

## Personality Traits between Facebook & Non-Facebook Users in Pakistan

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### Abstract:

*The purpose of present study was aimed at to explore the personality traits between facebook users and non facebook users. The sample was consisted on 100 individuals, 50 were facebook users (25 males and 25 females) and 50 were non facebook users (25 females and 25 males). Facebook users were selected from Sahiwal and okara and non facebook users were also selected from Sahiwal and Okara. Their age range was between 18 to 27 years old having at least F.A qualification. The purposive sampling was used to collect the data. Neo five factor inventory (NEO-FFI) was used to measure personality factors. Results were calculated by using the statistical package of social sciences (SPSS). Results indicate that there is no significant difference of big five personality traits Neuroticism, Extraversion, Openness, Agreeableness & Conscientiousness among facebook users and non facebook users.*

**Key words:** personality, neuroticism, extraversion, openness, agreeableness, conscientiousness

Personality concerns parts of an individual's psychological life.

Personality concerns whether a person is happy or sad, energetic or uninterested, smart or dull. Over the years, many different definitions have been planned for personality. Most of the definitions refer to a mental system -- a collection of psychological parts including motives, emotions, and thoughts. The definitions vary a bit as to what those parts might be, but they come down to the idea that personality involves a pattern or worldwide operation of mental systems.

Personality concerns whether a person is happy or sad, energetic or apathetic and smart or dull. Our personalities control our thoughts, emotions, behavior and even our unconscious feelings. How a person will behave under different situations depend on his or her personality characteristics. Person's own style of interacting with physical and social environment reflects his personality. It is deeply fixed, consistent and distinguishing pattern of our thoughts, feelings and behavior. Personality consists on a set of characteristics that make a person different from others. Biological and environmental factors interact to form one's personality. (Phares & Chaplin, 1997).

**Trait theories.** A model of personality that seeks to identify the basic traits necessary to describe personality. According to the *Diagnostic and Statistical Manual* of the American Psychiatric Association, personality traits are "enduring patterns of perceiving, relating to, and thinking about the environment and oneself that are exhibited in a wide range of social and personal contexts."

**Gordon Allport.** According to Allport, there are three basic traits: central, cardinal and secondary. Central traits are basic to an individual's personality such as honesty and sociability. Cardinal traits are those by which an individual may be strongly recognized and that directs most of a person's activities. Finally, secondary traits are those characteristics

that effect behavior in fewer situations and may vary from culture to culture (Feldman, 2005).

**Hans Eysenck.** Hans J. Eysenck spent years defining whether criminal behavior had any relationship with personality. He identify that personalities have three major dimensions: psychoticism, neuroticism and extraversion. Psychoticism refers to the degree to which reality is distorted. It describes people as being aggressive, egocentric, hostile and impulsive. Neuroticism encompasses emotional stability and describes people with low self-esteem, anger, frustration, anxiety, and wide mood swings. The third is extroversion, which describes the personality of an individual who is dominant and outgoing and enjoys company of others. It relates to degree of sociability. A majority of these traits are found in the criminals, which have been studied and classified (Feldman, 2005).

**Big Five personality traits.** The most influential trait approach today contends that five broad trait factors- called the "Big Five" lie at the core of personality. Evidence of this theory has been growing over the past 50 years, beginning with the research of D. W. Fiske (1949) and later expanded upon by other researchers including Norman (1967), Smith (1967), Goldberg (1981), and McCrae & Costa (1987).

These five factors provide a rich conceptual framework for integrating all the research findings and theory in personality psychology. The Big Five traits are also referred to as the "*Five Factor Model*" or FFM (Costa & McCrae, 1992). McCrae and his colleagues have also found that the big five traits are also remarkably universal. One study that looked at people from more than 50 different cultures found that the five dimensions could be accurately used to describe personality (McCrae, 2005).

*Neuroticism.* How people handle unpleasant situations

such as anxiety and depression? Neuroticism is the tendency to experience negative emotions, such as anger, anxiety, or depression. Neurotic people are emotionally reactive and vulnerable to stress and frustrated. They can't get freedom from their negative feelings. It is sometimes called emotional instability. They are nervous and never satisfied with their life. They are usually reactive. They always feel need for stability. There is much evidence that neuroticism is a core feature of personality disorders and high N scorers report more, and more varied, problems, higher levels of distress, and a lesser ability to cope than low N scorers (Matthews et al., 1998)

*Extraversion.* Extraversion is characterized by positive emotions and the tendency to seek out stimulation and the company of others. Extraverts are energetic, talkative and friendlier. They enjoy company of other people and tend to seem involved in the social world. They love gatherings not solitude. They prefer to lead others. They feel comfortable in conversation with others. They are attention seeking people (Wikipedia, 2011).

*Openness to experience.* Openness is a tendency to accept new and unusual ideas, thoughts and changes. It is a general appreciation for art, adventure, imagination, curiosity, and variety of experience. People who are open to experience are appreciative of art, and sensitive to beauty. They are creative and more aware of feelings. They believe that change is essential for social evolution. They love revolution and can handle complex situations (Santrock,2008).

*Agreeableness.* A tendency to be cooperative toward others. Agreeable individuals are generally considerate, friendly and helpful. Agreeable people believe that people are basically honest, decent, and trustworthy. They are cooperative, tolerant and courteous. They can ignore their own needs for others. They hide their reactions. They have soft heart and friendlier and approachable behavior. They are concerned with well-being of others. They give importance to opinions of other

people.

*Conscientiousness.* How a person takes his or her work shows his Conscientiousness. It is a tendency to show self-discipline and act dutifully. It influences the way in which we control, regulate, and direct our impulses. People with high conscientiousness are organized, focused and they timely achieve their goals. They are responsible, confident, reliable and dutiful. They like to work in order and pay attention to details. They are not easy to be distracted and show planned behavior (Santrock, 2008).

### **Personality and gender differences**

Women's and men's behavior differs in several significant respects. The effect of male's pattern is to communicate power and dominance, whereas the women's pattern is associated more with cooperation. Cross-cultural research from 26 nations and again in 55 nations has shown a universal pattern of sex differences on responses to the Big Five Inventory. Women consistently report higher Neuroticism and Agreeableness, and men often report higher Extraversion and Conscientiousness (Schmitt et al., 2008).

The study investigates gender differences in personality traits, both at the level of the Big Five and at the sublevel of two aspects within each Big Five domain. Replicating previous findings, women reported higher Big Five Extraversion, Agreeableness, and Neuroticism scores than men. However, more extensive gender differences were found at the level of the aspects, with significant gender differences appearing in both aspects of every Big Five trait. For Extraversion, Openness, and Conscientiousness, the gender differences were found to diverge at the aspect level, rendering them either small or undetectable at the Big Five level. These findings clarify the nature of gender differences in personality and highlight the utility of measuring personality at the aspect level.

## **Personality and Facebook**

One of the most revolutionary breakthroughs in communication is the internet. The internet has made it possible for persons to keep in touch no matter where they may be on globe with the potential for any two individuals to interact through the internet our social connections are seemingly endless . Popular social networking sites (SNS) have developed to facilitate these connections among these site are Myspace, Twiter, LinkedIn and the very famous facebook.

These SNS allow individuals to create their own “profile” for other members to view personal information posted about oneself includes details about personal interests, hobbies as well as information about jobs. Profiles may also feature photographs, status updates to let others know what is going on in your life, to a “wall” on which other members can write notes, giving users the ability to search for, find and interact with peers from ones past as well as their present. Our study is focused on one of these sites; face book different people go online for different reasons (Green, 2009).

### **Objectives**

Main objectives of this study were:

- To check the level of Neuroticism among face book users then non face book users.
- Explore the level of extraversion among face book users then non face book users.
- To test the difference between face book and non-face book users in openness.
- To investigate the difference if any in level of agreeableness among female and male face book users.

### **Hypothesis of the study**

To achieve the above mentioned objectives, following hypotheses have been formulated

- Neuroticism would be higher among face book users then non face book users.
- Level of extraversion would be higher among face book users then non face book users.
- There would be a difference between face book and non-face book users in openness to experience.
- Female face book users would be more agreeable then male face book users.
- Neuroticism would be more common in females as compared to males.

## **Method**

### **Participants**

A sample of 100 participants was taken in which 50 were face book users and 50 were non face book users. These groups were further divided on the basis of gender differences. To draw the sample of face book users purposive sampling technique was used and to draw the sample of non-face book users random sampling technique was used. Sample was taken from sahiwal and okara.

### **Instruments**

The instrument used in this study were

- I. Demographic sheet
- II. Neo-Five Factor Inventory (NEO-FFI)

**Neo-Five Factor Inventory.** The Revised NEO Personality Inventory or NEO PI-R is a psychological personality inventory developed by Paul T. Costa, Jr. and Robert R. McCrae for use with adult (17+) men and women. NEO PI-R measures five major domains of personality. The short form, NEO-FFI is a self-report, quick and reliable measure of 5 domains of

personality (neuroticism, extraversion, openness to experience, agreeableness and conscientiousness. It consists of 60 items scored on a five-point Likert scale (very strongly disagree to very strongly agree). Each factor of personality consists of 12 items; higher score on each scale indicate higher levels of that particular trait. Score range on each scale is from 0-60 (Costa & McCrae, 1992). The present study is done by the use of Urdu version of Neo-FFI. It comprised of 60 items. Items 1,6,11,16,21,26,31,36,41,46,51,56 measure neuroticism, items 2,7,12,17,22,27,32,37,42,47,52,57 measure extraversion, items 3,8,13,18,23,28,33,38,43,48,53,58 measure openness, items 4,9,14,19,24,29,34,39,44,49,54,59 measure agreeableness and items 5,10,15,20,25,30,35,40,45,50,55,60. Reverse scored items are 1,3,8,9,12,14,15,16,18,23,24,27,29,30,31,33,38,39,42,44,45,46,48,54,55,57 and 59.

## **Procedure**

The sample was consisted of 100 individuals 50 were face book users and 50 were non face book users. . Before starting the study, informed consent of all the participants was obtained. They were assured that their information would be kept confidential and the data will be used only for research purpose. In this study NEO-FFI scale was used. This is a shortened version of Revised NEO-Personality Inventory. This scale was used to measure the five major factors of personality. When the Performa's were filled by participants, each Performa was then checked individually and rated according to the scoring manual. It was time consuming task to get the data of 100 individuals. It took approximately one month in data collection.

## **Results**

**Table 1** *Neuroticism would be higher among face book users then non face book users.(N=100)*



Group Statistics				
Fb user	N	Mean	Std. Deviation	Std. Error Mean
Neuroticism fb user	50	36.74	7.494	1.060
Neuroticism non fb user	50	37.02	7.731	1.093

This table shows that mean value for fb users is  $M = 36.74$  and for non-fb users is  $37.02$  Standard deviation for fb users is  $S.D = 7.494$  and for non-fb users is  $S.D = 7.731$

To test this hypothesis we have used independent sample t-test.

**Table 2** Independent sample t-test for comparison Neuroticism among facebook users & non facebook users.

Levene's test For equality of variances		t-test equality of means							
		95% confidence Interval of the Difference							
F	sig	t	Df	sig(2 tailed)	mean diff	Diff	Lower	upper	
Neuroticism Equal variance Assumed	.132	.717	-.184	98	.854	-.280	1.523	-3.302	2.742

$P < 0.05$ ,  $.854 > 0.05$  t value is greater than level of significance hence the hypothesis is rejected and proved that neuroticism is not higher in Facebook users then non-Facebook users.

As from table 1 we can see the value of mean of neuroticism for facebook users and face book non users, the mean for FB users is  $36.74$  while for that of non FB users is  $37.02$ . Both the values are almost the same which depicts that the personality trait “neuroticism” is more or less same for FB users and non users.

Similarly by seeing the sig. value in levene’s test we can infer that the variability in both data is negligible. The sig. value  $0.717 > 0.5$  hence neuroticism is same for both.

**Table 3** Level of extraversion would be higher among face book users then non face book users( $N=100$ )

Group Statistics				
Fb user	N	Mean	Std. Deviation	Std. Error Mean
extraversion fb user	50	41.58	5.650	.799
extraversion non fb user	50	39.52	6.701	.948

This table shows that mean value for fb users is  $M = 41.58$  and for non-fb users is  $39.52$  Standard deviation for fb users is  $S.D = 5.650$  and for non-fb users is  $S.D = 6.701$

**Table 4 Independent sample t-test for comparison extraversion among facebook users & non facebook users.**

Levene's test For equality of variances		t-test equality of means						
							95% confidence Interval of the Difference	
F	sig	t	Df	sig(2tailed)	mean diff	St.error Diff	Lower	upper
Extraversion								
Equal variance								
Assumed	2.024	.158	1.662	98	.100	2.060	1.240	-4.00 4.520

$P < 0.05$ ,  $1.662 > 0.05$  t value is greater than 0.05 and proved that level of extraversion is not higher in Facebook users.

Conducting independent sample t-test we can see from table 1 that the mean values for FB users and non users extraversion are not much far apart, also the levenes test sig. value is greater than 0.05 which shows that the trait of extraversion is similar for fb users and non users.

**Table 5 There would be a difference between face book and non face book users in openness to experience (N=100)**

Group statistics				
Fb user	N	Mean	Std.Deviation	Std error mean
Openness fb users	50	38.86	6.761	.956

Openness non fb users	50	38.94	7.927	1.121
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This table shows that mean value for fb users is  $M = 38.86$  and for non-fb users is  $38.94$  Standard deviation for fb users is  $S.D = 6.761$  and for non-fb users is  $S.D = 7.927$

**Table 6 Independent sample t-test for comparison of openness among facebook user & non facebook users**

Levene's test For equality of variances		t-test equality of means						
F	Sig	t	Df	sig (2 tailed)	mean diff	st.error	95% Diff confidence Interval of the Difference Lower upper	
Openness								
Equal variance								
Assumed	.365	.547	-.054	98	.957	-.080	-3.004 2.844	

$P < 0.05, .957 > 0.05$  value of t is greater than level of significance hence the hypothesis is rejected that is there would be difference between Facebook & non-Facebook users in openness to experience.

Conducting independent sample t-test we can see from table 1 that the mean values for FB users and non users openness are similar, also the levenes test sig. value is greater than 0.05 which shows that the trait of openness are similar for fb users and non users.

**Table 7 Female face book users would be more agreeable then male face book users.(N=50)**

Group statistic				
Gender	N	Mean	Std.deviation	Std.Error
Mean				
Agreeableness male fb users	25	39.56	5.009	1.002
Agreeableness female fb users	25	40.68	8.994	1.799

This table shows that mean value for male fb users is  $M = 39.56$

and for female fb users is 40.68 Standard deviation for male fb users is S.D =5.009 and for female fb users is S.D = 8.994

**Table 8 Independent sample t-test for comparison of agreeableness among male users & non female users**

Levene's test For equality of variances		t-test equality of means						95% Confidence Interval of the Difference	
F	sig	t	Df	sig (2tailed)	mean diff	St.error Diff	Lower	upper	
Agreeableness									
Equal variance									
Assumed	.10	.107	.003	-.0544	48	.589	-1.120	-5.260 3.020	
P<0.05									

From the above tables we can see that the data for male and female fb users in terms of agreeableness is same, i.e. both genders have the same personality trait which is depicted by the value of mean and also form the sig (2-tailed value).

**Table 9 Neuroticism would be more common in female (N=100)**

Group Statistics				
Gender	N	Mean	Std.deviation	Std.Error Mean
Neuroticism male	50	37.14	7.048	.997
Neuroticism female	50	36.62	8.134	1.150

This table shows that mean value for male fb users is M = 37.14 and for female fb users is 36.62 Standard deviation for male fb users is S.D =7.048 and for female fb users is S.D = 8.134

**Table 10 Independent sample t-test for comparison of neuroticism among female users and male users.**

Levene's test For		t-test equality of means						95%	
equality of variances								confidence	
						St.error		Interval of the	
						diff		Difference	
F	sig	t	Df	sig (2tailed)	mean diff	diff	Lower	upper	
Neuroticism									
Equal variance									
Assumed	.790	.376	.342	98	.733	.520	1.522	-2.500	3.540

$P < 0.05$ ,  $.342 > 0.05$  Value of t is greater than 0.05 and hypothesis that neuroticism would be more common in females is rejected.

From the above conducted independent sample test we can see that neuroticism is same for both females and males, thus the hypothesis is rejected.

## Conclusion

Present study was assumed to investigate personality traits of facebook users and non facebook users. For the measurement of personality factors, NEO-Five factor Inventory (NEO-FFI) was used. There are many researchers have been conducting on this topic that's shows that there are less or more level difference of big five personality traits, neuroticism, extraversion, agreeableness, openness and conscientiousness among facebook users and non facebook users but according to my research result the level of these big five personality traits are remain same among both facebook users and non facebook users.

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