Relationship Between Social Media Use and Personality

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Abstract: In recent years, more and more individuals take a lot of time on social media. There is growing concern over the possible impacts of using social media on an individual's personality. This article examines how social media use and personality are related, as well as the variables that affect this relationship. The Big Five personality model is primarily used to investigate this relationship, with extroverted and open individuals found to use social media more frequently. Additionally, histrionic personality traits and female gender have been positively linked to social media addiction. The type of social media used can also impact personality, with Facebook potentially aiding individuals with low levels of satisfaction and self-esteem to build social capital. Other factors, such as sex, region, and social isolation, are also explored in relation to social media use and personality. Understanding the relationship between the two is crucial for assessing potential effects on individuals and informing interventions. Future research should examine how social media use and personality traits differ among different age groups and different culture. Also, how social media addiction develops over time and how it affects individuals' lives are essential to study.

Keywords: social media use, personality, relationship

1. Introduction

Over the last several years, the use of social media has grown in popularity, and many individuals occupy a sizable amount of time on social social media platforms. However, an increasing number of people are worried about how using social media could potentially affect someone's personality. Personality is a complex construct that encompasses a wide range of characteristics, including traits like extraversion, neuroticism, and openness to experience. Studying the relationship between social media use and personality is essential for gaining a more comprehensive insight into the possible consequences of social media on individuals.

Despite numerous studies that have investigated the relationship between social media usage and various outcomes, such as mental health, the link between social media use and personality has not been extensively researched yet. Specifically, it is necessary to investigate whether social media usage correlates with personality and whether specific personality traits are more vulnerable to the impacts of social media use. Therefore, this article will discuss the relationship between the two, and other factors will influence the relationship, including sex, regions and social isolation.

2.   Social Media Use

Social media use has grown significantly over time and has integrated into daily life. Social media has recently grown to be a significant tool for university students to communicate and share information. In addition to connecting with peers, teachers, and university officials, students use social media to access academic resources. Based on personal and academic factors, differences in the sorts of information provided and how it was used were also discovered [1]. Social media has become a central aspect of a media environment that caters to individual preferences. These platforms operate according to a hybrid media logic, offering various interactive and self-directed experiences to users [2]. The authors examine how often individuals use social media for general purposes, such as interacting with friends and family, and for news consumption [2]. Unlike traditional broadcast communication technologies, social media puts the agency of the individual user at the forefront when examining the motivations and impacts of social media use [2]. Users have more control over what they see and how they engage with it, which increases their sense of control.

3.   Relationships

3.1. Personalities Influence Social Media Use

The relationship between the Big-Five model's three dimensions and social media were examined in the study of Correa et al. using a national sample of US adults [3]. Social media usage is more frequently among extroverts than among introverts. Additionally, social media usage is higher in those with high openness to experiencing personality traits, because they are more likely to experiment and explore new things [3]. Compared to individuals with lower levels of social media disorder, those with elevated levels exhibited more pronounced avoidant, dependent, histrionic, and borderline personality characteristics. Histrionic personality traits and female gender were found to be positively correlated with social media addiction, daily usage time, and selfie sharing frequency [3]. Histrionic personality traits could enhance the risk of being addicted to social media.

The study of Gil de Zúñiga et al. suggests that individuals who are comfortable with social interactions and enjoy initiating conversations are more likely to use social media frequently for various purposes, including consuming news, socializing, and meeting new people who share similar interests (extraversion) [2]. Additionally, personality traits such as empathy, concern for others, attention to details, and a preference for orderliness are also linked to use of social media for socializing and obtaining information (agreeableness and conscientiousness). On the other hand, people with emotional stability have a tendency to utilize social media less frequently for all intentions. Those who possess a greater openness to new experiences are more predisposed to using social media frequently, possibly seeking out new ideas and connections. However, individuals who score high on openness have a lower propensity to use social media to get information. about politics and public affairs, as they may be more interested in pursuing new experiences and ideas through social media [2]. The findings suggest that agreeableness may be a more reliable predictor than previously believed, whereas conscientiousness may be less useful, even though agreeableness has previously had conflicting effects on media use [2].

According to the study of Özgüven & Mucan, social media use is more common among those who are conscientious, open to new experiences, and content with their lives [4]. In this study, they used the consumer survey technique. Participants were college students from Turkey's Dokuz Eylul University's department of economics and administrative sciences, aged 18 to 25. To choose participants for this study, they employed a random sampling technique. The researchers contacted students and carried out a brief preliminary assessment to ascertain whether they were social media

users and willing to take part in the study. Out of the 580 surveys that were given out, 503 were valid. They revealed that 65% of respondents utilized instant messaging services between one and five times per day, 20% between six and ten times per day, and remaining more than sixteen times per day. In terms of daily usage, 30% of respondents used social media sites for under an hour, 40% for between 1 and 3 hours, 19% for between 4 and 6 hours, 6% for between seven and nine hours, and 5% for over ten hours. Additionally, social media usage typically rises among individuals with higher levels of education and income. However, the study did not find any strong correlation between social media use and personality traits such as extraversion, agreeableness, and neuroticism [4]. These personality characteristics are linked to greater levels of comfort and confidence when interacting with others and discovering novel concepts and experiences -- both of them can be enhanced by social media.

The preceding discussion is mainly based on the Big Five personality. In addition, other personality types can also have an impact. The phenomenon of social media addiction concerns a lot of people who use their smartphones and computers excessively [5]. Addiction to social media seems to be rising along with advancements in technology [5]. A person's histrionic personality beliefs had a positive influence on their desire for social approval and to be liked by others [5]. Their dependence on social media was consequently positively impacted by this. Lastly, it was determined that social media addiction had a positive impact on a person's belief in their own narcissistic personality. The use of social media may enable people to establish a large number of social connections, which can contribute to the development of narcissistic personality beliefs and reinforce their existing narcissistic tendencies. As a result, social media use may unknowingly exacerbate these tendencies. Individuals who hold narcissistic personality beliefs may constantly seek approval from others and want to be liked, which puts them at greater risk of developing an addiction to social media [5]. This emphasizes the significance of taking a wider variety of personality traits into account when analyzing how social media use affects mental health and well-being. In order to fully understand the connection between the two, researchers need to keep doing their research while considering a broader range of personality traits and their potential effects. With the help of this information, specific interventions and support services can be created for people who are at risk of becoming addicted to social media or suffering negative effects on their mental health as a result of using it.

3.2. Social Media Influence Personality

The type of social media can also have an impact on personality. Ellison et al. [6] hypothesized that Facebook might be able to help people overcome low satisfaction and low self-esteem. While using Facebook more frequently, students who reported low satisfaction and low self-esteem seemed to benefit in terms of linking social capital, indicating that these students may benefit particularly from the social network sites (SNS) 's features. Because building social capital has advantages like more opportunities and information. Extraversion was positively correlated with joining Facebook groups, but there was no correlation with how they interacted with one another. Facebook users' desire for immediate communication may not have been satisfied by the absence of instant messaging. Users may be drawn to LinkedIn and Tinder as well as other platforms with this capability due to their emphasis on interpersonal social skills (ISS) and social interaction. Additionally, persistence and information richness are two features that are frequently discussed on the most popular social media platforms, like TikTok and Instagram. The findings by Chen and Peng [7] suggest that these platforms might be especially appealing to open-minded and narcissistic individuals. Based on each platform's distinct features and the particular goals it prioritizes, different personalities may be drawn to different platforms [7].

The study conducted by Park et al. showed that social media users' use of natural language can

serve as a reliable indicator of personality traits [8]. They provide a detailed explanation of language processing techniques and statistical modeling procedures. All participants approved the use of their survey responses in an anonymous manner for research. According to the study, language use patterns on social media were significantly correlated with each of the Big Five personality traits. For instance, people with higher first-person pronoun usage tended to be more extraverted, whereas people with higher anger-related word usage tended to be less agreeable [8]. This also emphasizes how social media language use may be a useful instrument for people to learn more about their own personality characteristics. People may be able to better understand their personality characteristics and how they come across to others by examining their own language use habits on social media. However, it's crucial to take into account the possible drawbacks of using language usage on social media only as a measure of personality traits. For example, language use on social media might not always represent people's behavior in other situations, and it might miss some aspects of personality that are not reflected in language use. Nevertheless, this field of study has the potential to shed light on the connection between the two and may have significant ramifications for comprehension of how people behave online.

4. Factors Affecting the Relationship

4.1. Sex

Correa et al. used an online survey to collect data from 959 participants in the United States [3]. They found although both extroverted men and women tend to use social media frequently, only men who have greater levels of emotional instability use it more regularly. In contrast, social media use and emotional stability do not significantly correlate with one another for women. Higher extraversion and openness scores in women are associated with more frequent social media use. Irrespective of their personality traits, women are attracted to social networking sites. On the other hand, when examining the association between neuroticism and self-esteem, it appears that men who have higher levels of emotional instability are inclined to use social media, possibly as a means of boosting their self-esteem by connecting with others [3].

Bashir et al. found that in comparison to the female students, social media usage was found to be more frequent among male students [1]. Additionally, male students had a tendency to communicate about politics, academics, and personal things more frequently. Overall, the results show that male students dominated social media usage among students [1].

4.2. Different Regions Have Different Personality Traits

Significant personality differences existed between counties. The use of natural language on social media can offer a reliable indicator of regional personality traits. The study by Giorgi et al. discovered that language use patterns vary across American regions and are related to particular personality traits [9]. The researchers utilized a language-centered evaluation of the Big Five personality traits to analyze 6,064,267 Twitter users in the United States. They combined the personality scores derived from Twitter data for 2,041 counties and then compared them to various indicators, which were assessed through surveys and government records. For instance, people in the West of the United States tended to use language associated with higher openness to experience, whereas people in the Northeast tended to use language associated with higher neuroticism. In less agreeable counties, the Republican vote share was higher, and in more conscientious counties, life satisfaction was higher [9].

4.3. Social Isolation

The findings indicated that, regardless of a person's personality traits, there was a strong and linear relationship between social media use and social isolation [10]. However, individuals who scored more extraverted and agreeable tended to report lower levels of social isolation, while those who scored higher in neuroticism tended to report higher levels of social isolation. Social isolation was also found to be more likely to occur among those who used social media than it did among those who were more conscientious. These results show the consistency between personality characteristics and behaviors, as well as the strength of the link between social media use and social isolation [10].

In the study by Primack et al., a sample of university attending young adults was used to investigate the relationship between social media interactions and perceived social isolation (PSI) [11]. The results indicated that positive encounters on social media had only a small correlation with lower PSI, whereas negative encounters had a strong correlation with higher PSI. According to the research, negative social media experiences like cyberbullying and social comparison can cause feelings of social isolation and disconnection. They also point out that using social media can make people feel inadequate or excluded, which can worsen pre-existing social isolation [11]. Social media can offer opportunities for social support and connection, but negative experiences on these platforms can have a serious negative impact on one's mental health and general wellbeing, especially if one feels socially isolated. In addition, they point out that using social media can make people feel inadequate or excluded, which can make their already existing social isolation worse [11]. It suggests that social media platforms can provide chances for social interaction and support if they are used positively.

5. Conclusions

The influence of social media on personality and behavior is significant, and it has become a crucial component of everyday life. The purpose of this paper is to discuss how social media use and personality impact each other, and how other factors influence this relationship. Personality traits, such as extraversion, openness, and emotional stability, have been found to have a significant influence on social media usage patterns. Furthermore, social media type can have an impact on personality, with different personalities drawn to different platforms based on their distinct features and priorities. Additionally, sex, regions and social isolation can also play a role in shaping social media behavior.

Individuals with histrionic personality characteristics are more susceptible to developing an addiction to social media, which has raised serious concerns about the problem. Social media addiction can also be fueled by narcissistic tendencies and a need for social approval, making it a risky behavior for some people. With their distinct features, various social media platforms draw in a variety of personalities and can influence behavior and personality in different ways. The relationship between social media and personality is multifaceted, with several factors influencing the relationship. Understanding the impact of social media on personality is increasingly important as these platforms continue to evolve and take necessary steps to ensure that social media use is healthy and beneficial. This entails taking action towards addiction, fostering constructive interactions, and shielding users from inappropriate content.

The studies mentioned in this paper mainly focused on adults. Future research could examine how social media use and personality traits differ among different age groups, such as teenagers and older adults. Teenagers are the most frequent users of social media, and this is also the period when their personalities are significantly changing. The mental health and well-being of these young people may be affected by understanding of how social media use shapes the way that they become

who they are. The use of social media by older adults, on the other hand, to remain in touch with friends and family and maintain social support networks, may have impact on their social and emotional well-being. The majority of the studies discussed were conducted in western cultures. People's perceptions and use of social media may vary depending on their cultural background. People from collectivistic societies, for instance, might use social media to uphold relationships and social harmony. On the other hand, people from individualistic cultures may use social media to express their own opinions. To ensure that any interventions targeted at promoting healthy social media use are appropriate and culturally sensitive, it is crucial to look at these differences. Future research could look at cultural differences in social media use and personality traits to determine whether the findings apply across different cultures. It could also explore how social media addiction develops over time and how it affects individuals' lives, including their relationships and mental health.

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