

PERSONALITY TRAITS AND FACEBOOK ADDICTION AMONG TEENAGERS AND YOUNG ADULTS

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Abstract: *The present study aimed to understand which of the big five personality traits of the teenagers and young adults have tendencies to lead the commonly Facebook usage toward Facebook addiction. Very few extensive researches have been conducted on this subject in Pakistan. The study aimed to identify the relationship of some particular Big Five Personality traits as well as predicting those traits with Facebook addiction. This study has also evaluated the differences of Facebook addiction in terms of age between teenager and young adult students. An initial purposive sample of 300 Facebook users including 150 teenager students (75 girls, 75 boys) and 150 young adult students (75 girls, 75 boys) was recruited from various schools and colleges. From this sample of 300 Facebook users, 86 participants were indicated as Facebook addicts as assessed by the Bergen Facebook Addiction Scale. The Big Five Markers Personality Scale and Bergen Facebook Addiction Scale were used as assessment measures. Pearson product moment correlation, linear regression and independent sample t-test were used to analyze the data. The results indicated significant positive relationship and predict of 'Extraversion' while significant negative relationship and predict of 'Conscientiousness' traits with Facebook addiction. Agreeableness, Emotional Stability and Intellect personality traits were insignificant for Facebook addiction. Additionally, insignificant differences were revealed between Facebook addicted teenagers and young adults. The study would be an addition to the academic literature on personality and social psychology with various implications for better understanding of Facebook addicted teenagers and young adults including counseling and psychotherapy as well.*

Key words: *Personality Traits, Facebook Addiction, Teenagers, Young, Adults Personality, Social & Counseling Psychology*

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Introduction

Internet is being considered as one of the most important invention of the modern world for information exchange and communication (DaniTa, 2013) and becoming popular day by day. More than 52% of the world population (over 4 billion) was using internet services at the end of year 2018 (Global Digital Report, 2018) while social networking is gaining popularity as means of communication and entertainment (Global Web Index, 2018). The latest trends in social media are estimated that in 2021, there would be approximately 3 billion social network (including Facebook) users globally (Statista, 2019). However, there is growing evidence indicating that the excessive use of SNS (including Facebook) may result in symptoms commonly associated with substance-related addictions (Andreassen, 2015; Grant et al. 2010; Griffiths et al., 2014; He et al., 2017).

It is commonly observed that Internet is affecting almost all of our institutions, organizations, daily lives and behaviors. A single command can reveal doors of new unseen worlds in front of us. Almost every matter of life is dependent on the signals of the internet. Women love to learn about cooking, home decor and new trends of designing while men are trying to expand their business with the help of

internet. Social network sites provide new identities, new user names, and profiles. People love to share their feelings, life events and issues on social network sites (Hughes & Hans, 2001).

Facebook addiction

Facebook addiction has been defined as a condition in which a person spends hours on Facebook and his healthy balance of life is affected due to Facebook addiction (LaRose, Kim & Peng, 2010).

Facebook addiction is a common phenomenon now-a-days. With increase in information technology, the Social Networks Services (SNS) are increasing and the youngsters spend a lot of time on these networks. Among these networks, Facebook is most frequently used social network site (Carlson, 2011). Social networks are one type of online activity in which E-mailing/texting has become predominant.

In this research, the authors studied Facebook addiction, not the internet addiction. There were two main reasons for selecting Facebook over other SNS. First, Facebook is considerably more popular among general population than other SNS. The widespread acceptance of Facebook suggests that there may be unique factors associated with this SNS that are working to gratify the needs of a large number of Internet users. Second, there is increasing interest of researchers

on Facebook usage and addiction during the last two decades. In their review of SNS addiction, Kuss and Griffiths (2011) demonstrated that empirical studies based on Facebook outweigh studies focusing on any other SNS. Among social networks, Facebook is by far the most popular however, it had been about 600 million in 2011 (Carlson, 2011) while over one billion people were active on Facebook in December 2018 (Google.com, 2018). It is estimated that among 3 billion users of SNS in 2021, Facebook would be the most common site (Statista, 2019). Such trend is increasing in Pakistan as well, particularly among the young adults. Among the 45 million internet users in Pakistan, 92% are the young adults who are active users of Facebook (AlphaPro Digital Statistical Indicators, 2018; Sathar et al., 2016).

Big Five Personality Traits

The Big Five Personality Traits, developed earlier by Tupes and Christal (1961) through factor analytic technique, advanced by Digman (1990), gradually developed by Costa and McCrae (1992) and organized by Goldberg (1992, 1993) have been widely accepted as independent factors of personality with continuum, and excessively used in relationship with academic behavior and predicting problematic behaviors like conduct disorders, delinquency, and externalizing problems (John et al, 1994)

have got wide recognition. The Big Five personality traits include Extraversion, Agreeableness, Conscientiousness Neuroticism/Emotional Stability, and Intellect/Openness to Experience.

Extraversion

Extrovert personality trait is the first factor of big five personality factors. People with extrovert personality traits love to communicate with others; they have strong webs of communication, social circles and love to talk about different topics. People with high score on this factor are lively and energetic. They want to spend their time in their social parties and they cannot spend long hours in loneliness (Ross et al, 2009). These individuals have strong tendencies to be sociable, active and assertive (Barrick & Mount, 1991). People with low score on this trait, called introverts, are aloof and they want to keep and maintain distance from others. They have very few friends. They feel uneasy in social parties and they want to spend their time with their own self (Ross et al, 2009). People with high degree of extraversion are prone to Facebook addiction (Mahmood & Farooq, 2014).

Agreeableness

Agreeableness is associated with being flexible, cooperative, and tolerant (Judge and Ilies, 2002). It is also characterized by potential to trust others, being compliant and deferring to others. Kayis and colleagues (2016)

predicted that it would have a positive relation to Facebook addiction, which has a potential to be used as a medium for fostering relationships. Since Agreeableness is marked with a tendency to trust, they predicted that Agreeableness would be positively linked with such individuals' interactions on Facebook (Kayış et al, 2016).

Conscientiousness

Conscientiousness personality trait is the third factor of big five factor model. People with this personality trait are conscious about each and every aspect of their life. They are conscious about their dress, their job responsibilities, performance at workplace and their future. They show extreme care and concern even on ordinary matters of their life. People with low score on this trait are careless and irresponsible. They cannot perform their duties well, have issues with their boss and cannot complete task on time. The people with low score on conscientiousness are messy individuals who cannot follow a schedule in life (McCrae and Costa, 1999). Since people with high conscientiousness trait are responsible in their life and such people are too focused in their lives with their own objectives that they are striving to achieve, and whereas, Facebook usage consumes a lot of time therefore, Facebook doesn't hold a very significant position in their lives (Stieger et al,

2013).

Neuroticism (Emotional Stability)

People with this personality trait are characterized by the feeling of depression, anxiety, pessimism and hopelessness. They feel anxious almost all the time, and mostly worried and insecure individuals (Chen, 2008). Facebook is social network site which enables others to create communication between one another without really physically getting involved in any social activity. But people with high score on this trait feel insecure and anxious while communicating directly with others. Facebook help them with an opportunity to actually be sociable without exposing their anxious personality to the other members or friends on Facebook. This not only enables them to make social contacts with people on Facebook which in real life is inhibited due to their neurotic personality but also makes them addicted to this media (McCrae & Costa, 1999). People with high degree of neuroticism are prone to Facebook addiction (Mahmood & Farooq, 2014).

Openness to experiences (Intellect)

These individuals are adventurous, love to experience new things, have exploratory and curious nature, want to change their routines, and they cannot bear uniformity on long basis. People with high score on this domain want to experience new people, new places, new tasks, and always ready to take a new

initiative. They seek opportunities to try exploring things, and indulging in new experiences as their interests are wide ranged (Amichai-Hamburger & Vinitzky, 2010). People with low score on this factor don't want to change their routines. They don't like to explore new places, new people, and have fears regarding new situations. They can spend their whole life in same home, with same job place (McCrae & Costa, 1999). People with high degree of openness to experience are prone to Facebook addiction (Mahmood & Farooq, 2014).

Literature Review

From theoretical perspective, almost all addictions are some needs satisfying and pleasure seeking activities. It may date back to the Jermey Bentham and John Staurt Mill's utilitarian concept, based upon the principle of hedonism (google.com). According to Bentham and Mill's philosophy, all human beings are struggling to avoid pain and seek and maximize their pleasure. According to media usage gratifications theory, the use of a particular media is goal-oriented and could be some needs satisfying and various forms of gratifications as well (Katz et. al., 1973). From this perspective, the studies have extended to SNS addictions like substance addiction, as acknowledged by the American Psychological Association as well (Andreassen, 2015). Some authors have indicated that SNS

addiction should be considered as a generic phenomenon (e.g. Tang and Koh 2017; Wanget al. 2018) and further, along with SNS addictions (including Facebook), might have associated ramifications like stress, lower psychological well being and mental health problems (Andreassen & Pallesen 2013, 2014; Balcerowska, et. al., 2020; Ryan, et. al., 2014). Again, referring to Jermey Bentham, any kind of action that promotes happiness or pleasure is right while (if) that produces unhappiness or displeasure is wrong. So, according to some studies (e.g., Andreassen and Pallesen, 2013, 2014), Facebook addition is also associated with stresses and mental health problems. In spite of that, young people are more inclined to the usage of social media perhaps, to express their identity and desire to connect with others, as compared to other age groups (Mahmood et al., 2018a).

Previous researchers have established a positive relationship between Agreeableness personality trait and Internet usage (Yang and Lester, 2003). Conscientiousness trait has been reported as negatively related to addiction tendencies of the social media while extraversion trait has been positively related (Wilson, et al., 2010). The findings of Biolcatiet al., (2018) showed that Conscientiousness, Extraversion, Neuroticism, and Loneliness (Social, Family, and

Romantic) were strong significant predictors of Facebook Addiction. Age was not significant predictor of Facebook overuse. In another study, among the big five personality traits, Extraversion, Neuroticism and Openness to experience are all positively associated with frequency of social media usage (Correa, Hinsley, and de Zuniga, 2010). Interestingly, the other extreme of Extraversion, that is, Introversion, has also been observed with elevated use of social media. While extroverts utilize social media for the purpose of social enhancement, introverts use it for compensating themselves socially (Kuss & Griffiths, 2011). A study conducted by Andreassen and her colleagues (2012) indicated that the high usage of Facebook was positively related to Neuroticism and Extraversion, while negatively related to Conscientiousness. Hassan & Yasir (2016) indicated that openness to experience was positively related to Facebook addiction. Further, the Facebook addiction, which is a prototype of SNS addiction, was positively related with perceived stress while negatively associated with subjective wellbeing of young adults (Balcerowska et al., 2020).

An important study conducted by Mahmood & Farooq (2014) in Pakistani context has looked at Facebook addiction and personality traits. Results of this study have indicated that the

higher degree of openness, extraversion and neuroticism are related with Facebook addiction and higher degree of conscientiousness and agreeableness each influences protection from this addiction in Pakistani population.

Purpose of the study

Facebook addiction is becoming a worldwide phenomenon including Pakistan. It is commonly observed that most of our youngsters spend a lot of their precious time on it. Usually, it becomes problematic while wasting their academic learning time, procrastinating and disconnecting their nearby family relations. Here, the question arises who are those interested in Facebook addiction for the sake of pleasure as indicated by the hedonistic theory while facing its negative consequences as well. To answer such a question, while almost all such studies have been conducted on foreign societies, the authors wanted to know the prevalence of Facebook addiction among teenagers and young adults, and their personality traits relationship to such addiction in Pakistani society. By such an understanding, the counselors and psychotherapists may guide our younger generations in better ways and may divert the human resource of younger generation in more constructive ways.

Hypotheses

H1. Among the Big Five personality traits, the Openness, Extraversion and

Neuroticism are likely to correlate positively with Facebook addiction among teenagers and young adults.

H2. Among the Big Five personality traits, the Conscientiousness and Agreeableness are likely to correlate negatively with Facebook addiction among teenagers and young adults.

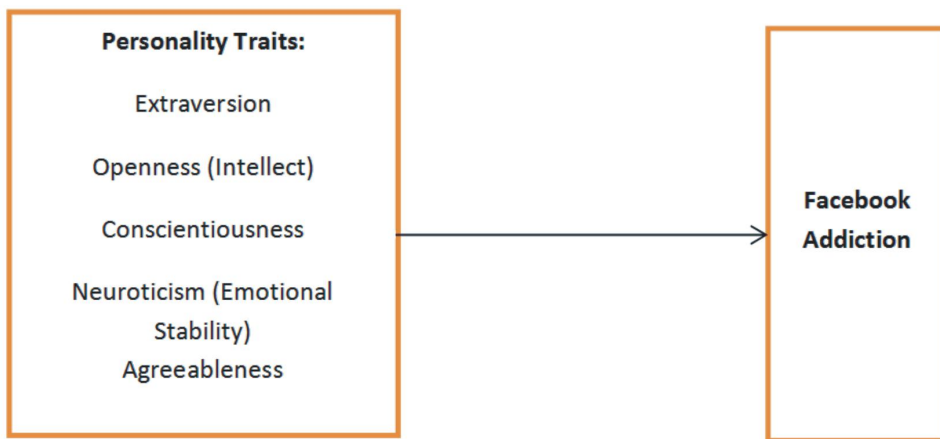
H3. Among the Big Five personality traits, the Openness, Extraversion and Neuroticism are likely to positively predict Facebook addiction among

teenagers and young adults.

H4. Among the Big Five personality traits, the Conscientiousness and Agreeableness are likely to negatively predict Facebook addiction among teenagers and young adults.

H5. Teenagers and young adults have significant differences in Facebook addiction.

Figure 1 Hypothetical Model



Research Design

Cross-sectional and correlational research design was used in this study to find out relationship of personality traits with Facebook addiction. Purposive sampling strategy was used for data collection from the required students' age groups of adolescence and young adulthood studying in various schools, colleges and universities of Lahore city.

Sample

An initial data of 300 Facebook user

students was recruited from various educational institutions. The age range was from 13 to 19 years for teenage group and 20 to 35 for young adults group.

With the school administration and teachers' consent, seventy five (75) teenager girls and seventy five (75) teenager boys were selected from teenage group. Seventy five (75) young adult boys and seventy five (75) young adult girls were selected from young adult age group. Both groups were

selected from schools, colleges, and universities of different private and government educational institutions of Lahore. By screening of 300 Facebook users, 86 (28.7%) were diagnosed as Facebook addicts and selected for the study by using Bergen Facebook Addiction Scale (Andreassen et. al.,

2012). Among these 86 Facebook addicts, 42 (48.8%) were teenage adults while 44 (51.2%) were young adults. Ten students were interviewed to know the hazards of Facebook addiction, if any. The demographic characteristics of the sample are shown in Table 1.

Table 1: Frequency table of Demographic Characteristic of Sample

Variables	<i>f</i> (%)
(1) Age	
13-19	150(50)
20-35	150(50)
(2) Gender	
Males	150(50)
Females	150(50)
(3) Education	
8 th grade -F.A	150(50)
B.A/B.Sc./M.Phil.	150(50)
(4) Family system	
Joint	136(45.3)
Nuclear	164(54.7)
(5) Job	
Job Holders	39(13)
Jobless	261(87)
(6) Facebook Users	
Non-addicts	214 (71.3)
Addicts	86 (28.7)
Teenagers addict	42 (48.8)
Young adults addict	44 (51.2)

*Note.*N=300

Scale and Measurements

Facebook addiction was measured with —Bergen Facebook Addiction Scale (BFAS) developed by Andreassen, et al., (2012).

Initially, a scale of 18 items was developed into short version of 6 items, scored on Likert Scale of 5 point on a continuum ranging from very rarely to very often. At least, four of the six items may suggest the respondent is addicted to Facebook. This scale has the score of 16 as the cutoff point. The scale consisted on six core features of addiction: salience, mood modification, tolerance, withdrawal, conflict, and relapse. Cronbach coefficient alpha of this scale was .83. The scale was translated according to rules defined by MAPI guideline in Urdu language. To test the validity of BFSA on Pakistani population, a recent study (Mahmood, et

al., 2020) has indicated that the Scale measures the Facebook usage intensity in addiction context. The study mentioned that the Scale may be used in epidemiological and clinical settings while its internal consistency through Cronbach alpha was above 0.78.

Personality traits were measured by —IPIP big five factors developed by Goldberg (1992). It has 50 items that are divided into 5 subscales of Extraversion, Agreeableness, Conscientiousness, Emotional stability and Intellect. Each subscale comprised of ten items.

Cronbach alpha coefficient of this scale was .84. Each subscale measures a unique personality trait. The scale was translated according to rules defined by MAPI guideline in Urdu language. Psychometric properties of the Big Five Personality Traits and Bergen Facebook Addiction Scale are shown in Table 2.

Table 2 : Psychometric Properties of Big Five Personality Traits (Extraversion, Agreeableness, Conscientiousness, Emotional Stability, Intellect) and Bergen Facebook Addiction Scale among Teenagers and Young Adults

Scales	k	<i>a</i>	<i>M</i>	<i>SD</i>	Range	
					Potential	Actual
Big five scale	50	.797	170.48	19.522	50-250	97-223
Extraversion	10	.521	30.62	5.799	10-50	15-47
Agreeableness	10	.637	38.56	6.060	10-50	20-50
Conscientiousness	10	.714	36.46	6.759	10-50	16-50
Emotional stability	10	.728	29.92	7.347	10-50	12-50
Intellect	10	.540	34.91	5.378	10-50	18-50
Facebook addiction	6	.834	12.31	5.927	6-30	6-29

Note: N=300

Table 2 shows that Big Five Marker Scale has good reliability and its subscales have adequate reliability, while Facebook addiction scale has high reliability.

Procedure

Before and during visit to schools, colleges and universities for data collection, all ethical standards of APA were followed. First of all, permission for translating and using the scales of data collection was taken from the related authors. Informed consent was taken from the institutions’ administrators, teachers and the participants and also assured of confidentiality.

Demographic data of the sample was collected with a self-designed questionnaire. Purposive sampling strategy was used as the nature of the data requirement. Facebook addiction

and personality traits were measured through the translated standardized questionnaires in national language. The quantitative data were analyzed through SPSS 21 statistical software.

Statistical Analysis

Inter-correlation among all the big five personality traits with Facebook addiction in Table 3, and regression analysis on significant positive relationship of personality trait of Extraversion with Facebook addiction is shown in Table 4 while the regression analysis on significant negative relationship of conscientiousness with Facebook addiction is shown in Table 5. The t-test between adolescents and young adults showed no significant differences between them.

Results

Table 3: Inter-correlation between Big five Personality Traits (Extraversion, Agreeableness, Conscientiousness, Emotional Stability, Intellect) and Facebook Addiction among Teenagers and Young Adults

	FB add	EXT	AGR	CON	ES	INTE
FB add	-	.298**	-.031	-.306**	-.147	-.152
EXT		-	.037	-.038	-.063	.290**
AGR			-	.378**	.173	.344**
CON				-	.178	.400**
ES					-	-.044
INTE						-

Note: N=86

* = $p < 0.05$, ** = $p < 0.01$, FB add=face book addiction, EXT= extraversion, AGR= agreeableness, CON= conscientiousness, ES =emotional stability, INTE=intellect.

Table 3 shows that Facebook addiction is positively correlated with Extraversion, and negatively correlated with Conscientiousness personality traits while there is insignificant relationship of Facebook addiction with Agreeableness, Emotional stability and Intellect personality traits among teenagers and young adults. Extraversion is positively correlated with Intellect personality traits, while there is insignificant relationship of extraversion with agreeableness, conscientiousness and emotional stability. Agreeableness is positively correlated with Conscientiousness and Intellect personality traits, while there is insignificant relationship with Emotional stability. Conscientiousness is positively correlated with Intellect, while there is insignificant relationship with emotional stability. Emotional stability has insignificant relationship with intellect.

Table 4: Extraversion as the Predictor of Facebook Addiction among Teenagers and Young Adults

Predictors	Model 1 β	Facebook addiction
		95% CI
Constant	14.783	[11.26, 18.30]
Extraversion	.162*	[.049, .276]
R ² F	.089	
	8.16*	

Note: N=86

* $p < .05$; β = Unstandardized regression coefficient; CI = Confidence interval

Table 4 shows that Extraversion personality trait positively predicts Facebook addiction.

Table 5 : Conscientiousness as the Predictor of Facebook Addiction among Teenagers and Young Adults

Facebook addiction

Predictors	Model 1 β	95% CI
Constant	24.25	[21.15, 27.34]
Conscientiousness	-.131*	[-.220,-.042]
R ²	.093	
F	8.64*	

Note: N = 86

* $p < .05$; β = Unstandardized regression coefficient; CI = Confidence interval

Table 5 Shows that Conscientiousness personality trait is negatively predicted of Facebook addiction.

Figure 2



Additionally, Independent Sample t-Test for age differences on Facebook addiction showed no significant difference between Teenagers (n=42) and Young adults (n=44).

Discussion

Perhaps, very few studies have been conducted on big five personality traits and Facebook addiction on adolescents and young adults on Pakistani population. The authors assessed the relationship among Extraversion, Agreeableness, Conscientiousness, Emotional Stability / Neuroticism, Intellect / Openness to experience personality traits and Facebook addiction. Additionally, researchers were interested to evaluate whether all

these personality traits predict Facebook addiction or not. Further, age differences of teenagers and young adults in terms of Facebook addiction were also taken into account in this study.

Upon the basis of literature review, it was hypothesized (H1) that –among the Big Five personality traits, the Extraversion, Neuroticism and Openness are likely to correlate positively with Facebook addiction, and the second hypothesis (H2) was that

among the Big Five personality traits, the Conscientiousness and Agreeableness are likely to correlate negatively with Facebook addiction among teenagers and young adults. The results indicated that in H1, only Extraversion trait was positively related with Facebook addiction, and in H2, only Conscientiousness was negatively related with Facebook addiction. So, H1 and H2 are partially approved. Similarly, ref. H3, Extraversion trait only positively predicted Facebook addiction and ref. H4, Conscientiousness trait only negatively predicted Facebook addiction among teenagers and young adults. Further, H5 was rejected as no differences were found between teenagers and young adults on Facebook addiction.

Some previous researches have supported the findings of the study with some differences. Blachino and colleagues (2017) conducted a study to find the relationship between Facebook addiction, internet addiction and personality traits. They collected data from three different cultures. They found that Facebook addiction was negatively associated with Conscientiousness, Agreeableness, and Emotional stability personality traits while our study has found the negative relationship as well as negative prediction of Facebook addiction with Conscientiousness trait only and positive relation as well as positive

prediction of Facebook addiction with Extraversion trait only. Other personality traits such as Agreeableness, Emotional Stability, and Intellect had insignificant relationship with Facebook addiction in our study.

A study by Caci, Cardaci, Tabacchi, and Scrima (2014) showed that the high level of Conscientiousness was related to a lower frequency and shorter duration of Facebook sessions and a lower number of Facebook friends. Conscientiousness personality trait was also studied with social media usage by some other researchers (e.g., Wilson, Fornasier & White, 2010; Correa, Hinsley, & de Zuniga, 2010). Significant negative relationship was found between these two variables. Moreover, other personality traits like Extraversion, Intellect (Openness to experience) and Emotional Stability (Neuroticism) were positively correlated with social media usage in their studies.

According to literature, Extroverts tend to make the friends in real life and then utilize the Internet to stay in touch (Wilson, Fornasier & White, 2010; Ross et al., 2009). Tang and colleagues (2016) found positive association of Facebook addiction with extraversion personality trait, interpersonal relationships and social support. Conscientiousness, Agreeableness and Neuroticism personality traits were negatively associated with Facebook addiction in their study.

Conscientiousness, like present study, was negatively predicted of Facebook usage among students by Yesil (2014). The authors' findings about the prediction of Facebook addiction are partially supported by many previous studies in literature.

In the present study, positive relationship between Extraversion personality trait and Facebook addiction was also indicated as in many previous studies (e.g., Mahmood & Farooq, 2014; Wilson, et al., 2010). This trait, in general, positively relates and predicts Facebook addiction. People with Extrovert personality trait love to communicate with others, they always strive to seek stimulation by giving attention outward, have strong webs of communication, have social circles, and they love to talk about different topics. People with high score on this factor are lively and energetic, they want to spend their time in their social parties, and they cannot spend long hours in loneliness. These individuals have strong tendencies to be sociable, active and assertive. They are usually members of various social activities. They are mostly engaged in such type of activities like clubbing, sports and debating (Ross et. al., 2009). The authors' study revealed positive association and prediction of Facebook addiction of extraversion personality trait which shows that extroverts satisfy their psychological needs when using Facebook. High

extraversion trait significantly predicted the inclination toward Facebook addiction. But, on the other side, it is also observed in some studies that the extraverts who are addictive of Facebook addiction also suffer from stress, and associated mental health problems. So, such people who may be seeking pleasure by Facebook addiction might come across various kinds of stresses and problems of psychological wellbeing, sooner or later (Pallesen, 2013, 2014).

Additionally, a negative association between Conscientiousness personality trait and Facebook addiction was indicated in this study. Similar findings were also indicated in some previous studies (e.g., Andreassen et. al., 2012; Mahmood & Farooq, 2014). This trait negatively predicted Facebook addiction. Conscientiousness seems to be negatively related to Internet usage in general because conscientious individuals seem to be more dutiful in their everyday (offline) tasks and tend to regard the Internet and the Facebook possibly even more as an unwanted distraction from their daily routine which might lead to less engagement in online activities.

Such people don't want to waste their time in such activities, and intend to remain meticulous and use their time in more productive tasks. So, the study suggested that conscientious people will not engage in Facebook type of

activities. Perhaps, they might be using Facebook to some extent but not at the extent of addiction level.

There are some researches in the field that did not support the findings of the authors' study. In a study by Blachino and Przepi (2016), Facebook addiction and Extraversion personality trait revealed negative relationship. Ross and colleagues (2009) reported insignificant relationship of Facebook addiction with Extraversion, Intellect and Emotional stability. Amichai-Hamburger and Vinitzky (2010) were not able to find a considerable link between excessive Facebook usage and all the Big Five personality traits, however.

Authors' findings have not supported the body of many previous researches that Extraversion, Neuroticism/Emotional stability and Openness to experience/Intellect personality trait are positively associated with high frequency of social media usage (e.g., Correa, et al., 2010).

Further, Kayışet. al., (2016) established a positive relationship between Internet addiction and Agreeableness trait of personality. It is noted that people who are high in Agreeableness offer help easily and expect reciprocity (Akter & Nweke, 2016). There were also negative relationships of Facebook excessive usage with Intellect, Extraversion, Agreeableness and Emotional Stability

(Stieger, et al., 2013). The studies of Hassan and Yasir (2016) and Yang and Lester (2003) revealed significant positive relationship between Agreeableness personality trait and Facebook addiction. Perhaps, more extensive and rigorous studies may give better findings in the field.

Implications

The current study has implications for better understanding of internet and Facebook addicts during their age of adolescence and young adulthood and it might be of interest for personality and counseling psychologists. Whereas, this study is an addition to the literature on personality, counseling and social psychology, it has many implications on personal, social and counseling aspects of individuals and society as well. In this study, an initial sample of 300 teenagers and young adults of Facebook user who were regular students of different educational institutions, 86 students (28.7%) among them were identified as Facebook addicts on Bergen Facebook Addiction Scale. It is well known in literature that whereas, Facebook usage/addiction has some benefits (e.g., Rinaldi et al., 2018), it is also associated with some physical, psychological, social and psychiatric problems, and lower psychological wellbeing (e.g., Balcerowska et al., 2020).

Upon the short semi-structured interview of the ten Facebook addicted students, it was revealed that due to

Facebook addiction, they were wasting a lot of their study hours and recreational time. Their quality of sleep and schedules were disturbed. They were inclined towards procrastination. Their physical health and direct social contacts with family and friends were reduced due to too much usage/addiction of Facebook while they were highly involved in seeking pleasure on the prolonged and/or frequent usage of digital communications on Facebook. The parents, educators and social policy makers should look into such arising issues of teenager and young adult students. They should provide them suitable guidance and counseling to use Facebook in a moderate way (with least harm and maximum gains) so that their personalities may be groomed in a balanced way and their growing talents may be utilized in healthy ways for the socioeconomic development of the country.

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