Project Dissertation Report on

A STUDY TO DECIPHER THE IMPACT OF PERSONALITY TRAITS ON SOCIAL MEDIA USAGE

Submitted By:

Shashank

2K18/MBA/107

Under the Guidance of:

Mr. Chandan Sharma

Assistant Professor, DSM

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that the project report titled "**A study to decipher the impact of Personality Traits on Social Media Usage**" is an original and bonafide work carried out by **Mr. Shashank** of MBA 2018-20 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**.

_____   _____

Project Guide   Signature

Mr. Chandan Sharma   Prof. Rajan Yadav

(Assistant Professor,DSM)   (Head of the department, DSM)

DECLARATION

I, Shashank, student of MBA 2018-20 batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042 declare that the dissertation report titled "A study to decipher the impact 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   **Name:** Shashank
Date: **Roll No.:** 2K18/MBA/107

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 Mr. Chandan Sharma, Assistant Professor, 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 wise guidance, support, and critical reviews of the project despite being too occupied in his job duties and responsibilities.

A very special acknowledgement goes to my family for the care and support throughout all my years of education and for finding the right words to keep me on track.

Name: Shashank
Roll No: 2K18/MBA/107

EXECUTIVE SUMMARY

This research was carried out to determine the relationship among the personality traits of a person namely agreeableness, conscientiousness, emotional stability, openness to experience, extraversion and the extent to which these people use social media.

The research design used was analytical and cross-sectional in nature. It helped us to find the correlation among the factors of Big Five framework and Social media use. A questionnaire shared online was the source of primary data. Further, a regression analysis showed the extent to which the personality traits contribute to the usage of social media.

The research findings highlight a strong relationship between social media usage and conscientiousness. Also, neuroticism was also positively related to social media usage indicating that more neurotic people tend to rely on social media as opposed to those who are emotionally stable. They consider social media a safe platform to be heard and express their feelings.

Further in the study, a negative relationship was found between agreeableness, extraversion, openness and social media. Moreover, these do not have much influence on the social media usage, as per regression analysis.

This research concluded that the traits of neuroticism and conscientiousness have the highest influence on social media among the five parameters considered.

TABLE OF CONTENTS

CHAPTER 1   INTRODUCTION

CHAPTER 2   LITERATURE REVIEW

CHAPTER 3   RESEARCH METHODOLOGY

CHAPTER 4   DATA ANALYSIS

CHAPTER 5   DISCUSSION, CONCLUSION & RECOMMENDATION

LIST OF FIGURES

LIST OF TABLES

CHAPTER - 1

INTRODUCTION

1.1 The Social Media

The use of Internet facility has increased very drastically during the last twenty years. Nowadays people are spending most of their time on websites which are user configurable at the same time editable. Thus, to satisfy this need of the hour, some network technologies, where people can easily work together and contribute as well as interact with each other, are being introduced or have been introduced. These new technologies include online Blogs, Wikipedia webpages, Quora website and sites such as Twitter, Instagram, Facebook and LinkedIn. These freshly introduced technologies allows a user to share any content and be connected without having any prior knowledge about software development or designing. Individuals can easily understand the user interface as well as the benefits of social media in no time. With the help of these new applications which are now available very easily, users are able to reach out to other individuals or groups with any sort of parallel interest which can be in any area.

A large part of population these days, is expressing parts of their daily life on social sites, whether it is through videos or Vlogs or posts or photos. Social media websites, are such platforms, where people in a way display themselves to the world. On social media, people have the chance to form or mold the perceptions about them. This can be for social purpose, professional purpose or just for just casual connections. These websites allow us, to make our profiles with so much customization, that it is unique for every user. People use these, to influence how others know them and what they think about them.

From the last few decades, we have seen that few social media sites have been introduced and have become well-known worldwide. These websites, comprise of Twitter, Tumblr, YouTube, Quora, LinkedIn, Instagram, SlideShare, Facebook, etc.

All of the mentioned websites, have one thing in common that they connect people socially, but the purpose of each of them differs. They all differ, in the ways, on how they give user the power to influence and to share personal and professional information, their experiences and certain moments of their daily lives or ideas with ease. Facebook website gives users a platform to connect with their family as well as friends through one common technology. The Twitter website provides a platform for people to share their views as well as new ideas in limited number of words. Twitter allows any user to connect to the biggest celebrities as well as political leaders very quickly and effectively since the outreach of twitter is immense. It also gives the option to be an instant critic to other user's views with whom they may or may not share common interest. LinkedIn specializes on professional aspects of an individual, and offers a network for people working in the business to communicate, track and assist their hiring and promotions through advanced search centers based on their proficiency. These social media platforms are affecting our real life in many ways which are not visible to us or sometimes ignored.

People are mostly very organized on platforms like these. For example, Twitter has become one of the most frequently visited alternative media platform. It is spreading news very quickly around the world like a forest fire and giving more freedom of expression. This can create social movements which have already been seen in many parts of the world like. Such platforms have attracted a huge number of researchers lately. Facebook is one of the favorite social media platforms because it has a huge number of subscriber's base worldwide and contains personal information about its users. Researchers from various fields have been interested in and have studied about Facebook. These fields range

from sociology, psychology, law and economics to science, IT, sales, marketing and management. It has been observed through previous researches that Facebook can be divided into 5 broad categories: detailed analysis of users with total pages, Facebook intentions of total pages, 12-page identity presentation, Facebook's social role, and lastly the privacy and metadata about the information of the overall documents. People did not really accept Facebook when it was introduced and it was seen that Facebook usage was low from year 2004 reaching up to 2008. And it reached to new heights when there was the introduction of 'Like' feature in year 2009. Then after that researchers have been quite interested in knowing about Facebook and anything related to it.

The immense growth of users of smartphones has played a significant role in showcasing the impact that social media is having on anything. People nowadays, are dominated by smartphone devices across the world as they are spending most of their digital time online. This has made it possible for everyone with such devices to connect with anyone and anywhere in the world at any time.

The bottom line

With the continuous advancement of technology, we have come to realize, that information is a source of power in today's world. This power cannot be harnessed by the people without any proper means/tools and one such means is social media. The circulation of information in today's world is one of the positive impacts of social media. Platforms like Twitter, LinkedIn, Facebook and many more are available in the year 2020 and they have given us power to get access to any kind of information at the tip of our finger.

Research performed by parse.ly has shown that the life expectancy of a post/story when it is posted on an internet website is 2.6 days and it is 3.2 days when a post/story is shared on social networking websites. That's a difference of 23%, which is substantial when you consider that billions of people use the internet on a daily basis.

ARTICLES DOING WELL ON SOCIAL MEDIA

We also looked at posts that do well on social networks (more than 20% of all referrers being social) and found that most posts that do well in social make it to the third day, the median lifespan extending to 3.2 days.

Fig. 1.1 Life expectancy of articles

This implies that when the information is circulated for a longer period of time online then it begins to arise more discussion and have a greater impact on the people.

As we know that our world would run at a much slower pace without the existence of social media, it has its own pros and cons. Nevertheless, the positive impacts of social media are astronomical and it surpasses the ills that comes with sharing. At the end of the day, sharing is about getting people to come across a certain piece of information and respond or react to its content.

As long as the content is active and the need for information is still there, it is always helpful for any organization that uses social media to maintain publishing.

1.2 Personality Traits

Personality is a coherent psychological trait that predicts behaviors and attitudes of people such as their taste, thought, fashion, culture, language, and some other things. If we consider the past 20-30 years, studies done by researchers have directed or implied that most of the individual differences in a person's behavior is classified into five areas which are: openness to new experiences, emotional stability, conscientiousness, extraversion, and agreeableness. These are shown as Five factor model of personality in Fig. 1.2.

Researches done by psychologists on individual's behavioral aspects is very broad. Some of the theories given on personality are explained further. Trait theory, psychoanalytic theory, social learning theory, cognitive theory and humanistic theory. One of those theories is trait theory which says we can study individual differences by a number of vital behavioral patterns. The main goal of this theory is to find a brief dimension which is able to describe a diverse range of different types of personality. It is claimed by trait theory that the qualities are characterized by stability and persistence and have a consistent effect on personal and general behavior. Psychoanalytic theory talks about how the behavior of people are product of the components of mind which are id containing drives of people and then there is ego and superego. Social learning theory says that people learn through each other.
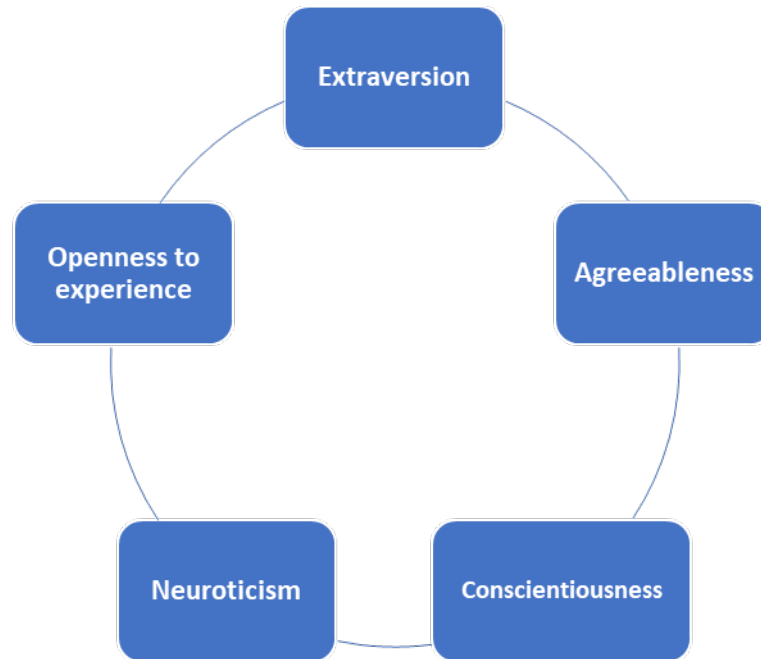
Fig. 1.2 Five Factor Model of Personality

Personality traits include a range of personal traits, including exposure to different things as well as people and understanding of the day to day interactions. Every individual has its own personality traits and unique way of reacting and expressing them in different situations. Also, no two individuals have the same pattern of thinking.

Development of "Big Five framework" has helped the research to focus on the link among user's traits of personality and their use of digital platforms. Currently, this research series focuses exclusively on the use of digital media, including social media applications.

Although research on digital media and personality traits looks specifically at social media applications thoroughly, it does not consider the fact that of all the people using these platforms, some might be driven by a purpose. People may connect with other people, express their views and ideas, and use this for promotional work. Therefore, it is relevant to advance the discussion by

examining more in-depth relationships between consumer personality and intentional forms of participation using social media.

1.3 Objective of the study

The objective of the study here is to find the link between social media addiction and personality traits. The social media usage of users is studied and correlated to their personality traits using the "Big Five Personality Traits". The goal is to know if there exists any link or not amongst the two above mentioned factors. And if yes, to what extent.

1.3.1 Research questions

i)   Is there a link among extraversion trait and use of social networking websites?

ii) Is there a link among emotional stability trait and use of social networking website?

iii) Is there a link among openness to new experiences trait and use of social networking websites?

iv) Is there a link among agreeableness trait and use of social networking websites?

v)   Is there a link among conscientiousness trait and use of social networking websites?

1.3.2 Significance of Study

i)   This research will add to the present available knowledge about the link among social media and personality.

ii) Study will be helpful to advertising agencies in making an informed decision based on personality traits

CHAPTER TWO

LITERATURE REVIEW

2.0 About Chapter

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

2.1 Personality

Personality is a coherent psychological trait that predicts behaviors and attitudes of people such as their taste, thought, fashion, culture, language, and some other things. If we consider the past 20-30 years, studies done by researchers have directed or implied that most of the individual differences in a person's behavior is classified into five areas which are: openness to new experiences, emotional stability, conscientiousness, extraversion, and agreeableness.

A study by Revelle (2013), has presented that personality as the rational pattern of affect, understanding, and goals as they lead to behavior of people. The American Psychological Association (APA, 2017) has defined personality as an Individual alteration in distinguishing forms of behavior, feeling and thinking. Theory material of Prentice Hall Inc. expressed that personality is totality of an individual's feelings and thoughts with orientation to himself as an object.

No matter how you interpret the term personality in general, we have to understand that it has a noteworthy influence on life. In reality, life satisfaction is a driving force for personality development (Boyce, Wood & Powdthavee, 2013). Considering the fact that it has immense effect on life, there needs to be a way to theorize and evaluate personality. Studies have indicated that behavior plays

a role in addictive social media social media usage (e.g. Andreassen et al., 2012, 2013; Hong, Huang, Lin, & Chiu, 2014; Wilson, Fornasier, & White, 2010). This seems to be relevant as social networking sites use gives power to users to express their aspirations and showcase their accomplishments with a huge amount of people. Also, it provides a sense of approval, appreciation and a feeling of accomplishments via the 'Like' and 'comment' count from other users. Many of the present-day researches have expresses narcissism as a fairly broad behavioral trait area, self-centered grandeur, egotism, manipulativeness, and parallel features (Alarcon & Sarabia, 2012). Nevertheless, the complexity of narcissism construct needs highlighting.

2.2 Big Five Personality Theory

Schmitt in a study in 2007 said that the most dominant Personality framework is the "Big Five", or the five-factor model of personality. According to him this theory is used in a number of cultures and countries. A reliable scale for measurement and assessment is available.

There is a 44-item inventory that measures a person on the Big Five Factors (Dimensions) of personality by Goldberg in a study in 1993. Five mentioned factors are then split into personality facets.

The Big Five Factors given in study by John & Srivastava in the year 1999 are: Neuroticism vs emotional stability, Extraversion vs introversion, Conscientiousness vs lack of direction, Agreeableness vs antagonism, openness vs closed-ness to experience. Lubinski in his research done in year 2000 said that psychological researchers typically distinguish five areas of a person's dissimilarities in human behavior: psychopathology, social attitudes, psychological interests, personality and cognitive abilities.

According to Bouchard (2003), practically all disparities between the psychology of different individual when evaluated are reasonable to high on a stability scale.

2.3 Social Media

With the advancement of technology and internet, there are growing open areas (sites) and scopes for individuals to communicate, talk and collaborate and also helps in promotion and spread of their work online. You Tube said that by early 2012, almost 48 hours of video content will be uploaded on the platform every minute.

According to McKenna & Bargh, 2000, when the internet was in early stages of its usage, users preferred to go online looking for the anonymity it gave them; nowadays people are using this technology to connect, meet people they might or might not know and increase their network. Ellison, Steinfeld, & lampe, 2007; Jones & Fox, 2009; Lenhart, 2009; Raacke & Bonds-Raacke,2008 in their study said that digital platforms such as social networking websites, blogging sites, video-sharing and streaming channels are the means that are used. In studies it has also been found that people who are more on these platforms tend to keep looking for someone like minded and could have some replying characteristic to one's action.

2.4 Social Media Addiction

Internet addiction has been vaguely defined and is used in general context without any specified definition. As a result, some scholars including Young, 1999, 2015 have proposed addiction subtypes like 'computer addiction' 'cybersexual addiction', 'net compulsions' 'social media addiction' and 'information overload'.

Griffiths, in his study (2005) has suggested to use specific addiction criteria when considering the line amongst addictive and non-addictive behaviors. Hence, usage of social networking sites which comes out to be addictive should

therefore be displayed as being preoccupies by social media. Usage of media in order to suppress negative emotions or moods, or slowly start using it heavily to get some relief from real life or forget about sufferings. Also craving it when restricted to use and getting withdrawal symptoms. He also mentioned about people who sometimes start to sacrifice their obligations and/or initiating harm to other important aspects of life for using social media use. And to relapse when not getting control their social media usage.

So, we see that problematic social media use is represented as a precise form of 'Internet addiction', the scale known as Bergen Facebook Addiction Scale was specifically developed to evaluate this type of behavior using the above-mentioned addiction criteria according to Andreassen, Torsheim, Brunborg, & Pallesen(2012). In studies by Andreassen et al., 2012, 2013 and Phanasathit, Manwong, hanprathet, Khumsri, & Yingyeun in 2015 it has been demonstrated that the scale has come out to show dependable and effective psychometric properties in quite a few studies. A general tool which is able to capture usage of social networking sites entirety as compared to measuring addictive use of one specific social network site only (i.e. Facebook).

2.5 Personality traits 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. Amlchai l-Hamburger, 2002; Amichai-Hamburger & Ben-Artzl, 2003; Amlchai-Hamburger, Walnapel & Foz, 2002). Spcifically, 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 200s, 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-artzl, 2000).

Researchers conducted lately, witnessed a trend on the reversal of relationships between people's personality and how they use the internet, notably on the use of social networking apps. The intake of digital information through social network is defined as the social media and which is not related to conventional information uses. It is in fact quite the opposite as social networking offer instruments to express, connect, divulge, collaborate and communicate with each via several fresh apps such as chatting, instant message, blogging and networking.

Studies are steadily determining that the people who are drawn to social media are more extraverted in daily life. This only takes place to some extent anonymity is not a feature in most famous public social sites available right now.

According to Study conducted by Lampe, Ellison & Steinfeld in 2005, and Valenzuala, Park & Kee in 2009, Most persons use sites to connect with persons they know before such as friends or acquaintances and usually try to avoid interaction with strangers or unknown. Thus, these social media sites tend to more like attract extraverts.

According to Study conducted Quan-Haase in 2007, chat rooms normally allow group- like discussions among persons who do not know each other, while Instant Messaging is commonly used by individuals to talk to other individuals who are accustomed to each other.

Emotional stability is believed to be negatively associated with the use of social media. It says that people who have greater levels of emotional stability will use less of social media. It actually assesses social media use, not levels of personal well-being. Since neuroticism is linked with being alone, it can be argued that such neurotic people take help of these application of social media

to find likeminded people or someone with whom they can share their thoughts. (Ehrenberg etl al., 2008).

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 study done by Hughes and colleagues (2012) observed the link among 5 dimensions of people's personality (agreeableness, conscientiousness, openness to experience, neuroticism, and extraversion), sociability and need for recognition and informational uses of both Facebook and Twitter. These scholars established that personality is associated to social and informational uses of such web sites. Even though the links were comparatively not as strong as the previous literature proposed. The results also presented that differences in personality were related to preferences for Facebook or Twitter.

CHAPTER – 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents discussion about the research design which was used, sources of data, data collection techniques, number of respondents, consistency and accuracy of data. It also discusses the techniques used for review of final data. The data collection method which was followed is also discussed in this chapter.

3.1 Research Design

The design of the research was analytical and cross sectional in nature. A Correlation matrix was used to establish the link between extraversion, agreeableness, conscientiousness, emotional stability, openness to experience and use of social media. A regression model was made and analysis was done focusing on, openness to experience, agreeableness, emotional stability, conscientiousness and extraversion. It was applied for finding the degree to which the above-mentioned traits contribute Social media usage. This study was analytical and descriptive in its nature so it has analyzed and described the relationship among the variables. The questionnaire of this study consisted of two parts, one of which focusses on personality traits and the other one on use of social networking sites. A Likert scale for measurement was used while collecting the data.

3.2 Survey Population

The study population set included mostly the Undergraduate and Postgraduate students in Delhi and NCR region. A total number of 61 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 72 data points were approached to check if they are available for the survey. In the short span of one month, 61 responses were obtained. For personality traits, a questionnaire based on a framework called the Big Five-Factor Model (Cited in annexure) was used by taking inputs from Mr. Chandan Sharma (Assistant Professor, Delhi School of Management, Delhi technological University). And for assessment of addiction of social networking sites, the research used Bergen Facebook Addiction Scale developed by Dr. Cecilie Andraessen as tool for measuring social media use. These 61 respondents filled out this questionnaire online, which is a sample size.

3.4 Data Sources

The sources of data in this research included both, primary and secondary forms of data.

- Primary Data
  This type of data required for study was collected with the use of a pre developed questionnaire that was 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

  This type of data required for study was collected with the use of various offline resources libraries. In addition, journals online, newspapers, textbooks, articles were used to understand about Personality traits.

3.5 Instruments used in Collection of Data

Well designed questionnaires were used as instruments for data collection. Those were authenticated, self-regulated, and tried before. Self-management type of questionnaire was the quickest way to obtain data from subjects about their social media usage. The researcher checked-in with the respondents and compared the data generated from the tools to ensure that the information obtained through the discussion was correct.

3.6 Model of Research

This research questions and examines how the Big Five personality traits effects use of social media. The model used for research is displayed in the figure below.
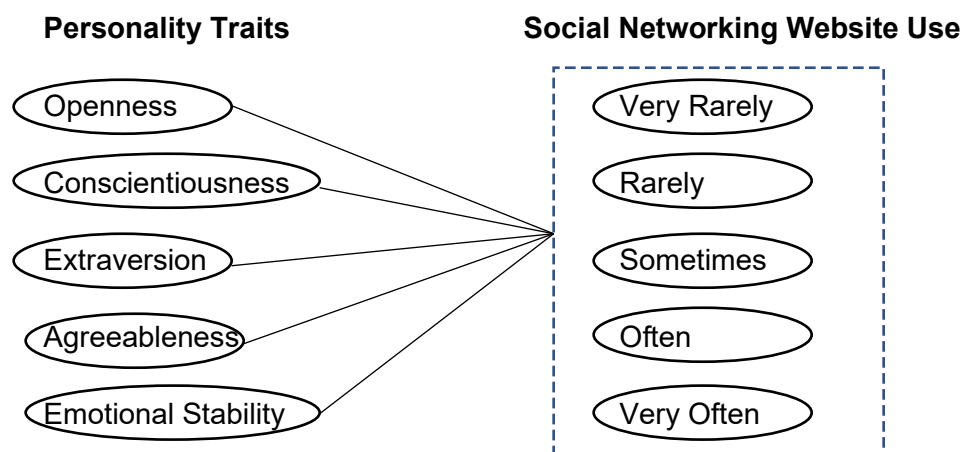
Personality Traits   **Social Networking Website Use**

Openness

Conscientiousness

Extraversion

Agreeableness

Emotional Stability

Very Rarely

Rarely

Sometimes

Often

Very Often

Fig 3.1 Research model

3.7 Data Analysis

Data for the research was gathered, categorized and encrypted to maintain the standard, efficiency and integrity. Scoring of data accordingly to the scale and completeness were taken care of throughout the project. Then Data collected was input into processing software with the help of R language, which is used for data analysis and computing. Correlation analysis was performed to form a correlation matrix which established the type of the link among the factors. Regression analysis with the help of a regression model was also performed with the help of R language to find the degree to which independent variables such as Extraversion, Agreeableness, Emotional stability, Openness and Conscientiousness impact the variable that was dependent.

3.8 Constraints of the study

i) Some previous researches were selected and measurements from them were utilized in this research. However, any restraints associated with them will affect this research

ii) There were not a large number of researches performed on Social Media Addiction in India, so the literature and local secondary data was limited, therefore foreign data was used in lieu

iii) The participants in the survey comprised only students which cannot be said to be an accurate sample of the population that use social media

CHAPTER – 4

DATA ANALYSIS

4.1 About the Chapter

This chapter presents the results compiled from data analysis and survey. It consists of three major parts. Part one deals with the background data of the subjects. Part two investigates and interprets the relationship between the different factors in the research. Part Three explores the extent to which the personality and character traits affects the Social Media usage of people. Primary data collection concentrated on 61 subjects from Delhi NCR region. The results are conferred with main focus on the study goals.

4.2 Personal Information

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

4.2.1 Age Spectrum of the Subjects

The following data indicate the age spectrum of the subjects of the survey.

	Frequency	Percent
Less than 20yrs	5	8.20%
Between 20 to 25yrs	30	49.18%
Between 25 to 30yrs	22	36.07%
Between 30 to 35yrs	3	4.92%
More than 35yrs	1	1.64%
Total	61	100.0%

Table 4(a) Age Spectrum *(Primary data)*

Most of the participants were between the age of 20 to 25 years (49.18%) while on the other hand, the ones in 25-30 years age group comprised 36.06%. People less than 20 years constituted 8.2% of the total respondents. In addition, those in the 30-35 and more than 35 years age band, constituted 4.92% and 1.64% 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 following data indicates the education level of the subjects of the survey.

	Frequency	Percent
10th	1	1.64%
12th	2	3.28%
Undergraduate	22	36.07%
Postgraduate	36	59.02%
PhD	0	0%
Total	61	100.0%

Table 4(b) Education Level *(Primary data)*

The majority of respondents were postgraduate students and constituted around 59.02% of the all respondents. Around 36.07% of the respondents were either graduates or pursuing their graduation. Education indeed plays a great role in shaping the personality of an individual. Educated people 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 following data indicates the gender of the subjects whose response were recorded in the survey.

	Frequency	Percent
Male	37	60.66%
Female	24	39.34%
Total	61	100.0%

Table 4(c) Gender *(Primary data)*

Most of the participants were male accumulating to 37 covering 60.66% while the female respondents were 17 covering 39.34%.

4.2.4 Employment Status

The following data indicates the whether the subjects were working or not at the time of survey.

	Frequency	Percent
Student	50	81.97%
Working Professional	11	18.03%
Total	61	100.0%

Table 4(d) Employment Status (Primary Data)

The subjects were majorly students who made up 81.97% of the total subjects while working professionals constituted 18.03% 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 among different factors

One of the main goals of the survey was to study the relationships among the different factors which were: Neuroticism, Extraversion, Conscientiousness, Openness to new experiences, Agreeableness, and Social Media Use. To accomplish the requirements, the Pearson ® correlation coefficient was calculated. It was calculated considering the interval nature of data and to test the direction and strength of relationship among the varying factors of the research.

Correlations Matrix

	Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness	Social Media
Extraversion	1.00	0.37	0.13	-0.41	0.28	-0.15
Agreeableness	0.37	1.00	0.50	-0.58	0.29	-0.23
Conscientiousness	0.13	0.50	1.00	-0.45	0.18	-0.45
Neuroticism	-0.41	-0.58	-0.45	1.00	-0.19	0.48
Openness	0.28	.0.29	0.18	-0.19	1.00	-0.22
Social Media	-0.15	-0.23	-0.45	0.48	-0.22	1.00

Table 4(e) Pearson Correlation *(Primary Data)*

4.3.1 Relationship among Extraversion trait and use of Social network

The correlation matrix points that Extraversion is negatively linked to the usage of Social Media apps (r=-0.15**). The results further show that Extraversion is positively linked to personality and character traits of Agreeableness(r=0.37**), Conscientiousness(r=0.13**) and Openness(r=0.28**). The result thus reveals that people who are more extroverted have a habit of using social media very less. They spend less time online on social media.

4.3.2 Relationship among Agreeableness trait and use of Social network

The correlation matrix shows that Agreeableness is negatively linked to extent of Social Media Use (r= -0.23). The result reveals that people who are higher on the trait of agreeableness are likely to use social media less.

4.3.3 Relationship among Conscientiousness trait and use of Social network

The correlation matrix points that Conscientiousness is negatively linked to Social Media Use (r= -0.45**). These results reveal that people who lack direction in life or are disorganized, careless and inefficient are more active on social media compared to efficient, organized and dutiful ones.

4.3.4 Relationship among Neuroticism trait and use of Social network

The correlation matrix points that Neuroticism is positively linked to Social Media use (r= 0.48**). These results show that people having signs of neuroticism i.e. those who are more anxious and tensed are more active on social media applications as compared to the ones who are stable with their emotions.

4.3.5 Relationship among Openness trait and use of Social network

The correlation matrix points that Social Media Use is negatively related to Openness (r= -0.22**). These results thus reveal that individuals who are excited about new experiences in life are not much interested in the social media.

4.4 Regression Model

The strength of regression model was leveraged to estimate the degree to which Extraversion, Conscientiousness, Agreeableness, Neuroticism and Openness to new experiences impact the Social Media usage. The model indicates the extent to which independent factors impact the dependent factors. The dependent factor in this report is taken as the degree of Social Media Use.

	Model	Estimate	Std. Error	t value	Sig.
1	(Intercept)	2.52183	1.58253	1.594	0.11677
	Extraversion	0.07671	0.23207	0.331	0.74224
	Agreeableness	0.41204	0.25397.	1.622	0.11043
	Conscientiousness	-0.48150	0.18515	-2.601	0.01193
	Neuroticism	0.72227	0.22676	3.185	0.00238
	Openness	-0.41850	0.31225	-1.340	0.18566

a. Dependent Variable: Social Media

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.0.7882	.0.3479	0.2887	34.17096

a. Predictors: (Constant), Openness, Extraversion,

Conscientiousness, Agreeableness, Neuroticism

Table 4(f) Regression Analysis Model *(Primary data)*

Regression analysis yielded an overall multiple correlation of 0.7882, accounting for about 34.79% of the variance in predicting Social Media Usage (R square = .3479) as seen in Table 4.6, which is highly significant. According to these results, it is mostly the personality variable of Neuroticism (Pr(>|t|) =0.00238) and Conscientiousness (Pr(>|t|) =0.01193) that are most important in predicting Social Media use. Even though, openness, agreeableness and Extraversion correlate to Social Media use, they do not play a significant role in predicting the latter. The regression model was significant at 0.01.

CHAPTER – 5

DISCUSSION, RECOMMENDATION AND CONCLUSION

5.1 About Chapter

This part of the report is a brief discussion on the results seen or extracted from the results of correlation and Regression analysis. The results of this study are also compared to the literature review done in the beginning. Further, the conclusions are provided along with the recommendations. Scope of further study is also discussed.

These topics are discussed in view of keeping research objectives in mind. The relation of personality traits and social media is also discussed.

5.2 Discussion

5.2.1 Relationship among Extraversion trait and use of Social Network

The Pearson correlation coefficient (r) shows that Extraversion is negatively related to Social Media Use. With the help of above data, we can say more extroverted people tend to use social media less. Extroverted people are inclined to be outburst, social, dominating and talkative. These types of individuals do not mind being the focal point of attention, they are able to connect with new people effortlessly. They are better to open and solve or discuss situations in person. Hence, they have more chances of reaching out and talking to people offline. However, it was found that extroversion was not a significant predictor of social media usage.

5.2.2 Relationship among Agreeableness trait and use of Social Network

The correlation results show that there exists a negative relationship between Agreeableness and Social Media Use. High Agreeableness people are easy to befriend and they are also compassionate unlike their opposites who do not welcome other and are suspicious. They cooperate with people, get along with them easily and do not mind following anybody's instructions. People who show opposite traits of Agreeableness keep bounded with their own, do not involve with others and do not follow anybody. This is evident from the results which depicts that Agreeableness is negatively linked to use of Social Media.

This finding matches to Swider and Zimmerman, (2003) who suggested that agreeableness shows negative correlation with the usage of social media.

5.2.3 Relationship among Conscientiousness trait and use of Social Network

The findings in this study indicates negative relationship among Conscientiousness and use of Social Media. People who possess conscientiousness are more cautious, sensible, responsible, diligent and organized. These type of people have a low chance of having addiction to social media.

This is consistent with Swider and Zimmerman's research who suggested that there exists a negative relationship of conscientiousness to depersonalization, stress, and absence of career achievements.

5.2.4 Relationship among Neuroticism trait and use of Social Network

The Pearson (r) coefficient shows that Neuroticism is positively related with Social Media Usage. With this it can be implied that people with signs of

neuroticism are more likely to be heavy users of social media than the ones are stable from mind. In other words, anxious and tensed people have a habit of using social media frequently than those who are emotionally steady.

The finding is in line with Amichai-Hamburger (2002) who suggested that people with high neuroticism have heavy Internet usage as compared to less neurotic people.

5.2.5 Relationship among Openness trait and use of Social Network

The correlation analysis highlights the negative relationship of openness with Social Media. Many varieties of openness, thought process, thinking and curiosity are related to openness to experience.

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.

5.2 Conclusion

Overall, we have found that characteristics build up over a person's life such as personality traits – Conscientiousness and neuroticism – are related to use of social media. Our findings are comparable to the research carried out during the beginning of the Internet expansion by Amichai-Hamburger and Ben-Artzi (2000; 2002; 2003). They described how traits of personality impacts Internet use.

Our most consistent finding was that Neuroticism was in positive relationship with social media usage. This result is a significant finding since it is contradicting with the findings of preliminary studies which have generally related personality to Internet. The finding is in line with Amichai-Hamburger

(2002) who suggested that people who are more neurotic high in neuroticism are more susceptible to heavy Internet usage as compared to less neurotic people

Emotional stability was also found to be negatively associated with the use of social media. It means that people who have greater levels of emotional stability will use less of social media. It actually assesses social media use, not levels of personal well-being. Since neuroticism is linked with being alone, it can be argued that such neurotic people take help of these application of social media to find likeminded people or someone with whom they can share their thoughts.

It is important to discuss the importance of social media as a platform. Usually people use social media to stay connected to their loved ones, to share their thoughts and show their culture. There is a link between people's personalities and their use of political social media. Introverted individuals prefer blogging or even uploading videos to express themselves than raise their voice in an offline event. Social interaction, which is an indistinctive feature of Introverted people, explains why people feel comfortable in participating in politics only in online area.

The consistency of relationships between a social media interaction and a person's personality traits suggests that nowadays, more neurotic people take benefit of the platforms of social media to express their feelings without the fear of being judged which otherwise they are not able to share offline. It is also safe to suggest that social media users are more neurotic and anxious.

5.3 Recommendations

I. From a marketing perspective, marketers should bank more on these tools for better targeting and positioning

II. These results suggest that with the current levels of social interactions, Internet website and app developers must use this opportunity to design the internet as per these traits.

III. 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.

IV. Since people were rated high on Conscientiousness, 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.

V. More introverts are active on social media as compared to extroverts. 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.

5.4 Areas of further study

    I.   Researchers need to continue finding more such psychological factors which can influence people towards such social media applications.

    II.   Some parallel studies may also find relationship of personality traits with other motives of using websites social media which could networking for professional growth.

    III.   Research should also be carried out to study the influence of privacy of these social media apps and how it affects their usage specially after the Cambridge analytica incident of Facebook

REFERENCES

[1]. John, O.P., & Srivastava, S. (1999). The Big_five trait taxonomy: History, measurement and theoretical perspectives. In L.A. Pervin & O.P. John (Eds*.), Handbook of personality: Theory and research* (Vol. 2, pp. 102-138).

[2]. Bouchard, T.J. & McGue, M. (2003). Genetic and environmental influences on human psychological differences. *Journal of Neurobiology,* 54, 4-45.

[3]. Tkach, C., & Lyubomirsky, S. (2006). How do people pursue happiness: Relating personality, happiness-increasing strategies, and well-being Journal of Happiness Studies, 7, 183-225.

[4]. Shiota, M.N., Keltner, D., & John, O.P. (2006). Positive emotion dispositions differentially associated with Big-Five personality and attachment style. *The Journal of Positive psychology,* 1, 61-71.

[5]. Andreassen, C.S, Griffiths, M.D., Gjertsen, S.R., Krossbakken, E., Kvam, S., & Pallesen, S. (2013). The relationship between behavioral addicts and the five-factor model of personality. *Journal of Behavioral Addictions, 2, 90-99*

[6]. K.Wilson, S. Fornasier, and K.M. White, "Psychological predictors of young adults' use of social networking sites," Cyberpsychology, Behavor, and Social Networking, vol. 13. No0 2, pp. 173-177, 2010.

[7]. Y. Amichai-Hamburger and G.Vinitzky, "Social network use and personality", *Computers in Human behavior,* vol. 26, no. 6, pp.1289-1295, 2010

[8]. K.Moore and J.C. McElroy, "The influence of personality on Facebook usage, wall postings, and regret." *Computers in Human Behavior,* vol 28, no.1, pp.268-274, 2012.

[9]. Bargh, J.A., McKenna, K.Y.A., & Fitzsimons, G.M. (2002). Can you see the real me? Activation and expression of the "true self" on the Internet. *The Journal of Social Issues,* 58(1), 33-48.

Social Media and You

Hi, I am doing a project to study the relation between Social media usage and Personality traits 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 others? Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement.
Strongly Disagree-1
Disagree-2
Neutral-3
Agree-4
Strongly Agree-5
You are someone who

1. Is Talkative *

    Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

2. Tends to find fault with others *

    Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

3. Does a thorough job? *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

4. Is depressed, blue *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

5. Is original,comes up with new ideas *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

6. Is reserved *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

7. Is helpful and unselfish with others *

   Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

8. Can be somewhat careless *

   Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

9. Is relaxed, handles stress well *

   Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

10. Is curious about different things *

    Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

11. Is full of energy *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

12. Starts quarrels with others *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

13. Is a reliable worker *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

14. Can be tense *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

15. Is ingenious, deep thinker *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

16. Generates a lot of enthusiasm *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

17. Has a forgiving nature *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

18. Tends to be disorganised *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

19. Worries a lot *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

20. Tends to be lazy *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

21. Is emotionally stable, not easily upset *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

22. Is inventive *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

23. Has an assertive personality *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

24. Can be cold and aloof *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

25. Perseveres until a task is finished *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

26. Can be moody *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

27. Values artistic, aesthetic experiences *

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

28. Is sometimes shy, inhibited *

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

29. Is considerate and kind to almost everyone *

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

30. Does everything efficiently *

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

31. Remains calm in tense situations *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

32. Prefers work that is routine *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

33. Is outgoing, sociable *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

34. Is sometimes rude to others *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

35. makes plans and follows through with them *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

36. Gets nervous easily *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

37. Likes to reflect, play with ideas *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

38. Has a few artistic interests *

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

Section B

Give one of 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
	○	○	○	○	○

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

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

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

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

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

Mark only one oval.

	1	2	3	4	5
	○	○	○	○	○

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

Mark only one oval.

	1	2	3	4	5
	◯	◯	◯	◯	◯

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
	◯	◯	◯	◯	◯

Section C

45. Age

_____

46. Education

Mark only one oval.

◯ 10th

◯ 12th

◯ UG

◯ PG

◯ PhD

47. Occupation

_____

48. Gender

Mark only one oval.

◯ Female

◯ Male

◯ Other: _____

ANNEXURE - 2

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

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

ANNEXURE - 3

Data Analysis (Through R)

Importing dataset

```
data <- read.csv("Social Media and You Questionairre.csv",
                stringsAsFactors = F)
```

Data Manupulation

```
data$Timestamp <- NULL

data$Extraversion <- unlist((rowSums(data[c(1,6,11,16,23,33)])+(5 - data[28]))/7)
data$Agreablenesss <- unlist((rowSums(data[c(2,7,29)])+(5-data[12])+(5-data[24])+(5-data[34]))/6)
data$Conscientiousness <- unlist((rowSums(data[c(3,13,25,30,35)])+(5-data[8])+(5-data[18])+(5-data[20]))/8)
data$Neuroticism <- unlist((rowSums(data[c(4,14,19,26,36)])+(5-data[9])+(5-data[21])+(5-data[31]))/8)
data$Openness <- unlist((rowSums(data[c(5,10,15,22,27,37)])+(5-data[32])+(5-data[38]))/8)
data$Social <- unlist(rowSums(data[c(39,40,41,42,43,44)])/6)

data.corr <- data.frame(data$Extraversion,
                        data$Agreablenesss,
                        data$Conscientiousness,
                        data$Neuroticism,
                        data$Openness,data$Social)
names(data.corr) <- c("Ext","Agre","Cons","Neu","Open","Social")
```

Correlation matrix

```
round(cor(data.corr),2)
```

```
##          Ext  Agre  Cons   Neu  Open Social
## Ext     1.00  0.37  0.13 -0.41  0.28  -0.15
## Agre    0.37  1.00  0.50 -0.58  0.29  -0.23
## Cons    0.13  0.50  1.00 -0.45  0.18  -0.45
## Neu    -0.41 -0.58 -0.45  1.00 -0.19   0.48
## Open    0.28  0.29  0.18 -0.19  1.00  -0.22
## Social -0.15 -0.23 -0.45  0.48 -0.22   1.00
```

Creating the Linear regression model

```
model <- lm(Social ~ Extraversion + Agreablenesss + Conscientiousness + Neuroticism + Openness, data)
summary(model)
```

```
##
## Call:
## lm(formula = Social ~ Extraversion + Agreablenesss + Conscientiousness +
##     Neuroticism + Openness, data = data)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -1.3277 -0.5777 -0.2058  0.5443  1.6564
##
## Coefficients:
##                   Estimate Std. Error t value Pr(>|t|)
## (Intercept)        2.52183    1.58253   1.594  0.11677
## Extraversion       0.07671    0.23207   0.331  0.74224
## Agreablenesss      0.41204    0.25397   1.622  0.11043
## Conscientiousness -0.48150    0.18515  -2.601  0.01193 *
## Neuroticism        0.72227    0.22676   3.185  0.00238 **
## Openness          -0.41850    0.31225  -1.340  0.18566
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.7882 on 55 degrees of freedom
## Multiple R-squared:  0.3479, Adjusted R-squared:  0.2887
## F-statistic:  5.87 on 5 and 55 DF,  p-value: 0.0002049
```

SSE

```
sum(model$residual ^ 2)
```

```
## [1] 34.17096
```