

A Review on Personality Development and Social Media Usage

OPEN ACCESS

Manuscript ID:

AG-2022-1006

Volume: 2

Issue: 1

Month: March

Year: 2023

ISSN: 2583-7117

Published: 12.03.2023

Citation: Personality Paper

Akanksha Swamy1, Dr. Santosh Kumar Yadav2. "A Review on Personality Development and Social Media Usage" International Journal of Innovations In Science Engineering And Management, vol. 2, no. 1, 2023, pp. 33–37.



This work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

Akanksha Swamy1, Dr. Santosh Kumar Yadav2

1 Research Scholar Commerce, Barkatullah University Bhopal

2 Professor, Sarojini Naidu Govt Girls Post Graduate (Autonomous)

Abstract

In the realm of social media, there are three main types of platforms: social networking sites, blogs, and social media apps. Research on the reasons for and outcomes of social media usage, particularly on social networking sites, has risen to prominence in recent years. The effects of its use on people's social lives and ways of communicating have been the subject of a great deal of study. The many types of social media and its users' motivations and character qualities are discussed. The impact of social media use and character qualities on interpersonal connections and professional success was investigated.

Keyword: *Openness to Experience, Social Media Usage, Extraversion, Personal Relationship, Job Performance, Social networking sites; Big-Five Personality Traits*

INTRODUCTION

Managers and researchers alike pay a lot of attention to the Millennials, often known as Generation Y. Individuals born within Generation Y are sometimes referred to as "digital natives." Digital innovations and technology have had a significant impact on today's Generation Y. They are the first generation to have digitalism shape every aspect of their lives, from the way they spend their free time to the jobs they choose. They are highly engaged in all aspects of social media, including participation, contribution, search, sharing, and consumption. The way they use social media may assist researchers and practitioners anticipate their actions. Managers of social media platforms and academic scholars recognize their strategic significance for this reason.[1][2]

Social media has become more integral to people's daily lives, serving as a conduit for news, conversation, entertainment, commerce, and leisure. The widespread availability and easy accessibility of social media have brought substantial improvements to people's day-to-day lives. However, it has been shown that social media usage is very addictive and may have a detrimental effect on one's mental health and quality of life. Addiction to social media is characterized by compulsive usage despite negative psychological, interpersonal, emotional, and cognitive effects that make it difficult to function in everyday life, including at home, in the workplace, and in school. Furthermore, research has linked excessive social media usage to problems in both personal relationships and professional effectiveness.[3]

Social media sites, such as Facebook, are highly interactive platforms that facilitate the sharing, co-creation, discussion, and modification of user-generated material among people and groups. The first decade of the 2000s was marked by the explosive rise of social media, which altered both the online environment and users' habits.

Given the exponential growth of social media since the turn of the century and the undeniable effect that it has had on human-internet connection, it could be instructive to get insight into the demographics of regular social media users.

Although psychological behaviour, they are seldom taken into account in nationally representative research. Personality and social media research has produced mixed findings, perhaps due to the studies' use of small, unrepresentative samples.[4]

A. *Social Networking Sites*

In simple terms, social networking is changing the ways in which we relate to one another, organize ourselves, create views, and even make purchases. It's making everything more fluid, transparent, and difficult to pin down. Due to its explosive growth, social networking has become something that businesses, both big and small, can no longer afford to ignore or attempt to restrict. The truth is that you need to go where your intended customers are, and these days, that means social media forums to understand the DER's fault characteristics for fault analysis and protective relay setting

Everyone from customers to business partners to prospective hires to current staff member's views social media as an essential tool for maintaining relationships, getting feedback, finding new talent, and fostering teamwork. As a consequence, you must integrate social media into your operations to promote the creativity, efficiency, and speed that are the engines of success for your company.[5]

B. *Pros of Social Networking*

- Connect with friends and families – Look for close associates and relatives. Include them, start chatting, and keep in touch! Maintaining relationships is made easier by using social media. [6]
- Share photos and information with friends – Sharing information, media, and files with your pals has never been easier than with the assistance of social media sites and mobile applications.
- Find people who share similar interests – It's great to have a conversation with someone who shares our passions. And social media makes it easy to locate such individuals with no effort. Many communities and organizations exist online as well, where individuals may meet others who share their passions. You may join in on active debates and discussions by signing up for such groups.
- Business promotion, branding and expansion – There are now many uses for social networking sites beyond simple conversation. They've gone viral as a means of advertising and growing your company. The promotion of businesses is made simpler and quicker by using social media accounts to showcase goods, brands, deals, etc.

- Boosts ecommerce and online websites: The proper use of social networking platforms may do wonders for a website's traffic. With the aid of these sites, you may attract a large number of qualified visitors.
- Gain and share information with others – The information you need may be found on social media platforms. Whether or whether you have chosen the appropriate neighborhood is crucial.
- Express opinions – There is no limit to the number of responses you may make to a given link or post. This means that your comments may be heard on social networking sites.

C. *Cons of Social Networking*

1. Fake and incorrect information sharing – When false or misleading information is widely disseminated over social media, it may cause a widespread panic. The hectic atmosphere of these online communities might be used by others to spread fear and anxiety. [7]

2. Innocent people fall easy prey of false schemes – False businesses or individuals often succeed in duping naive or unskilled consumers. Therefore, social media should be handled cautiously.

3. Lacks emotional connect – Despite our high levels of contentment and joy when utilizing them, online social networks just cannot replace the genuine human connection we want in real life. That's why we don't get the same satisfaction from these platforms as we do when we really do see friends or family in person.

4. Increased Threats – It is possible for certain users to spread hateful or otherwise inappropriate material through these platforms, which may lead to friction amongst groups.

5. Misuse of Freedom – Many unwelcome aspects, such as those who engage in pranks and damaging jokes, cyberbullying, privacy invasion, etc., may abuse users' right to free speech on social networking platforms.

6. Increased communication gap – Everyone in the family, from teenagers to adults, spends so much time communicating on social networking sites that they seldom have time to talk to each other, which is another negative effect of these platforms.

7. Wastage of time, energy, and money – Too much time spent on these sites is a waste of resources. That time might be put to so many different uses that would be beneficial in many ways. It's one thing to use them for a short period of time, but quite another to spend hours doing so.

II. THE ORIGINS AND PROPERTIES OF THE BIG FIVE PERSONALITY TRAIT

Extraversion: Several concepts relating to a sense of community are linked to extraversion. The social and romantic lives of extraverts are richer and more varied than those of introverts. It turns out that introverts are more inclined to consider the internet to be the physical location of their actual self, whereas extroverts are more likely to consider the real world to be the place where they can be themselves. Social networking sites and microblogging services, on the other hand, may work against an introvert since they need the face-to-face connections that an extrovert is more likely to have.[8]

Agreeableness: People with low levels of the agreeableness attribute tend to be the sorts of people no one wants to spend time with because they lack the social graces that make other people want to be in their company. People who are easy to get along with tend to have plenty of friends. If someone is low in Agreeableness, they could struggle to make friends in real life and, as a result, have a smaller friend list on social networking sites like Facebook.

Openness: Using SNSs is strongly connected with more open personalities. The attribute of Openness to Experience has been linked to exploring new forms of communication and utilizing social networking sites (SNSs) in the pursuit of unique experiences.

Neuroticism: The term "neuroticism" describes a person who is prone to unpleasant emotions including wrath, anxiety, and sadness. Multiple results including the need to belong and receive love are linked to neuroticism. People with neuroticism tend to be less happy in relationships and more easily hurt by rejection, so they may turn to online platforms like Facebook and Twitter in an effort to feel accepted and make friends.

Conscientiousness: To be conscientious is to be dogged in one's pursuit of excellence; to be well-organized and focused; and to exercise restraint and discipline in one's actions. It's possible that morally upstanding people will utilize Facebook to find and keep friends. However, conscientiousness is inversely related to the usage of social networking sites, suggesting that conscientious people

exercise caution while using the Internet and may prefer to fulfill their desire for belonging via offline activities. [9]

III. LITERATURE REVIEW

(Hilliard et al., 2022) [10] It is typical practice in talent acquisition to utilize selection techniques to predict future job performance and locate the best applicants. However, long questionnaire-based assessments may cause candidate fatigue and poor engagement, lowering completion rates and resulting in subpar results. Increased participation and shorter testing periods are two ways in which gamification might help with these problems. Image-based quizzes are one kind of gamification. Although these kinds of tests are beginning to acquire momentum in the hiring process, there is a dearth of research detailing their validity and psychometric qualities.

(De Moor et al., 2022) [11] Personality evolves across time, although it is most noticeable during the teen and early adult years. Changes in socioeconomic status during life may be a significant factor in shaping the average person's character. We looked at whether the degree of clarity in young people's self-concepts affected these relationships. We pre-registered our hypotheses and our method of analysis. Results from Latent Growth Models corroborated personality development throughout the transition to adulthood, but did not find a decrease in development during this time. Working as an employee was linked to more conscientiousness, but neither going to college nor entering the workforce was linked to above-average growth in any of the personality characteristics studied. Clarity of self-concept did not attenuate the influence of changes in average personality development.

(Lampropoulos et al., 2022) [12] The widespread adoption and usage of social media platforms has made them an intrinsic part of our lives. Therefore, it is crucial to understand the context of social media use and the motivations behind user activity. Personality qualities are ways of thinking, feeling, and acting that might influence how much time someone spends on social media. The purpose of this research is to further our understanding of the psychological processes at play in people's choice to use and interact with social media. Thus, the Big Five Personality characteristics - Five Factor Model (FFM) is the focus of this paper's in-depth literature assessment of the field of personality studies, trait theory, and taxonomies of personality characteristics.

(De Vries et al., 2021) [13] The environment, especially significant life experiences, may have a significant role in

shaping a person's evolving personality throughout the course of their lifetime. In this research, we look at how two important transitions into adulthood—leaving home and finishing school—may influence the formation of one's personality. As a result, we looked at how the two life events occurred and how people felt about the crucial one. We also hypothesize that the concept of mentality acts as a moderator by highlighting the fact that one's ideas about the malleability of global qualities may be seen as predictors of resilience in the face of adversity.

(Wundrack et al., 2021) [14] Events in one's life that cause a shift in social status or surroundings have an impact on one's personality. Here, we present a high-level overview of the ways in which individual and communal experiences shape our identities. We analyze the contrasts between individual and group life experiences in terms of their thematic, social, geographical, and chronological qualities, predicated on certain fundamental assumptions concerning the malleability of personality traits due to life events. Collective life events are those that impact many people, such as natural catastrophes and political upheavals, whereas personal life events are those that effect just one person.

(Dong-Jenn Yang | Oyun-Erdene Tsedevsuren | Tsung-Kuang E. Ma, 2021) [15] The impact of social media use and character qualities on interpersonal connections and professional success was investigated. Participants were sought out across various social media channels using a convenience sample strategy. The survey questionnaire was created using Google Forms for convenience of dissemination. The study included feedback from 207 Mongolian workers who took part in the survey. Data analysis and hypothesis testing were performed using SPSS and two-way ANOVA. The findings demonstrated that the participants' interpersonal connections and professional efficacy were unaffected by their level of social media usage.

(Yu et al., 2020) [16] The majority of active users of social networking sites and mobile apps may be found within the young adult demographic. The purpose of this research was to construct and experimentally evaluate a conceptual model to examine possible links between students' social media attitudes and their actual levels of engagement with these platforms. This research shows that certain personality factors have a significant bearing on the links between young people's social media attitudes and the degree of absorption they feel while using these platforms. These results highlight the need for schools and families to set standards to safeguard young adults from excessive

social media use, to guarantee the security of online spaces for this user group, and to educate young people on the appropriate application of social media.

IV. CONCLUSION

The problem is to get individuals who are naturally more introverted to utilize social media, since persons with high levels of extraversion tend to be the most active on these platforms because of their propensity for being fast to notice, grasp, and take advantage of new areas of use. To avoid missing out on the unseen population who may benefit from our technological advancements, we may need to pause and reflect on the reasons why certain individuals use social media less than others. Understanding social media users is important for closing the digital gap and levelling the playing field in today's interconnected world. Researchers, web developers, and social psychologists should work together to spread the word about digital inclusion.

As a whole, we discovered that people's usage of interactive social media is correlated with attributes like extraversion, emotional stability, and openness to experience that have their origins in their genes.

Instagram and Snapchat, which are more widely used by today's youth of Generation Y, should be the focus of future studies instead of Facebook and Twitter.

References

- [1] S. D. Bhoite and L. S. Shinde, "Fostering Innovation, Integration and Inclusion Through Interdisciplinary Practices in Management An Overview on Personality Development," *Int. J. Trend Sci. Res. Dev.*, no. March, pp. 138–141, 2019, [Online]. Available: www.ijtsrd.com
- [2] A. Dubey, "The Need of Personality Development and Communication Skills for Students : A Case Study on University of Kota," vol. 6, no. 5, pp. 456–473, 2019.
- [3] C. Sen Wu and T.-T. Chen, "Building Brand's Value: Research on Brand Image, Personality and Identification," *Int. J. Manag. Econ. Soc. Sci.*, vol. 8, no. 4, pp. 299–318, 2019, doi: 10.32327/ijmess/8.4.2019.19.
- [4] J. S. Lin, Y. I. Lee, Y. Jin, and B. Gilbreath, "Personality Traits, Motivations, and Emotional Consequences of Social Media Usage," *Cyberpsychology, Behav. Soc. Netw.*, vol. 20, no. 10, pp. 615–623, 2017, doi: 10.1089/cyber.2017.0043.

- [5] A. K. Alan and E. T. Kabadayi, "The Effect of Personal Factors on Social Media Usage of Young Consumers," *Procedia - Soc. Behav. Sci.*, vol. 235, no. October, pp. 595–602, 2016, doi: 10.1016/j.sbspro.2016.11.086.
- [6] R. M. Eime, J. A. Young, J. T. Harvey, M. J. Charity, and W. R. Payne, "A systematic review of the psychological and social benefits of participation in sport for adults: Informing development of a conceptual model of health through sport," *Int. J. Behav. Nutr. Phys. Act.*, vol. 10, 2013, doi: 10.1186/1479-5868-10-135.
- [7] R. El Othman, R. El Othman, R. Hallit, S. Obeid, and S. Hallit, "Personality traits, emotional intelligence and decision-making styles in Lebanese universities medical students," *BMC Psychol.*, vol. 8, no. 1, pp. 1–14, 2020, doi: 10.1186/s40359-020-00406-4.
- [8] R. Farhat and B. Mustafa, "Importance of Brand Personality To Customer Loyalty: A Conceptual Study," vol. 1, pp. 4–11, 2011.
- [9] P. Etkin, E. De Caluwé, M. I. Ibáñez, G. Ortet, and L. Mezquita, "Personality development and its associations with the bifactor model of psychopathology in adolescence," *J. Res. Pers.*, vol. 97, 2022, doi: 10.1016/j.jrp.2022.104205.
- [10] A. Hilliard, E. Kazim, T. Bitsakis, and F. Leutner, "Measuring Personality through Images: Validating a Forced-Choice Image-Based Assessment of the Big Five Personality Traits," *J. Intell.*, vol. 10, no. 1, 2022, doi: 10.3390/jintelligence10010012.
- [11] E. L. de Moor, S. A. Nelemans, A. I. Becht, W. Meeus, and S. Branje, "Personality Development Across Adolescence and Young Adulthood: The Role of Life Transitions and Self-Concept Clarity," *Eur. J. Pers.*, p. 089020702211197, 2022, doi: 10.1177/08902070221119782.
- [12] G. Lampropoulos, T. Anastasiadis, K. Siakas, and E. Siakas, "The Impact of Personality Traits on Social Media Use and Engagement: An Overview," *Int. J. Soc. Educ. Sci.*, vol. 4, no. 1, pp. 34–51, 2022, doi: 10.46328/ijsonses.264.
- [13] J. H. De Vries, M. Spengler, A. Frintrup, and P. Mussel, "Personality Development in Emerging Adulthood—How the Perception of Life Events and Mindset Affect Personality Trait Change," *Front. Psychol.*, vol. 12, no. June, 2021, doi: 10.3389/fpsyg.2021.671421.
- [14] R. Wundrack, E. Asselmann, and J. Specht, "Personality development in disruptive times: The impact of personal versus collective life events," *Soc. Personal. Psychol. Compass*, vol. 15, no. 9, pp. 1–16, 2021, doi: 10.1111/spc3.12635.
- [15] Dong-Jenn Yang | Oyun-Erdene Tsedevsuren | Tsung-Kuang E. Ma, "The Influence of Social Media Usage and Personality Traits on Personal Relationship and Job Performance," *Int. J. Trend Sci. Res. Dev.*, vol. 5, no. 3, pp. 254–259, 2021, [Online]. Available: <https://www.ijtsrd.com/papers/ijtsrd38731.pdf%0Ahttps://www.ijtsrd.com/management/business-policies-and-strategies/38731/the-influence-of-social-media-usage-and-personality-traits-on-personal-relationship-and-job-performance/dongjenn-yang>
- [16] T. K. Yu, N. H. Lee, and C. M. Chao, "The Moderating Effects of Young Adults' Personality Traits on Social Media Immersion," *Front. Psychol.*, vol. 11, no. November, pp. 1–10, 2020, doi: 10.3389/fpsyg.2020.554106.