

# Personality and Social Media Addiction Among College Students

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**Abstract**—Previous survey indicated the tendency of social media addiction among university students in Bandung. Other research reported that personality dimension had significant effect on social media addiction. This research aimed to provide information about personality and social media addiction among university students in Bandung. This research focused on the correlation between personality type and social media addiction. Quantitative approach was established to provide research data, using statistical Spearman correlation technique. Multistage sample were conducted and gathered 483 university students. The scale used to measure social media addiction were BSMAS (Bergen Social Media Addiction Scale) and IPIP-BFM-25 (Big Five Factor) were measured the personality types. The results shown 3 types of personality had significant correlation with the social media addiction tendency. There were neuroticism, extraversion and agreeable types of personality.

**Keywords:** *addiction, personality, social media, big five factor*

## I. INTRODUCTION

Indonesia is the fifth world rank on internet use. The people access internet are 143 million from population 267 million. Based on Asosiasi Pengguna Internet Indonesia survey [1]. 49,52 % Users age are approximately 19-34 years old. Based on education 79,23% users are college student. One of the internet function is accessing social media. Kaplan and Haenlein defined social media is a group of applications with internet based that build the foundation and web technology 2.0, it allowed activities such as exchanging contents which made by the internet users [2]. Social media comes which platform variations such as social network, forum internet, weblogs, social blogs, micro blogging, wiki, podcasts, pictures, video, rating, and social bookmark. Based on APII survey showed that social media accessed by 87,13% internet users in Indonesia [1]. Based on The Statics Portal, the used of social media describe as follows [3]. YouTube (43%), Facebook (41%), and follows by WhatsApp, Instagram and Line. The excessive used of social media, can lead people to have addiction behaviour. Young mentioned there are 5 internet addictions, one of them is cyber-relationship [4]. Kirchaburun and Griffiths studied on Instagram addiction, and the result shown the daily internet used are highly correlated with Instagram addiction [5]. The similar research done by Kuss et, al in Holland on 3.173 teenagers from 13 schools, results shown accessing online game and social application platform

increasing the risk of internet addictions. The use of new technology especially social networking platform can cause problems for youngsters [6]. Xu dan Tan stated that the transition from the normal used to problematic used of social networking platform when this media seen as an important mechanism or even exclusive to release stress, loneliness and depression [7,8]. Survey conducted by researcher to 100 college students in Bandung shown 35 % used internet 2-14 hours a day, 25% used internet 4-8 hours a day and 40% used internet for 8-12 hours a day. This could be potential problems in social media used in Bandung.

### A. Addiction

Griffiths emphasized that excessive used of internet (over than 12 hours per day) not always the same as addiction. The excessive used of internet has several negative consequences, but not always the same as addiction [9]. Behaviour categorized as addiction when completing these criteria's: a) Salience, when the social networking is the most important activities, dominating mind, feeling and a person behaviour. b) Mood Modification subjective experience as the consequences of social networking as coping strategy. c) Tolerance the process when more activities are needed to gain the same effect to experience the same excitement. d) Withdrawal symptoms the negative effects occurs when a person cannot access the social networking. Such as agitated, tremor, and sadness. e) Conflict refers the excessive used of the activities causing interpersonal or intrapersonal conflicts. f) Relapse, a process to stop the behaviour and repeat the same pattern of excessive using or transitioned to extreme used.

### B. Personality

John illustrated the meaning of big five domain of personalities [10]. The conceptual definitions are: a) extraversion implies energetic approach toward the social and maternal world and includes traits such as sociability, activity, assertiveness and positive emotionality b) agreeableness contrasts a prosocial and communal orientation towards others with antagonism and includes traits such as altruism, tender-mindedness, trust and modesty c) conscientious describes socially prescribed impulse control that facilitates task-and-goal-directed behaviour, such as thinking before acting, delaying gratification, following norms, and rules, planning, organizing and prioritizing tasks d) Neuroticism contrasts

emotional stability and even temperedness with negative emotionality, such as feeling anxious, nervous, sad and tense e) Openness to experiences describes the breadth, depth, originality and complexity of an individual’s mental and experiential life.

**C. Personality and Social Media Addiction**

Kayış et al. reported all personality dimension have significant effect on internet addictions [8]. Facebook addiction related with extraversion personality, narcissism, loneliness, social anxiety and feeling incompetence [11]. Similar to the research that shown the high level of extraversion and neuroticism personality, and lower level of Agreeableness, Openness, and Conscientiousness were able to predict problematic used if internet [12]. Neuroticism trait can be predicted problematic social media use [13]. The conclusions from 3 different research are neuroticism personality. It can be concluded that people who access excessive social media often feeling anxiety, irritated, sadness, and sensitive. Another finding has different conclusion, Carlisle stated the significant predictor on (Internet Gaming Disorder) were neurotic and introverted personalities [14]. Müller et al. stated the lower level of conscientious and high level of neuroticism can predict problematic internet use [15]. This findings are supported by research data from Stavropoulos et al. that Contentiousness as the safety factor of internet addiction [16]. Findings from Zhou et al. shown openness to experience, extraversion, and neuroticism has positive association with internet addiction [17]. This findings were different with Kayış et al., about opens to experience because it was negatively correlated with internet addiction [8]. From all the above research findings there are differences about types of personality that related to internet addictions. More specifically on social media users, extraverted and neurotic personality were more addicted to social media [18]. Neurotic, introvert and conscientious personalities were easier to become problematic Facebook user [19]. Introverted individual, lack of emotional stability were correlated with Facebook addiction moreover introverted students, less agreeable and less conscientious were addicted to twitter [20,21]. Those researches were conducted in few countries in Europe, USA and china. Social media addictions research in Indonesia has not been explored yet. 79,23% internet user in Indonesia were college students. This research are about to provide the information on social media addiction and personalities among college students.

**II. METHODS**

Quantitative approach was established to provide research data, using statistical Spearman correlation technique. Multistage sample were conducted and gathered 483 university students. The scale used to measure social media addiction were BSMAS (Bergen social Media Addiction Scale) and IPIP-BFM-25 (Big Five Factor) were measured the personality types.

**A. Sampling Methods**

Multi stage sampling applied in this research. First stage were divided universities based on cluster location in Bandung, and 1 university randomly chosen from each cluster. Subjects

were collected from 5 universities that represented location cluster in Bandung. There were Maranatha University (represented north Bandung cluster), Muhammadiyah Bandung University and Pasundan University (represented central Bandung cluster) Islam Negeri Sunan Gunung Djati University (represented east Bandung cluster) and Telkom University (represented south Bandung cluster). Second stage were applying convenient sampling. Total research subjects N= 483

**B. Statistical Technique**

Statistical Spearman correlation data analysis were used to correlate between personality types with social media addiction.

**III. RESULTS**

The data collected from research subjects consist of social media addiction data and the correlation between addiction and personality data. Social media addiction data shown:

- 270 (55,9 %) college students were have high tendency on social media addiction.
- 213 (44,1 %) college students were have low tendency on social media addiction.

TABLE I. SOCIAL MEDIA ADDICTION ASSESMENT

No	Social Media Addiction		
	Social media addiction level	n	Percentage
1	Low	213	44,1%
2	High	270	55,9%
	Total	483	100,0%

Data demonstrated positive relation between social media addiction and neuroticism, agreeableness and extraversion types of personalities, and negative relationship between social media addiction and conscientiousness and openness to experience types of personalities.

TABLE II. SOCIAL MEDIA AND PERSONALITY CORRELATION DATA

No	Social Media Addiction Correlation		
	Personality types	Correlation	Criteria
1	Extraversion	0.419	Positively Significant
2	Agreeableness	0.414	Positively Significant
3	Conscientiousness	-0.014	Negatively significant
4	Neuroticism	0.438	Positively Significant
5	Openness to experience	-0.140	Negatively significant
6	Big five	0.445	Positively Significant

**IV. DISCUSSION**

**A. Relationship Between Personality and Social Media Addiction**

The research result were supported the conclusion by Kayış et al. which reported all personality dimension have significant effect on internet addictions [8]. Since Facebook is one of the social media platform accessed by the research subject it correlated with extraversion personality. So this is also a confirmation on data presented by Atroszko et al. which explained that Facebook addiction were related to extraversion

personality [11]. The research shown that extraversion, agreeableness and neuroticism has positive correlation with social media addiction. It means that individual shared those traits are having tendency to addiction on social media platform. This finding were different than which found that lower level of Agreeableness were able to predict problematic used of internet [12]. The college students in Bandung were high level of agreeableness and positively related to the tendency of social media addiction. Agreeableness contrasts a prosocial and communal orientation towards others with antagonism and includes traits such as altruism, tender-mindedness, trust and modesty John [10]. The explanation were access to social media is a communal value in Bandung youth. Another finding presented by Alonso and Romero were similar with the research finding which confirmed that lower level of Openness, and Conscientiousness were able to predict problematic used if internet [12].

However the Neuroticism which significantly correlated with social media addiction also confirmed the data presented by Blackwell et al. which stated that Neuroticism trait can be predicted problematic social media use [13]. It can be concluded that people who access excessive social media often feeling anxiety, irritated, sadness, and sensitive. This findings were also supported by Müller et al. [15] and Stavropoulos et al. [16] agreed, the lower level of conscientious and high level of neuroticism can predict problematic internet use. It can be concluded that Contentiousness as the safety factor of internet addiction.

Findings from Zhou et al. shown openness to experience, extraversion, and neuroticism has positive association with internet addiction [17]. This findings were different with this research findings. Openness to experiences describes the breadth, depth, originality and complexity of an individual's mental and experiential life John [10]. The research finding shown that the more openness to experience, less addicted to social media. This means social media were perceived by the youth not as the platform to pursuit life experiences. This conclusion supported by data shown more specifically on social media users, extraverted and neurotic personality were more addicted to social media [18]. Neurotic, introvert and conscientious personalities were easier to become problematic Facebook user [19]. Introverted individual, lack of emotional stability were correlated with Facebook addiction [20] moreover introverted students, less agreeable and less conscientious were addicted to twitter [21]. None of the research above shown openness type of personality addicted to social media platform.

## V. CONCLUSION

There were two conclusion in this research, the first conclusion, the more neuroticism, agreeableness, and extraversion the more addiction to social media. The second conclusion were the more conscientiousness and openness to experience, less addicted to social media. This could means this type of personality are the factor that can protect people from social media addiction.

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