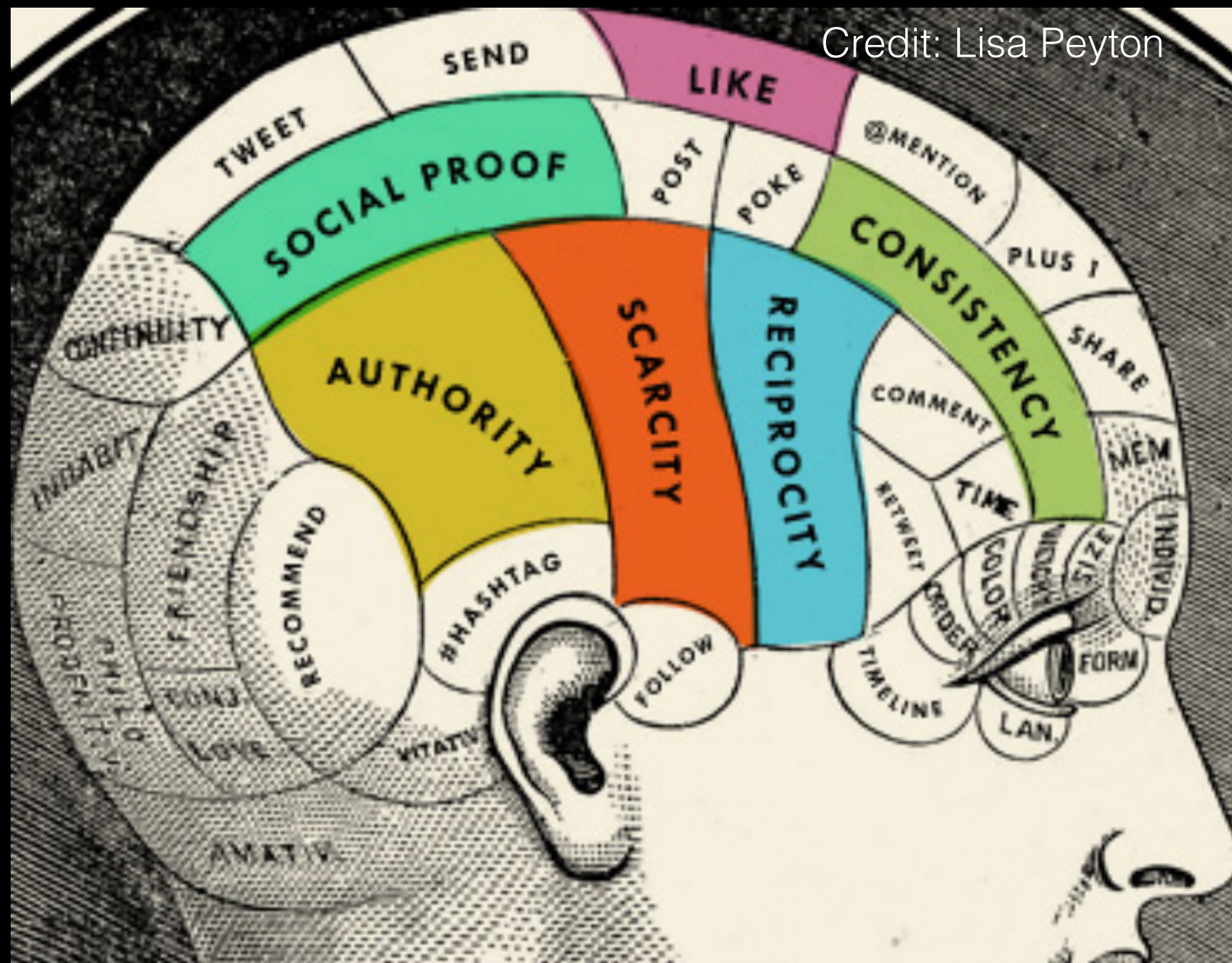


(Social) Media Psychology

Predicting frequency of social media use from personality traits



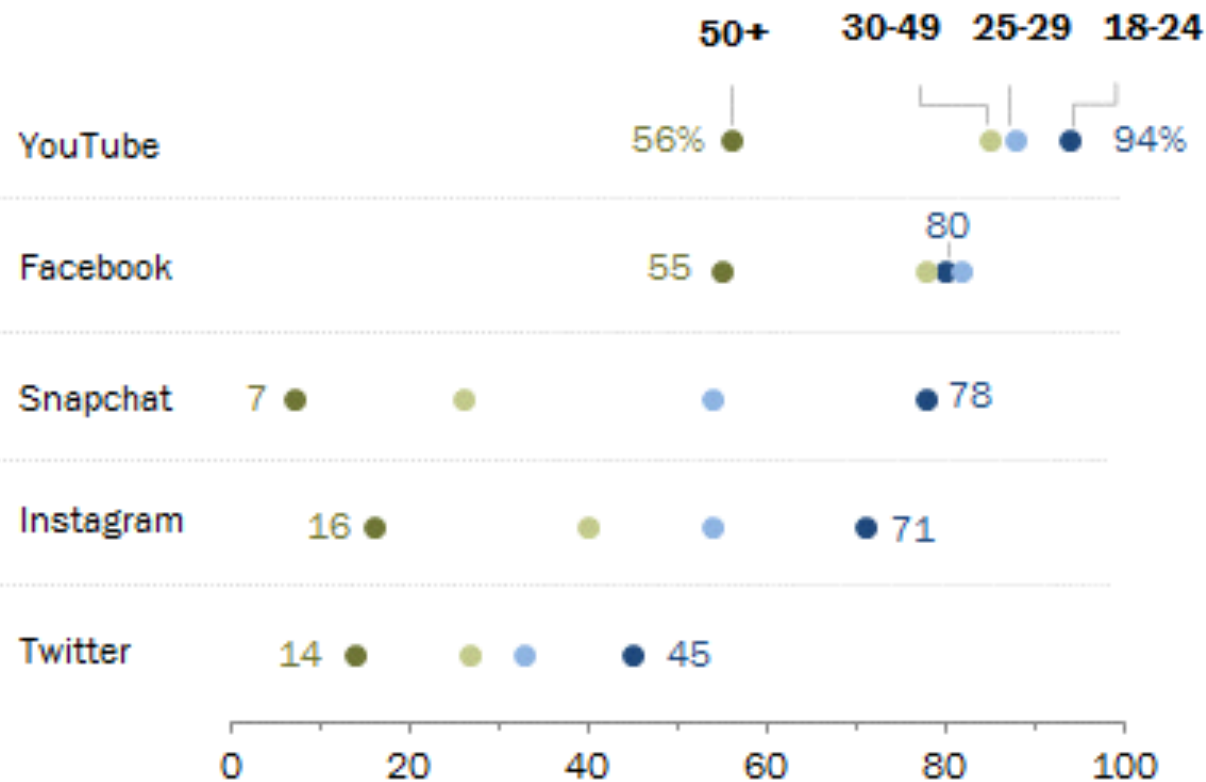
Media psychologists study the interplay between media and behavior.

(Social) Media Psychology

Social media usage is a diverse phenomenon.

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

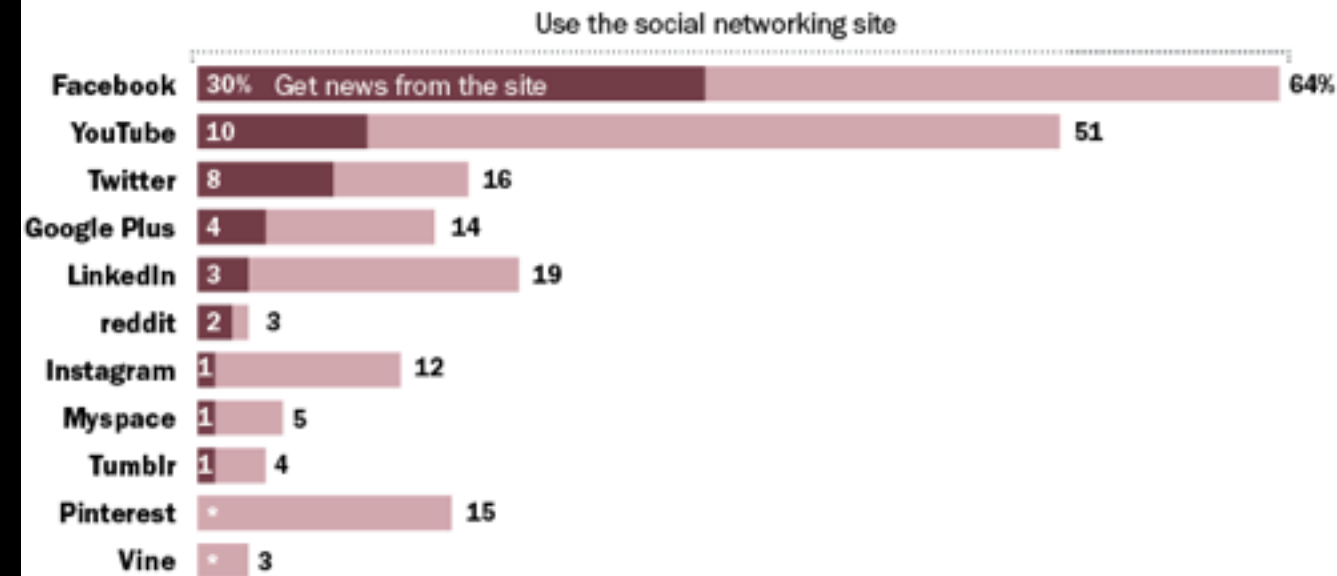
% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

Percent of U.S. adults who use each social networking site and percent of U.S. adults who get news from each social networking site

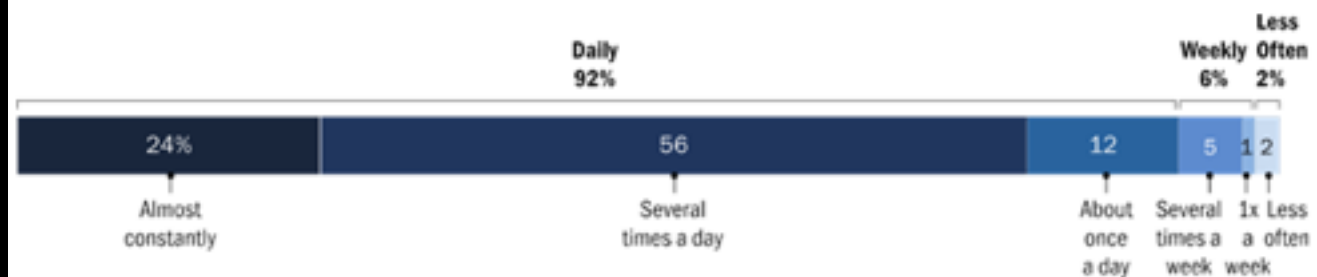


Note: The percent of U.S. adults who get news on Pinterest and Vine each account to less than one percent.
Facebook News Survey, Aug. 21-Sept. 2, 2013 (N=5,173)

PEW RESEARCH CENTER

Frequency of Internet Use by Teens

% of teens ages 13 to 17 who use the internet with the following frequencies



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,016 teens ages 13 to 17).

PEW RESEARCH CENTER

(Social) Media Psychology

Social media usage is a diverse phenomenon.

Substantial 'reciprocity' across major social media platforms

% of ___ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

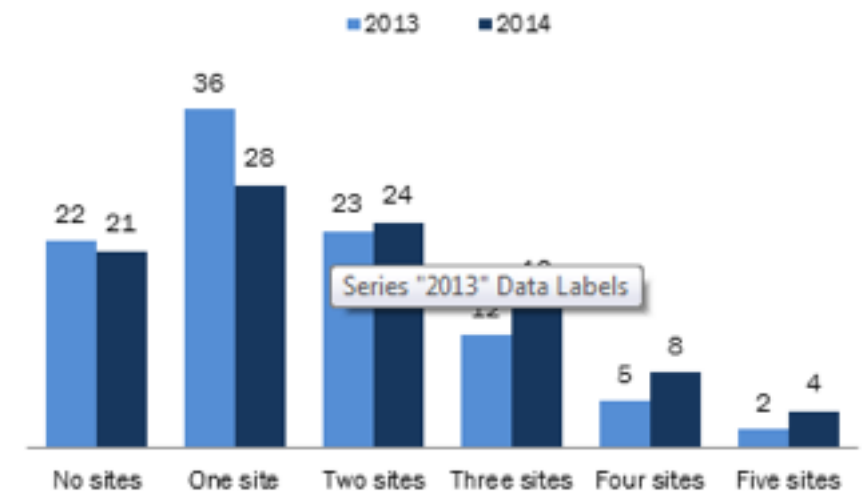
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users
also use Facebook

More people use multiple sites

% of internet users who use the following number of social networking sites
(sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597.

PEW RESEARCH CENTER

Why do different people use different kinds of social media platforms in different ways?

Let's use psychology to understand the origins of diversity in social media usage.

How do different kinds of people use different kinds of social media platforms in different ways?

Personality Differences

Demographic Differences

How can individual and personality differences explain patterns of social media usage?

Past Research

Demographic Survey + Personality Survey + Social Media Use Survey

A tale of two sites: Twitter vs. Facebook and the personality predictors of social media usage

David John Hughes^{a,*}, Moss Rowe^{a,b}, Mark Batey^a, Andrew Lee^a

^a Psychometrics at Work Research Group, Manchester Business School East, The University of Manchester, United Kingdom

^b Department of Psychology, University of Bath, United Kingdom

Table 4

Model summaries and fit statistics for latent variable regression models.

Model	R	β	χ^2	df	CFI
<i>Twitter Info</i>					
A: Sociability	10.1	-.318**	5.245	5	1.000
B: Sociability & Need for Cognition	17.5	-.284**	25.896	18	.990
C: Sociability & Need for Cognition	20.8	-.313**	29.419	23	.992
Age		.219**			
		.192*			
<i>Twitter Social</i>					
D: Conscientiousness	8.5	-.291**	n/a	0	n/a
E: Conscientiousness & Openness	12.3	-.248**	18.271	7	.975
F: Conscientiousness & Sociability	10.1	-.238**	11.640	12	1.00
		.158*			
<i>Facebook Info</i>					
G: Sociability	11.8	.343**	9.660	5	.995
H: Sociability & Need for cognition	13.8	.332**	43.396	18	.979
I: Sociability & Need for Cognition	15.8	-.142*	47.053	23	.981
Age		.335**			
		-.119*			
		-.145*			
<i>Facebook Social</i>					
J: Sociability	2.4	.156**	3.945	5	1.000
K: Sociability & Neuroticism	4.8	.161**	19.75	18	.998
L: Sociability & Neuroticism	9.4	.153*	22.867	23	1.000
Age		.162**			
		.119*			
		-.219**			

Note: All factor indicator loadings are >0.7.

* $p < .05$.

** $p < .001$.

Past Research

Demographic Survey + Personality Survey + Social Media Use Survey

Who interacts on the Web?: The intersection of users' personality and social media use

Teresa Correa *, Amber Willard Hinsley, Homero Gil de Zúñiga

Center for Journalism & Communication Research, School of Journalism, University of Texas at Austin, USA

Table 4

Regression on social media use by age.

	Young adults (18–29)				Adults (30 and older)			
	Model 1		Model 2		Model 1		Model 2	
	Beta	p value	Beta	p value	Beta	p value	Beta	p value
Gender	.05	.63	.12	.001	–.05	.13	–.03	.4
Race	–.26	.01	–.23	.10	–.09	.01	–.12	.001
Education	.01	.93	.08	.8	–.02	.57	–.03	.4
Income	–.05	.66	–.10	.000	.02	.55	.03	.52
Life satisfaction	.004	.97	.000	.50	–.09	.01	–.08	.05
R ²	6.9%				2%			
Extraversion			.31	.005			.14	.000
Emotional stability			–.15	.18			–.15	.004
Openness			.06	.56			.08	.03
R ²			18.4%				6%	

What about other social media platforms, other personality traits and cross-platform usage?

Nearly 56% of all American internet users use more than one social media platform (Pew, 2015)

Present Research I

What personality differences, specifically for adolescents, predict social media usage?

Does personality predict usage of social media applications other than Facebook and Twitter?

What about personality traits other than the big five?
Do these also predict social media usage?

What about personality traits other than the big five?
Do these also predict social media usage?

Can we predict cross-platform social media usage from personality data?

Computation I

1540 students (mean age=18.83) from UT Austin, enrolled in an online class, completed the survey as a part of the class. Two sub-samples from Fall 16 and Spring 2017 were collapsed to create one large dataset.

Big-Five Inventory
Dirty Dozen Measure of the Dark Triad
Attachment Style-Questionnaire
CES-Depression Questionnaire
Social Connectedness Questionnaire
Rosenberg Self-Esteem Questionnaire
Demographics
Individual Differences
11 Social Media Use Items

We expect that a users' personality traits (especially the big-five inventory) will be able to predict social media usage, even after accounting for the variance explained by demographic variables.

Computation II

1540 students (mean age=18.83) from UT Austin, enrolled in an online class, completed the survey as a part of the class. Two sub-samples from Fall 16 and Spring 2017 were collapsed to create one large dataset.

Big-Five Inventory
Dirty Dozen Measure of the Dark Triad
Attachment Style-Questionnaire
CES-Depression Questionnaire
Social Connectedness Questionnaire
Rosenberg Self-Esteem Questionnaire
Demographics
Individual Differences
11 Social Media Use Items

We expect that a users' personality traits (especially the big-five inventory) will be able to predict social media usage, even after accounting for the variance explained by demographic variables.

Computation

Study 1

1. Use stepwise and hierarchical regression techniques to model individual social media use items as the exogenous variable and personality traits as the endogenous variable.
2. Explore better modeling strategies for social media use variables from personality data.

Study 2

1. Run Principal Component Analysis on social media use variables to shed light on underlying structure in cross-platform social media usage.
2. Use stepwise and hierarchical regression techniques to model factor scores from step 1 as exogenous variables, with personality and demographic information as endogenous variables.