

Psychographic Segmentation through Users' Online Needs & Personality in Social Networking Sites

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The work contained within this document has been submitted in partial fulfilment of the requirement of their course and award

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1. EXECUTIVE SUMMARY

Segmentation, targeting and positioning are fundamental to any marketing or brand management strategy. To date, users of social media have most frequently been treated as one homogeneous group by marketers developing online promotion strategies. The aim of this research is to investigate what type of users exist in Social Media by discovering their needs on the web and by analysing their Personality Traits online, specifically their Extroversion. To do so an extended research has been done behind the type of needs users fulfil online, these needs have been categorised by 3 levels: Independent needs, interdependent and dependent needs. Personality traits are also explored which may impact what needs are being fulfilled online. Specifically, this research proves how Extroversion & Introversion affect the use of Social Networking Sites, and finds the untapped potential of focusing on introverted users.

2. ACKNOWLEDGMENTS

First I would like to express my sincere gratitude to Mr. Kulbir Bains who has helped me all the way through completing this research, providing me the right direction, guidance and advise throughout the project. Secondly I would like to thank all students of Coventry University for sparing their time and providing me with the right. Third, thanks to Amber Kearse, Leanne Allie and Nicole Gee and the Centre of Academic Writing for their time, patience and advice with this project and throughout my 4 years of University, helping me improve and be a better student.

3. INTRODUCTION

Social Media has revolutionized the way people interact with each other on a global scale (Ngai et al. 2015, Okazaki & Taylor 2013, Correa et al. 2010). Research estimates that 1 in 3 of the world's population use Social Media (eMarketer 2016), which makes it a crucial tool in contemporary marketing strategies.

For some, Social Media is the sum of all Internet-based platforms that help connect, network and communicate with a wide range of users browsing the Web 2.0 (Ngai 2015, Casalo 2011), which facilitates content creation online (Okazaki & Taylor 2013). These new generation of applications have created a new world of collective intention and collaboration, also known by as “we-intention” (Cheung & Lee 2010).

What is certain is that all Social Networking Sites (SNS) have a social nature (Leung 2013, Chen 2011), these online environments fulfil psychological needs that are keeping people engaged day after day. But what type of needs does SNSs fulfil? And how can these needs impact its way of use? Are all needs the same for all users? Or does Personality affect the needs a user may find online? This questions will be answered throughout the following research.

4. AIMS & OBJECTIVES

For this research, the following objectives are further investigated:

- What basic needs are fulfilled by the use of Social Networking Sites?
- Explore the literature of social needs and the application of them in a social network context
- Understand how needs may vary by individual's personality (The Big Five)
- Identify type of users online linked to personality (Active/Passive)(Extrovert/Introvert)

5. LITERATURE REVIEW

5.1 SOCIAL NEEDS

The word “need” can be defined as the outcome from internal and external circumstances (Chen 2011), or as a force that pushes people in a certain direction in order to satisfy those needs and gratify them (Karapanos et al. 2016). Certainly the nature of needs includes not only extrinsic forces, but also intrinsic ones pushing human beings to thrive (Krishen et al. 2016). The outcome of a human being fulfilling psychological needs is to have a positive, meaningful experience which leads them to feel “happy” (Hassenzahl et al. 2013)

Social Networking Sites (SNS) fulfil needs such as developing new friendships or keeping up to date with old ones, finding information about events (Correa et al. 2010) or gratifying the simple need to connect (Chen 2011) even deeper needs involving the need of self-esteem and increasing levels of narcissism, extraversion and neuroticism as part of users’ personality (Ong et al. 2011), which will be explained further on.

According to Sheldon et al. (2001) there is a list of universal needs which promote psychological thriving and have a positive effect on consumers’ satisfaction in experience. These needs are *autonomy, competence, relatedness (or connectedness), self-esteem, self-actualized meaning, physical thriving, pleasure-stimulation, security, popularity and money-luxury* (Karapanos 2016). When fulfilled, these needs take part of *psychological consumption* (Hassenzahl et al. 2013), which can be as important (if not more) as physical needs. This is the area where marketers should take a look at, the psychological consumption to thrive, in order to understand their needs and predict their future behaviour.

The Uses & Gratifications theory explains how people use certain media to gratify social and psychological needs (Chen 2011, Wollburg & Pokrywczynski

2001). However, little research has focused on what needs are responsible to trigger this instant gratification. Therefore it is important to understand and research the motivations underlying such gratifications.

Cheung & Lee (2010) identify the need for a *Connection and Community* as the driving forces of Social networks; although other researchers may refer to it as *relatedness* or need for *belongingness* (Chen 2011, Ori & Rom Brafman 2010, Maslow 1987), others have considered self-esteem and traits of personality to be the best predictors of SNSs use (Ong et al. 2011, Hamburger & Vinitzky 2010, Correa et al. 2010). Krishen et al. (2016) uses Sheldon et al (2001) list of 10 needs, and extracts *competence*, *relatedness* and *autonomy* to be the best predictors for online environments. Nevertheless, there is little literature on how to structure these needs in clear order, hence we find a sum of many theories and many needs all packed in different ways and all exposed in trivial order. However, researchers have found ways to organize these needs separating them by Intrapersonal (Inner needs) and Interactional (Social environment needs) (Li 2016), or interdependent self-construal (collectivist values) and independent self-construal (individualist values) using Social Networking Sites (Kuss & Griffiths 2011).

Hereby this research proposes a new perspective of how to classify needs, inspired by the framework of Li (2016) and Kuss & Griffiths (2011) and applying levels of peak performance explained by Stephen Covey (1989) applied to a sum of Social Media needs found in research for the past 20 years. It will differentiate 3 different levels of needs: ***Dependent needs*** (Needs only fulfilled by the effort of a group or community), ***interdependent needs*** (Needs only fulfilled by the effort of two counterparts) and ***independent needs*** (Needs fulfilled by one individual alone). (See Figure 1)

5.2 DRIVING FORCES

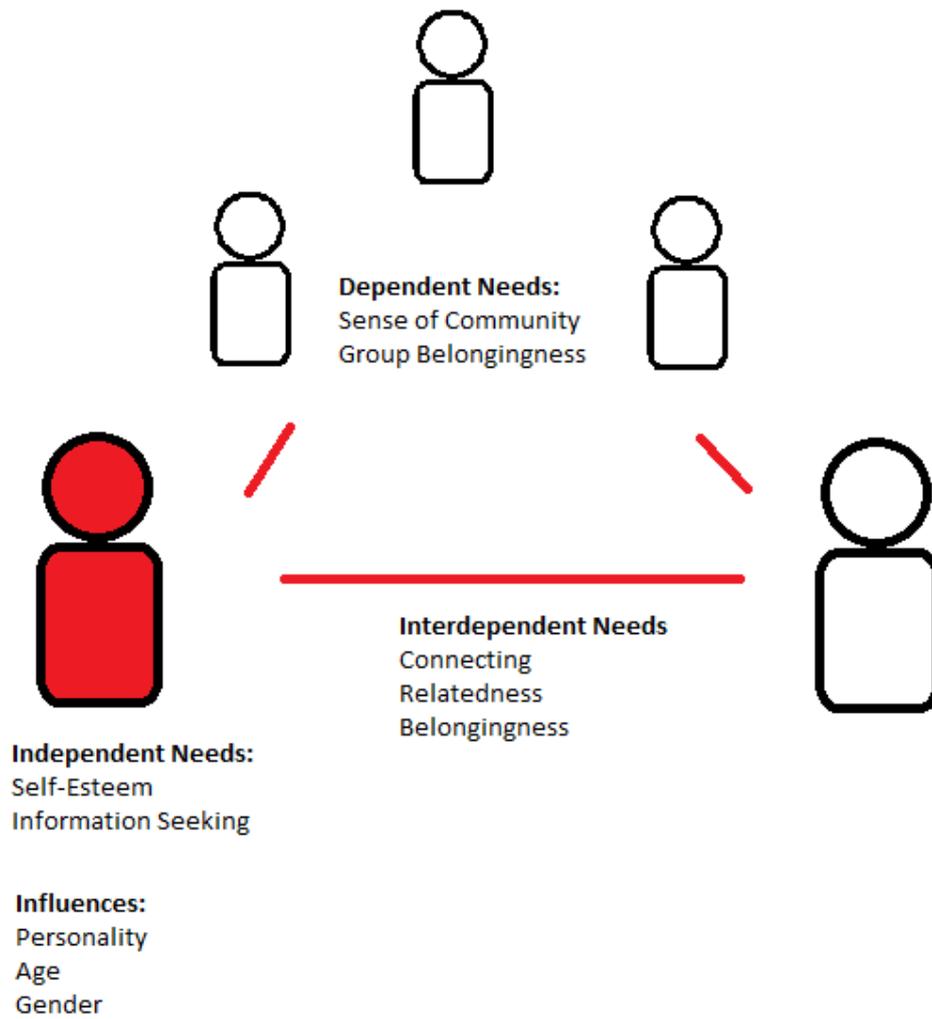
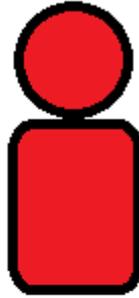


Figure 1: Visual representation of this research: Levels of needs in an Online context: 1. Independent needs, 2. Interdependent Needs, 3. Dependent Needs

5.2.1 INDEPENDENT NEEDS



Independent Needs:
Self-Esteem
Information Seeking
Self-Efficiency
Autonomy

5.2.1.1 THE SELF; SELF-ESTEEM & SELF-EXPRESSION

McKenna & Bargh stated that “To achieve personal satisfaction, a person has to be able to express his/her self-identity in social interaction and receive social recognition for it”, making the role of ‘Self’ crucial in the internet environment. This can be seen as the first step to be fulfilled, the intrinsic level of congruence between what a user is in real life and what the user wants to proclaim he/she is online (Amichai-Hamburger, Wainapel & Fox 2002). It includes not only expressing own self, but self-validation from others, shaping self-identity which will then lead to a social identity afterwards.

Self-Esteem can be seen as attached to the ‘Self’ concept. Several researchers have been intrigued by how people are constantly searching for ways to enhance their self-esteem in order to feel more intrinsically satisfied with oneself-concept (Ong et al. 2011, Correa et al. 2010, Chen & Marcus 2012, Herring & Kapidzic 2015). This need has been defined as the feeling that one is worthy and as good as anyone else, as opposite as feeling less in comparison to them (Karapanos et al. 2016). Therefore, someone who is looking for more self-esteem is someone who is not pleased with their current self, and may be looking to change or improve it online.

Most Social Networks already evoke better self-image strategies, hiding negative content and showing the positive ones (Koutamanis et al. 2015), to help users highlight their positive attributes in order to enhance their self-image and increase their social exposure (Ong et al. 2011), and gratify their need for better self-esteem (Karapanos et al. 2016). Users tend to do this by sharing their visual content of photographs where “they look good in them” even if they might be distorted or do not reflect the real them (Herring & Kapidzic 2015).

A *para-social gratification theory* can explain how users tend to compare themselves with others through Social Media (Ngai 2015), and are more likely to boost their self-esteem when they feel better than others as an outcome of that comparison.

5.2.1.2 INFORMATION SEEKING NEEDS

Another essential independent need is the need for human beings to get information. This need has not always been included as part of social media frameworks, but it is relevant to highlight its importance, as SNSs are largely used to fulfil these need and inform consumers about events, facts and news, and has become a more trusted source of information as users perceive it as less biased (Li 2016).

When users fulfil this need they feel more acknowledgeable, innovative and capable in sharing the knowledge with others and give advice, this boosts their independent self-efficiency (Sheldon 2001), and it has also proven to fulfil social recognition needs (Leung 2013), increase users’ autonomy (Krishen et al. 2016), and self-fulfilment (Maslow 1987). Therefore, users who seek to fulfil the need for information, may gratify it by browsing through Social Media. This group of users have also been called “Lurkers” (Li 2016) and can be passive, only-browsing consumers on the web.

H1: Social Media gratifies the need for information for users who may be there only in a passive way.

SNS platforms fulfil this need by facilitating a knowledge sharing community (Ngai et al. 2015) with the potential to share instantly with the entire world. Recent research has confirmed how certain SM platforms fulfil information gratification rather than the need for connection or relatedness exposed before (Karapanos 2016). This shows a shift in peoples' needs where they are starting to prioritise getting information online rather than only socialising. This is transforming social networks into not being that 'social' anymore (Karapanos 2016).

Hypothesis 2: SNSs are used not only to socialise, but as a source of information by browsing around the web.

The 'Self' and 'Information-seeking' needs are two groups of all independent needs found in literature, in the following section, interdependent needs will be all grouped under the name of 'Connection' needs, however, literature has given this need several names, as it will be explained below:

5.2.2 INTERDEPENDENT 'CONNECTION' NEEDS



Cheung (2011) defines the basic human need for connection as a feeling a person develops when building a relationship of belonging and being relevant to each other. A connection is formed between 2 people, and the need for connection can also be treated as the need for *belongingness* in Maslow's

hierarchy of needs (1987), the need of *relatedness* by Sheldon et al. (2001) or the need to *affiliate* by Murray (1953) which has a very extended past literature due to its basic human nature, and explains how users feel the need as an individual to build relationships with others.

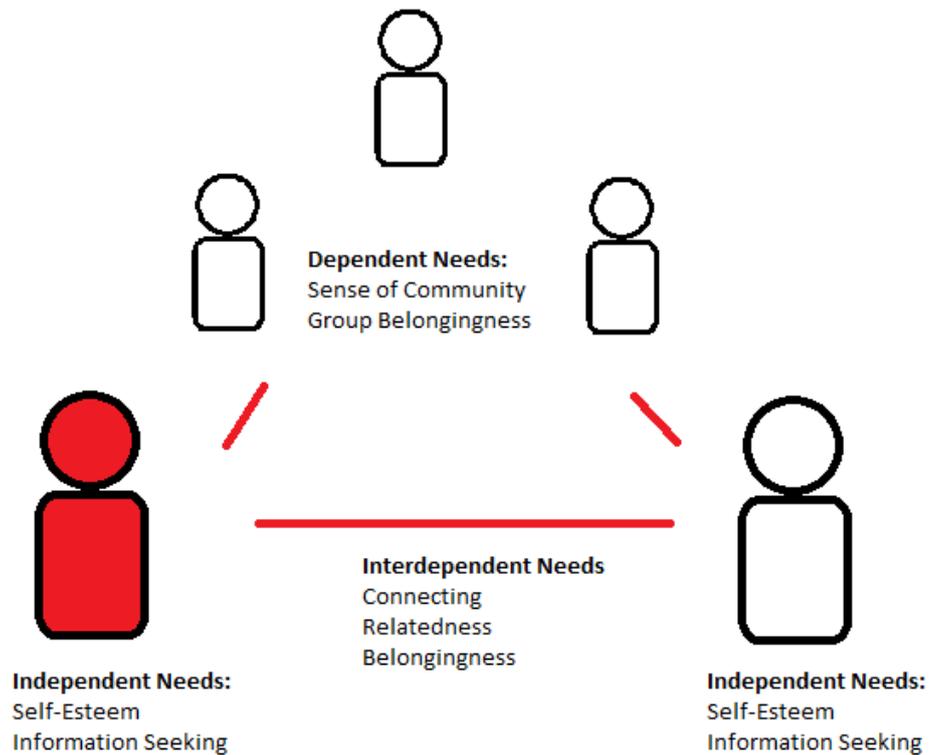
Research agrees that SNS use is primarily to stay connected (Kuss & Griffiths 2011) and shows the popularity of SNS is linked with the need for connection. These platforms offer the chance for people to develop social contact and makes it easier for them to interact and connect (Ong et al. 2011). This is also referred as the use of SNSs for bonding/bridging social capital (Kuss & Griffiths 2011). Social Capital refers to “development of reciprocity, social networks and trust between people” and has been remarked in literature by its importance and relevance for gratifying the need for networking, as users benefit from the connections as sharing knowledge and potential opportunities for support, meetings or employment.

If they are looking to bridge social capital, their connection ties are expected to be weak, and connected users are expected to be acquaintances. If instead they look to bond social capital, users will connect with their closest friends and family through Dark Social platforms. Dark Social or Traffic refers to the data shared between users in a private way, through emails, text messages and private chats. Which makes it difficult for companies to track. (Rouse 2015) such as WhatsApp, Facebook Messenger and other private one-to-one chats. Which allows them to get immediate responses and more intimacy in their connection from their counterparts (Heine 2015). Research shows 72% of referrals comes from within Dark Social (Smith 2015) in contrast with 25% on Facebook publicly, which makes it an important aspect of Social Networking Sites, and relevant to gratify the connection needs in a more private way between users.

Hypothesis 3: If users are looking to bridge Social Capital through Social Media, their connection ties are expected to be weak. If they are looking to bond Social Capital, they will do so through Dark Social.

The need to connect may imply the need to be part of a group of people, this need will be defined as 'Community' needs and are essential if any human interaction is to take place. This need will be explained below.

5.2.3 DEPENDENT COMMUNITY NEEDS



Koh & Kim (2004) identified that the amount of participation in an online community will determine its long-term success, as it implies higher levels of involvement and helps the group achieve collective goals in the community (Bagozzy & Dholakia 2006, Chen 2011). This is also called collective intention or “**we-intention**” (Cheung & Lee 2010). Being part of a community explains how users feel the need to identify itself as a group, it is a feeling of belonging (Maslow 1987) and being important to others (Chen 2011), this goes further than “Connection” needs, as it is not one individual making a connection with another, but rather a whole community shaping the individual’s perception of self. This is also referred in literature as a “Collective intelligence” (Kuss &

Griffiths 2011), as each individual's knowledge is aggregated, accessible and open to other members of that same community.

The Social Identity construct explains how an individual behaves as part of a collective group (Cheung & Lee 2010, Casalo et al. 2010), and how an individual seeks in SNS to fulfil the need of belongingness or feeling part of a group. It explains how a person feels identified with others, and have a sense of unity amongst them (Casalo et al. 2010) stating how "people develop a sense of self from the groups to which they belong" (Hogg & Terry 2000). Furthermore, the person believes that belonging to a certain collective social group will reward them with significant value, in other words, being a member of a group will make them feel more important, just for the fact of being part of it (Kuss & Griffiths 2011, Casalo et al. 2010). The feeling of community can be so strong, users develop the same group norms and shared values (Cheung & Lee 2010), identities, likes and dislikes (Chen 2011), this can lead to peer pressure to be liked, and can not only strengthen the sense of unit in between a group, but can also distance the group from others in different communities, this segregation and exclusion between communities can be so strong, that can lead to irrational behaviours from participants within the group (Hubell & Hubell 2010).

Hypothesis 4: The amount of participation in an online community will be influenced by their levels of Acceptance and Belongingness in such group.

In regards to online communities, they can provide self-worth and approval by acceptance, ego support and validation of peers (Casalo et al. 2010, Ngai et al. 2015). SNSs are by definition networks of rich communities offering a wide list of people with the same likes and commonalities than the user, and making it easy for them to develop this connection which they all thrive for (Okazaki & Taylor 2013). In other words, they offer an "easy way" to fulfil the need to belong (Maslow 1978). The level of strength of this online relationships remains unknown, as they can be classified as "fake" friendships (Or bridging social capital) or not enough to be called a connection (acquaintances online) (Ong et al. 2011). On the other hand some might highlight online relations as an

improvement from offline ones, as we lose control and capability to communicate face 2 face, online environments removes uncertainty some users might feel offline, as being shy, giving more chances for intimate communication online (Arapahos 2016).

5.3 INFLUENCES

On a behavioural level, social needs may vary depending on the personality of each human being (Correa et al. 2010). Personality traits will be reviewed using the **Big 5 Personality traits** to determine which traits are the most important for SNS usage.

5.3.1 PERSONALITY TRAITS

For an extensive study of Social Media, it is important to question what types of people rely on SNS and what type of personality do they reflect (Correa et al. 2010). Furthermore, research have found that certain personality traits are good predictors of SNS usage (Ong et al. 2011). The “Big 5” model (Proposed by McCrae & Costa 1997) relates to what researchers have found to be the 5 basic dimensions of personality, which are *Openness to experience*, *Conscientiousness*, *Extraversion*, *Agreeableness* and *Neuroticism* (Correa et al. 2010). Extraversion has been found to be the most important predictor to SNS use (Ong et al. 2011), another dimensions strongly linked to SNS usage has been Narcissism (Ong et al. 2011). Figure 2 shows an accurate definition found from the APA Dictionary of Psychology of the 5 dimensions plus Narcissism:



Openness

"The tendency to be open to new aesthetic, cultural, or intellectual experiences"



Conscientiousness

"The tendency to be organized, responsible, and hardworking"



Neuroticism

"A chronic level of emotional instability and proneness to psychological distress. Emotional stability is predictability and consistency in emotional reactions, with absence of rapid mood changes."

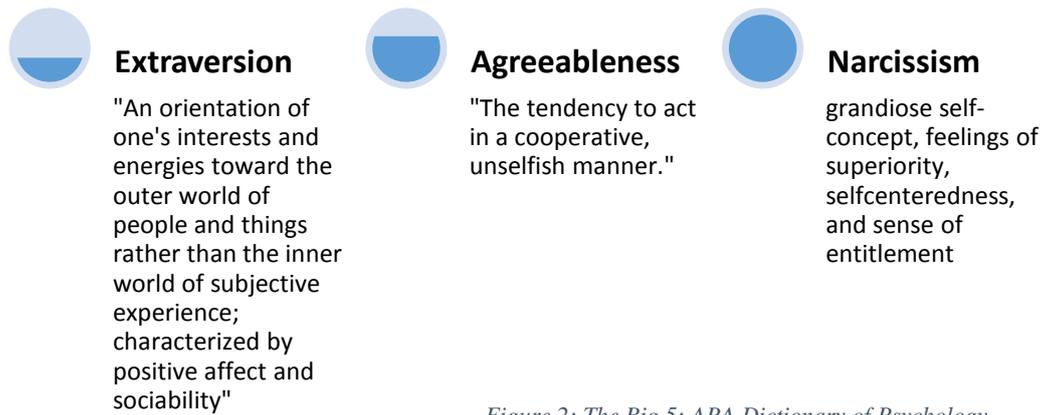


Figure 2: The Big 5; APA Dictionary of Psychology

Research have found levels of narcissism to have increased over the last 20 years, which has changed the way users use technology and SNS (Twinge et al. 2008). Narcissist users have also been found to have high levels of extroversion (Ong et al. 2011) specifically in young adults. The following most common traits are high neuroticism and high levels of openness to experience (Correa et al. 2010). An important finding made by Correa et al. (2010) also found a correlation with emotional stability and the use of SNS, stating most frequent users tend to be less emotional stable.

Extraverted users tend to be more successful at fulfilling connection needs and tend to have a higher self-esteem, while the less active users were linked to lower life satisfaction levels and lower self-esteem (Zywca & Danowski 2008). Correa et al. (2010) hypothesised that "People who are more extroverted will use SNS more frequently". Leung (2013) agreed that narcissists do use more SNSs and create more online content as well. This is also supported by the "rich get richer" theory (Veliger & Pelzer 2009) stating that the more social and extroverted an individual is offline, the more social and extroverted he/she will be online. However, there is a secondary theory called "the poor get richer" also referred to as the "social compensation hypothesis" which states that people with a lack of social skills offline will compensate their introversion and low-self-esteem in Social Media, increasing their sociability online (Kuss & Griffiths 2011). This contradictory findings are justified by acknowledging different personality traits in Social Media users.

Hypothesis 5: Extraverted users use SNS more frequently than introverted users

5.3.2 DIFFERENT NEEDS FOR DIFFERENT PERSONALITY TRAITS

As mentioned before, needs online may vary depending on personality, and consequently users get different levels of engagement online (Kuss & Griffiths 2011). Pagane & Mirabella (2011) divide users into Active and Passive. While Math wick (2002) divides them into Lurkers, personal connectors, socializers, and transactional community members. Foster et al. (2011) proposed 4 groups: The 'minimally involved' cluster (low on both social and information needs); the 'socializer' cluster (high on social needs but low on information seeking); the 'info seeker' cluster (high on information seeking but has low social needs) and the Social Media Technology (SMT) Mavens (high both on information seeking and social needs). An extended research on Users' segmentation can be found in Appendix 1.

This research proposes its own framework to test (See Figure 3), and will divide which needs are being satisfied by which activities respondents do the most online. Next, respondents' levels of Extroversion/Introversion will be tested following Pagane & Mirabella (2011) form of classification. This data will be collected and will determine what type of user is each respondent. Results will be shown further on.

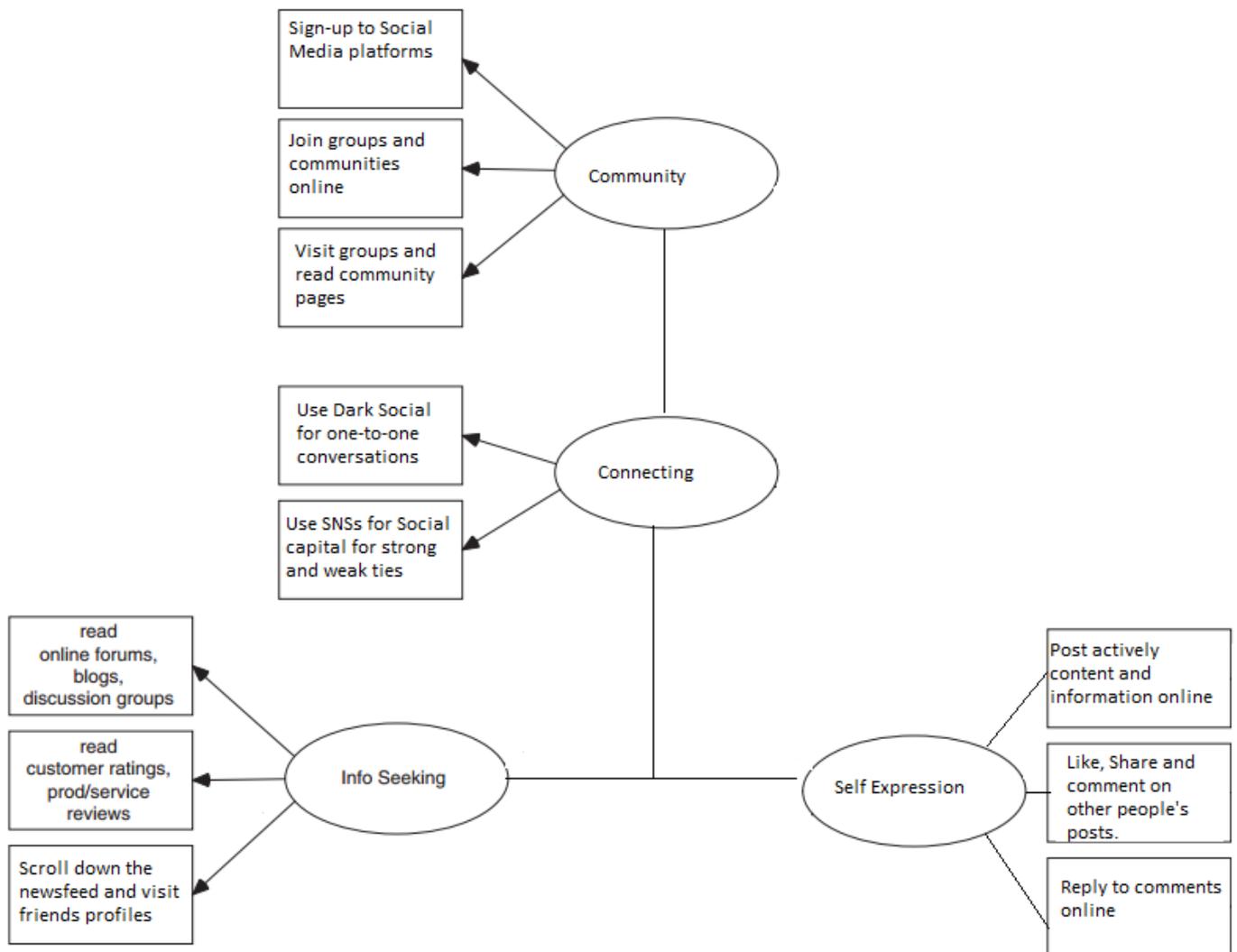


Figure 3: Framework of Social Media Needs proposed and classified by activity (2017)

5.4 SUMMARY

SNSs have been found to gratify different needs at different levels of interaction. First, at an **independent** level, SNSs gratify the need for higher self-esteem and to seek information. Second, SNSs have found an important need of connection between two peers, which makes their needs **interdependent**. Third, research have found a strong need to be part of a community, and belongingness, which makes individuals **dependent** on their group to fulfil them. At last, this research explores the influence of personality in their Social Media use by classifying its users by different types for better segmentation.

For a marketer it is important to know what needs are being fulfilled, and what kind of person is their target on SNSs; traits such as extroversion, narcissism, and open-minded people use SNSs in a different way than users high in introversion, low-self-esteem and narrow-minded.

This is why it is necessary to approach different users in different ways, according to which need they are fulfilling the most. To do so, the next section will propose a methodology to collect the necessary data to find out different behaviours of users in Social Media and what Social Needs do they gratify the most.

6. METHODOLOGY

By conducting a methodology research, the aim is to organize and critically discuss a collection of different data from a specific subject (Horn 2012). This refers to the way knowledge is created (Malhotra & David 2007, Guzys et al. 2015). However, different methods can be used to approach such discussion, which will be next discussed after the objectives of this research are clarified:

Objectives:

For this specific research the aim is to:

- Broaden the understanding of Extraversion/Introversion behaviours and how they express online.
- To determine which level of needs are best satisfied through the use of Social networking Sites
- Analyse behavioural attitudes and common Personality traits within Social Media
- Test the hypothesis found on the literature.

Induction vs Deduction

As a way of reasoning, two approaches can be used: First, an inductive reasoning or “bottom-up” (Horn 2012) is used when generalisations are made, looking at patterns and then test such generalisations to build a theory for its explanation (Malhotra & David 2007). In a deductive reasoning case, also known by “top-down” (Horn 2012), it works the opposite way, instead of building theory, this one tests it (Quick & Hall 2015). It is used to prove an already-made theory whereas a hypothesis is tested by observation and a generalisation is applied to the specific individual. This research will be conducted following an inductive approach, where generalisations will be made from individual’s behaviour on Social Media.

Positivist vs Interpretivist

On a positivist perspective, there are universal truths to discover by the researcher (Malhotra & David 2007). These truths follow universal laws and is

and has always been present in existence. On a subjectivist point of view, there are no universal truths (Quick & Hall 2015), but a present reality built by common efforts of people contributing in building the future reality altogether (Horn 2012). This research will follow a positivist approach acknowledging personality traits as part of the nature of human-beings and as a universal present truth that will determine future behaviour.

Quantitative vs qualitative

On the one hand, quantitative methods are used when the main focus are on quantities and on counting the number of times a certain behaviour occurs to be able to determine a pattern on the results (Kumar 2014). Therefore, the results are numerical and can be statistically analysed. On the other hand, qualitative methods are used to analyse deeper mind-sets to understand how people feel, express and assume deeper feelings and desires of the world (Horn 2012). The results are mainly words, video or audios. For this specific research a quantitative method will be approached to be able to find a pattern of behaviour in within extroverts-introverts in Social Media.

Population Sample

Research has found three quarters of SNS users are below 25 and amongst teens almost half of them admitted to log into SNS at least once a day (Correa et al. 2010). Although the rates of use in more mature cohorts have increased, it is still little compared to younger cohorts, which means older people are still more reluctant to use SNS. This means social networking users are mainly targeted at Millennials and Generation Z (Shatto & Erwin 2016), an age cohort that will increase to up to 40% of the overall consumers in 2020 (Seo et al. 2014, Sessa 2016). This is why this research will be conducted using a sample of population between the age of 18-25.

This research selected a probability, stratified random sample (Horn 2012) of 100 students from Coventry University. Students must be over 18 and involved in Social Media. Probability sampling involves “random selection of cases from

the sampling case” and it tends to be done with inductive reasoning approaches. On the other hand, non-probability samples are used when research does not involve random selection, and is popular in deductive reasoning approaches.

Stratified random samples select important subgroups of the selected sample under research and divides its results by equal proportions. In this research the sample selects half of participants to be Extroverted and half to be introverted for further analysis.

Research Design

This attitudinal research evaluates participants' opinions towards Social Media through an inductive, positivist approach, using the quantitative method of internet-mediated questionnaires (Horn 2012) collecting data through Bristol Online Survey and coding individual responses through an SPSS Software. Questionnaires are of good use when the research is well defined and hypotheses are clear. On the other hand, the number of questionnaires returned can be comparatively small and participants don't get personal guidance when answering it, which can be of disadvantage. However, the reason of choice for this method is the aim to find a law-like pattern in personality, which can be seen objectively and discovered through a large sample of students in Coventry University. Therefore, a questionnaire dispersed through the internet can ease the distribution of such and ease data collection and analysis.

The questionnaire included 21 items (See Appendix 2), including demographic questions such as age, gender and marital status and then specifying on Social Media use, and which Social Media activities participants tend to do and how often. Furthermore, a focus on personality was done through asking participants to choose an option they felt more identified with and Likert scales of satisfaction. Personality questions were inspired though the Rosenberg's

scale of self-esteem (1965) and Gosling's (2003) TIPI Personality scale used to find extroversion/introversion levels (See Appendix 3 for original Scales)

The questionnaire will differentiate users by their active/passive & extroverted/introverted use of Social Networking Sites. Definitions are facilitated by the APA Dictionary of Psychology (2017):

- **Active users:** Individuals that post. Content creation online.
- **Passive users:** Individuals that view. Viewing and browsing online content.
- **Extroverted:** Orientation of one's interests and energies toward the outer world of people and things. Need of external stimulation
- **Introverted:** Orientation to the inner world of subjective experience; No need for external stimulation

7. RESULTS & ANALYSIS

7.1 DEMOGRAPHIC RESULTS

Results show most respondents have less than 25 years old (See Figure 4). However, this results are limited to Coventry University students, which are by means in that age cohort. In regards to gender (See Figure 5), 40 respondents were male, whilst 53 were female, which shows no significant difference between Social Media use within gender.

Age

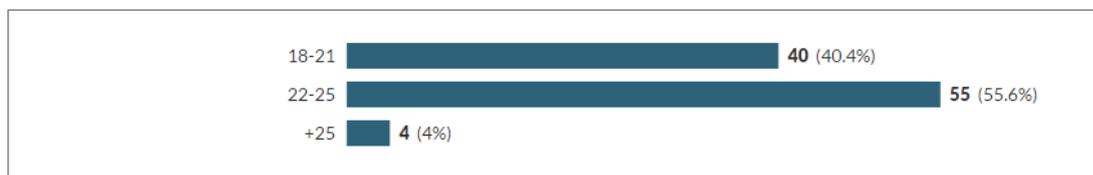


Figure 4: Age of respondents using Social Networking Sites (Source: Bristol Online Survey) (2017)

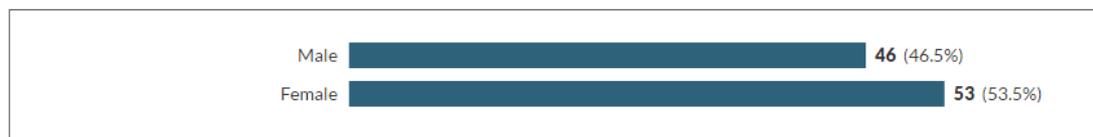


Figure 5: Gender of respondents using Social Networking Sites (Source: Bristol Online Survey) (2017)

Results on SPSS also show all respondents use Social Media, most of them in a range lesser than 3h, whilst a big group use it between 3h and 6h and a minority more than 6h. There was no respondents who did not use Social Media. This may be caused because of the age cohort. As mentioned by Correa et al. (2010) most students log into Social Media at least once a day. Therefore her statement is hereby confirmed.

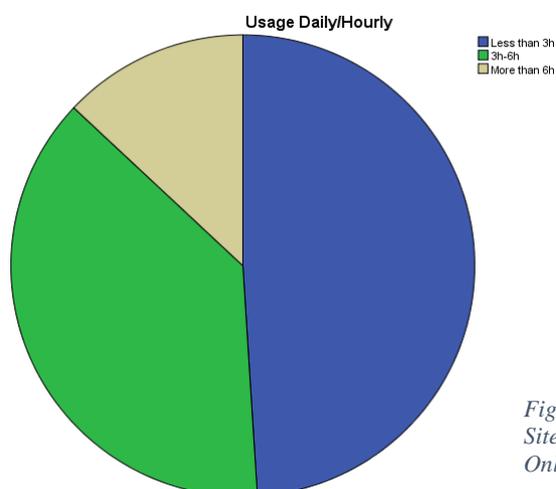


Figure 6: Daily usage of respondents using Social Networking Sites: Less than 3h/ 3h-6h/ More than 6h (Source: Bristol Online Survey) (2017)

7.2 PSYCHOGRAPHIC RESULTS

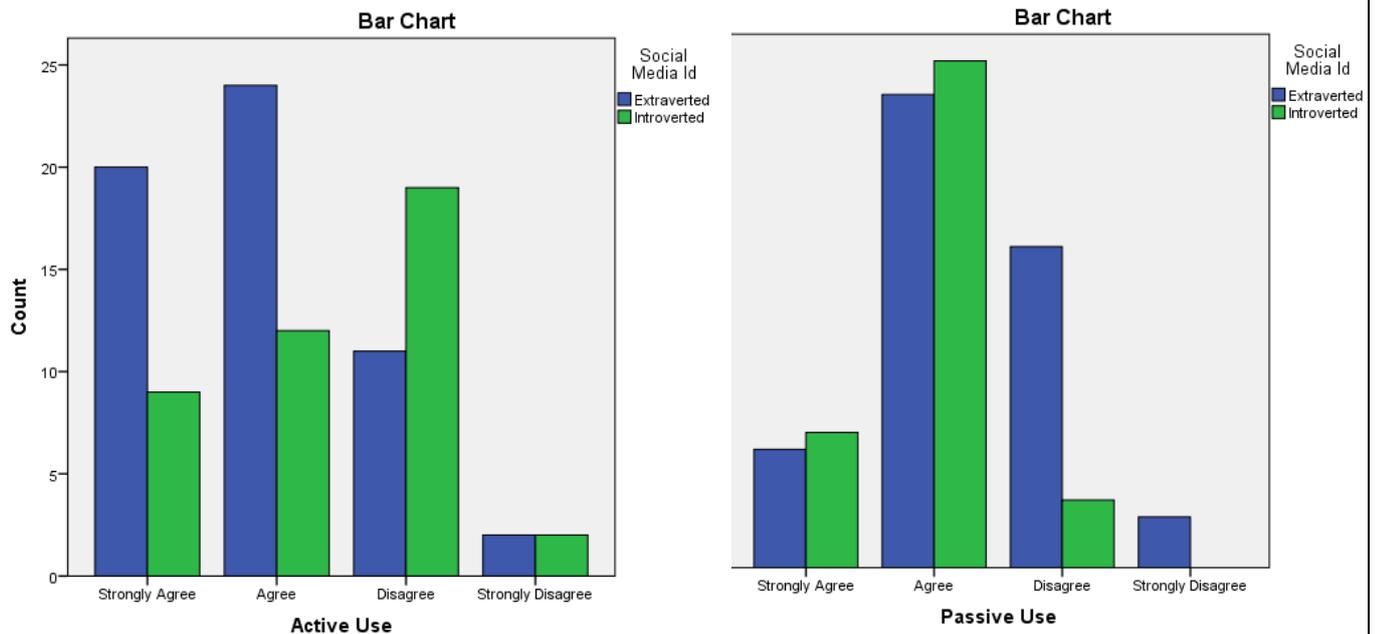


Figure 7: Active/Passive Use of Extraverted/Introverted respondents using Social Networking Sites (Source: Bristol Online Survey) (2017)

First, levels of Extraversion/Introversion of respondents were found based on Gosling's (2003) TIPI Scale of Personality. Results show 57% Extroverts and 43% introverts. Once their personality was defined (See Figure 8), results shown their activities on Social Media diverted as follows:

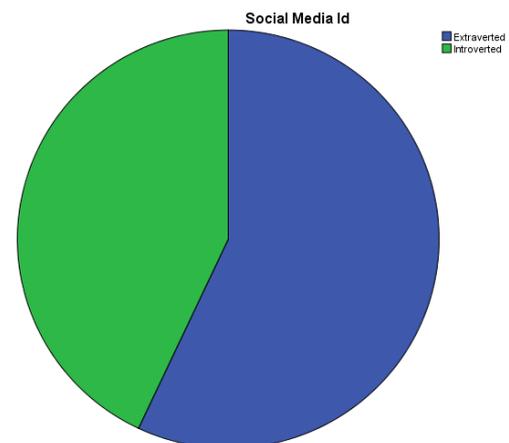


Figure 8: Extraverted/Introverted respondents using Social Networking Sites (Source: Bristol Online Survey) (2017)

Extraverted users (ExU) use Social Media more actively while introverted users (InU) use it more passively. However, interestingly, extroverted users also felt more reserved and part of the passive community on Social Media (See Figure 7). This shows how extroversion is not restricted only to active use but also involves an important passive use as well.

Secondly, age results show equal levels of extroversion and introversion in users above +21 years (See Figure 9). The younger cohort showed higher

levels of extroversion. This may be due to their stage of life, where social skills are put into test and thus are more important.

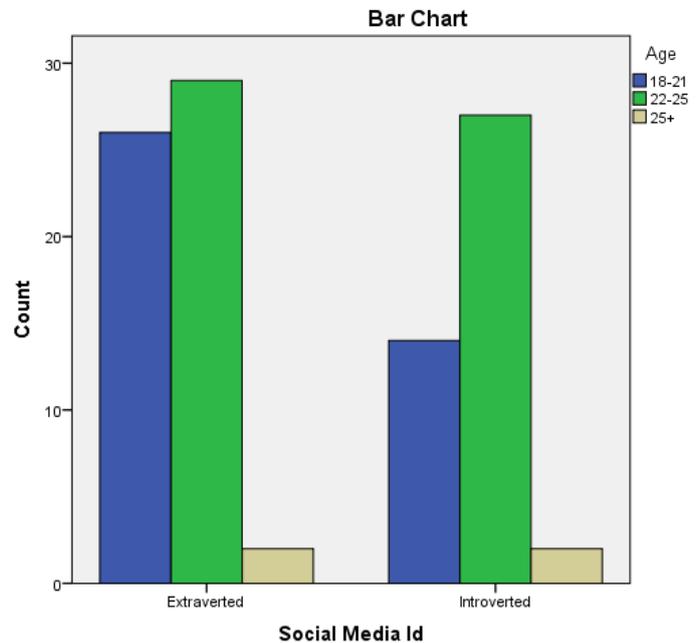


Figure 9: Age of Extraverted/Introverted respondents using Social Networking Sites (Source: Bristol Online Survey) (2017)

In regards to daily usage, users who spend less than 3h in Social Media tend to be InU whilst users who spend more than 3h tend to be ExU (See Figure 10). This gives a direct correlation between time spent in Social Media and type of person in it. Therefore, **H5** is confirmed: the ones who spend the most time in Social Media are Extraverted Users.

Social Media Id * Usage Daily/Hourly Crosstabulation

Count		Usage Daily/Hourly			Total
		Less than 3h	3h-6h	More than 6h	
Social Media Id	Extraverted	21	26	10	57
	Introverted	28	12	3	43

Figure 10: Cross tabulation of Daily Usage of Social Media with Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

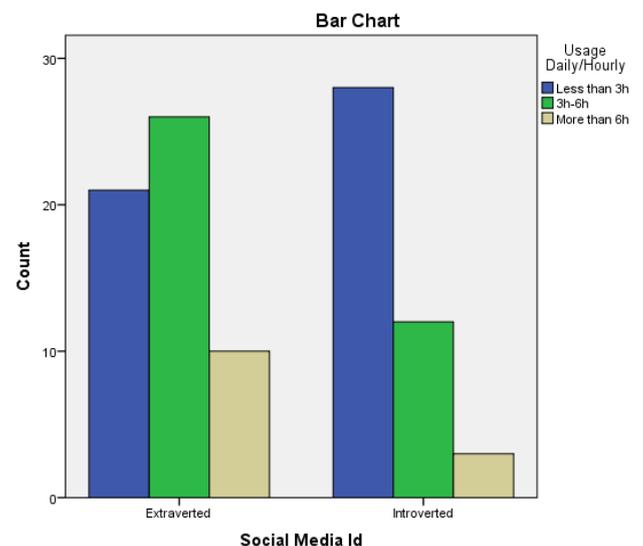


Figure 11: Daily Usage of Social Media by Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

On the following section, users were asked to divide their time in Social Media by the activities they did the most. Results show browsing and watching videos in Social Media (Passive Use) can occupy up to 90% of both groups. However, ExU browsing time starts declining after 40% whilst InU keeps browsing until 90% of their time. Nevertheless, ExU posts, likes and shares content more than InU. However, levels of posts in Social Media remains less than 20% of their time. Whilst communication on Dark Social and Group chats remains up to 30%. This results emphasize on the fact that ExU may post more but read less than InU. This confirms Ong et al. (2011) findings linking levels of extroversion with narcissism, explaining how ExU may focus more in posting their own self-made content rather than reading anyone else's posts. Therefore the ones who browse won't post as much (InU), and the ones who post won't browse as much (ExU).

This confirms **H1**, browsing is more frequent on introverted users, and **H2**, Social Networking Sites are used more for Information-seeking rather than for socialising behaviours typical of Extroverted users (See Figure 13 in comparison with Figure 15).

Social Media Id * Percentage Browse Crosstabulation

Count		Percentage Browse									Total
		1-9%	10-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	
Social Media Id	Extraverted	1	8	15	7	14	4	3	4	1	57
	Introverted	2	8	2	7	8	6	4	4	2	43
Total		3	16	17	14	22	10	7	8	3	100

Figure 12: Cross Tabulation of Social Media Browse by Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

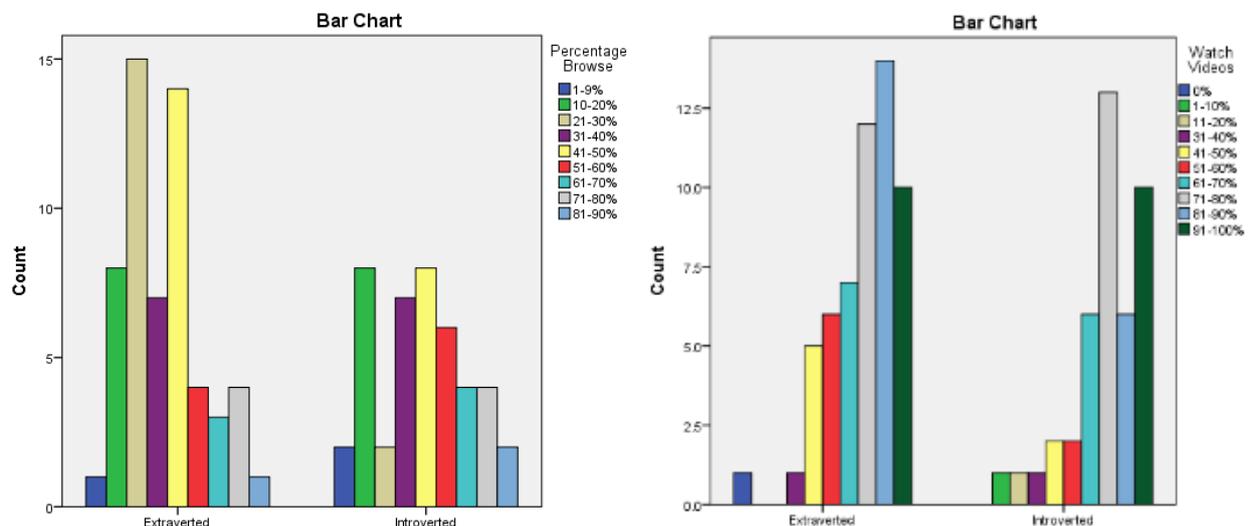


Figure 13: Percentage of Browse & Watching Videos by Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

Furthermore, there seems to be an increased Social Media usage to communicate on One-to-One and group chats, than to “post, like, share”. This may show a priority for instant “connecting” needs rather than for “Self-Expression”. This debunks Zywca & Danowski (2008) statement saying that ExU are best at gratifying “connection” needs. InU are as good as them doing so, but do not have the same need for Social Recognition, which is why they communicate through private one-to-one chats. This also confirms **H3** of this research.

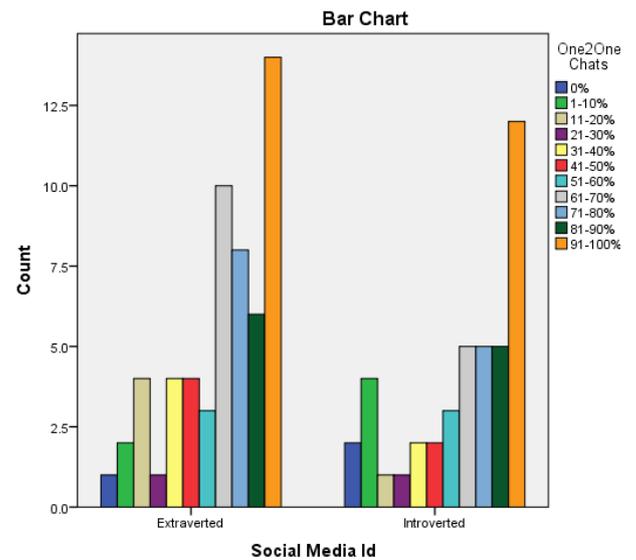


Figure 14: Interaction in One-to-one Chats by Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

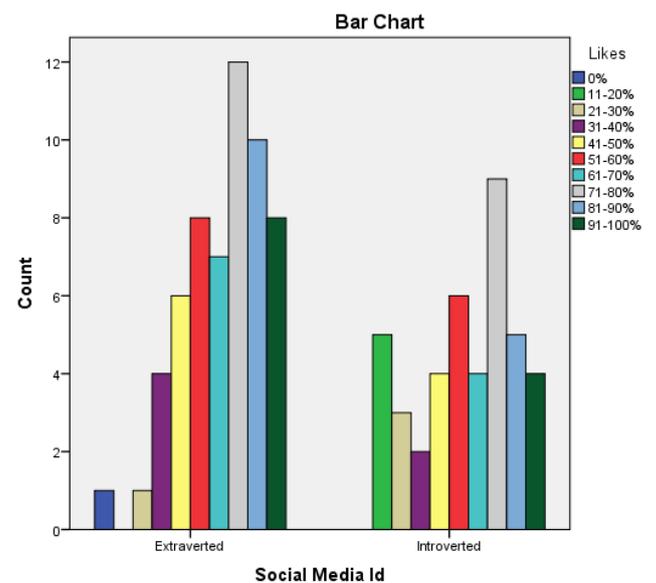
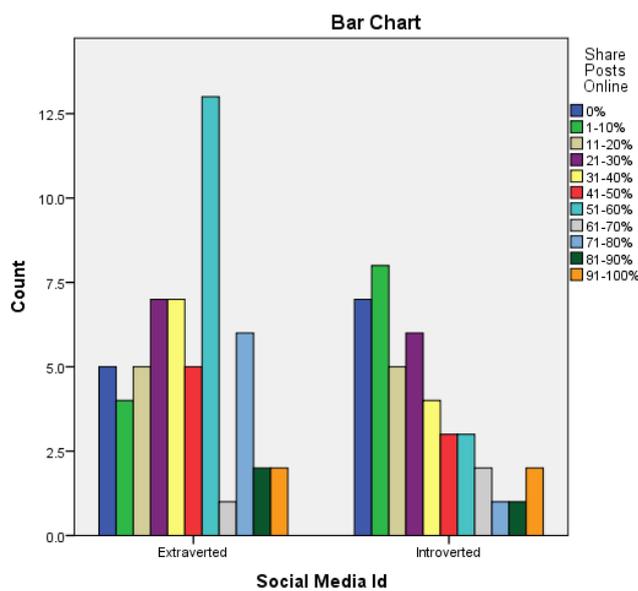


Figure 15: Amount of shares, posts and likes by Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

When asked if they compared themselves to others in Social Media, both groups agreed. This shows that the Social Comparison theory is a very present part of Social Media usage. However, almost half of users disagreed, this puts in perspective how such “Comparison” may only occur when it is in users’ priorities to do so.

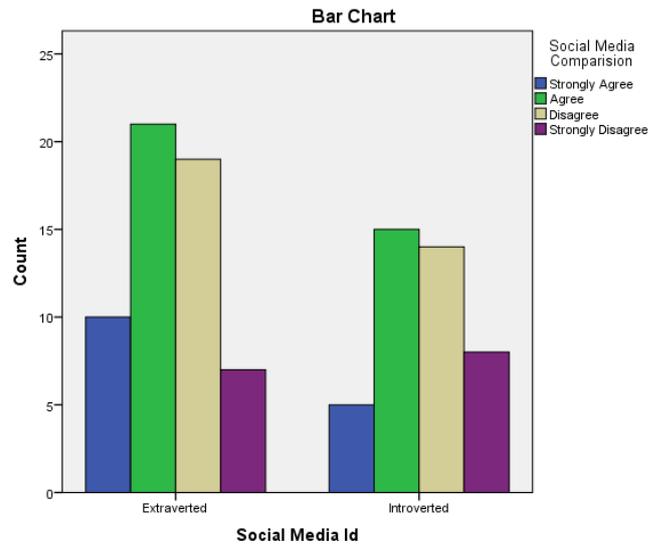


Figure 16: Social Media levels of comparison by Extroverted/Introverted respondents (Source: Bristol Online Survey) (2017)

Furthermore, as mentioned before, Self-Expression was not found as the main reason to share posts. Entertainment posts seem to be more important. This may tell that Social Media is not primarily used for Self-Expression, but for Entertainment instead (See Figure 17).

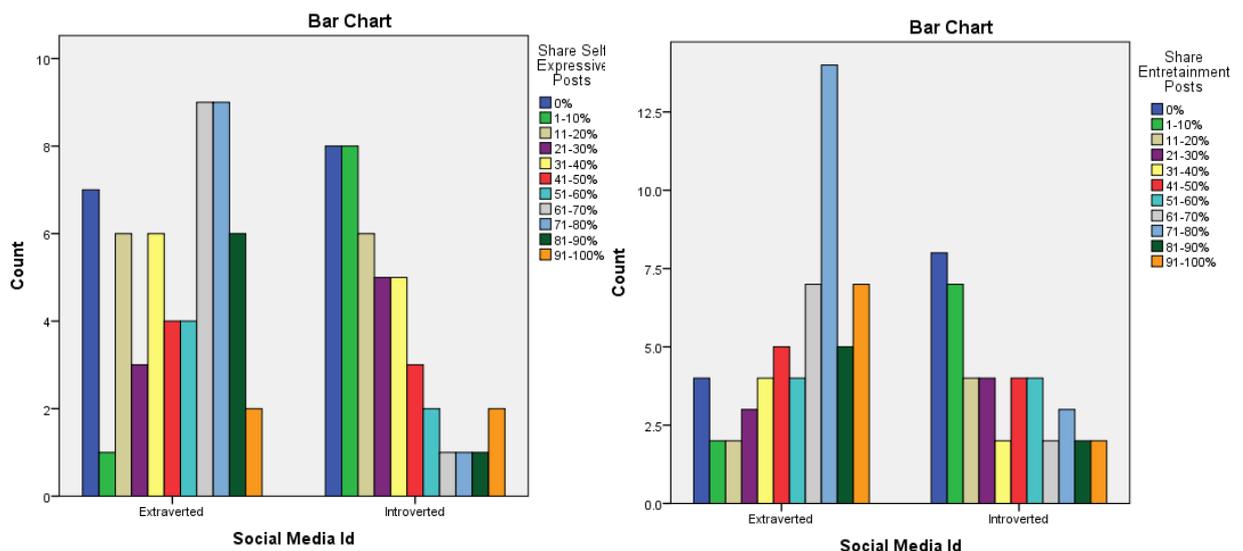


Figure 17: Self-Expressive Posts versus Entertainment Posts on Social Media shared by Extroverted/Introverted respondents (Source: Bristol Online Survey) (2017)

Regards levels of Belongingness, ExU shows to feel more included than InU in such environment. This may be a factor of why InU may interact lesser than the other group online. This confirms **H4** stating that levels of participation will be determined by how accepted they feel by the community.

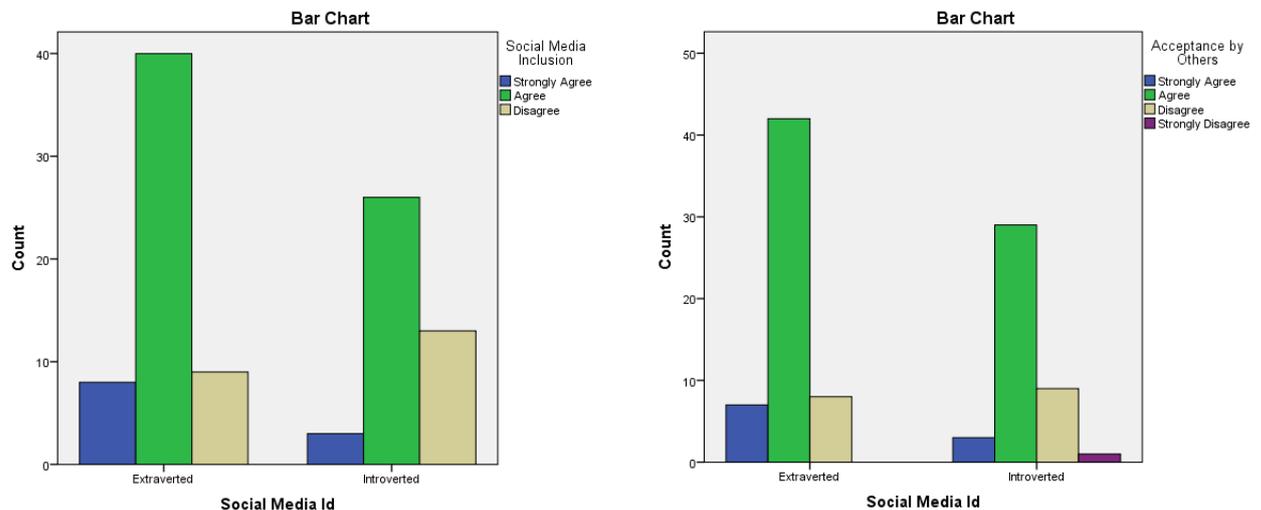


Figure 18: Social Media Inclusion and levels of Acceptance by Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

Regards how strong relationships are online, ExU seems to be more contempt. However, some extroverts also seem to disagree as much as InU. At the same time, none of the groups consider them superficial relationships. This refers to Kuss & Griffiths (2011) phenomenon of social capital and lose laces and confirms **H3**. Explaining how users may use Social Media for bridging lose ties, although they may not consider them as close friends.

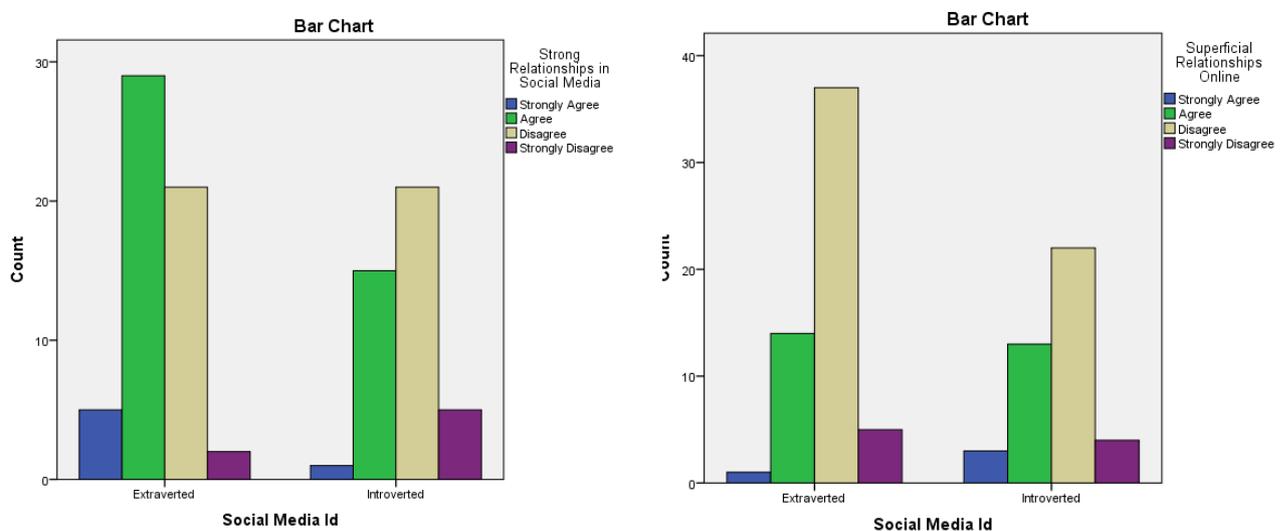


Figure 19: Levels of Strong/ Superficial Relationships on Social Networking Sites by Extraverted/Introverted respondents (Source: Bristol Online Survey) (2017)

8. DISCUSSION

First, this research have found similar amount of extroverted users and Introverted users on the web. Specifically, 57% of respondents were extroverts and 43% introverts. This indicates Social Media contains a big sample of population that might not be as extraverted and narcissistic as previous research has said. However, results have found extroverts to be the ones to use Social Media the most (More than 3h a day). Furthermore, need for self-expressive content has been found to be of relevance for extroverts, however need for Entertainment has been found to be more important for both groups.

Secondly, information-seeking needs to browse and scroll down videos was the most important use for both groups, taking up to 90% of users' time. Introverts were found to browse and scroll through feeds more frequently than extroverted users, whilst extroverted users do commonly 'like, post and share' more often. However, these activities on Social Media did not surpass more than 20% of their engagement online. Other activities such as communication in 1-2-1 chats and private group chats did take up to 35% of their engagement on Social Networking Sites. This results show the importance of Dark Social as a way to 'Connect' and that it is a more popular use than to use it for 'Like,post&share' behaviour.

Furthermore, levels of belongingness from both groups were significant. Extroverts felt more included and accepted by their peers online, however, they did not classify such friendships as strong relationships. On the other hand, they did not classify them as superficial either. This result confirms Social Networking Sites can help build loose ties that may be useful for users to bridge social capital. On the other hand, results shown introverts to feel overall less included and less accepted than extroverts. This result may show a significant group of users that may not be feeling as included as their counterparts, although they are both significant groups on the web.

At last, community needs were the least important for both groups, with little interaction in forums, community pages and groups. However, all respondents

agreed to use Social Media at least once a day. This means that while users may not interact in forums or group pages, the fact they are present in Social Media platforms is enough reassurance for them to feel part of a Community. However, they do not use Social Media as a medium to gratify even more community needs, because they already have those needs fulfilled when they joined. This shows how from all levels of Social needs, community needs is the first underlying need to be gratified, followed by the most important for users: “Connection” needs, followed by information-seeking needs for introverts whilst leaving the self-expressive needs for extroverts.

9. IMPLICATIONS FOR FUTURE RESEARCH

This research has proven that Social Networking Sites may have been over-encouraging extroverted users to ‘post,like&share’ not taking into account this is not the major need or preference for overall users on the web. At the same time, by doing so SNSs are exempting Introverts of feeling more included in Social Media (Need of Belongingness), as they are not motivated by such activities. A way to solve this may be to encourage the need for ‘Information-seeking’ by browsing, rewarding a “watch” or “browse” category instead of a “shared” or “liked” category which may be more difficult for introverted users to fulfil. Some Social Media platforms have already included better video browsing channels such as Facebook.

Furthermore, this research has proven that 1-2-1 and private group chats take more engagement than ‘post,like&share’ activities. This means users gratify the need to ‘Connect’ more than the need for Self-Expression. This may be useful for organisations to focus their advertising on Dark Social, which takes more engagement than ‘post,like&share’ behaviours. This results confirm past research showing 72% of referrals comes from within Dark Social (Smith 2015) in contrast with 25% on Facebook publicly, which makes it an important aspect of Social Networking Sites, and relevant to gratify the connection needs in a more private way between users. They can do so by creating private chats through platforms such as WhatsApp and communicate through there with

brand advocates and loyal customers. The use of Dark Social lacks of literature and needs further examination.

10. LIMITATIONS

First, the age of respondents leaves a gap in literature to know if extroverts and Introverts would behave the same way if they were older, as their personality shapes with time. Second, the location of this research may have also impacted the results, as UK Students may have been raised with different life values and principles than students in other countries. A cross-cultural research is needed for better understanding of such differences.

Third, questions were limited due to their resemblance to Rosenberg's and Gosling's scales and their sensibility was reduced. However, results were achievable and hypothesis were tested in an accurate manner.

11. CONCLUSION

At last, this research encourages organisations to target segmentations online through their personality rather than their demographics, to focus on what needs are being fulfilled by each type of user. To target extroverts when they are interested in being seen and to target introverts when they are interested in being read. To go beyond age and gender as segments online, and approach a bigger population of people who might not “post,like&share” as much, but may read and browse even more, use Dark Social and may behave differently to what past research has mentioned due to their personality.

This research has broaden the understanding of users’ behaviour and how needs are not the same for all users. It has proven that users in Social Networking Sites are not all extroverted who mostly “like,share,post”, there are as many Introverts than Extroverts online, they just behaved in a different way, and satisfied different needs.

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13. APPENDIX

13.1 Appendix 1: Users' Online segmentation

Pagani & Mirabello (2011)	Active users Passive users
Mathwick (2002)	Lurkers Personal Connectors Socializers Transactional community members
Li & Bernoff (2008)	Inactives Spectators Joiners Collectors Critics Creators
Wasko and Faraj (2000b)	Participants Non-participants
Hersberger et al (2007)	1 st tier: Community and connection needs 2 nd tier: Strong & Weak ties 3 rd tier: Information exchange 4 th tier: One-way information sharing
Ip and Wagner (2008)	Habitual enthusiastic users Active users Personal users Blogging lurkers
Foster, M., West, B. & Francescucci, A. (2011)	The 'minimally involved' cluster The 'socializer' cluster The 'info seeker' cluster Social Media Technology Mavens cluster
Lorenzo-Romero et al. (2012)	Versatile User Expert communicator user

	Introvert cluster
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13.2 Appendix 2: Questions asked

Item number	Measurement Item	Questionnaire item
1	Demographic Influence	Age
2	Demographic Influence	Gender
3	Personality trait	Marital Status
4	Social Media use	How many hours do you spend in Social Media?
5	Social Media needs	What percentage of your time on Social Media do you spend doing the following?
6	Social Media evasion theory test	Choose the option you feel identified with: <ul style="list-style-type: none"> - I consider myself an active user of Social Media - I consider my profile in Social Media to not reflect the real me - I consider myself a passive user of Social Media - I consider my profile in Social Media to reflect the real me
7	Social comparison theory test	I tend to compare myself with others in Social Media

8	Need of Belongingness in Social Media test	<p>Choose the option you feel more identified with:</p> <ul style="list-style-type: none"> - When I'm in Social Media I feel included - I can build strong relationships online - I have close bonds in Social Media with family - I have close bonds in Social Media with friends - I feel accepted by others in Social Media - When using Social Media, I sometimes feel isolated from the rest of the world - My Social Media relationships are superficial
9	Social Media needs by activity	<p>Choose how frequently you do the following:</p> <ul style="list-style-type: none"> - I comment on friends' posts in Social Media - I share posts online - I share things online that express who I am - I share things online that I find interesting - I like peoples' photos and comments - I post content on Social Media (Pictures, statuses, location...) - I browse and read in Social Media - I watch videos shared in Social Media - I have joined group pages or forums on Social Media I find interesting - I check people's profiles and photos - I use filters and edit my photos in Social Media - I say my opinion and comment on forums and group pages

		<ul style="list-style-type: none">- I follow people I don't personally know in Social Media- I message people in private one-to-one chats
10	Personality traits in real life	Which do you feel identified with in real life? Extraverted, Quiet, Enthusiastic, Introverted, Reserved, Emotional, Anxious, Opinionated, Social
11	Personality traits online	Which do you feel identified with in Social Media? Extraverted, Quiet, Enthusiastic, Introverted, Reserved, Emotional, Anxious, Opinionated, Social

13.3 Appendix 3: Scales

Rosenberg self-esteem scale

Please read each statement and record a number 0, 1, 2 or 3 which indicates how much the statement applied to you over the past two weeks. There are no right or wrong answers. Do not spend too much time on any one statement. This assessment is not intended to be a diagnosis. If you are concerned about your results in any way, please speak with a qualified health professional.

0 = Strongly disagree 1 = Disagree 2 = Agree 3 = Strongly agree

1	I feel that I am a person of worth, at least on an equal plane with others	<input type="text"/>
2	I feel that I have a number of good qualities	<input type="text"/>
3	All in all, I am inclined to feel that I am a failure (R)	<input type="text"/>
4	I am able to do things as well as most people	<input type="text"/>
5	I feel I do not have much to be proud of (R)	<input type="text"/>
6	I take a positive attitude toward myself	<input type="text"/>
7	On the whole, I am satisfied with myself	<input type="text"/>
8	I wish I could have more respect for myself (R)	<input type="text"/>
9	I certainly feel useless at times (R)	<input type="text"/>
10	At times I think that I am no good at all (R)	<input type="text"/>
Total score =		<input type="text"/>

Ten-item measure of the Big Five 1

Ten-Item Personality Inventory-(TIPI)

Here are a number of personality traits that may or may not apply to you. Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

Disagree strongly	Disagree moderately	Disagree a little	Neither agree nor disagree	Agree a little	Agree moderately	Agree strongly
1	2	3	4	5	6	7

I see myself as:

1. ____ Extraverted, enthusiastic.
2. ____ Critical, quarrelsome.
3. ____ Dependable, self-disciplined.
4. ____ Anxious, easily upset.
5. ____ Open to new experiences, complex.
6. ____ Reserved, quiet.
7. ____ Sympathetic, warm.
8. ____ Disorganized, careless.
9. ____ Calm, emotionally stable.
10. ____ Conventional, uncreative.

TIPI scale scoring ("R" denotes reverse-scored items):

Extraversion: 1, 6R; Agreeableness: 2R, 7; Conscientiousness: 3, 8R; Emotional Stability: 4R, 9;

Openness to Experiences: 5, 10R.

13.4 Appendix 4: Opening Statement

BOS Online Questionnaire Opening Statement

(with click button confirming informed consent to participate).

This research project will look at the **nature of social needs in Social Networking Sites, and how these needs may vary depending on personality, age and gender**. Your participation is voluntary. Should you change your mind you can withdraw from the survey at any point, and from the study up until **17th of April**. To withdraw, please contact me by email stating you wish to withdraw from the study. If you decide to withdraw you will have no further involvement in the study. There are no consequences for withdrawing from the study. All data is anonymous, and is kept confidentially and you will not be identifiable in any way. All raw data will be destroyed by **6th May 2017**. The questionnaire will take no longer than **20 minutes** to complete. If you have any queries or comments please email me.

Thank you. **Fiona Oudeman**, Email: oudemanf@uni.coventry.ac.uk

Please be assured that the information you provide will remain strictly confidential and anonymous. Answers will be reported so that no individual or organization will be identifiable from any publication presenting the results of the survey. By responding to the questionnaire, you confirm you are over 18 years of age and your consent to take part in the study; and that you agree to the use of your data and anonymised quotes in publications. If you would like to have further information about the project, please contact me via email [oudemanf@uni.coventry.ac.uk].

As respondent, I hereby confirm that I have read and understood the information above concerning the survey, I am over 18, and I consent to my responses being used for the research project described **0 (click button in order to continue with the survey)**

13.5 Appendix 5: Ethics Approval

Levels of Online Needs and the Influence of Personality and Demographics on the Use of Social Networking Sites
P51061



Medium to High Risk Research Ethics Approval

Project Title

Levels of Online Needs and the Influence of Personality and Demographics on the Use of Social Networking Sites

Record of Approval

Principal Investigator

I request an ethics peer review and confirm that I have answered all relevant questions in this checklist honestly.	X
I confirm that I will carry out the project in the ways described in this checklist. I will immediately suspend research and request new ethical approval if the project subsequently changes the information I have given in this checklist.	X
I confirm that I, and all members of my research team (if any), have read and agreed to abide by the Code of Research Ethics issued by the relevant national learned society.	X
I confirm that I, and all members of my research team (if any), have read and agreed to abide by the University's Research Ethics, Governance and Integrity Framework.	X

Name: Fiona Oudeman.....

Date: 30/01/2017

Student's Supervisor (if applicable)

I have read this checklist and confirm that it covers all the ethical issues raised by this project fully and frankly. I also confirm that these issues have been discussed with the student and will continue to be reviewed in the course of supervision.

Name: Kay Bains.....

Date: 01/03/2017

Reviewer (if applicable)

Date of approval by anonymous reviewer: 04/03/2017



Certificate of Ethical Approval

Applicant:

Fiona Oudeman

Project Title:

Levels of Online Needs and the Influence of Personality and Demographics on the Use of Social Networking Sites

This is to certify that the above named applicant has completed the Coventry University Ethical Approval process and their project has been confirmed and approved as Medium Risk

Date of approval:

04 March 2017

Project Reference Number:

P51061