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A COMPARATIVE STUDY OF PERSONALITY CHARACTERISTICS OF FACEBOOK USER AND NON-USER.

Ahire Rajkumarsing Bhagwan

Abstract:-The present study was undertaken a comparative study of personality characteristics of Facebook users andnon-users (personality characters, introversion and extroversion). The sample consists of 60 youths of Facebookusers and non-users selected from Aurangabad districts. The age range of Facebookusers and non-users are 18 to 21. The research tools selected to NeymannKohlstedt Extraversion, Introversion Scalenamely. The proposed statistical procedure is descriptive statistics i .e Mean SD was computed and‘t’ test. Conclusion in this study on the basis of data and discussion of result the hypotheses are tested and verified. The result to be found was there is a significant difference between Facebook user and non-user on their personality characteristics Extroverts and Introverts.

Keywords: Personality Characteristics (Extraversion, Introversion). Facebook user and Non-user.

INTRODUCTION

In the study of personality human beings were classified into different type of this could be seen in the work of Hippocrates. Even Sheldon had proposed different type of personality on the basis of the body built. An important work in the field of the personality type was the CarlJung who has proposed two major types of personality types namely extraversion and introversion.

Extraversion - Extraversion tends to be manifested in outgoing, talkative, energetic behaviour, whereas introversion is manifested in more reserved and solitary behaviour.

Extraversion -As attitude type characterised by concentration of interest on the external object (the outside world)Also Eyesenk carried out extensive study introversion and Extraversion. He developed several scales and inventories measuring introversion, extroversion. In the early research; Eyesenk (1947-1952) found to basic type of dimension's that he labelled as Introversion, Extraversion and neurotism that is stability (a factor sometimes called stability). Those two personality dimensions are orthogonal they are statistically independent of each other.

Extraversion is the act, state or habit of being predominantly concerned with obtaining gratification from what is outside the self. Extraverts tend to enjoy human interactions to be enthusiastic, talkative, assertive and gregarious. They take pleasure in activities that involve large social gatherings such as parties, community activities, politics, teaching, sales managing and brokering are field that favour.

INTROVERSION –

Jung defined - Introversion as an attitude type characterised by orientation in life through subjective psychic content's (focused of one's inner psychic activity).

Introversion is the state of or tendency towards being wholly or predominantly concerned with interested in one's own mental life. Somepopular writers have characterized introverts as people whose energy tends to expand through reflection and dwindle during interactions. This is similar to Jungview although he focused on psychic

energy rather than physical energy. Few modern conception is that introverts tend to be more reserved and let outspoken in groups. They often take pleasure in solitary activities reading, writing, using computers, hiking and fishing. Sculptor, engineer, composer and inventor are all highly introverted. An introvert is likely to enjoy time spent alone and find less reward in time spent with large groups of people, though he or she enjoy interactions with close friends. Trust is usually an issue of significance: a virtue of upmost important to an introvert is choosing a worthy companion. They prefer to concentrate to a single activity at a time and like to observe situations before they participate, especially observed in developing children and adolescents. They are more analytical before speaking introverts are easily overwhelmed by too much stimulation from social gatherings and engagement, introversion having even been defined by some in terms of preference for a quiet more minimally stimulating environment. Introversion is not seen as been incidental to shy or to being a social outcast. Introverts prefer solitary activities over social one's whereas shy people (who may be extraverts at heart)avoid social encounters out of fear.

REVIEW OF LITERATURE:-

Nicole Lehmann (2010) Study indicated that there is no difference between introverts and extroverts and how they use Facebook. Introverts were found to update their status more frequently and post on other peoples' walls, however, number of friends, groups, and overall time spent on Facebook is comparable to extroverts.

Jennifer Cobb (2011)Found that Facebook nonusers tend to be shyer, more conscientious and socially lonely thanFacebook users. Facebook users - the vast majority of the sample studied scored higher on the characteristics of extroversion and narcissism than non-users.

Nikolina ljepava, R Robert Orr, Sean Locke, Craig Ross (2013)Examined the personality and social characteristics of Facebook non-users and frequent users. He found that non-users and frequent users differed on several social and personality characteristics. Facebook non-users had lower tendency to self-disclose, fewer peers participating in the social network and higher covert narcissistic traits. Frequent Facebook users scored higher on overt narcissism and reported more intimate friendships than non-users, indicating that close friendships might actually extend to social networks and contribute to a feeling of closeness and intimacy between friends in both an online and offline context.

Objective:-

To study the personality characteristics of Facebook user and non–users.

Hypothesis:-

There is significant difference among Facebook users and non-user on certain personality characteristics i.e. Introversion and Extraversion.

Methodology:-

Participants: -The study was conducted on 60 sample in Aurangabad district. The age range of the selected sample is18 to 21.The sample was selected to the simple randomized sampling. The sample is using Facebook minimum 2 hours in the day.

Research Design:-

Signal factorial design is used to study

A	B
30	30
Total	60

A= Facebook user
B= Facebook non-user

Variables:-
Independent variable:-
Facebook user
Facebook non-user
Dependent Variable:-

Extraversion, Introversion.

Psychometric Devices:-

The following tools wereused.

NeymannKohlstedtExtraversion, IntroversionScale: -The test was constructed and standardized by Neymann and Kohlstedt. The test consistsof 50 items and each item is provided with two alternative answers i.e., Yes and No. It is widely used test, which has high reliability and high validity.

StatisticalAnalysis:-

The descriptive statistical procedure is used .i.e. Mean SD was computed the't' test. The raw data is compared to the extraverts and introverts Facebook user and Facebook non-user in order to reject or accept hypotheses.

RESULT AND DISCUSSION:-

The major objective of the study is to examine the differences among Facebook user and Non-user on certain personality characteristics i.e. extraversion introversion. The sample was further classified into two groups of Facebook user and non-user. The Neymann Kohldest extraversion introversion scale were administered.The Extraversion introversion score were analysed with the help of t-test. The mean SD and t values arepresented in table.

Table: - showstheMean, SD, DF,t –value and level of significance of personality characteristics of Facebook user and non-user. Total (N-60).

Group	Mean	SD	N	DF	t- value	Level of significance
Facebook user	**36.06**	**2.68**	**30**	**58**	**5.77**	**0.01**
Facebook non-user	**32.73**	**2.61**	**30**			

Table: - shows the mean, SD and t- value of personality characteristics extraversion, introversion of Facebook user and non-user. The mean score of Facebook user is 36.06 is comparatively larger than the mean score of Facebooknon-user 32.73. The t- value of 5.77 is significant at 0.01 level. This clearly shows that there is significant difference in personality characteristics i.e. extraversion, introversion of Facebook user as non-user.This result might be occurred due to the Facebook user youths can't communicate to each other on social networking sides, maintain the interpersonal relationship. As well as previous research found that the introverts people could not maintain interpersonal relationship like that extrovert people.

CONCLUSION:

Result are supported to the hypothesis stated that There is significant difference between Facebook user and non-user on personality characteristics extraversion and introversion.

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