

Facebook, Personality and Needs – A Case from Turkey

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Abstract

This study explored the relationship between the Big Five and two psychological needs, namely belonging and self-presentation, manifested during the use of Facebook. This paper maintains that on Facebook, individuals fulfill their primary needs of belonging and self-presentation in terms of their personalities. The participants completed a survey self-evaluating their personality and assessing the activities and motives they perform. Behaviors and motives pertaining to the need of belonging were predicted best by agreeableness and neuroticism. Extraversion was associated with the urge to use Facebook in order to communicate with others. Behaviors and motivations pertaining to the need of self-presentation were predicted best by the traits of conscientiousness and neuroticism. The findings indicate that conscientious individuals are prudent in their online self-presentation. It was also found that one's actual, hidden, and ideal selves were a part of the relationship between Facebook and personality. Neuroticism, agreeableness and extraversion were positively associated with the tendency to express one's actual self. Neuroticism was positively related to the expression of ideal and hidden self-aspects. The relationship between neuroticism and self-disclosure is mediated by these self-aspects

Keywords: internet, facebook, identity, anonymity, big five, need to belong, self-presentation

INTRODUCTION

Modern computerized communication tools such as social networking sites have seamlessly combined e-mail, instant messaging, blogging and multimedia sharing. As the review of Bargh and McKenna suggests (2004), these created an immense impact on social life, part of which is due to social networking sites. In 2010, more than 60 % of American adults utilized social networking sites (Zickuhr, 2010), whereas today the figure has risen to 80 % with Turkey at 45 % (Kemp, 2014), Facebook being the top contender in both countries.

Facebook is an online tool by means of which users not only socialize with one another (Ellison, Steinfield, & Lampe, 2007; Boyd & Ellison, 2008), but also create and manage their identities through self-presentation (Zhao, Grasmuck & Martin, 2008; Nadkarni & Hofmann, 2012). The users manage their self-presentations by uploading pictures, updating status, and by similar means (Kleck, Reese, Behnken, & Sundar, 2007; Zhao, Grasmuck, & Martin, 2008; Amichai-Hamburger & Vinitzky, 2010; Mehdizadeh, 2010; Gosling, Augustine, Vazire, Holtzman, & Gaddis; Ong, et al., 2011).

The proliferation of the use of Facebook, as well as other social networking sites, has been matched with an expanding body of research examining demographic features of the users, motivations for use, self-presentation and social interactions (Wilson, Gosling, & Graham, 2012). The relationship between personality and Facebook use has been examined extensively in the literature (Moore &

McElroy, 2012; Amichai-Hamburger & Vinitzky, 2010; Ross, Orr, Sisic, Arseneault, Simmering, & Orr, 2009). Nadkarni and Hofmann (2012) explained this relationship by declaring that Facebook use is driven by two needs, belonging and self-presentation. The current study attempts to integrate these by examining how personality guides the use of Facebook, with the intention of fulfilling the needs of belonging and self-presentation.

Belonging

Baumeister and Leary (1995) assert that the need to belong is a fundamental human motivation and that humans are highly dependent on the social support of others. Hence, it may be considered as the primary motive behind Facebook use. Facebook allows users to communicate with others and learn about them and thereby fulfill belonging needs. According to Sheldon, Abad, & Hirsh (2011), Facebook can be an effective tool for coping with feelings of social disconnection: being disconnected drives its use and getting connected rewards it. Exclusion from the social group impacts negatively on a variety of variables, including one's self-esteem and sense of belonging, emotional well-being, sense of life meaning, purpose, self-efficacy and self-worth (Baumeister & Tice, Anxiety and social exclusion, 1990; Stillman, Baumeister, Lambert, Crescioni, DeWall, & Fincham, 2009; Zadro, Boland, & Richardson, 2006).

Self-worth and self-esteem seem to be closely associated with the need to belong. It has been proposed that self-esteem may act as a "sociometer"

– an indicator of one’s acceptability to the group. A drop in self-esteem serves as a warning signal of a potential social exclusion and urges the individual to take necessary precautions to avoid rejection and improve one’s standing in the social hierarchy (Nadkarni & Hofmann, 2012).

In addition, Yu, Tian, Vogel, & Kwok (2010) maintain that online social networking not only directly influences university students’ learning outcomes, but also helps the students attain social acceptance from others and adapt to university culture, both of which play prominent roles in improving their learning outcomes. The results of Gonzales and Hancock (2011) and those of Steinfield, Ellison, & Lampe (2008) revealed that becoming self-aware by viewing one’s own Facebook profile enhanced self-esteem rather than diminishing it.

Self-Presentation

The second basic reason for using Facebook is self-presentation. Activities such as posting photographs, profile information, and wall content are utilized to self-present (Zhao, Grasmuck, & Martin, 2008). Research has shown that extravert users are inclined to post related information on Facebook (Christofides, Muise, & Desmaris, 2009; Utz, Tanis, & Vermeulen, 2012) . It has also been found that self-presentation is the strongest and most consistent predictor of social network behaviors. The users are found to be engaged in strategic self-presentation and enhance their profiles (Utz, Tanis, & Vermeulen, 2012).

Although Facebook leaves itself open to the possibility that its users display their idealized, rather than accurate selves through their profiles as an online entity, it has been found that profiles generally represent accurate self-presentation (Back, Stopfer, Vazire, Gaddis, Schmuckle, & Egloff, 2010). The social network sites can provide a unique venue for expressing alternate selves. McKenna, Green, & Gleason (2002) claim that people who can better disclose their “true” or inner-self to others on the Internet than in face-to-face settings will be more likely to form close relationships online and will tend to bring those virtual relationships into their “real” lives. As a result of a content analysis of social network sites, Manago, Graham, Greenfield, & Salimkhan (2008) have concurred that both idealized and real selves may be presented online. This outcome may seem to contradict findings that online profiles are accurate. However, both actual and possible selves can be posted on social networks, and the personality of the user may be the decisive factor

in determining the extent to which these are presented (Seidman, 2013).

THE BIG FIVE AND FACEBOOK

While there are many personality models (see, e.g., Cattell, Cattell, & Cattell, 1993; Eysenck & Eysenck, 1975), perhaps the most ubiquitous factors of personality in educational psychology are the Big Five: openness to new experiences, conscientiousness, extroversion, agreeableness and neuroticism (Costa & McCrae, 1986). Openness to new experiences is characterized by intellect, imagination and preference for variety. Conscientiousness is related to responsibility, reliability and organization. Extroversion is associated to sociability, spontaneity and adventurousness. Agreeableness is linked to warmth, cooperativeness and kindness. Neuroticism is depicted by insecurity, emotional instability, and immaturity. Each of these factors possesses six facets or sub-factors that further distinguish individual differences. However, it is not uncommon to assess personality using these five broader constructs (Clark & Schroth, 2010).

A concept proposed by Nadkarni & Hofmann (2012) inspired this study which explored the relationship between the Big Five, two psychological needs, namely belonging and self-presentation, and the use of Facebook. The use of Facebook serves as a platform to elucidate how the two needs of belonging and self-presentation are fulfilled. The need to belong may be driven by the two motives of seeking-acceptance and providing support or care. These two may manifest themselves either by the action of seeking information about others or by the action of communicating with others through Facebook. The need to self-present may be driven either by the motive of seeking attention or by the motive of presenting some form of self, actual, idealized or hidden. These two motives may be demonstrated by means of either posting information about oneself or by disclosing feelings or emotional exposure.

The purpose of the study is to explore the extent of the satisfaction that one may derive from the use of Facebook, in terms of the Big Five personality traits and two psychological needs, namely belonging and self-presentation. Facebook. This paper maintains that on Facebook, individuals fulfill their primary needs of belonging and self-presentation within the framework of their personalities. The table below delineates the approach.

Table 1
The Framework

Needs	Motivation		Action / Behavior	
Belonging	Acceptance seeking	Providing support	Seeking information	Communicating
Self-presentation	Attention seeking	Actual /idealized/hidden	Posting information	Disclosing feelings

For each one of the five personality traits below, two hypotheses are made, one pertaining to the need of belonging and the other to the need of self-presentation.

Openness to New Experiences

The trait of being open to new experiences entails creativity, intellectualism, and a tendency for exploring new ideas and has been found to be correlated with users' personality and social media use (Correa, Hinsley, & de Zuniga, 2010). Individuals with such a trait seem to post more on others' walls (Ross, Orr, Sisic, Arseneault, Simmering, & Orr, 2009) and do not avoid direct interactions with others in general (Carpenter, Green, & LaFlam, 2011). Therefore, the first hypothesis related to need for belonging may be formulated as:

H.1. Openness to new experiences will be positively associated with information-seeking and communicating.

Individuals who are open to new experiences seem to be more forth-coming about themselves. They would blog more (Guadagno, Okdie, & Eno, 2008) and choose to disclose more about themselves in their profiles (Amichai-Hamburger & Vinitzky, 2010).

Therefore, the second hypothesis to ensue may be about self-presentation:

H.2. Openness to new experiences will be positively related to general self-disclosure and disclosing feelings

Conscientiousness

Conscientiousness represents a tendency to be reliable, responsible, organized and self-disciplined. Conscientious individuals may use Facebook to seek and maintain social connections as it is found to be correlated with both the quality and quantity of social relationships (Asendorpf & Wilpers, 1998). However, conscientious individuals have been found to be cautious online and may not choose to satisfy belonging needs on the Internet, from which it may follow that conscientiousness is negatively associated with the use of social networks (Ryan & Xenos, 2011; Wilson, Fornasier, & White, 2010).

Hence the next hypothesis may be stated as:

H.3. Conscientiousness will be negatively associated with communication, information seeking, acceptance seeking and provision of support.

According to Leary and Allen (2011), conscientious individuals presented themselves in ways acceptable to their communities, consistent with their own self-perceptions and took on fewer distinct personal images or personae. Moore and McElroy (2012) maintained that conscientiousness was associated with greater regret over inappropriate Facebook posts and that conscientious individuals present themselves

prudently online. Hence, it can be stated that conscientious individuals would be cautious and authentic in self-presentation.

H.4. Conscientiousness will be negatively associated with general self-disclosure, disclosure of feelings, attention seeking, and actual and idealized self-aspects.

Extraversion

Extraversion refers to the extent to which individuals are social, cheerful, optimistic, active and talkative and is related to several constructs associated with belonging. Asendorpf & Wilpers (1998) claimed that when compared to introverts, extraverts had more friends and enjoyed higher quality friendships. Also, their romantic relationships seemed to be more satisfactory (White, Hendrick, & Hendrick, 2004). Thus it could be surmised that extraverts used Facebook more frequently (Gosling, Augustine, Vazire, Holtzman, & Gaddis, 2011). They also would be expected to have more Facebook friends and viewed others' Facebook pages (Amichai-Hamburger & Vinitzky, 2010; Moore & McElroy, 2012; Ryan & Xenos, 2011). Extraverts communicated with others by contacting friends (Correa, Hinsley, & de Zuniga, 2010) and commented on their pages (Gosling, Augustine, Vazire, Holtzman, & Gaddis, 2011). On the other hand, Moore & McElroy (2012) reported that introverts used Facebook more to keep up with their friends. Therefore, it can be stated that

H.5. Extraversion will be positively associated with communication.

Extraversion is related to self-presentation and the use of social networks (Moore & McElroy, 2012). It is associated with public self-consciousness as opposed to private (Trapnell & Campbell, 1999). The results of extraversion and self-disclosure have not been conclusive. According to Bibby (2008), extraversion implied greater self-disclosure on Facebook. On the other hand, Amichai-Hamburger & Vinitzky (2010) maintained that extraverts divulged less personal information in their profiles. An explanation of this discrepancy may be that although extraverts do post pictures and write on walls, they rarely post photographs of themselves alone (Gosling, Augustine, Vazire, Holtzman, & Gaddis, 2011) or post on their walls (Moore & McElroy, 2012), as compared to introverts. Introverts seemed to be able to express hidden self-aspects online more (Amichai-Hamburger, Wainapel, & Fox, 2002), as do socially anxious individuals trying to secure relationships (McKenna, Green, & Gleason, 2002). Trapnell & Campbell (1999) found this to be a trait generally associated with introverts, indicating that extraversion was negatively correlated to exposing veiled qualities on Facebook.

H.6. Extraversion will be positively associated with displaying actual characteristics and negatively associated with displaying hidden characteristics.

Agreeableness

Agreeable people represent the tendency to be sympathetic, courteous, flexible, kind, trusting and forgiving. Individuals high in agreeableness have been known to avoid conflict, but are presumed to not reject an offer of friendship (Moore & McElroy, 2012). Agreeable people usually develop successful friendships (Asendorpf & Wilpers, 1998) as well as romances (White, Hendrick, & Hendrick, 1998). Both acceptance seeking and providing support or care motives of the need of belongingness should be important to agreeable individuals and Facebook may be a means for satisfying those motives. Although neither Moore & McElroy (2012) nor Ross et al. (2009) found evidence of the association between agreeableness and Facebook, it will be explored in this study:

H.7. Agreeableness will be positively correlated to seeking information, acceptance seeking and providing support or caring.

According to Leary and Allen (2011), agreeable individuals tend to present a more consistent and authentic version of themselves and exercise greater control over their self-presentation online (Seidman, 2013). They may use Facebook to present their actual-self and refrain from seeking attention. Agreeableness has not been linked to any specific self-presentational behaviors other than the finding that females posted more photographs (Amichai-Hamburger & Vinitzky, 2010). For that reason:

H.8. Agreeableness will be positively linked with actual self-presentation and negatively associated with attention seeking.

Neuroticism

Neuroticism is the opposite of emotional stability. It refers to the extent to which individuals display negative attributes such as distrustfulness, sadness, anxiety, embarrassment and difficulty in managing stress. Neuroticism is linked to several outcomes associated with belonging needs. Because such individuals were found to be less satisfied with romantic partners (White, Hendrick, & Hendrick, 2004) and because they were highly sensitive to being rejected (Downey & Feldman, 1996; Malone, Pillow, & Osman, 2012), it was highly likely that

they might pursue interpersonal relationships and acceptance through Facebook. Judge, Erez, Bono, & Thoresen (2002) claimed that neuroticism and low self-esteem were closely related and Forest and Wood (2012) maintained that Facebook offered opportunities to neurotic individuals to connect with others, to get support and attention.

H.9. – Neuroticism will be positively related to communication, seeking information and seeking acceptance.

That neurotic individuals are anxious about self-presentation is suggested in the literature. Trapnell and Campbell (1999) determined that social anxiety and public self-consciousness were correlated with neuroticism. Watson and Watts (2001) claimed that neurotic people vacillated between actual and ideal self, an assertion which might insinuate their presenting mostly idealized selves online (Leary & Allen, 2011). Neuroticism was found to be correlated with both social anxiety (McKenna, Green, & Gleason, 2002) and low self-esteem (Forest & Wood, 2012). These two aspects seem to make Facebook an ideal place for presenting neurotics themselves according to their own preference, namely their hidden characteristics (Amichai-Hamburger & Vinitzky, 2010). As Facebook seems to represent a secure place for self-expression and self-disclosure, neurotic individuals probably found it alluring (Guadagno et al., 2008; Ross et al. 2009). Since low-self-esteem is related to negative emotional expressions in wall postings (Forest & Wood, 2012), it is likely that neurotic individuals will exhibit negative emotions through Facebook.

H.10. – neuroticism will be positively associated with emotional disclosure and expression of actual and ideal self.

METHODOLOGY

Participants

The participants consisted of 202 undergraduate university students enrolled in various departments of a non-profit, private university in İstanbul, Turkey. The ages of the students varied between 18 to 20. Since the language of instruction is English, the scales used were in English as well. The native language of the students was Turkish and English was their second language with levels ranging from intermediate to advanced.

The breakdown according to departments and gender is given in table 2:

Table 2.
Breakdown of participants according to gender and department

Department	Arts & Sci.		Bus. Adm.		Commun.		Engineer.		Architect.		Law		total
Gender	M	F	M	F	M	F	M	F	M	F	M	F	
Number	21	17	18	13	10	18	26	24	17	15	9	14	
Sum (M+F)	38		31		28		50		32		23		202
%	18.8		15.3		13.8		24.8		15.8		11.5		100

86% of the students were first-year, 9 % were second and 5% third-year students. The participants reported using Facebook between 0 and 20 hours per week, with the median being 3.47 and the standard deviation 3.02.

The Instruments – Questionnaires and interviews

Both quantitative and qualitative approaches were employed.

The Big Five Personality Traits questionnaire: The five major domains of personality , openness to new experiences, conscientiousness, extraversion, agreeableness, and neuroticism were assessed by the NEO-FFI, a 60-item scale with well-established reliability and validity (Costa & McCrae, 1992). The Cronbach’s α values for internal consistency were: openness 0.74, conscientiousness 0.82, extraversion 0.78, agreeableness 0.76, neuroticism 0.82. Descriptive statistics for the Big five are given in table 3:

Table 3
Descriptive statistics for the Big Five

	openn ess	conscientio usness	extraver sion	agreeabl eness	neuroti cism
mean	3,22	3,50	3,15	4,17	2,72
Stand ard deviat ion	0,68	0,76	0,64	0,75	0,52

Belonging: For evaluating the extent to which the participants used Facebook for experiencing a sense of belongingness, four scales were utilized. Two of these gauged actions or behaviors pertaining to belonging, namely seeking information and communicating. The remaining two measured the motives behind seeking acceptance and providing support or care. Using 5-point Likert scale, the participants rated how often they engaged in a typical action or behavior or how frequently their activities were driven by the motives of seeking acceptance or providing support or care.

The scale for seeking information questioned three activities: viewing others’ profiles, viewing others’ photographs and viewing news feed. The scale for communication attempted to clarify two additional issues: writing on others’ walls and commenting. The scale for seeking acceptance entailed two undertakings : posting to feel included and posting to make others feel closer to oneself . The scale for the motive of provision of support or care sought answers to three questions: posting with the intention of feeling closer to others, caring for others and supporting others’ feed. The descriptive statistics for these are given in table 3.

Self-Presentation: For evaluating the extent to which Facebook was used for self-presentation purposes, four scales were prepared , two assessing behaviors

pertaining to self-presentation in terms of general self-disclosure and disclosing feelings, one assessing attention seeking motivation and the last one assessing actual/idealized self. 5 point Likert scales were used for rating.

The participants were invited to answer six items measuring their general self-disclosure,: changing the status, updating profile, posting comments about special events , posting comments about daily events, posting photographs of special events and posting photographs of daily events. For disclosing their feelings or emotional disclosure, they were requested to respond to two items: posting about a dramatic event in their lives and posting about frustrations. Two items queried seeking attention – showing-off and getting attention. The fourth scale assessed self-presentation in terms of actual/ hidden/ idealized selves. In order to evaluate the actual self, participants were asked to describe how frequently they posted status updates and photographs, updated their profile and used Facebook to exhibit who they really were in a general sense. Hidden-self, namely the aspects of personality that the individual would not be comfortable disclosing, were appraised using similar items. The ideal self, namely the way the individual would ideally prefer to be, was handled in the same manner. The descriptive statistics for these can be found in Table 4.

Table 4
Descriptive statistics for belonging and self-presentation

		α	mean	S.D.
Belonging	Information-seeking	0,852	3,45	0,95
	Communication	0,871	3,82	0,86
	Acceptance-seeking	0,782	3,22	1,04
	Connection/caring	0,765	3,28	1,35
Self- presentation	General self-disclosure	0,856	3,08	1,05
	Emotional disclosure	0,887	1,28	1,23
	Attention seeking	0,824	3,34	1,92
	Actual self-presentation	0,798	2,98	1,15
	Hidden self-presentation	0,794	1,67	1,35
	Ideal self-presentation	0,805	1,76	1,25

Procedure

The procedure was administered during the spring term of 2014 during class-time and the students were asked to respond individually. They were given to understand that their answers were going to remain confidential. Ethical standards to protect the rights of the participants were observed throughout the study.

The 202 students filled in the demographic data, completed the Five Factor Inventory (NEO-FFI) and scales for belonging and self-presentation These were used for the quantitative part of this study.

For the qualitative analysis, a number of students were recruited to participate in individual interviews for obtaining more detailed responses across a range

of questions posed in the surveys. A total of 30 students offered their perspectives during the interviews and focus group sessions.

RESULTS

In order to explore to what extent the needs of belonging and self-presentation are governed by the Big Five, regression analyses were carried out with the Big Five as independent variables or predictors and the scales mentioned above as dependent or criterion variables. For control variables of the first

stage, gender and the number of hours per week the participants reported using Facebook were used. The Big Five were entered in the second stage. A significant amount of variance was explained by the Big Five traits combined beyond the control variables. The regression coefficients and the standard errors for each predictor can be found in Tables 5 and 6. ΔR^2 represents the values from stage 1 to stage 2.

Table 5
Results of the regression for predicting belonging and self-presentation

Predictors B		openness	conscientiousness	extraversion	agreeableness	neuroticism	ΔR^2
Belonging	Communication	0,08	-0,09	0,36	0,51	0,53	0,072
	Information-seeking	-0,18	0,18	0,25	0,26	0,50	0,048
	Acceptance-seeking	0,04	-0,83	-0,18	0,47	0,38	0,081
	Caring	-0,05	-0,40	-0,19	0,63	0,44	0,052
Self-presentation	General self-disclosure	0,11	-0,31	0,30	0,25	0,39	0,057
	Emotional disclosure	0,09	-0,18	0,40	0,14	0,68	0,068
	Attention-seeking	-0,16	-0,61	0,26	-0,67	0,27	0,146
	Actual self-presentation	0,24	-0,26	0,42	0,48	0,48	0,085
	Hidden self-presentation	-0,1	-0,42	0,17	-0,13	0,38	0,096
Ideal self-presentation	-0,12	-0,43	0,32	0,19	0,78	0,115	

p< 0,05

Table 6: *Results of the regression for predicting belonging and self-presentation*

standard errors		openness	conscientiousness	extraversion	agreeableness	neuroticism
Belonging	Communication	0,26	0,25	0,23	0,26	0,27
	Information-seeking	0,26	0,25	0,22	0,26	0,27
	Acceptance-seeking	0,31	0,30	0,27	0,31	0,22
	Caring	0,28	0,27	0,25	0,29	0,29
Self-presentation	General self-disclosure	0,26	0,25	0,23	0,26	0,27
	Emotional disclosure	0,30	0,29	0,26	0,31	0,31
	Attention-seeking	0,29	0,28	0,25	0,30	0,30
	Actual self-presentation	0,27	0,26	0,23	0,27	0,27
	Hidden self-presentation	0,24	0,23	0,21	0,24	0,24
Ideal self-presentation	0,28	0,27	0,24	0,28	0,29	

p< 0,05

For cases in which a trait significantly predicted one or more of the motives and one or more of the behaviors, mediational analyses were performed in order to determine if motives mediated the relationship between personality and behaviors. The analyses were conducted according to the procedure recommended by Baron and Kenny (1986) with a Sobel test (p< 0,05) to ascertain the significance of the mediation effect.

DISCUSSION

Belonging and Relevant Motivations

Hypothesis 7 predicted that agreeableness would be positively correlated to seeking information, acceptance seeking and provision of support or caring. However, it was found that agreeableness was not associated with information seeking, but was positively related to communication. This finding runs contrary to past research, which maintains that agreeableness is not related to Facebook communication. Accordingly, agreeable individuals would exploit Facebook to seek acceptance and

maintain connection. Furthermore, it was found that agreeableness and communication was partially mediated by connection ($z=1.78, p<0,5$), and not by acceptance motivation.

Hypothesis 5 predicted that extraversion would be positively associated with communication and the results showed that extraversion was associated with communication, a finding that ran parallel to those of Bibby (2008) but contradicted with those of Moore and McElroy (2012). However, this contradiction is probably due to the fact that Moore and McElroy (2012) considered actual profiles rather than classifications as actual, hidden and idealized.

Although it was predicted that openness to new experiences would be positively associated with information-seeking and communicating, the results attained revealed that openness was related to neither of them, a finding contrary to the prediction and past research. This discrepancy may be attributable to the fact that social networking has become so widespread

that it may no longer be peculiar to a single trait such as openness.

According to hypothesis 9, neuroticism would be positively related to communication, seeking information and seeking acceptance. The findings indicated that neuroticism was related to communication and was the only trait associated with information seeking. Neurotic individuals utilize Facebook as a source to learn about others. On the other hand, extraverted and agreeable people probably employ Facebook as a way of actively fostering offline relationships. Contrary to hypothesis 9, the results indicated that neuroticism was not associated with seeking acceptance, one of the motives probably due to their inability to handle refusal.

Hypothesis 3 predicted that conscientiousness would be negatively associated with communication, information seeking, acceptance seeking and provision of support. Contrary to the hypothesis, the findings showed that conscientiousness was not associated with seeking information and communication. However, a negative correlation between conscientiousness and acceptance seeking and connection was found. One possible cause may be the fact that conscientious individuals would be more interested in content rather than the frequency, an issue that deserves further study.

Self-Presentation and Relevant Motivations

Hypothesis 6 predicted that extraversion would be positively associated with revealing actual characteristics and negatively associated with presenting hidden characteristics. The findings showed that extraversion was indeed associated with actual self-presentation and unrelated to hidden self-disclosure, probably due to the fact that extraverts express their authentic feelings to others easily. The relationship between extraversion and emotional exposure, on the other hand, turned out to be only marginally positive. Actual self-presentation only partially mediated the relationship ($z=1.65$, $p<0,05$). According to hypothesis 8, agreeableness would be positively linked with actual self-presentation and negatively associated with attention seeking. The findings supported this claim. Hypothesis 2 claimed that openness to new experiences would be positively related to general self-disclosure and disclosing feelings. According to the findings, however, openness turned out to be unrelated to disclosure.

According to hypothesis 10, neuroticism would be positively associated with emotional disclosure and expression of actual and ideal self. Mediation brought in a different perspective. The relationship between neuroticism and emotional disclosure was only partially mediated by actual ($z=2.24$, $p<0,05$), ideal ($z=3.42$, $p<0,05$) and hidden self-exposure ($z=1.86$,

$p<0,05$). On the other hand, the relationship between neuroticism and general self-disclosure was completely mediated by actual ($z=2.54$, $p<0,05$), ideal ($z=3.41$, $p<0,05$) and hidden ($z=2.37$, $p<0,05$) self-expressions. This suggests that the relationship between neuroticism and the activities of posting information and disclosure of feelings varies according to self-presentational needs.

It has been claimed in hypothesis 4 that conscientiousness would be negatively associated with general self-disclosure, disclosure of feelings, attention seeking, and actual and idealized self-aspects. The results confirmed that conscientiousness was negatively correlated to seeking attention, and hidden and ideal self-expression. However, contrary to the prediction, conscientiousness was found to be unrelated to emotional and general self-disclosure. It was negatively associated with posting photographs.

CONCLUSION

This study explored the relationship between the Big Five, two psychological needs, namely belonging and self-presentation, and the use of Facebook. It was discerned in this study that the need to belong was predicted best by the traits of agreeableness and neuroticism. Agreeable individuals are often strongly allured by the need to belong and Facebook seems to be an appropriate means to fulfill that need. Neurotic people generally suffer from not being able to fulfill need of belongingness offline. For such people, Facebook may offer a relief. It was also established in this study that the need of self-presentation was predicted best by the traits of strong neuroticism and conscientiousness. Conscientious persons are prudent in their online self-presentations. Neurotic persons may consider Facebook as a safe haven for presenting themselves, including their hidden and ideal characteristics. Mediation analysis indicate that the opportunity to reveal the hidden and ideal characteristics fosters the greater use of Facebook as a medium for personal disclosure.

This study indicates that, in order to discern the relationship between personality and Facebook, rather than the frequency of specific activities or behaviors, the motivations for doing so should be taken into consideration. It has been established in this study that the traits of conscientiousness and agreeableness were generally better predictors of motivations rather than behaviors. Furthermore, in many cases, motivations mediated the relationship between personality and behavior. Past research on personality and the use of Facebook yielded mixed results, which may be the result of focusing on behavior only or the result of an inherent weakness of the study. It may be suggested that the target of future research should be motivational variables. Behaviors or actions may be dealt with in a variety of ways,

including the investigation of specific contents of posts.

A major limitation of this study pertains to the scales created for this study. Therefore, their reliability and validity have not been established sufficiently. The fact that the study is conducted in a single institution is another matter that hinders further generalization. The third constraint is the lack of earlier research which might have been used for comparison among universities in this country. The medium of instruction is another drawback. As the medium of instruction is English, results obtained can only be used to infer about students of the universities that provide education in English. And the final limiting factor is the fact that all the participants are of the first year – inclusion of upper classes may make a difference.

The present study examines the relationship between Facebook and the Big Five in terms of belonging and self-presentation as proposed by Nadkarni & Hofmann (2012). Reducing the framework to two variables simplifies the process and extends the literature as such. This categorization may be especially useful in discerning selectively how designated traits are related to Facebook use. According to the findings, agreeable individuals seem to be more motivated by belonging than self-presentation needs. The findings indicate that neurotic people appear to be more motivated by self-presentation needs. The motivational drive becomes stronger if different facets of the self are expressed. Thus, the current findings uphold the perspective that these two motivations are critical in deciphering the relationship between personality and Facebook use.

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