

Relationship of personality traits and self-esteem with Facebook addiction among university students

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Objective: To investigate the relationship between, self-esteem and face book addictions among university students and to explore big five personality traits (extroversion, agreeableness, neuroticism, and openness to experience, conscientiousness) as predictor of face book addiction.

Methodology: This correlational study was conducted in University of Punjab, Pakistan from September 2019 to January 2020. It included 200 university students of both gender with age range 18 – 25 years randomly selected. Facebook Addiction Scale, Mini International Personality Item Pool, and Rosenberg self-esteem scale were used.

Results: Out of 200 participants, male score for face book addiction was 11.3768 ± 5.21621 and female score 10.0992 ± 4.93785 . Face book addiction was related in positive direction and face book addiction had positive effect with .021 for extraversion personality traits.

Conclusion: There was a positive correlation between Facebook addictions and self-esteem. Personality trait (extraversion) was positive predictor of face book addiction among university students.

Keywords: Facebook addiction, self-esteem, personality traits, extroversion, agreeableness.

INTRODUCTION

Engaging in a substance or behavior for a long period of time is addiction.¹ Social media addiction can be considered as internet addiction.² There is an uncontrolled motive to login or use of social media.³ Facebook is on number one among all social media applications. Guided goal oriented behaviors is called motivation.⁴ People present own self to get the desired things on this platform that amplify our consequences in life.^{5,6} One of the reasons that drive users to excessive usage of Facebook is getting popularity.^{7,8}

Extraversion, neuroticism, low conscientiousness has a relation with Facebook addiction.⁹ Extraversion, conscientiousness, openness to experience, agreeableness, and neuroticism are related to Facebook use, which depends upon how specific Facebook feature is alluring to the specific personality trait.¹⁰⁻¹² Personality traits, such as extraversion, openness to experience, neuroticism, agreeableness, conscientiousness, and narcissism, are not linked with Facebook addiction and Facebook intensity.¹³

People who have low self-esteem do uploads and tag others¹⁴ and self-conscious people's recompense for low self-esteem by trying to appear popular on Facebook.¹⁵ The present study aimed to determine the relationship of self-esteem with personality traits and addiction to Facebook among university students and to

investigate the big five personality traits that will predict face book addiction.

METHODOLOGY

This correlational study was conducted in Garrison University, Lahore Pakistan from September 2019 to January 2020. Sample of 200 male and female students with age range of 18 to 25 years were randomly selected. Consent was taken from university authority.

The questionnaire, Facebook Addiction scale, Mini International Personality Item Pool, and Rosenberg self-esteem scale were used. Demographic information was obtained through the form comprising of items which composed of age, gender, education and GPA performance etc.

The Mini International Personality Item Pool consists of 20 items. This tool measures five traits: Extraversion (EX), Agreeableness (AG), Conscientiousness (CO), Neuroticism (NE) and openness (OP).¹⁶ Rosenberg self-esteem scale were used for assessing self-esteem among university students.¹⁷ Bergen Facebook Addiction Scale consists of 6 items was used for measuring face book usage.¹⁸

Statistical Analysis: SPSS 21 was used to analyze the data. Pearson product correlation was used to assess the relationship of personality traits and self-esteem and Facebook addiction. Linear Regression were used for

personality traits predict Facebook addiction. $p < 0.05$ was considered significant.

RESULTS

Table 1 shows the demographic information of study participants. There was a positive relationship between the Facebook addiction and self-esteem (Table 2). There

Table 1: Demographic characteristics of sample (N = 200).

| Variable | | F | P | M | SD |
|---|--------------|-----|------|-------|-------|
| Age (in years) | | | | 21.72 | 22.00 |
| Gender | Men | 69 | 34.3 | | |
| | Women | 131 | 65.2 | | |
| Education | BS (HONS) | 110 | 54.7 | | |
| | M-PHIL | 3 | 1.5 | | |
| | MS | 27 | 13.4 | | |
| | M.A | 3 | 1.5 | | |
| | Law | 7 | 3.5 | | |
| GPA last semester | | | | 3.16 | 0.49 |
| Facebook usage effects your sleep | Never | 29 | 12.6 | | |
| | Rarely | 40 | 17.4 | | |
| | Occasionally | 39 | 17.0 | | |
| | Frequently | 56 | 24.3 | | |
| | Mostly | 36 | 15.7 | | |
| Usage of Facebook during Study | Never | 53 | 23.0 | | |
| | Rarely | 47 | 20.4 | | |
| | Occasionally | 53 | 23.0 | | |
| | Frequently | 34 | 14.8 | | |
| | Mostly | 13 | 5.7 | | |
| Facebook helps in contact with other people | Never | 13 | 5.7 | | |
| | Rarely | 31 | 13.5 | | |
| | Occasionally | 49 | 21.3 | | |
| | Frequently | 78 | 33.9 | | |
| | Mostly | | | | |
| Time spend on Facebook | | | | 4.21 | 1.52 |
| Facebook help in exploring new ideas | Never | 14 | 6.1 | | |
| | Rarely | 44 | 19.1 | | |
| | Occasionally | 41 | 17.8 | | |
| | Frequently | 75 | 32.6 | | |
| | Mostly | 26 | 11.3 | | |

Table 2: Pearson correlation coefficient analysis of personality traits and self-esteem with Facebook addiction (N = 200).

| Pearson Correlation | Self Esteem | Face Book Addiction |
|---------------------|-------------|---------------------|
| Y | .934 | .934 |

$p \leq 0.01$; significant at the 0.001 level.

was no significant difference in the score of male and female university students on Bergen face book addiction scale. Male score for face book addiction was 11.3768 ± 5.21621 and female score 10.0992 ± 4.93785 ($p = 0.000$) (Table 3).

Table 3: Independent sample t-test comparison of face book addiction among male and female university students (N = 200).

| | | N | Mean | Std. D | t | p |
|---------------------|--------|-----|---------|---------|-------|------|
| Face Book Addiction | Male | 69 | 11.3768 | 5.21621 | 1.706 | .480 |
| | Female | 131 | 10.0992 | 4.93785 | 1.677 | |

$p \leq 0.01$; significant at the 0.001 level.

Table 4: Linear Regression for personality traits to predict Facebook addiction (N = 200).

| Variable | | β | SE |
|----------------------------|------------------------|---------|-----|
| Mini IPIP Personality Item | Extraversion | .21 | .09 |
| | Agreeableness | -.20 | .10 |
| | Conscientiousness | -.41 | .11 |
| | Neuroticism | -.03 | .15 |
| | Openness to experience | -.26 | .12 |
| R | | .35 | |
| R^2 | | .12 | |
| F | | 5.19 | |

Linear regression analysis is computed with five personality traits (extraversion, conscientiousness, neuroticism, openness and agreeableness) showed that personality trait extraversion had positive effects on Facebook addiction ($\beta = .21, p \geq 0.05$). Personality traits, agreeableness conscientiousness, neuroticism, and openness were negative predictors of Facebook addiction ($\beta = 0.20, -.41, -.03, -.26, p \geq 0.05$) (Table 4).

DISCUSSION

There was significant positive relationship between self-esteem and Facebook addiction. Table 2 indicates that if self-esteem is high, the Facebook addiction will be high. It means that university students who had high score on Facebook addiction scale had higher level of self-esteem. Our findings are consistent with previous a previous study.¹⁹ There was a significant gender difference on face book addiction among students. Table 2 shows that there was no significant difference among the score of male and female students.

Personality traits (extraversion, conscientiousness, neuroticism, openness and agreeableness) were predicting the Facebook addiction. In Table 4 a significant regression equation was found, $F(5, 194) = 1.30$, $p \leq .000$, with an $R = .18$. Participant predicted personality trait (extraversion) was positive predictors of Face book addiction ($\beta = 0.21$, $p \geq 0.05$). Four personality traits (agreeableness $\beta = -.20$ conscientiousness $\beta = -.41$, neuroticism $\beta = -.03$, and openness $\beta = -.26$) were negative predictor of Facebook addiction.

These results show that participants showing more extravert personality individuals had higher Facebook addiction. Extravert persons involve in more social media activities such as having Face book addiction. Personality trait (agreeableness, conscientiousness, neuroticism, and openness) were negative predictor of Facebook addiction.

Large age difference could be used for more effective findings. Relationship can be found with other demographic variables. In the future research, comparison will be taken between Facebook users and non-Facebook users.

CONCLUSION

Facebook addiction and self-esteem are related in positive direction. There was no significant gender differences on face book addiction among university students. Personality trait Extraversion was a positive predictor of Facebook addiction and personality traits conscientiousness, neuroticism, openness and agreeableness were negative predictors.

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Conflict of Interest: None declared.

Rec. Date: Dec28, 2020 Revision Rec. Date: Jun 6, 2021 Accept Date: November 1, 2021.

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