Personality Traits among Frequent and Infrequent Facebook Users

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ABSTRACT

Background: AUse of Facebook is a most common phenomenon in the present world. But it has been seen that gradually excessive use of Facebook often creates some psychological problems. Literature shows that there are some specific personality profiles which are responsible for excessive Facebook use. So the main objective of the study is to reveal the specific personality profile of frequent and infrequent Facebook users. Methodology: A group of 30 frequent Facebook users of Agartala were compared with a group of 30 infrequent Facebook users aged between 18-24 years in respect to their personality traits and leisure time activity preferences with the help of Cattell's 16 Personality Questionnaire and a general information schedule. Results: The result reveals that the frequent Facebook users are enthusiastic, cheerful, talkative, frank, expressive, quick, alert, and imperturbable, they put more emphasis in concrete thinking, they are also undependable, unsteady, quitting. And the infrequent Facebook users are self sufficient, independent, resolute, and accustomed to going their own way, making decisions and taking actions by their own and they also put more emphasis in concrete thinking. Conclusion: It may be concluded from the study that there is a significant difference between personality traits of frequent and infrequent Facebook users. However, a study with a larger sample may reveal more information regarding this issue.

Keywords: Personality traits, facebook users

INTRODUCTION

AFacebook has become a locus of social interaction that involves various dynamics inside social networks and communities. Research shows that people's personality can be successfully judged by the others based on their Facebook profiles.[1,2] Researchers asked participants to assess the personality traits of the owners of a set of Facebook profiles and showed that they could correctly infer at least some personality traits. Moreover, it was shown that a Facebook profile reflects the actual personality of its owner rather than an idealised projection of desirable traits.[3] Personality features is closely related with Facebook users. Individuals with high narcissism scores will be correlated with a greater amount of Facebook actively, use more self promoting content on Facebook.[4] Individuals with low self-esteem will be correlated with a greater amount Facebook actively, use more self promoting content on Facebook. Individuals who score high on the scale of openness will spend more time on Facebook than those who score low on the scale of openness. Self-promotion is conveyed by text (e.g. via about me, status updates, and notes features), and superficial self-promotion involves images.[5]

Aim: To study personality traits and leisure time activity preferences among frequent and infrequent facebook users.

Objectives

- To study the personality of frequent Facebook users.

- To study the personality of infrequent Facebook users.

- To study the significant difference between frequent and infrequent Facebook users regarding to their personality.

METHODOLOGY

Study design: A cross-sectional study was employed for

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Table-1

Showing the mean, SD value and t-test of 16 Personality factors in regard to frequent and infrequent Facebook users.

Factor	Mean of sten scores of frequent Facebook users	SD of sten scores of frequent Facebook users	Mean of sten scores of infrequent Facebook users	SD of sten scores of infrequent Facebook users	t (df=58)
A	6.2	2.25	5.2	1.87	1.88
B	4.2	1.63	3	1.03	0.62
C	5.4	5.33	5.4	1.37	1.00
E	5.9	1.67	5.4	2.22	1.00
F	7.4	2.60	4.9	1.64	4.46**
G	4.2	1.77	5.2	2.27	1.92
H	4.7	1.61	4.9	2.07	0.42
I	5.8	2.33	6.3	1.64	0.96
L	5.5	1.52	6	1.53	1.28
M	6.1	2.03	5.9	1.93	0.39
N	5.6	2.78	6.1	1.45	0.87
O	6.0	1.68	5.9	2.15	0.20
Q1	5.5	2.34	6.2	2.31	1.16
Q2	5.5	1.74	6.4	2.15	1.80
Q3	6	1.72	5.7	1.86	0.65
Q4	5.9	1.78	5.5	2.24	0.52

** Significant at 0.01 level

A-Warmth, B-Reasoning, C-Emotional Stability, E-Dominance, F-Liveliness, G-Rule Consciousness, H-Social Boldness, I-Sensitivity, L-Vigilance, M-Conventionality, N-Sophistication, O-Apprehension, Q1-Openness to Change, Q2-Self-Sufficiency, Q3-Self-Control, Q4-Tension

the present study.

Sample & Sampling technique: A sample of 60 college students from three different colleges belonging to the age of 18-24 years was selected as sample for the study with their consent. The sample was divided into two groups, 30 from frequent Facebook users and 30 from infrequent Facebook users. Purposive sampling technique was used for recruiting sample in the current study.

Tools used in the study:

- Socio demographic & clinical data sheet

- Proforma for collecting other information regarding their Facebook activity

- Cattell's[6] 16 Personality Factor Scale (Form C)

Procedure: From the very beginning the socio demographic data sheet were collected from both frequent and infrequent Facebook users. After that the Cattell's 16 Personality Factor scale was administered to the subjects (30 frequent Facebook users and 30 infrequent Facebook users). In case of Cattell's[6] 16 Personality Factor scale the subject was instructed to select 1 out of 3 options according to their opinion. All the data were collected by applying self administered method. Finally the scores were analyzed both qualitatively and quantitatively.

Statistical analysis: The data was analyzed using the statistical techniques like Mean, SD, and t-test.

DISCUSSION

From the data collected by 16 PF inventory by Cattell and on the basis of the profile describing those 16 traits,
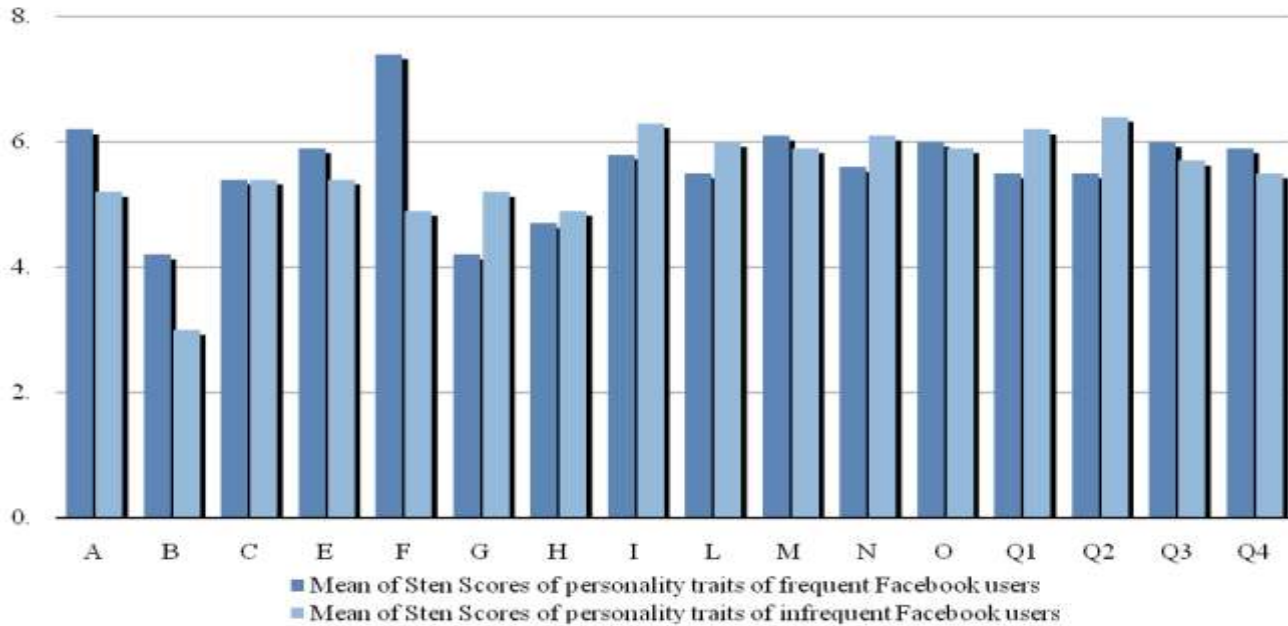
Figure-1: Personality factors in regard to frequent and infrequent Facebook users.

A-Warmth, B-Reasoning, C-Emotional Stability, E-Dominance, F-Liveliness, G-Rule Consciousness, H-Social Boldness, I-Sensitivity, L-Vigilance, M-Conventionality, N-Sophistication, O-Apprehension, Q1-Openness to Change, Q2-Self-Sufficiency, Q3-Self-Control, Q4-Tension

the following discussion can be initiated. Prominent characteristics of high scores in case of frequent Facebook users are: happy-go-lucky, impulsive, lively and enthusiastic. Therefore, the most prominent characteristics of high scores possessed by frequent Facebook users as revealed from the graphical representation of the mean of sten scores are happy-go-lucky. The person who scores high on this trait tend to be enthusiastic, cheerful, talkative, frank, expressive, quick, alert, unperturbed. They are frequently chosen as an elected leader. This study finding is consistent with previous studies' results which show that frequent Facebook users are mostly extrovert in nature.[7,8] Studies also show that people who spend more time using Facebook possess more openness.[5] Prominent characteristics of low scores in case of frequent Facebook users put more emphasis on concrete thinking and they are expedient, evades rules, feels few obligations. Somewhat they tend to be fickle, undependable, irresolute, unsteady and quitting. They are sometimes demanding, impatient, indolent, obstructive and lacks in internal standards. Prominent characteristics of high scores in case of infrequent Facebook users are self-controlled and self-sufficient. Therefore, the most

prominent characteristics of high scores possessed by infrequent Facebook users as revealed form the graphical presentation of the mean of the sten scores tend to be independent, resolute, accustomed to going their own way, making decisions and taking action on their own. They are not necessarily dominant, however, in their relations with others. Prominent characteristic of low scores in case of infrequent Facebook users is that they put more emphasis on concrete thinking. After analysing the data and result only the trait 'F' (i.e., liveliness) is significant in t-test. So, it can be said that there exist significant difference between frequent and infrequent Facebook users regarding to their liveliness. Regarding this personality null hypothesis is rejected and the alternative hypothesis is accepted. The frequent Facebook users scored high on factor 'F' which shows that they tend to be cheerful, talkative, frank, expressive, quick, alert and imperturbable and they are frequently chosen as an elected leader than the infrequent Facebook users.

Limitation: Small sample size, cross-sectional design, limited assessment variables might be responsible for increasing Facebook use.

CONCLUSION

It may be concluded from the study that there is a significant difference between personality traits of frequent and infrequent Facebook users. However, a study with a larger sample may reveal more information regarding this issue.

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