their friends' web pages. In other words, it can be said that extroverted people cared less about their personal information being exposed when they use Social Media.

### **5.2.2 Relationship between Agreeableness and Social Media Use**

The Pearson (r) coefficient shows that there is a significant negative relationship between Agreeableness and Social Media Use. High Agreeableness people tend to be friendly and compassionate, rather than cold or suspicious. They are more likely to behave in a cooperative way, trust other people, and adapt to their needs. Those low on Agreeableness are focused on themselves, less likely to compromise, and may be less gullible. They also tend to be less bound by social expectations and conventions, and be more assertive. That might explain why Agreeableness is somewhat negatively correlated with Social Media Use.

This finding is consistent with Swider and Zimmerman, (2003) who suggested that agreeableness has a negative correlation with the use of social media.

### **5.2.3 Relationship between Conscientiousness and Social Media Use**

The findings of the study indicate that there is a negative relationship between Conscientiousness and Social Media Use. People who possess conscientiousness are more cautious, prudent, responsible, diligent and organized.

This is consistent with Swider and Zimmerman's research who suggested that conscientiousness has a negative relation with emotional exhaustion, depersonalization and lack of personal accomplishment.

### **5.2.4 Relationship between Neuroticism and Social Media Use**

The Pearson (r) correlation coefficient shows that there is a negative relationship between Neuroticism and Social Media Use. This implies that people who are more neurotic tend to rely on these social application rather than those who have greater levels of emotional stability. In other words, anxious and worrisome

individuals tend to use social media more frequently than those who are emotionally stable.

The finding is consistent with Amichai-Hamburger (2002) who suggested that people who have high degrees of neuroticism were more heavy Internet users than less neurotic individuals.

### **5.2.5 Relationship between Openness and Social Media**

The Pearson ( $r$ ) correlation coefficient shows that there is a significant negative relationship between openness and Social Media. Openness to experience is related to different degrees of open-mindedness, creativity, imagination, originality, curiosity and complexity.

Previous studies have showed mixed relations of openness with Social Media, with majority of them showing a positive relation between the two but these researches were conducted around 5 years back and Social Media is not a new concept anymore.

## **5.3 Conclusion**

Overall, we have found that characteristics rooted in genetics such as people's personality traits – extraversion and neuroticism – are related to use of interactive social media. These findings are in line with the investigations conducted in the early stages of the Internet diffusion by Amichai-Hamburger and Ben-Artzi (2000; 2002; 2003), who tested how personality played a role in Internet use.

Perhaps our most consistent finding was that extraversion was positively related to social media use. This finding is both interesting and quite relevant because it is contradicts the results of the early studies that linked personality and Internet use in general. Early studies that investigated the association between

personality and different uses of the Internet revealed extraversion was negatively related to uses of social services such as chat rooms (Hamburger & Ben-Artzi, 2000).

It is also found that emotional stability is negatively associated with social media use. That is, individuals with higher levels of neuroticism and negative affectivity are more likely to engage in these social activities. This suggests that greater degrees of anxiety, and not level of personal well-being, actually predict social media use. Because neuroticism is associated with loneliness, one could argue that nervous and anxious individuals use these services to seek support and company.

It is important to discuss the purpose and content of social media interaction. People use social media to promote something, to do some networking, to express themselves or their culture. There is an association between people's personality and political social media use. More extroverted people tend to post on blogs upload videos with political content. Social interaction, a key feature of Extroverted people, explains that people want to participate in politics even in online area.

The consistency of the relationships between individual's personality traits and a wide range of social media applications, including purposive usage of certain tools, show that it is safe to conclude that, nowadays, more extroverted people tend to take advantage of the user-generated Web that provide venues for communication and socialization. It is also relatively safe to suggest that users of social media tend to have higher degrees of neuroticism and anxiety. Perhaps they use social media tools to assuage their anxiety by seeking company.

#### **5.4 Recommendations**

- i) From a marketing standpoint, marketers should rely on these tools more for a better positioning.

- ii) These findings suggest that given the influence of these social media on today's social interactions, Internet designers should take into account users' characteristics and need.
- iii) Also, the fact that more extroverted people use social media and they connect with people they already know suggests that the boundaries between offline and online networks are blurring. Therefore, these social tools become very useful to transmit ideas, concepts and brands.
- iv) Marketers should decide their advertising budget for social media platforms based on the relation personality of their product and personality of the individuals who use these social media applications.
- v) Since people were rated high on consciousness, Social Media application should be careful with the way they handle data of millions of individuals. Any breach of trust between company and users will lead to lost customers.
- vi) More extroverts are active on social media as compared to introverts. One wrong incident with any user if shared online will reach millions of users and it may destroy brands image. So, companies should have an active online presence on the social media platforms, ready to solve customer queries.

### **5.5 Areas of further study**

- i) Scholars need to keep uncovering the psychological factors that lead people to engage in these participatory media.
- ii) Future investigations should explore the link between personality and other motivations or purposes when using these social tools, such as networking, promotion of oneself or a brand, or self-expression.

- iii) More research should be carried out on the privacy concerns of the users of social media, especially after the incident of data breach at Facebook.

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# ANNEXURE - 1

## Social Media and You

Hi

I am doing a project to study the relation between Personality traits and Social Media Usage of users as part of my academic research. Confidentiality of your responses will be highly ensured. Please contribute five minutes of your valuable time in this survey.

Thanks

\* Required

### Section - A

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with other? Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement.

Disagree strongly 1

Disagree a little 2

Neither agree or disagree 3

Agree a little 4

Agree strongly 5

1. **Is talkative \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. **Tends to find fault with others \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. **Does a thorough job \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. **Is depressed, blue \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



5. **Is original, comes up with new ideas \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. **Is reserved \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. **Is helpful and unselfish with others \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. **Can be somewhat careless \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. **Is relaxed, handles stress well \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. **Is curious about many different things \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. **Is full of energy \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. **Starts quarrels with others \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. **Is a reliable worker \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. **Can be tense \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. **Is ingenious, a deep thinker \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **Generates a lot of enthusiasm \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. **Has a forgiving nature \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **Tends to be disorganised \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. **Worries a lot \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20.

**Tends to be lazy \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21.

**Is emotionally stable, not easily upset \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22.

**Is inventive \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23.

**Has an assertive personality \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24.

**Can be cold and aloof \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25.

**Perseveres until the task is finished \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. **Can be moody \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27.

**Values artistic, aesthetic experiences \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28.

**Is sometimes shy, inhibited \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29.

**Is considerate and kind to almost everyone \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30.

**Does everything efficiently \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31.

**Remains calm in tense situations \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32.

**Prefers work that is routine \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. **Is outgoing, sociable \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. **Is sometimes rude to others \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. **Makes plans and follows through with them \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. **Gets nervous easily \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. **Likes to reflect, play with ideas \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. **Has a few artistic interests \***

*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section B

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Give one the following 5 responses to each one:

- 1 – Very rarely
- 2 – Rarely
- 3 – Sometimes
- 4 – Often
- 5 – Very often

39. I spend a lot of time thinking about Social Media or planning how to use it. \*

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. I feel an urge to use Social Media more and more. \*

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41. I use Social Media in order to forget about personal problems. \*

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. I have tried to cut down on the use of Social Media without success. \*

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. I become restless or troubled if I am prohibited from using Social Media. \*

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

44. I use Social Media so much that it has had a negative impact on my job/studies. \*

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section C

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45. Age \*

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**46. Education**

*Mark only one oval.*

- 10th
- 12th
- UG
- PG
- PhD

**47. Occupation**

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**48. Gender**

*Mark only one oval.*

- Male
- Female
- Other

## ANNEXURE - 2

The Big Five Factors are (chart recreated from John & Srivastava, 1999):

<b><u>Big Five Dimensions</u></b>	<b><u>Facet (and correlated trait adjective)</u></b>
<b>Extraversion vs. introversion</b>	Gregariousness (sociable) Assertiveness (forceful) Activity (energetic) Excitement-seeking (adventurous) Positive emotions (enthusiastic) Warmth (outgoing)
<b>Agreeableness vs. antagonism</b>	Trust (forgiving) Straightforwardness (not demanding) Altruism (warm) Compliance (not stubborn) Modesty (not show-off) Tender-mindedness (sympathetic)
<b>Conscientiousness vs. lack of direction</b>	Competence (efficient) Order (organized) Dutifulness (not careless) Achievement striving (thorough) Self-discipline (not lazy) Deliberation (not impulsive)
<b>Neuroticism vs. emotional stability</b>	Anxiety (tense) Angry hostility (irritable) Depression (not contented) Self-consciousness (shy) Impulsiveness (moody) Vulnerability (not self-confident)
<b>Openness vs. closedness to experience</b>	Ideas (curious) Fantasy (imaginative) Aesthetics (artistic) Actions (wide interests) Feelings (excitable) Values (unconventional)