Facebook Use and its Relationship with Self-esteem, Personalities and Addictive Tendencies.

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Abstract

This thesis will discuss the relationship between Facebook usage and the three variables of personality, self-esteem and addictive tendencies. The aim of this study is to see if certain personalities and levels of self-esteem lead to higher levels of Facebook use. And also to see if Facebook usage has addictive characteristics. Research was quantitative in nature, using questionnaires to gather information. Results indicated a correlation between each of the three variables with Facebook use.

Introduction

This study is being undertaken as it is a neglected topic, the internet and social-networking is a growing virtual world that attracts millions of people, therefore it is important to understand who is more inclined to be on these sites and why?

Method

The method which was used for this study was quantitative analysis using SSPS 18 to analysis results. This method was chosen as it a large number of participants was needed that gave factual responses.

188 participants took part in this study. A questionnaire consisting of Facebook usage questions (ie How often the participant logs in to Facebook, the Rosenberg Self-Esteem Scale, The Bipolar Big Five Markers (to measure personality) and the Addictive Tendencies Scale was sent out over Facebook to people in the Leinster region of Ireland. Participants were between 18-62 and the average age was 24.

Results

The analysis revealed that women are more prone to have addictive tendencies towards Facebook. Results indicated a correlation between self-esteem and Facebook use however findings were not significant. Extrovert personalities showed to be most prevalent on Facebook.

Discussion

Facebook has a huge impact on peoples lives as some people go on it to heighten their self-esteem levels, others go onto to feed their personalities, and also people have addictive tendencies towards it now with logging in constantly. Future research needs to be done, with Facebook having such a large audience, there is privacy issues as people display a lot more on their profile than they think.

References

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