DO BIG-FIVE PERSONALITY TRAITS IMPACT ON SELF-DISCLOSURE BEHAVIOR ON SOCIAL NETWORKING SITES' USERS?

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ABSTRACT

The aim of this paper is to review the impact of big-five personality traits towards the self-disclosure behavior of social networking sites' users. As 'Big-Five' personality characteristics: Extraversion, Neuroticism, Openness to experience, Agreeableness, and Conscientiousness are considered. Hence, primary data was collected through using methods such as structured questionnaire and observations of the 235 social media users' profiles via snowball sampling technique. It is found that higher level of agreeableness, openness to experience, and conscientiousness are impacted positively on self-disclosure behavior of Social Networking Sites' users while Neuroticism has negative relationships. Further, results highlighted that extraverted people uploads more things, agreeableness posts not hurts others feelings, Conscientiousness is given good messages to others, persons with openness to experience personality represent their real life and don't act as fake people while neuroticism represented lower intention to reveal their information on public because they feel it may cause to the damage their image and post higher in political and religious view. Thus, it is recommended

Keywords: *Big-five personality traits, Social Networking Sites, Self-disclosure*

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1   INTRODUCTION

Social Networking Site is a bridge that makes mutual cooperation among worldwide countries and venue where millions of users host their personal and professional profiles (1) and becomes a major phenomenon in human life as per clients visit these sites as a portion of their daily life (Derek Carey et al., 2011). Moreover, Boyd & Ellison (2) emphasized that Social networking Sites allows sharing information with easy manner among friends, colleagues, and strangers. As leading Social Networking Sites, Facebook, YouTube, MySpace, Twitter, LinkedIn, Pinterest, Instagram, and Google+ are acknowledged. Boyd & Ellision (2007) highlighted that in foregoing five years MySpace and Facebook have been developed as the central point of Social Networking Sites. (3). Users are becoming harder with Social Networking Sites as in every minute several of social networking consumers are commenting on photos, videos, posts, and updating status and link with others to prove their presence on social networking sites. Moreover, the Social Networking Site is the most precious network that adapts off-line relations to online families. Self-disclosure via online social networking site means that addressing a large number of an audience rather than off-line relatives (4). According to the Global Social Media study annual growth of social media users up to January of 2018 respectively, India 31 percent, Indonesia 23 percent, Japan 11 percent, Russia 15 percent, China 11 percent, Thailand 11 percent, South Africa 20 percent etc. (5). Within the last five decades, the number of Social Networking Sites users is rapidly grown by indicating 6.7 million registered users among 21 million Sri Lankan communities (6). With this trending increment, risks associated with the drugs, alcohol, and risky sexual behavior, today it is enhanced the dangerous conditions through the things such as predators, lurkers, access to inappropriate information, identity theft which brings by the Social Networking Sites (7). Moreover, it is emphasized that unluckily, Facebook is becoming a major cause for suicides, sexual abuses and other crimes (8). According to the (9), the news is filled with the stories of suicides because of Social Network Sites, posting inflammatory or offensive comments, Sharing personal information, photos, or videos that another person may not want to publish online, and Posting inappropriate photographs, videos, movies. And same demonstrated by Weerasundara in 2014 (10) as several suicides and other mental health problems were reported in Sri Lanka in recent times where there where engagement with

social media. As well as, CID has received over 2,200 complaints regarding various illegal activities on Facebook, Posting of photos, videos, fake Facebook accounts , hacking, and blackmail by threatening to post photos or video chat on it (11).Accordingly, (12) undergraduate students' information disclosure and information control on Facebook and the personality factors that influence levels of disclosure and control. Previous studies have looked at personality and its impact on the use of SNS (Ross, Orr, Sisic, Arseneault, Simmering and Orr 2009), but limited studies are done specifically at its impact on self-disclosure of personal information on these sites (13). Determining the factors, such as personality, that impact a person's decision to post personal information on a Social Networking Site is a key to understanding how consumers can be better educated to protect themselves from the victimization of suicides, crimes, and harassment in the society. Accordingly, the study aimed to identify the impact of Big-five personality traits on self-disclosure behavior on Social Networking Sites users by answering the question "Do big-five personality traits impact on self-disclosure behavior on Social Networking Sites' users?"

2   LITERATURE REVIEW

2.1   Social Networking Sites

(13) indicated that Social Networking Sites (SNSs) have been become an interrelated phenomenon with the human blood because millions of Social Networking Sites' users tend to stay on their sites as a part of their daily lifecycle and (14) stated that SNSs become a turning point of the communication era from face to face communication to online communication. Boyd & Ellision (2007) defined that Social Networking Site as a "web-based services that allow individuals to (1) construct a public or semipublic profile within a bounded system (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connections and those made by others within the system (3). Moreover, Burke et al (2009) highlighted that MySpace, Facebook; LinkedIn respectively covers 275 million, over 300 million and 50 million users all over the world (15). As a communication platform, Social Networking Site provides a massive opportunity to its users to participate in conversations, express opinions, share photos and images, make mutual relationships with others and gain social acceptance (16). Lenheart & Madden (2007) indicated that social networking site is the main venue for the online users to enhance the romantic relationships among friends, family partners and making friends who strangers once (17). Utz (18) and Burke, Marlow, & Lento in 2010 noticed that the user profiles exhibit information themselves about their ages, relationships, hobbies, location and interests to others. In today status update is the one of wildest one-to-many communication form that can be practiced without any effort and it can be addressed to a large amount of unknown audience (19)

2.2   Self-Disclosure

Self- disclosure behavior is a vital element for maintaining a successful relationship in an online community (20). In 1973, Cozby defined that self-disclosure as a "process that occurs during an interpersonal interaction and may identify as any information about oneself which person A communicates verbally to a person B" (21).Furthermore, Wheels & Grotz (1976) stated that online self-disclosure as self-communication through on users' profile and the route of communication with others by posting comments, participating in group discussion and posting on the wall. Many of social networking sites users exhibit their privacy such as dating performances, current relationship status, political views or various interests and providing personally identifiable information (22) .Social Networking Sites users tend to upload their photos, videos, status and post news feed and comments on their wall. In the year 2007, Valken Burg & Peter et al. (23) indicated that users are motivated by the internet to increase user's intimate self-disclosure for maintaining, forming the relationships. Moreover, the outcomes of Nguyen, Bin, & Camphell (24) in 2012 posting visual elements such as photographs are a significant phenomenon of self-presentation. As the cost of self-disclosure can be described as the barriers or negative impact on the user's decisions to share information on social networking sites (25). Moreover, it is emphasized that revealing personal information on social networking sites has both edges of positive social outcomes and negative social effects.

2.3   Big-five personality traits

Ryckman (2004) emphasized that personality is a collection of a person's characteristics that influence his or her behavior in various situations. Further, stated that personality may help to online communication interactions (26). Barrick, Parks & Mount (2005) defined traits as fundamental building blocks of the personality and focus to the pattern in way of they think, feel and behave (27). It is used the number of instruments to measure the personality and the Big-Five model is the most popular model among them. The big-five Extraversion,

Agreeableness, Conscientiousness, Neuroticism and Openness to Experience are a set of five boarding bipolar trait dimension that establishes the most extensively used model of personality structure (28).

2.4   Relationship between big-five personality traits and self-disclosure behavior on SNS

Extraversion

Extraversion refers to those who are outgoing and like to be the center of attention in a group of people. And Persons who are shown a higher degree of sociability as assertiveness and talkativeness tend to be Extraversion. According to Gallego & Prados in 2013 specified extraversion describes including features such as sociability, activity, assertiveness, and experience to positive emotions (29). (30) highlighted that individuals who are in a higher level of extraversion refer to a higher level of objective to reveal personal information on the wall. According to the findings, extraverted people tend to disclose more personal information but they don't want to promote themselves via social networking sites (31). Further, it has described that extraverted people are actively look social attention and more prefer to build a new relationship rather than maintaining an existing one. Accordingly, the first hypothesis was built;

H1: There is a significant impact of extraversion on self-disclosure behavior of social networking sites' users

Agreeableness

Agreeableness is the person who amiable and agreeable person and try to reduce the conflicts. Individuals who are with Agreeableness traits are like to being helpful, cooperate and sympathetic towards others. According to Gallego & Prados in 2013 Agreeableness defines as communal orientation as opposed to antagonism and is accompanying to being generous, trusting, gentle and kind. People who has a higher level of agreeableness is tended a lower intention to reveal information because they feel that revealing more personal information in public may provide huge opportunity to occur more conflicts (32). Accordingly, the second hypothesis was built;

H2: There is a significant impact of agreeableness on self-disclosure behavior of social networking sites' users

Conscientiousness

Conscientiousness defined as the people who tend to be organized in their daily practices. Moreover, Conscientiousness people are being disciplined organize and achievement oriented. According to Gallego & Prados (2013) Conscientiousness emerging high level of control over the desires directed and goal oriented and linked to being dutiful organized responsible. Conscientiousness is self-controlled individuals who are efficient, organized and practices to search for different technologies to allow them. Samar in 2015 has taken the conscientiousness as an individual will find social networking sites to be useful as it allows them to be connected with friends faster and easier.). Individuals' who are greater conscientiousness traits reveal less-depth information (33). Normally, they avoid using Facebook and allocate more time to other hobbies (Ross et al., 2009). Many of friends are in their friend lists but they upload very fewer images and photos on their wall (Hamburgur & Vinitzky , 2010; Moore & McElory, 2012).

H3: There is a significant impact of Conscientiousness on self-disclosure behavior of social networking sites' users

Neuroticism

People with Neuroticism traits identified as emotional stability is related to anxiety, irritability, sadness, being easily upset and more generally with negative emotions. Neuroticism is the same as an individual is the level of emotional control. Individuals who low level with Neuroticism are emotionally stable and Individuals who high level with Neuroticism are experienced negative emotional have investigated by Terzis & Moridis et. al, in 2011 (34). Hence, Mouakket in 2015 has identified as Neuroticism people are worried, hostile, anxious, fearful, and depressed and they considered as new technology threating and stressful people with negative feelings. (35). A Higher level of neuroticism people is spent a lot of time on Facebook and make a positive relationship with Facebook (36).According to Hans George et al. in 2015 highlighted that emotional stability persons do not seem to build networking relationships and they are working with formal relations in organizations. In 2012 Loicano, Misch, Carey, Spencer, & Speranza emphasized that individuals who are in a higher level of neuroticism are lower intention to divulge their personal information in public because they may feel if they reveal personal information in public it may cause to harm their image. Accordingly, the fourth hypothesis was built;

H4: There is a significant impact of Neuroticism on self-disclosure behavior of social networking sites' users

Openness to Experience

Openness to Experience is an individual who is willing to gain new experiences. Openness to Experience people refers to intellectual life idea related activities and emotional Stability tend to be affective experiences or feelings (37). Hamburger in 2010 emphasized that openness to experience people have more Facebook friends and divulge more personal information on their wall than others. Highly openness personas are likely to have a wide range of interesting and agreeable to have experience something uncommon (38)).

H5: There is a significant impact of Openness to Experience on self-disclosure behavior of social networking sites' users

3   METHODOLOGY

A deductive type quantitative study which is encompassed different data collection techniques while primary data are collected through directly filled structured questionnaire and observationally filled questionnaire and secondary data was obtained from books, journal articles, reports, and other secondary materials. The sample consisted of 235 social networking sites users using snowball sampling technique. The structured questionnaire comprised with first and second section respectively with demographic information, personality information (39) which is filled from respondents and a third section filled with the observation result of a particular user profile by the researcher.

4   FINDINGS

The sample was comprised of 60 percent males and 40 percent females while 56.69 percent, 29.3 percent, 13.61 percent, 0.4 percent respectively belong to 25-34, 18-24, 35-44 and 45 or above age categories. Moreover, results highlighted that the majority of users are (87.3%) engaged with Facebook and rest is involved with SNS such as Instagram, Twitter, and LinkedIn. As the purposes for using social networking sites, most of the users are agreed that they have used SNS for the scroll news feeds (30.6%), 16.5 percent stated that make profile update and upload content is their main purpose. While rest is said that it is used SNS for continuing existing relationships (28.4%), eliminate loneliness (15.3%), add unknown friends (8.1%), and for marketing activities (0.8%). Furthermore, the result revealed that 31.1 percent of users are involved with SNS multiple times per day whereas 15.3 percent stated that they engaged once a month.

The reliability of the construct was confirmed that the items are the most suitable to test the big-five personality impact on self-disclosure behavior through exceeding all Cranach's alpha values more than 0.7. As results obtained from the correlational analysis it is highlighted that there is a relationship between personality types such as Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience and self-disclosure behavior of Social Networking Sites users.

Table 1: Correlation Result

	A	B	C	D	E	F
A. Extraversion	1					
B. Agreeableness	.181**	1				
C. Conscientiousness	.471**	.316**	1			
D. Neuroticism	.-238**	.-187**	.-416**	1		
E. Openness to Experience	.199**	.256**	.516**	-.460**	1	
F. Self-disclosure behaviour	.373**	.435**	.698**	.-546**	.516**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Turning to the actual model analysis, all of the 'Big Five' personality characteristics indicated a significant impact on Self-disclose behavior ($R^2 = 0.618$). Moreover, the results indicated that Agreeableness ($\beta = 0.218$,

p<0.05), Conscientiousness (β = 0.566, p<0.05), Neuroticism (β = -.110, p<0.05), and Openness to Experience (β = 0.064, p<0.05) had impact towards on self-disclosure behavior of SNS users. Further, the outcome highlighted that even though there is a relationship between the Extraversion and self-disclosure behavior of SNS user, it is difficult to identify impact among those two at 0.05 levels.

Moreover, the observation results of the study emphasized that people with extraversion characteristics reveal their personal identification information rather than others only for self-satisfaction. As well as Extraverted people tend to share their daily life on the public with the photographs. Sometimes revealing too many posts on the wall, it may be disturbing to the other persons on the Social Networking Sites. When considering the Agreeableness and self-disclosure behavior, it illustrates a positive relationship. Persons who are higher in Agreeableness appear forgiving, sympathetic, flexible, kind and trusting nature. No worries about their postings because they may not revenge or hurt others with comparing their personality traits. The findings of the observation emphasized that the relationship between Conscientiousness and self -disclosure behavior have a positive relationship. Though they have a positive relationship they reveal limited posts and continuously they are given a good message to others. As an instance, their name relationship, age, and other personal information inserted accurately. They represent their real life and don't act as fake people. The Neuroticism has a negative relationship with Self-disclosure behavior. It means the higher level of Neuroticism is lower intention to reveal their information on the public because they feel it may cause to the damage their image. But, if they post something randomly it may reason to make violation among others by expressing their religious beliefs and political views hurt others.

5   CONCLUSIONS AND RECOMMENDATION

The findings are very interesting and it is specified that Big-five impacts a person's decisions and disclosure of personal information in Social Networking Sites. The higher level of agreeableness, openness to experience, and conscientiousness are impacted the higher level of self-disclosure behavior on SNS. As well as Neuroticism and self-disclosure behavior on SNS has negative relationships. Further, results highlighted that extraverted people uploads more things that are become a headache to others, posting of persons with agreeableness traits not injured others' feelings, Conscientiousness is given good messages to others, persons with openness to experience personality represent their real life and don't act as fake people while neuroticism represented lower intention to reveal their information on public because they feel it may cause to the damage their image and higher in posts with political and religious view.

Thus, it is recommended that the proprietors of the Social Networking Sites can create a framework by generating restriction to the persons whose have a personality with bad self- disclosure behavior on the Social Networking Sites after identifying their personality through the personality test. And Social Networking Sites' users should be careful with the personality type of both role of own and other friends when they disclose something on the wall.

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