

# Extraverted people are always popular: A study on the status of SNS in China

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## Abstract

A tremendous rise in social media has been seen by 2014 and social networking sites (SNS) have a vital role in daily communication and community interpersonal relationship. However, study concerning social media or SNS in china is of deficiency. Thus, Consulting on previous study about Facebook and Twitter, we conduct one analogously among college students in China. The results indicate that extraverted individuals are also active on SNS.

**Keywords:** social media, SNS, extraverted, big five

## Introduction

Following the development of the fourth generation of mobile phone mobile communication technology and the wide use of mobile devices, social media have a marked impact on the pattern of daily social activities. A research states that a wide range of social media are flourishing (Chaffey, 2016), including Facebook, Twitter, WeChat et al. Based on the large scale of loyal users, social media have a role in the current long-term social change.

Previous work has shown that Facebook and Twitter serve as the major source of information to many users (Chan, 2014), likewise powerful tools for social interaction (Hughes, Rowe, Batey, & Lee, 2012). Many researchers attest the significance of social media in politics, especially the duration of voting process (Enli, 2017; Graham, Broersma Hazelhoff, & Van'T Haar, 2013; Enli, & Skogerbø, 2013). In another aspect, the purchase intentions of consumers will be greatly affected by social media (Wang, Yu, & Wei, 2012; Naylor, Lamberton, & West, 2012) and thus marketing through social media may

achieve remarkable economic results (Zhou, & Wang, 2014). In brief, social media is inextricably linked to every aspect of daily communication and actual work.

However, study concerning SNS in China is deficient (Yu, Asur, & Huberman, 2011) and few studies put emphasis on the behavior of individuals. What kind of people are likely to be affected by social media? What characteristic will the one has if he or she is active on SNS? What personality traits are popular on social media platform? For a better guidance on the way that different individuals behave on social media sites or SNS, we emphasize the need to figure out some superior personality traits on SNS. Here are our four hypothesizes:

**Hypothesizes 1:** Humorous people win high popularity on SNS.

**Hypothesizes 2:** People with high extraversion score win high popularity on SNS.

**Hypothesizes 3:** People with high extraversion score also share their opinions frequently on SNS.

**Hypothesizes 4:** People with high extraversion score spend much time on SNS.

## Method

### Questionnaire

The questionnaire used in our study consists of two parts: 1. evaluating the personality of participants (especially extraversion) using the simplified Chinese big five scale; 2. measuring their level on social media. Consulting the study carried by Hughes et al. (2012), we designed four questions to measure their humor levels, popularity on SNS, frequency of updating and time spent on surfing with 5 point scale.

### Participants

In previous studies researchers invited hundreds of participants (500, Chan, 2014; 300, Hughes et al., 2012) while we convened 82 college students aged 19 to 23 considering the complexity of our experiment. All participants are required to avoid medium choices.

### The Big Five

In many analyses concerning social media, researchers regard the Big Five Personality Test as a reliable scale to assess personality of participants in the experiment (e.g. Hughes et al., 2012). The fundamental questionnaire was published in 1999 (McCrae & Costa, 1999), from which a vast number of scientists have improved and localized it gradually. In our study, we used a simplified version of the Chinese big five with high reliability and validity (Wang, Dai, & Yao, 2011).

### Extraversion

Extraversion indicates the quantity and density of interpersonal interactions, the need for stimulation, and the capability of obtaining pleasure (Ury, 2017). This dimension contrasts social, active, and

personally oriented individuals with those who are silent, serious, awkward, and quiet, which can be measured by two qualities: the level of interpersonal involvement and the level of vitality. The former assesses the extent that the trend of a person to be accompanied by others, while the latter reflects the rhythm and level of vitality.

## Results

### Correlation Analysis

We use SPSS 25 to analyze all data collected via wx.cn, which produces means (M), standard deviation (SD), p-value (P) and Pearson correlation (PC) of the data. The average extraversion score of participants is 25.01 (SD=7.626 and full score=48), average frequency of updating is 2.07 times per week, average time spent on surfing SNS is 1.99 hours per day. The correlation between humor and popularity is not significant ( $p=0.175$ ) while the one between extraversion score and popularity ( $P=0.0002$ ,  $PC=0.398$ ), frequency ( $P=0.0007$ ,  $PC=0.367$ ), time ( $P=0.0041$ ,  $PC=0.314$ ) is significant (Table 1).

### Linear Regression Analysis

We set extraversion score as independent and popularity, frequency and time as dependents respectively to calculate unstandardized beta (SE B), reported on table 1. All three factors show strong and positive correlation with extraversion score.

### Summary

The results presented above indicate that people with high extraversion score are also active on SNS. They keep themselves exposed to their friends on SNS and take their time to make sense of friends by scanning updates. Thus, they gain in popularity on SNS.

## Discussion

The correlation between humor and popularity is not significant ( $p=0.175$ ), which are no use in verifying hypothesizes 1 and confits with previous study (Holton, & Lewis, 2011) that claims there is a positive correlation between humor and popularity

on SNS. Though we certify hypothesizes 2 to hypothesizes 4 with  $p$ -value less than 0.001 and positive PC and SE B, our experiment may be less reliable compared with the study conducted by Chan (2014) and Hughes et al. (2012) due to the small scale of participants. Further study is needed here.

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**Table 1** The correlation due to popularity, frequency and time

Item	M	SD	P	PC	SE B
我发表动态后总有很多人给我点赞	3.16	1.16	0.0002	0.398	0.06
我在社交平台上发表动态的平均频率（微博，朋友圈，空间等平台合计）	2.07	1.097	0.0007	0.367	0.053
我用于浏览朋友圈和空间的时间	1.99	0.975	0.0041	0.314	0.04

Appendix 1 Questionnaire

本问卷共十二题，预计耗时一分钟以内。  
第一题到第八题采用六星制，从完全不符合（一星）到完全符合（六星）。  
第九题和第十题采用五星制。  
靠**直觉**打星即可,但前八题请尽量避免选择 3 星与四星这两个中性选项。

1. 我对人多的聚会感到乏味 [单选题] \*
- ☐完全不符合

☐2

☐3

☐4

☐5

☐完全符合
2. 在热闹的聚会上，我常常表现主动并尽情玩耍 [单选题] \*
- ☐完全不符合

☐2

☐3

☐4

☐5

☐完全符合
3. 我尽量避免参加人多的聚会和嘈杂的环境 [单选题] \*
- ☐完全不符合

☐2

☐3

☐4

☐5

☐完全符合
4. 有我在的场合一般不会冷场 [单选题] \*
- ☐完全不符合

☐2

☐3

☐4

☐5

☐完全符合
5. 在一个团体中，我希望处于领导地位 [单选题] \*
- ☐完全不符合

☐2

☐3

☐4

☐5

☐完全符合
6. 别人多认为我是一个热情和友好的人 [单选题] \*
- ☐完全不符合

☐2

☐3

☐4

☐5

☐完全符合

7. 我喜欢参加社交和娱乐聚会 [单选题] \*

- ☐ 完全不符合    ☐ 2    ☐ 3    ☐ 4    ☐ 5    ☐ 完全符合

8. 我希望成为领导者而不是被领导者 [单选题] \*

- ☐ 完全不符合    ☐ 2    ☐ 3    ☐ 4    ☐ 5    ☐ 完全符合

9. 我在网上和朋友聊天时是一个很幽默的人 [单选题] \*

- ☐ 完全不符合    ☐ 2    ☐ 3    ☐ 4    ☐ 完全符合

10. 我发表动态后总有很多人给我点赞 [单选题] \*

- ☐ 完全不符合    ☐ 2    ☐ 3    ☐ 4    ☐ 完全符合

11. 我在社交平台上发表动态的平均频率（微博，朋友圈，空间等平台合计）为每周： [单选题] \*

- ☐ 不足一次  
☐ 一次到三次  
☐ 四次到六次  
☐ 七次到九次  
☐ 十次及以上

12. 我用于浏览朋友圈和空间的时间为每天： [单选题] \*

- ☐ 0-1 小时  
☐ 1-2 小时  
☐ 2-3 小时  
☐ 3-4 小时  
☐ 4 小时及以上

