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

Using a national sample of US adults, this study investigated the relationship between these three dimensions of the BigFive model and social media use (defined as use of social networking sites and instant messages). It also examined whether gender and age played a role in that dynamic. Results revealed that while extraversion and openness to experiences were positively related to social media use, emotional stability was a negative predictor, controlling for socio-demographics and life satisfaction. These findings differed by gender and age. While extraverted men and women were both likely to be more frequent users of social media tools, only the men with greater degrees of emotional instability were more regular users. The relationship between extraversion and social media use was particularly important among the young adult cohort. Conversely, being open to new experiences emerged as an important personality predictor of social media use for the more mature segment of the sample.

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