Effects of Personality Traits on Facebook Use

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1. Introduction

Online social networking sites, such as Facebook, have grown in popularity in recent years and they provide an exciting new area of study. Facebook provides individuals with easy access to view personal information about their friends, coworkers, and even complete strangers (Muise, Christofides, and Desmarais, 2009). Facebook has over 500 million active users and every month over 700 billion minutes are spent on Facebook (Facebook, 2011). Among U.S. college students, for instance, 96% have a Facebook account. In Greece, Facebook is the primary social network used by the majority of the population. Given the popularity of Facebook in Greece, the current study was designed to investigate the relationship between Facebook use and personality characteristics, in college students.

Prior research has investigated the relationship between personality traits and Facebook usages (Amichai-Hamburger and Vinitzky 2010) and their differences in information sharing (Pempek Yermolayeva and Calvert 2009). It is the focus of the present study to expand such studies and investigate the effect of personality traits such as Openness to experience, Conscientiousness, Extraversion, Agreeableness and Neuroticism on the level and way Greek college students use Facebook. Overall, 367 college students from the two largest Universities in Northern Greece participated in the study.

2. Big Five Model and Facebook usage review

Facebook represents the most used social medium with over 1,7 billion active users (statista.com 2016). Only in the United States, 72% of the population make use of Facebook in a daily basis (Duggan 2015). These users generate a huge amount of data and content, attracting scholars' interest. Some researchers focus on personality traits in combination with Facebook use, associating behaviors and measurement online activities (Amichai-Hamburger and Vinitzky 2010; Wang et al. 2012).

Many theories are used to explain the online behavior of users in combination with their personality (Gosling et al. 2011; Hall and Pennington 2013). One of them, the Five-Factor Model of personality (FFM), known as Big Five, represents the most commonly used model for researching and examining the relationships between personality traits and online users. This taxonomy is one of the most reliable methods for exporting and monitoring personalities (McCrae and John 1992; Zywica and Danowski 2008; Ryan and Xenos 2011; Moore and McElroy 2012; Tan 2012). Big Five is based on the notion that users' personality can be ranked on a five-axes model. Every axis represents a specific factor from: Openness to experience, Conscientiousness, Extraversion, Agreeableness and Neuroticism, defined as follows (John et al. 2008).

2.1 Literature Review

In a total of 20 articles, two journals dominate by contributing with 12 articles, in specific *Computers in Human Behavior* and *Personality and Individual Differences* with 6 articles each, covering the period from 2009 to 2016. An important find on our research is that 9 articles belong to psychology-related journals and 8 on multi-disciplinary science (computing, marketing and psychology) journals.

2.2 Streams of Research

Our literature review revealed three emerging streams regarding research on personality traits and Facebook. The first one is related to personality traits and how these traits are associated with users' online behavior on Facebook. Our research revealed 6 articles that associate Big Five's traits with specific measurement activities on Facebook. These articles examine exclusively the five personality traits without taking in consideration other aspects of personality. The second revealed stream examines Facebook usage and Big Five in combination with additional traits, such as loneliness, self-esteem, narcissism and anxiety. These 5 articles, in fact, extend the FFM model with the aforementioned traits. The last stream involves the attachment

theories together with Big Five personality traits and Facebook usage. Three articles are found to associate attachment theory as a framework for explaining engagement with Facebook. In order to create these three stream, we took into consideration only primary research articles, excluding literature reviews (Table 1).

INSERT TABLE 1

2.3 Facebook intensity

Several academic articles examine the use of social networks sites (SNSs) from a social capital point of view. Facebook intensity is one of the factors examined on these studies. As intensity, researchers mean the time spend per day and the number of Facebook friends. Ellison (2007) found a positive correlation between Facebook intensity and social capital, while Chung et al. (2016) confirmed that frequent Facebook users prefer consuming information to interacting with other users. Su and Chan (2017) claim that demographics and Facebook Use Intensity (FUI) are not correlated and that intensity is not affecting the tendency to employ Facebook-enabled commutative features.

3. Personality traits and Five Factor Model

In literature each one of the five factors has been examined, showing associations with the way users interact on social media. Furthermore, several of the measurable activities on social media are believed to be influenced by each of the five factor model, negatively or positively.

Some of them indicate which personalities use Facebook under certain conditions (Carpenter et al. 2011). Others (Ross et al. 2009; Amichai-Hamburger and Vinitzky 2010) found that users with high neuroticism have accurate personal profile information or that users with high extraversion use frequently the internet. Other studies shown that high extraverted and open to new experiences users are less influential that it was though on past studies (Correa et al. 2010). Similar results can be found in more studies (Ryan and Xenos 2011; Moore and McElroy 2012). Moore and McElroy (2012) found that extraverted and sentimentally stable users (neuroticism's bipolar factor) are positively related to Facebook usage, but users with

low agreeableness and conscientiousness are negatively related.

Cimbaljević (2015) confirms an association between personality traits and decisions regarding the tertiary education. Mariani, Di Felice (2016) developed a scale that measures Facebook intensity, including engagement measurements and integration with specific users' personality in daily life. Their study examines Facebook usage from a self-esteem perspective.

Other studies follow the same procedure, including self-esteem and Facebook intensity to their research (Wilson et al. 2010; Lee et al. 2012; Skues et al. 2012; Orosz et al. 2015; Błachnio et al. 2016). In particular Skues et al. (2012) found that higher levels in openness are associated with more time spent on Facebook and high number of friends. Loneliness is also correlated to more friends on Facebook based on Skues et al. (2012), Ross et al. (2009) and Mariani (2016). Five studies, examine intentions' sincerity on Facebook in order to clarify if self-presentation on social media can be considered reliable(Gosling et al. 2007; Back et al. 2010; Nadkarni and Hofmann 2012; Seidman 2013; Hart et al. 2015). One study only examines the relationship among personality, Facebook use and leisure activities, finding that there is a positive relationship between time use on Facebook and recreation activities (Kuo and Tang 2014). Furthermore, attachment theory examines how deep an emotional bond is between two persons. The theory sustains that attachment may not be reciprocal, so an individual may have an attachment with another person which is not shared (Godey et al. 2016). Our study revealed three articles that combine attachment theory with personality traits and Facebook usage. These studies extend the five factor model by adding anxiety and avoidance as complementary factors (Jenkins-Guarnieri et al. 2012; Jenkins-Guarnieri et al. 2013; Hart et al. 2015). One study examines the association between Facebook usage and adolescents, finding that extraverted minors are positively related to Facebook use. In that study, authors associate teenagers, who tend to be influence by peer group pressure, with frequent Facebook usage (Vlachopoulou and Boutsouki 2014).

3.1 Extraversion and Facebook usage

Extraversion measures a person's energy and enthusiasm. Usually extraverted

individuals are social, optimistic, active and talkative (Moore and McElroy 2012). Extravert individuals usually keep a positive way of thinking on their daily life (Augustine and Hemenover 2008). Vlachopoulou and Boutsouki (2014) and Jenkins-Guarnieri et al. (2012) confirm that extraverted users are positively related to Facebook overall usage. Furthermore they find associations between extraversion and Facebook use intensity, explaining why extraversion holds a primary role on initiating relationships on Facebook.

Hypothesis 1. Extraversion will be related to Facebook usage in terms of (a) the intensity of use, (b) the number of friends, (c) the frequency of usage, (d) the time spending, (e) photo sharing and (f) commenting on others' photos (g) writing on others' wall and (h) checking his/ her Facebook Wall.

3.2 Neuroticism and Facebook usage

Neuroticism measures a person's negative emotionality and nervousness (John et al. 2008; Smith et al. 2014). Neuroticism refers to anxious and nervous by nature personalities. Neurotic individuals often hide some aspects of themselves, but they show them only online (Seidman 2013). Neuroticism and emotional stability are inversely associated. More high scores on neuroticism an individual obtains, less emotional stability presents. Neurotic users use Internet more frequent, respect to extravert ones (Amichai-Hamburger and Vinitzky 2010). Regarding social media, neurotic users tend to participate more, trying to create a more attractive profile (Wehrli 2008).

Hypothesis 2. Neuroticism is positively related to Facebook usage in terms a) the intensity of use, (b) the number of friends, (c) the frequency of usage, (d) the time spending.

3.3 Agreeableness and Facebook usage

Agreeableness measures a person's altruism and affection. Individuals with high score

in agreeableness are more flexible, forgive easier, are kind and sympathetic. Usually they try to avoid conflicts, and that is why such individuals are likely possible not to reject an offer coming from a friend. Agreeableness may also refer to individuals who seek information on internet (Nadkarni and Hofmann 2012; Seidman 2013; Choi and Kim 2014). Agreeableness is negatively correlated to Facebook usage on previous studies (Jenkins-Guarnieri et al. 2012; Seidman 2014).

Hypothesis 3. Agreeableness is negatively related to (a) the frequency of use, (b) photo posting and (c) sharing others' content.

3.4 Openness to experience and Facebook usage

Openness measures peoples' originality and open-mindedness (Čukić and Bates 2014). It also reflects the individuals' vividness of imagination. Open to new experience users are correlated with often status updates and participation to Facebook groups (Bachrach et al. 2012). Other studies confirm that users with high openness tend to use other alternatives of communications rather than Facebook (Guadagno et al. 2008). Especially for Facebook, Amichai-Hamburger and Vinitzky (2010) found that users with high scores on openness tend to share more personal information, confirming a positive association with open to new experience users and social media usage.

Hypothesis 4. Openness to new experience will be positively related to Facebook usage such that individuals with high scores in openness (a) will use Facebook more frequently, (b) will spend more time on Facebook and (c) will share his/her content.

3.5 Conscientiousness and Facebook usage

Conscientiousness measures the constraint and the control of impulse. Such impulses are thinking before acting, delaying gratification, following rules and being organized. Individuals with high scores on conscientiousness are reliable and disciplined. Previous studies claim that, because of Facebook's nature, conscientious users focus on their goals and try not to be distracted by the medium (Wehrli 2008). Even if these individuals use Facebook, they do it only for academic purposes or self-improvement

(Kuo and Tang 2014; Mark and Ganzach 2014). This exact type of personality implies that conscientious users are hesitant with "Like" button but not with photo uploads (Bachrach et al. 2012).

Hypothesis 5. Conscientiousness will be negatively related to Facebook usage regarding a) the intensity of use, (b) the number of friends, (c) the frequency of usage, (d) the time spending, (e) photo sharing and (f) writing on others' wall.

Methodology

Procedure & Sample

In spring of 2015, a survey was conducted at two large public universities in North Greece. Overall, 367 college students completed a structured questionnaire in an online format. Students were asked to access the questionnaire online in an exchange for a class credit. Of the respondents' sample, 59% (217) were female and 41% (151) male, 97.3% (357) were from the under 30 age group and only 2.7% (10) were from the 31 and over age group. The composition of the sample in educational groupings is as follows: 6.2% (23) secondary education (first year students), 87.5% (322) higher education, 5.4% (20) master degree, 0.5 (2) doctoral degree. The majority of the respondents (82.1%, 302) came from urban areas and semi urban areas (12.5%, 46) and only a small minority from rural areas (5.2%, 19). Table 2 provides a detailed view of the characteristics of the sample.

INSERT TABLE 2

Measures

Personal traits were measured using the Big-Five Inventory developed by John and Srivastava (1999). Big-Five Inventory is a brief measure of Big Five dimensions (44 items total) and it is based on short phrases with relatively accessible vocabulary. Cronbach's alphas for the personality dimensions of extraversion, agreeableness, contentiousness, neuroticism, openness were .70, .70, .72, .74 and .75, respectively. A value of 0.7 or more indicates satisfactory reliability (Nunnally's 1978). Facebook

intensity was measured by means of a 6-item, 5 point Likert-scale, adopted by Ellison, Steinfield and Lampe (2007) (with a Cronbach's alpha of .70). The measure assesses the extent to which the internet users are actively engaged in Facebook activities. Include, for example, the following items, "I am proud to tell people I'm on Facebook" and "Facebook has become part of my daily routine". It, also, counts the number of participants' Facebook friends, as well as, the minutes that participants use Facebook per day.

Furthermore, the questionnaire included a series of questions about Facebook usage and participants' activities through Facebook (e.g. sharing others' content, photos sharing, commenting on others' photos, writing on others' wall etc.). Questions were adopted from prior studies on Facebook (Bumgarner, 2007; Burke, Marlow and Lento, 2010).

Statistical Analysis

In order to test the research hypotheses, a number of hierarchical regression analyses was performed with personal traits as independent variables and both Facebook intensity and the other measures of Facebook usage as dependent variables. Age and gender were controlled for in the analyses to eliminate alternative explanations. Previous research (Mcandrew and Jeong, 2012) has showed that age and gender exert a significant effect on Facebook use.

Results

Extraversion

Table 3 presents the mean values, standard deviations, and correlations for all the measured variables. Table 4 shows the results of hierarchical regression analyses estimating the effects of personality traits on Facebook use. Hypothesis 1a states that an extraverted person is likely to use Facebook more intensely. As shown in Table 4, the coefficient for extraversion is positive and significant ($p<.05$), indicating that extraversion is associated positively with increased Facebook intensity. Hence, hypothesis 1a is supported. Hypothesis, 1b posits that extraversion positively predicts the number of friends a person has on Facebook. Indeed, the coefficient for extraversion is positive and significant ($p<.001$) and as a result hypothesis 1b is, also, supported. On the contrary, hypotheses 1c and 1d, predicting that an extraverted

person is likely to use Facebook more frequently and spend more hours a day, are not supported, since extraversion is not significantly related to these variables.

INSERT TABLE 3

INSERT TABLE 4

Tables 5 and 6 present the results of hierarchical regression analyses estimating the effects of personality traits on preferences for specific features of Facebook. Hypothesis 1e assumes that extroverts are likely to share more photos in total. As shown in Table 5, the coefficient for extraversion is positive and significant ($p<.01$), indicating that extroverts are used to share more photos through Facebook. Therefore, hypothesis 1e is supported. As hypotheses 1f, 1g and 1h suggest, extraverted persons more frequently comment on others' photos ($p<.001$), write on others' Facebook wall ($p<.05$) and check their wall ($p<.001$). Hence, hypotheses 1f, 1g and 1h are confirmed. Interestingly, extroverts, also, send private messages more frequently than introverts ($p<.05$).

INSERT TABLE 5

INSERT TABLE 6

Neuroticism

In keeping with hypothesis 2a, the results confirm that neuroticism has a strong positive effect on Facebook intensity ($p<.01$) (Table 4). Contrary to hypotheses 2b and 2c, however, neuroticism exerts no effect on the number of Facebook friends and frequency of use respectively. The argument of hypothesis 2d is that neurotic people are likely to use Facebook more hours a day. The results supported this argument ($p<.01$). Nevertheless, neuroticism is not significantly associated with any of the preferences for specific features of Facebook (Tables 5 and 6).

Agreeableness

In line with our prediction in hypothesis 3b, agreeableness was found to have a significantly negative effect ($p<.05$) on photo sharing (Table 5). Moreover, results indicate that agreeable persons share others' content on Facebook more frequently

(p<.05). Hence, hypothesis 3c is, also, supported. On the contrary, hypothesis H3a is not confirmed from our data, since agreeableness exerts no effect on the frequency of Facebook use (Table 4). It is interesting that agreeable persons tend, also, to do many likes (p<.05) (Table 5). They, however, check their Facebook wall less frequently than disagreeable persons (p<.05).

Openness

Contrary to hypotheses 4a, 4b and 4c individuals with high scores in openness neither use Facebook more frequently, nor spend more time on Facebook, nor share his/her content (Table 4). Interestingly, openness is positively related (p<.05) to people's tendency to share private messages (Table 6).

Contentiousness

Contentiousness has absolutely no effect on none of the dependent variables (Tables 4, 5 and 6). Therefore, hypotheses 5a, 5b, 5c, 5d, 5e and 5f are not confirmed.

Conclusions

This study adds to the growing body of literature on the effects of personal traits on use of Facebook, a topic that interests both academics and practitioners of digital marketing. In line with our expectations, extraversion is the most important factor in influencing both the intensity of Facebook usage and the users' preferences on Facebook. Extroverts tend to be heavy users of Facebook, have more friends, share more photos, as well as more frequently comment others' photos, write on others' wall, see their personal wall and send private messages. These findings are in accord with prior research suggesting the pivotal role of extraversion on Facebook use and intensity of use (Jenkins-Guarnieri et al. 2012; Vlachopoulou and Boutsouki 2014).

Neuroticism has also been considered as one of the most important personal traits affecting the use of Facebook (Wehrli 2008). Neurotic people try to reduce the disappointment that they face in their offline lives through the use of Facebook by gratifying personal desires and needs online (Amichai-Hamburger et al. 2002). They locate their "real me" through the internet and in particular through the Facebook.

Likewise, our findings show that neurotics use Facebook in a more intense manner and for more hours.

Agreeable individuals are concerned about what other people may think of them and they are oriented to others to receive validation of their self-worth (Eftekhar et al. 2014). Because of their orientation toward others, they seek acceptance, approval and connection with others and tend to express their friendliness through the use of Facebook (Seidman 2013). Indeed, our results indicate that agreeable users express many likes toward others' posts, share others content and photos and do not often check their own wall.

Contrary to our expectations openness has only a limited effect on Facebook usage. It appears that users with high scores on openness are prone to send private messages through Facebook. Private messaging is a secondary Facebook feature that allows users to connect one-to-one to ask questions and share their opinions. Even though it is not such a popular choice among Facebook users, it is preferred by open-minded individuals because it offers an element of differentiation for them. Finally in disagreement with prior studies, the present survey indicates no effect of contentiousness on Facebook use.

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Table 1: Personality and Facebook usage revealed streams from literature

Stream	Short description	Articles
Five Factor Model Stream	Studies using the classic FFM and BFI or TIPT surveys	Correa, Hinsley et al. (2010) Gosling, Gaddis et al. (2007); Ross, Orr et al. (2009); Back, Stopfer et al. (2010); Moore and McElroy (2012); Seidman (2013)
Extended Factor Model Stream	Represents studies that use the classic FFM, **extending** it by adding self-esteem, loneliness, narcissism and anxiety traits	Lee, Moore et al. (2012) Skues, Williams et al. (2012) Wilson, Fornasier et al. (2010) Pettijohn, LaPiene et al. (2012) Błachnio, Przepiorka et al. (2016)
Combined Factor Model Stream	Represents a **combination** of the Five Factor Model and Attachment Theories	Jenkins-Guarnieri, Wright et al. 2012); Jenkins-Guarnieri, Wright et al. (2013); Hart, Nailling et al. (2015)

Table 2: Sample

Demographics	Percent (N)
Gender	
Women	59 (217)
Men	41 (151)
Age	
From 18 to 30	97.3 (357)
> 30	2.7 (10)
Education	
Secondary Education	6.2 (23)
Higher Education	87.5 (322)
Master Degree	5.4 (20)
Doctoral Degree	0.5 (2)
Residence	
Urban areas	82.1 (302)
Semi urban areas	12.5 (46)
Rural areas	5.2 (19)

Table 3: Means, Standard Deviations and Correlations

	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1. Gender	,59	,492																					
2. Age	21,91	3,090	-,014																				
3. Extraversion	3,594	,4699	,058	,054																			
4. Neuroticism	2,848	,5914	,244**	-,002	-,029																		
5. Agreeableness	3,655	,47	,190**	,036	,204**	-,177**																	
6. Openness	3,395	,4987	,062	,119*	,338**	,035	,107*																
7. Conscientiousness	3,612	,5463	,110*	,093	,178**	-,243**	,341**	,132*															
8. Facebook Intensity	3,116	,6059	,158**	-,013	,132*	,171**	,042	,021	-,006														
9. Number of Friends	8,01	1,566	-,050	-,053	,206**	-,034	,007	,097	,031	,175**													
10. Frequency of Use	4,84	,412	-,014	-,008	-,037	-,026	,061	-,069	-,049	,097	,060												
11. How many hours	5,30	1,693	,010	-,073	,013	,130*	,024	,014	-,071	,275**	,173**	,286**											
12. Likes	6,22	1,315	,145**	-,168**	,097	-,035	,123*	,081	,057	,173**	,209**	,211**	,200**										
13. Sharing others' content	2,86	1,466	,009	,101	,007	,076	-,116*	,053	-,066	,134*	,045	-,020	,080	,174**									
14. Photos Sharing	3,08	1,202	,161**	,001	,191**	,053	-,028	,066	,049	,259**	,299**	,148**	,165**	,350**	,309**								
15. Commenting on others' Photos	3,81	1,507	,051	-,009	,205**	-,021	,035	,068	,011	,204**	,312**	,166**	,203**	,432**	,314**	,562**							
16. Writing on others' Wall	3,00	1,218	-,021	,060	,132*	,086	-,025	-,013	,023	,217**	,125*	,026	,174**	,239**	,425**	,459**	,594**						
17. Checking his/ her FB Wall	5,19	1,510	,162**	,019	,244**	,096	-,037	,131*	,054	,218**	,190**	,062	,174**	,287**	,237**	,360**	,401**	,320**					
18. Sending private messages	6,53	,951	,160**	-,091	,132*	,031	,108*	,161**	,129*	,181**	,144**	,197**	,186**	,295**	-,020	,103*	,158**	-,012	,245**				
19. Poking other people	1,51	,991	-,074	-,022	-,033	,064	-,061	-,104*	-,053	,048	,013	-,099	,051	,029	,212**	,165**	,173**	,283**	,054	-,237**			
20. Changing his/ her status	2,37	1,402	-,051	-,007	,071	,088	-,072	-,059	-,060	,100	,151**	-,019	,158**	,118*	,360**	,372**	,309**	,407**	,310**	,004	,318**		
21. Contributing Content	2,78	1,478	-,036	,129*	,097	,064	-,069	,092	-,003	,291**	,142**	,087	,190**	,234**	,333**	,357**	,390**	,444**	,286**	,049	,210**	,510**	
22. Sharing his/ her Content	3,12	1,570	-,040	,076	,092	,061	-,049	,060	,022	,202**	,171**	,133*	,234**	,216**	,390**	,359**	,407**	,430**	,323**	,149**	,179**	,416**	,744**

** $p < .05$, ** $p < .01$, *** $p < .001$*

Table 4: Personality Traits and Facebook Use

	Facebook Intensity		Number of Friends		Frequency of Use		How many hours	
	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2
Control Variables								
Gender	.15**	.11*	-.08	-.08	-.02	-.02	.002	-.05
Age	.01	.01	-.15**	-.17***	-.10	-.09	-.14**	-.14**
Personality traits								
Extraversion		.11*		.19***		-.03		-.02
Neuroticism		.15**		-.02		-.01		.17**
Agreeableness		-.01		-.05		.09		.08
Openness		-.02		.02		-.05		.05
Conscientiousness		-.00		.04		-.04		-.04
R^2	.022	.054	.03	.07	.010	.020	.02	.054
Adjusted R^2	.016	.036	.02	.05	.004	.001	.015	.036
F	4.03	2.93	5.20	3.77	1.79	1.05	3.80	2.93
AF		.032		.041		.010		.033
AR^2		2.46*		3.14**		.76		2.54*

Note: Betas refer to standardized regression coefficients prior to entry.
** p < .05, ** p < .01, *** p < .001*

Table 5: Personality Traits and Preferences for Specific Features of Facebook (1/2)

	Likes		Sharing others' content		Photos Sharing		Commenting on others' Photos		Writing on others' Wall		Checking his/ her FB Wall	
	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2
Control Variables												
Gender	.11*	.09	-.01	.01	.14**	.14*	.04	.05	-.03	-.06	.16**	.14**
Age	-.24***	-.24***	.07	.07	-.04	-.06	-.07	-.08	.04	.03	-.02	-.04
Personality traits												
Extraversion		.07		.03		.18**		.22***		.13*		.25***
Neuroticism		-03		.04		.04		-.04		.09		.05
Agreeableness		.11*		-.14*		-.13*		-.03		-.04		-.11*
Openness		.03		.06		.02		.01		-.03		.06
Conscientiousness		-.01		-.01		.05		-.02		.07		.04
R^2	.068	.092	.006	.000	.022	.068	.006	.051	.003	.028	.024	1.05
Adjusted R^2	.063	.074	.032	.013	.016	.050	.000	.033	-.002	.009	.019	.088
F	13.23	5.17	1.06	1.71	4.06	3.76	1.09	2.78	.554	1.452	4.54	6.02
AF		.024		.026		.046		.046		.024		.081
AR^2		1.89		1.96		3.58**		3.45**		1.808		6.47***

Note: Betas refer to standardized regression coefficients prior to entry.
** p < .05, ** p < .01, *** p < .001*

Table 6: Personality Traits and Preferences for Specific Features of Facebook (2/2)

	Sending private messages		Poking other people		Changing his/ her status		Contributing Content		Sharing his/ her Content	
	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2
Control Variables										
Gender	.16**	.13*	-.09	-.09	-.06	-.07	-.04	-.06	-.05	-.07
Age	-.19***	-.215***	.02	.03	-.03	-.03	.06	.05	-.004	-.02
Personality traits										
Extraversion		.11*		-.01		.09		.05		.09-
Neuroticism		.02		.05		.1		.09		.08
Agreeableness		.03		-.04		-.9		-.09		-.08
Openness		.11*		-.1		.02		.06		.04
Conscientiousness		.07		-.02		.02		.05		.08
R^2	.061	.107	.008	.026	.004	.030	.006	.028	.003	.028
Adjusted R^2	.055	.090	.003	.007	-.001	.011	.000	.009	-.003	.009
F	11.75	6.16	1.51	1.32	.75	1.57	1. 02	1.47	.48	1.46
AF		.047		.017		.026		.022		.025
AR^2		3.74**		1.29		1.89		1.64		1.84

Note: Betas refer to standardized regression coefficients prior to entry.
** p < .05, ** p < .01, *** p < .001*