The Impact of Facebook Usage on One's Self-Esteem and Personality

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Stephen Bigler
Abstract

Facebook use is very popular among many different groups of people in societies worldwide, but many questions remain unanswered regarding individual traits that are antecedents of individual behaviours enacted online. Research suggests that low levels of self-esteem are linked to Facebook intensity usage, however, such findings have also found to be inconsistent, as studies have put forth alternative suggestions of the opposite or no links to Facebook intensity usage. The main aim of this study was to investigate deeper the relationship between self-esteem and Facebook usage with other factors such as personality attributes, gender and age also examined. Data was collected by means of a self-report questionnaire sent to a sample of 244 Facebook users of which 176 were female, 67 were male and 1 was other. The sample had a mean age of 33 years, the minimum age being 18 years and the maximum age being 71 years. Quantitative self-report scales such as the Multidimensional Facebook Intensity Scale, Rosenberg Self-Esteem Scale and the Ten-Item Personality Inventory-(TIPI) Scale were incorporated into the questionnaire.

The results reported that Facebook intensity was not associated with self-esteem. However, results did indicate an association between self-esteem and time spent on Facebook. The results showed that female participants showed a higher Facebook intensity than males. There was a small significant correlation found between personality attributes in total and Facebook intensity. However, extraversion, openness and agreeableness scored significantly high with Facebook intensity with these personality attributes associated with higher levels of Facebook intensity. The study also reported that there was no relationship between age and Facebook intensity. Future research studies in this area should investigate deeper the underlying causal relations using a longitudinal and observational research approach.
Chapter 1

Introduction
Vistas of interaction have developed quite rapidly in recent years providing exciting opportunities for key studies in the area of social media. Individual Computer-mediated communication (CMC) through the internet has had a profound impact on societal and human ties aided by which the digital world facilitates audiences 24/7. This continual self-connectedness allows users a platform to maintain a continued presence in cyberspace parallel with one's offline self. Therefore, the increasing popularity of online social networking sites (SNS's) like Facebook increasingly challenges and questions the effects of long-term use. This prolonged exposure to online platforms such as Facebook raises questions of the impact such use has on human sociality and one's personality such as self-esteem. Facebook possibly the best known social networking site launched in 2004 as a utility primarily for university alumni of Harvard. Initially developed for maintaining contact with each alumni upon leaving Harvard quickly expanded beyond its primary focus to what is now a global audience consisting of 2.32 billion people (Statista.com, 2018). In brief, Facebook allows the user or individual a means by creating and maintaining computer-mediated communication links with one another through online user profiles. This provides the user with a platform for creating new social ties whilst maintaining and strengthening pre-existing social networks (Pettijohn, LaPiene & Horting, 2012).

The growing popularity of Facebook in contemporary societies requires further research in the areas of personality types and self-esteem given emerging factors arising from increasing online usage and habits. Negative factors include stress, anxiety, bullying and privacy issues. Positive factors include socialising and strengthening existing friendship ties. Previous results into Facebook usage, personality types and self-esteem have yielded mixed results thus providing difficult analysis correlating Facebook usage, personality types and levels of self-esteem. Thus, this study is intended to provide a platform for future research with the hope of increasing awareness of the relationship of Facebook usage, personality types and levels of self-esteem. The relevance of this study is important given the increasing mobility of contemporary societies. Results determined from this type of research and other research undertaken around such topics could provide an important psychological adjustment tool for emerging adults (Adams, 1998).

**Facebook Intensity**

Social capital is a key area of a point of view in which researchers and written academic journal articles have examined through the use of social media sites such as Facebook. Facebook intensity is one area of interest when determining and researching the correlation
between Facebook use and social capital. When discussing Facebook intensity, it is defined
as a number of hours per day spent on Facebook and the number of Facebook friends one
accumulates. Ellison et al. (2007) examined and found a positive relationship between
Facebook intensity and social capital, whereas Chung et al. (2016) determined that habitual
users of Facebook would prefer to digest on information viewed while on the Facebook
platform as opposed to online interactions with other online users. Furthermore, Su and Chan
(2017) state that there is a negative correlation between Facebook intensity and demographics
due to the fact that intensity does not affect the inclination to think or act in a certain way in
context to the multiple feature fusion aspect of social media applications such as Facebook.

Five-Factor Model of Personalities and Facebook Usage

The most represented social networking site is Facebook with over 2.32 billion users
worldwide (Statista.com, 2018). In the United States alone, 68% of the adult population
connect with Facebook daily (Recode.net, 2018). High user percentages like in the United
States create vast amounts of user data and content which entices academics to undertake
research in areas focusing on personality types and Facebook usage, examining behaviours
and online activities (Amichai-Hamburger and Vinitzky, 2010; Wang et al. 2012). Many
theories are incorporated to give sufficient weight to meaning and understanding explaining
one's online behaviour from one's personality type (Gosling et al., 2011; Hall and Pennington,
2013). The Ten Item Personality Measure (TIPI), a ten-item measure of the Five-Factor
Model of Personality, also known as the Big Five is one of these theories used as a model to
explore the relationship between online user activities and their personality types (Orosz, G.,
Tóth-Király, I., & Bőthe, B., 2015). This process of naming and classifying into groups often
referred to as taxonomy is the most stable and consistent method of classifying and
correlating personalities (McCrae and John, 1992; Moore and McElroy, 2012). This scale of
classifying personalities sets about representing the Big Five on a five-axis model ranging
from Openness and experience to using Facebook, Conscientiousness, Extraversion,
Agreeableness and Neuroticism (John et al., 2008).

Openness to Experience Facebook

Openness is the measure of an individual's originality and open-mindedness. It can also be
used in the context of an individual's imagination. These findings support Čukić and Bates
(2014) which found that individuals with high levels of openness to experience attributes
correlated positively with originality and open-mindedness. An individual's openness to
experience relating to Facebook is targeted by status updates, likes, friend requests, friend suggestions and the option of the invitation to join Facebook groups. This supports research studies in this area linked to openness and Facebook usage like Amichai-Hamburger and Vinitzky (2010) which found that individual’s with scores that ranked high for openness subsequently disclosed more personal information which saw a positive correlation between openness to experience and Facebook usage. However, Amichai-Hamburger and Vinitzky (2010) study relating to self-disclosure and extraversion also reported that extraverts engaged in less self-disclosure of personal information on Facebook due to the understanding that this information is possibly already known to friends of extraverts. It is also notable to point out further studies in this area proved individuals with high openness scores also used other platforms for communication, not solely Facebook (Guadagno et al., 2008).

**Conscientiousness and Facebook usage**

Conscientiousness is an individual's capacity to be self-disciplined. It showcases an individual's self-control and self-regulation with regard one's impulses i.e. organisation and obeying rules. Individuals who score high on conscientiousness are self-disciplined, less spontaneous and reliable. Sediman (2013) suggested that conscientiousness has been strongly linked to how one perceives the strength of one's quality of friendship which might suggest why individuals use Facebook to build, strengthen and maintain social connections. Furthermore, Wehrli (2008) study proved conscientious users of Facebook are focused on goals at hand and are not easily distracted by the Facebook platform itself, more often using Facebook for self-educational, academic purposes and self-improvement. Individuals with this conscientious personality type are more cautious and reluctant to click 'Like' button but are more open and welcoming to uploading images and photos (Bachrach et al., 2012). A study undertaken by Wilson et al. (2012) of which the sample were school students found that of these students who were low in conscientiousness regularly and frequently spent considerably more time on Facebook. Students who were high in conscientiousness spent less time on Facebook mainly due to innate personality traits such as organisation and diligence.

**Extraversion and Facebook usage**

This personality trait refers to an individual's enthusiastic and energized self. Extraverts tend to enjoy the interaction and are very confident in group situations as opposed to introverts which tend to be low on energy levels and show restraint in interactive situations. An extrovert seeks out social interaction in the offline world in order to fulfil one's energetic
needs but if this individual does not fulfil these needs offline, the individual might seek ones social interaction online through social networking sites (Widiger et al., 2012). One such utility which can accommodate such personal need is in the cyberspace platform of Facebook. Facebook is a platform for high-energy interaction via online social group interactions. Moore and McElroy (2012) study found a positive correlation between Facebook usage and extraversion. Similarly, Wilson et al, (2010) study found a positive relationship between Facebook usage and extraversion. In contrast, Skues et al, (2012) found a negative correlation between Facebook usage and extraversion.

**Agreeableness and Facebook usage**

Individuals with this particular trait show characteristics of a harmonious nature, often generous and helpful. Other characteristics are kindness; helpfulness and altruistic. Individuals who score high in agreeableness tend to be flexible in nature with a more sympathetic outlook. In context to Facebook, individuals who possess this personality trait would tend to rather accept 'friend requests' than reject requests as staying away from conflict scenarios is a strong characteristic of individuals high in agreeableness thus impression management is a key strength in individuals with high agreeableness traits (Fullwood, Nicholls and Makichi, 2014). There is a strong gender aspect to this trait as women possess strong agreeableness traits as it is one of their strongest characteristics (Feingold, 1994). Individuals who score high in agreeableness tend to strengthen and maintain relationships thus Facebook provides a good platform for this positive strengthening of interaction, however, Wilson et al, (2010) study found a negative correlation between agreeableness and Facebook usage. Furthermore, Bachrach et al, (2012) study also found a negative correlation between agreeableness and Facebook usage. However, a limitation of this study was the sample size thus it was one of the lowest scoring studies testing such a hypothesis which inhibited research findings.

**Neuroticism and Facebook usage**

Individuals who possess this trait often measure high in negative emotions, nervousness and traits of anxiety (John et al. 2008). This is in line with Butt and Phillips (2008) study which found that individuals neurotic in nature need greater control over information. This finding is supported by Sediman (2013) which found individuals who score high in neuroticism are often self-hidden in the real world but while online show their full frontal persona, self-presentation is high amongst neurotic users. In the context of online networking, individuals
neurotic by nature use the internet more consistently and frequently often re-creating ideal profile aspects of themselves (Wehrli, 2008). Individuals high in neuroticism tend to have rather negative relationships with their Facebook friends and also regarding Facebook usage (Laffond and Mossler, 2013). However, Bachrach et al, (2012) study found evidence which found a positive association between neuroticism and Facebook usage.

**Self-Esteem and Facebook usage**

Self-esteem will also be measured in this study using Rosenberg's standardised Self-Esteem scale (Rosenberg, 1965). Self-esteem is a simplistic term for varied and complex mental states pertaining to how one views oneself (Bailey, 2003). Facebook provides audiences with either personal friends or the wider public access to view an individual's personal profiles. The nature of such processing ultimately creates outward scrutiny and judgemental feedback towards presumptions and opinions made on a user's personal life (Boyd & Ellison, 2007). These judgemental opinions projected by others towards a user's profile have an enduring effect on one's self-esteem. Subsequently, (Valkenburg et al., 2006) study concluded that users who received negative feedback lowered their self-esteem whereas users who received positive feedback increased one's self-esteem to higher levels.

A synthesis of studies pertaining to self-esteem and Facebook usage has yielded mixed and varied results both positive and negative benefits. Facebook time/usage can have a positive effect on individuals. The online platform provides the individual with a sense of belonging, identity and freedom. Amichai, Hamburger & Vinitzky (2010) proposed that individuals introverted in nature find it easier to build relationships on social networking sites like Facebook because face to face interaction is difficult for individuals who possess this trait. Likewise, Ellison, Steinfield and Lampe (2007) found that Facebook provided students who were introverted in nature a platform to build on individual social capital online due to the platforms less restrictive communicative programming techniques which makes it easier for introverted users to build new friendships and maintain existing friendships. Introverts find face-to-face interaction difficult.

In certain circumstances individuals who engaged excessively in Facebook usage correlated generally to lower levels of self-esteem (Mehdizadeh, 2010). Furthermore (Feinstein et al., 2013) found that excessive use was strongly linked to depression, feelings of inferiority and negative self-evaluative thought processing. Denti et al., (2012) study, the largest Facebook study undertaken in Sweden comprising of 1,011 Swedish Facebook users found that social
comparison to others online generated a decrease in levels of self-esteem and negative subjective well-being. In addition Liu et al., (2017) examined the relationship between self-esteem and upward social comparison on social networking sites including symptoms of depression and found that directly/indirectly both self-esteem and upward social comparison were linked to optimism. The upward social comparison being one's focus for comparing other individuals perceived social status i.e. social classes, popularity etc. to oneself. Interestingly Liu et al., (2017) found individuals with lower optimism traits scored higher for self-esteem as compared to individuals with high levels of optimism.

Privacy issues such as exposing pictures/images without authorisation from the owner, spreading rumours and other forms of cyberbullying on Facebook also have been found to lower self-esteem (Moreno & Kolb, 2012).

This study aims to bridge the gap in the literature encompassing the topics of Facebook usage, personality and self-esteem and how Facebook usage impacts on users.

**Gender and Facebook usage**

The distribution of active Facebook users globally according to gender shows male users account for 57% of global accounts compared to 43% of female accounts globally (Forbes.com, 2018). This statistics shows a wide gap in gender Facebook usage but most studies undertaken indicate that women use Facebook more than their male counterparts. This could indicate a wide range of reasoning in which Walton (2012) found that women seek out social support as a means to support certain aspects of their lives in which enables women to deal with external stressors. Thompson and Lougheed (2012) reported that women spend more time on Facebook than men because of perceived personal insecurities such as negative body image. These insecurities are heightened mainly due to viewing friends and other user images of oneself which in turn arouses predispositions of the individual's perceived body image. Furthermore, this overuse of online activity can lead to online addictive traits. In contrast, men tend to connect with Facebook as a tool for online dating purposes, making new friendships and playing online games (Muscanell and Guadagno, 2012; Joiner et al. 2012.

Pettijohn et al., (2012) study found that male users had less Facebook friends than females but females spent the most time on Facebook. In addition, ul Haq and Chad (2014) reported that women tend to use Facebook more as a means to strengthen and maintain existing friendships. In contrast, Mazman and Usluel (2011) reported that men tend to use Facebook
more as a means for making new friendships. Denti et al., (2012) study found that one of the main differences from respected research results indicated women who used Facebook were more likely to be dissatisfied with their lives.

This study will aim to examine gender differences in terms of Facebook intensity incorporating the data from the personality questionnaire to shed some light on the reasoning behind gender differences in Facebook usage.

**Age and Facebook usage**

The increasing popularity of Facebook usage amongst the vast majority of age groups is consistently popular in contemporary societies worldwide. Denti et al., (2012) reported that Facebook accounts for 84% of one's daily routine. Young adults 25-34 years old account for the biggest users of Facebook approximately 32% worldwide (statista.com, 2019). However, there is a growing amount of young users moving away from Facebook to other social networking sites such as Instagram and Snapchat leaving the void to a growing number of older adults connecting more frequently with Facebook. In Ireland for example, 170,000 Irish people 65 years and over use Facebook compared to 150,000 Irish people aged between 13 and 18. Irish people over 40 who frequently use Facebook account for 1.2 million users (independent.ie, 2018).

Denti et al., (2012) undertook the largest Facebook study in Sweden comprising of 1,011 Swedish Facebook users which highlighted differences in Facebook usage and age. The study highlighted that younger user of Facebook spent more time on the platform as a means of passing time or reviewing other people's profiles. Furthermore, this analysis deduced that younger user's participation with the utility left those users more vulnerable by comparing themselves to other people's profiles. In contrast, older people used Facebook as a means for social interaction and getting to know other people which according to the analysis of the study implied that this online behaviour might have a negative effect on older people's lives if they feel their own lives are lacking (Denti et al., 2012).

This study will seek to bridge the literature gap on the motivations behind age comparisons on Facebook usage and will attempt to examine if there is a relationship between age and Facebook intensity.
**Conclusion**

It is widely accepted that in contemporary societies worldwide Facebook usage is an extension of one's daily life occurrences. Facebook has revolutionised the way society interacts and communicates with one another. Researchers have investigated Facebook in many different areas putting forth many propositions and conclusions to related hypotheses, however, in the area of psychological theory and Facebook usage there has been no defined and conclusive correlation confirmed. Users of Facebook have different reasoning and purpose for using the platform in which both the positive and negative effects have been affiliated. Therefore, factors such as age, gender, self-esteem and personality attributes will be examined. It is hoped that through examining such factors this study will put forth a better understanding of the impact of Facebook usage on one's level of self-esteem and personality.

Furthermore, this research study will attempt to provide an in-depth analysis of factors examined thus providing a platform for future research into Facebook user's individual differences in their online behaviours.

**Aims and Hypotheses**

The main aim of this research is to examine the relationship between Facebook usage and levels of self-esteem and personality with further aims such as examining the relationship between gender and Facebook usage and age and Facebook usage also examined.

**H1:** It is hypothesised that an individual's level of self-esteem will have a negative relationship with Facebook Intensity.

**H2:** It is hypothesised that there will be a relationship between an individual's personality and Facebook Intensity.

**H3:** It is hypothesised that there will be a relationship between gender and Facebook Intensity.

**H4:** It is hypothesised that there will be a negative relationship between age and Facebook Intensity.
Chapter 2

Methods
Design

This study incorporated a correlational design utilising a quantitative method of a questionnaire to investigate the relationship between the variables. Descriptive statistics were used to obtain information for Facebook intensity, levels of self-esteem and personality. An independent t-test was utilised to investigate gender differences in Facebook intensity. The predictor variables were self-esteem and personality, with the criterion variable being Facebook intensity. The same questionnaire was sent to each participant facilitated through the website surveymonkey.com.

Materials

Participants were sought for this study with an electronic mobile link to the survey distributed primarily through Facebook incorporating a snowball effect by requesting the survey link to be forwarded to other potential participants via friends of friends. The survey questionnaire included demographic information such as gender and age. A self-report measure was incorporated using three scales:

The Multidimensional Facebook Intensity Scale (Orosz, G., Tóth-Király, I., & Bőthe, B., 2015)

This scale is similar to Ellison et al (2007) Facebook Intensity Scale in that it is used to measure how frequently the individual used Facebook and the values at which they held the service. However, The Multidimensional Facebook Intensity Scale (see appendix 1) interprets Facebook intensity relating to the basic dimensions of everyday Facebook use such as persistence, boredom, overuse, and self-expression. The Multidimensional Facebook Intensity scale consists of 13 questions incorporating a 5-point rating Likert scale. Response categories range from 1= strongly disagree to 5= strongly agree, these scores are then added to yield a final composite score. Examples of such questions are 'I spent time on Facebook at the expense of my obligations' or 'I spend more time on Facebook than I would like to'. Internal reliability of the Multidimensional Facebook Intensity Scale is excellent with a Cronbach's alpha of 0.77.

Rosenberg Self-Esteem Scale (Rosenberg, 1965)

Self-Esteem was measured using the Rosenberg Self-Esteem Scale (see appendix 2) to measure participant's levels of self-esteem. This self-esteem measure was employed as a 10-item scale incorporating a 4 point Likert scale rating system with response categories ranging
from 1= strongly disagree to 5= strongly agree. The participants were asked to reflect on their current feelings, with segments including (Q6) ‘I take a positive attitude towards myself’, (Q9) ‘I certainly feel useless at times’ and (Q10) ‘At times I think I am no good at all’. This self-esteem measure has shown high ratings in reliability with alpha coefficients ranging from 0.72 to 0.87.

**Ten Item Personality Inventory (Gosling et al., 2003).**

Personality was measured using the Ten Item Personality Measure (refer to appendix 3). This scale is used to measure individual personality traits such as Openness to experience, Conscientiousness, Extraversion, Agreeableness and Neuroticism. Participants were asked to write a number next to each statement to indicate the extent to which one agree or disagree with that statement. Examples of questions asked were 'I see myself as extraverted, enthusiastic' or 'I see myself as open to new experience, complex'. Response categories range from 1= disagree strongly to 7= agree strongly.

**Apparatus**

SPSS version 25.0 statistical software was used to analyse the data collected in this study. The data was collected facilitated through the website SurveyMonkey.com, which was chosen due to the programs feature which allows for quick and easy transfer of dataset from SurveyMonkey to SPSS software application.

**Participants**

The survey was emailed to an existing list of contacts with the request that they fill out the survey and then forward it on to further potential participants. This method of data collection resulted in 244 respondents participating in this survey of which 72.13% were female (N=176), 27.46% were male (N=67) and 0.41% were other (N=1). The sample had a mean age of 33 years, the minimum age being 18 years and the maximum age being 71 years.

**Procedure**

Firstly, permission was obtained from the project supervisor to carry out this research. The questionnaire was typed into the utility SurveyMonkey and posted via the researchers Facebook messenger application to the existing friend's contact list with permission granted to forward to friends of friends. There was an introductory cover letter explaining details of research undertaken with instructions outlined at the start of each questionnaire explaining what the questions were researching and how to take part.
The researcher maintained the questionnaire on SurveyMonkey at all times which was password protected. Following the completion of the questionnaire, the data collected from the questionnaire was input into a statistical software programme, SPSS version 25. Variables were computed (Facebook intensity, levels of self-esteem and personality traits including Openness to experience Facebook, Conscientiousness, Extraversion, Agreeableness and Neuroticism) which allowed parametric testing due to variables being scale.

**Ethical Considerations**

There were no ethical issues encountered. All participants were over the age of 18.
Chapter 3

Results
Analysis of the collected data was analysed using the statistical software programme SPSS (version 25.0) in order to test hypotheses.

**Descriptive statistics for Facebook Intensity and Self-Esteem; Facebook Intensity and Personality**

Descriptive statistics which included means and standard deviations were calculated to investigate the variability of data in order to describe and interpret the data. An independent t-test was used to examine if there were gender differences in relation to Facebook Intensity. Correlations were calculated using Pearson r to investigate the relationships of Self-Esteem, personality and age with Facebook Intensity.

**Table 1** below outlines descriptive statistics for Facebook Intensity and self-esteem

<table>
<thead>
<tr>
<th></th>
<th>Facebook_Intensity</th>
<th>Self-esteem</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N</strong></td>
<td>Valid</td>
<td>220</td>
</tr>
<tr>
<td><strong>Missing</strong></td>
<td>25</td>
<td>36</td>
</tr>
<tr>
<td><strong>Mean</strong></td>
<td>35.9500</td>
<td>23.8086</td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td>36.0000</td>
<td>24.0000</td>
</tr>
<tr>
<td><strong>Mode</strong></td>
<td>34.00</td>
<td>25.00</td>
</tr>
<tr>
<td><strong>Std. Deviation</strong></td>
<td>8.71006</td>
<td>2.36800</td>
</tr>
<tr>
<td><strong>Minimum</strong></td>
<td>13.00</td>
<td>17.00</td>
</tr>
<tr>
<td><strong>Maximum</strong></td>
<td>59.00</td>
<td>32.00</td>
</tr>
</tbody>
</table>

The mean Facebook Intensity was 35.95 (standard deviation= 8.71). The lowest score was 13 and the highest score was 59. The mean self-esteem was 23.80 (standard deviation=2.36). The lowest score was 17 and the highest score was 32.

The data as seen in above Table 1 shows where Facebook intensity scores high (59.00) self-esteem decreases (32.00) and where Facebook intensity scores low (13.00) self-esteem increases (17.00). This data suggests that Facebook intensity is associated with individuals levels of self-esteem. A Pearson's r was used to identify the relationships between Facebook intensity and self-esteem. **H1: It is hypothesised that an individual's level of self-esteem will have a negative relationship with Facebook Intensity.**

There was a non-significant correlation between Facebook intensity and self-esteem, \( r=-.80, n=206, p>.05 \), showing that Facebook intensity was not associated with self-esteem. Therefore, hypothesis one was not supported.
Table 2 below outlines descriptive statistics for Facebook Intensity and personality

<table>
<thead>
<tr>
<th></th>
<th>Facebook Intensity</th>
<th>Personality</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>Valid</td>
<td>220</td>
</tr>
<tr>
<td></td>
<td>Missing</td>
<td>25</td>
</tr>
<tr>
<td>Mean</td>
<td>35.9500</td>
<td>4.62</td>
</tr>
<tr>
<td>Median</td>
<td>36.0000</td>
<td>5.00</td>
</tr>
<tr>
<td>Mode</td>
<td>34.00*</td>
<td>5</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>8.71006</td>
<td>1.623</td>
</tr>
<tr>
<td>Minimum</td>
<td>13.00</td>
<td>1</td>
</tr>
<tr>
<td>Maximum</td>
<td>59.00</td>
<td>7</td>
</tr>
</tbody>
</table>

The mean Facebook Intensity was 35.95 (standard deviation= 8.71). The lowest score was 13 and the highest score was 59. Personality data as shown in above Table 2 represents total personality scoring as per data imported from SurveyMonkey to SPSS. The mean personality scoring was 4.62 (standard deviation= 1.62). The lowest score was 1 and the highest score was 7.

Graph 1: Participants Personality Attributes:

The individual personality attributes scoring is represented in above Graph 1 and which can be seen in detail in below Table 3. Furthermore, this data as seen in above Graph 1 and below Table 3 is relative to H2: It is hypothesised that there will be a relationship between an individual’s personality and Facebook Intensity. Descriptive statistics were used to calculate the mean. Individual personality attributes are represented in below Table 3 of which 124 participants, 59.75% of respondents scored high in extraversion scoring. The mean was 8.82. 73 participants (35.14%) scored moderately high in openness to experience Facebook. The mean was 8.71 and 104 (50%) scored moderately high in agreeableness scoring with the mean being 9.78. This data represents an association with Facebook intensity thus, hypothesis two is supported. It is noteworthy to point out, total scoring of both variables represented a significant small positive correlation between Facebook intensity and self-esteem, r=.140, n= 206, p<.05 which means a significant difference between Facebook intensity and total personality scoring. Therefore, hypothesis two was accepted.
<table>
<thead>
<tr>
<th>Trait</th>
<th>Disagree strongly</th>
<th>Disagree moderately</th>
<th>Disagree a little</th>
<th>Neither agree nor disagree</th>
<th>Agree a little</th>
<th>Agree moderately</th>
<th>Agree strongly</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extroverted, enthusiastic.</td>
<td>4.81%</td>
<td>8.17%</td>
<td>14.42%</td>
<td>8.17%</td>
<td>31.25%</td>
<td>24.04%</td>
<td>9.13%</td>
<td>19</td>
<td>208</td>
</tr>
<tr>
<td>Critical, quarrelsome.</td>
<td>11.06%</td>
<td>14.90%</td>
<td>14.42%</td>
<td>13.94%</td>
<td>29</td>
<td>30.77%</td>
<td>12.50%</td>
<td>26</td>
<td>208</td>
</tr>
<tr>
<td>Dependable, self-disciplined.</td>
<td>0.48%</td>
<td>3.85%</td>
<td>6.25%</td>
<td>5.29%</td>
<td>11</td>
<td>29.33%</td>
<td>35.58%</td>
<td>74</td>
<td>208</td>
</tr>
<tr>
<td>Anxious easily upset.</td>
<td>9.62%</td>
<td>16.83%</td>
<td>11.54%</td>
<td>12.50%</td>
<td>26</td>
<td>25.48%</td>
<td>16.35%</td>
<td>34</td>
<td>208</td>
</tr>
<tr>
<td>Open to new experiences, complex.</td>
<td>1.44%</td>
<td>1.44%</td>
<td>5.77%</td>
<td>9.62%</td>
<td>20</td>
<td>24.52%</td>
<td>30.29%</td>
<td>63</td>
<td>208</td>
</tr>
<tr>
<td>Reserved, quiet.</td>
<td>7.73%</td>
<td>14.49%</td>
<td>15.94%</td>
<td>8.70%</td>
<td>18</td>
<td>28.50%</td>
<td>14.01%</td>
<td>29</td>
<td>207</td>
</tr>
<tr>
<td>Sympathetic, warm.</td>
<td>0.00%</td>
<td>0.96%</td>
<td>2.88%</td>
<td>5.29%</td>
<td>11</td>
<td>19.23%</td>
<td>37.50%</td>
<td>78</td>
<td>208</td>
</tr>
<tr>
<td>Disorganized, careless.</td>
<td>24.76%</td>
<td>17.96%</td>
<td>21.84%</td>
<td>11.17%</td>
<td>23</td>
<td>16.99%</td>
<td>4.85%</td>
<td>10</td>
<td>208</td>
</tr>
<tr>
<td>Calm, emotionally stable.</td>
<td>1.93%</td>
<td>6.76%</td>
<td>13.04%</td>
<td>11.59%</td>
<td>24</td>
<td>28.50%</td>
<td>25.12%</td>
<td>52</td>
<td>207</td>
</tr>
<tr>
<td>Conventional, uncreative.</td>
<td>16.02%</td>
<td>20.39%</td>
<td>23.30%</td>
<td>18.93%</td>
<td>39</td>
<td>14.56%</td>
<td>4.85%</td>
<td>10</td>
<td>206</td>
</tr>
</tbody>
</table>

Answered 208, Skipped 36
A Pearson's r was used to identify the relationships between Facebook intensity, differences in gender usage and age.

H3: It is hypothesised that there will be a difference in Facebook Intensity between males and females.

Table 4: shows group statistics of Facebook Intensity and gender

<table>
<thead>
<tr>
<th>What is your gender?</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook_Intensity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>57</td>
<td>33.96</td>
<td>10.0359</td>
<td>1.32925</td>
</tr>
<tr>
<td>Female</td>
<td>162</td>
<td>36.66</td>
<td>8.13868</td>
<td>.63943</td>
</tr>
</tbody>
</table>

Results as can be seen in above Table 4 indicate mean scores for Facebook intensity is higher for females (mean = 36.66, SD = 8.13) than for males (mean = 33.96, SD = 10.03). This shows that females use Facebook more than males.

An independent-samples t-test was conducted to compare Facebook intensity and gender. As Levene's test = .228 which is <.05 then Equal variances not assumed. P < .05 which means there is a significant difference between female Facebook intensity and male Facebook intensity.

t (217) = -2.019, p < .05.

This indicates females use Facebook more than males. Therefore, hypothesis three was accepted.

H4: It is hypothesised that there will be a negative relationship between age and Facebook Intensity.

There was a non-significant correlation between Facebook intensity and age, r= -.114, n=220, p> .05, showing that Facebook intensity was not associated with age. Therefore, hypothesis four was not supported.
Chapter 4

Discussion
The main aim of this research study was to investigate the relationship between Facebook usage and self-esteem with further examinations of individual personality traits (extraversion, agreeableness, conscientiousness, neuroticism and openness to experience), age and gender differences relating to Facebook intensity were also investigated.

**Self-Esteem**

Hypothesis one sought to examine if an individual's level of self-esteem will have a negative relationship with Facebook intensity. The results indicated a negative relationship between levels of self-esteem and Facebook intensity thus hypothesis one was not supported. The results indicated that Facebook intensity was not associated with self-esteem, however, the results did indicate that time spent on Facebook did have an impact on levels of self-esteem with high levels of Facebook usage associated with low levels of self-esteem and low levels of Facebook usage associated with high levels of self-esteem. These findings could suggest that the participants with low levels of Facebook intensity could possibly start to generate upward levels of social capital which increases their levels of self-esteem. Subsequently, when levels of Facebook intensity increases so does ones online activities such as social comparison which could have negative effects on the individual thus levels of self-esteem decreases. These findings support Liu et al., (2017) study which examined the relationship between self-esteem and upward social comparison on social networking sites including symptoms of depression and found that directly/indirectly both self-esteem and upward social comparison were linked to optimism. The upward social comparison being one's focus for comparing other individuals perceived social status i.e. social classes, popularity etc. to oneself. Furthermore, Denti et al., (2012) study, the largest Facebook study undertaken in Sweden comprising of 1,011 Swedish Facebook users found that social comparison to others online generated a decrease in levels of self-esteem and negative subjective well-being. According to Denti et al., (2012, p.9) "To an extent, other people are our mirrors in which we continuously reflect ourselves. We have an ongoing need of acquiring information about ourselves in order to answer underlying questions about our identity". Valkenburg et al., (2006) study found that users who received positive feedback increased one's self-esteem to higher levels. According to Valkenburg et al., (2006, p. 585) "feedback on the self and peer involvement, both important precursors of self-esteem and well-being, are more likely to occur during online communication".
This statement is in contrast with current research findings which suggest that participants did not feel updating their Facebook profiles regularly was important as per the high scoring from (Q14) of the Multi Dimensional Facebook Intensity Scale disagreeing with the question 'It is important for me to update my Facebook profile regularly'. One explanation of this could be that the sample was made up of a particular age group which placed positive feedback as not important. This suggests part reasoning behind why hypothesis one was not supported and why results indicated that Facebook intensity was not associated with self-esteem. Another explanation could be the issue of privacy and security, as findings suggest the sample group could be cautious regarding what information one decides to add to one's Facebook profile. This statement is in line with Moreno and Kolb (2012) study relating to privacy issues such as exposing pictures/images without authorisation from the owner, spreading rumours and other forms of cyberbullying on Facebook in which the study found that issues of privacy have been found to lower self-esteem. According to Moreno and Kolb (2012, no page number) "perceiving the online environment as a safe place to disclose may be particularly appealing. Unfortunately, this practice may backfire as inappropriate disclosures lead to less online social approval, lower self-esteem and the associated communication overload may increase psychological distress". The present findings also indicated that the participants spent more time on Facebook than they would like as per the high scoring associated with (Q 9) 'I spend more time on Facebook than I would like' which suggests overuse and possible addictive tendencies. This corresponds to Feinstein et al., (2013) study which found that excessive use was strongly linked to depression, feelings of inferiority and negative self-evaluative thought processing. According to Feinstein et al., (2013, p. 167) "individuals who spend more time on Facebook are more likely to agree that others are happier and have better lives".

**Personality**

Hypothesis two sought to investigate if there was a relationship between an individual's personality and Facebook Intensity. It is noteworthy to point out an early limitation in this section of the present research study which concerns the data collected from The Ten-Item Personality Scale (TIPI) was imported from SurveyMonkey to SPSS as a total percentage which inhibited individual personality attribute findings. However, (refer to appendix 4) for detailed analysis relating to individual personality attributes. It is noteworthy to point out that the total scoring of both variables represented a significant small positive correlation between Facebook intensity and self-esteem which means a significant difference between Facebook
intensity and total personality scoring. Therefore at this point, hypothesis two was accepted. Results of the current study indicated that the participants scored high in extraversion thus signifying a positive relationship with Facebook intensity. These findings might suggest that the sample group are enthusiastic, energised and confident in group situations. These findings are in line with Widiger et al., (2012) study which found that extroverts seek out social interaction in the offline world in order to fulfil one's energetic needs but if this individual does not fulfil these needs offline, the individual might seek one's social interaction online through social networking sites. According to Widiger et al., (2012, p.31) "women generally obtain higher scores e.g. the extraversion facets of gregariousness, activity, and positive emotions". This point of view might suggest the significant gender difference in Facebook intensity within the recent study. This viewpoint is in accordance with Walton (2012) study which found that women seek out social support as a means to support certain aspects of their lives in which enables women to deal with external stressors. These findings might also suggest that if individuals do not find that support mechanism this might affect individual levels of self-esteem, a viewpoint shared by Skues et al., (2012) study which found a negative correlation between Facebook intensity and extraversion. The recent study findings suggest that extraversion scoring is in line with Amichai-Hamburger and Vinitzky (2010, as cited in Skues et al., 2012, p. 2415) study which concluded "that individuals transfer their offline behaviour online, which would explain the smaller social networks for introverts and the larger friends count for extraverts".

The current research findings found that the participants scored high in agreeableness traits. This suggests that the sample is of a harmonious nature, generous and helpful. These findings support the high level of scoring in the Rosenberg Self-Esteem questionnaire (Q 17) 'I feel that I have a number of good qualities'. The results also indicate significant high scoring for females mainly due to sampling size and a higher percentage of female participants, which is in line with Feingold (1994) findings which concluded that there is a strong gender aspect to this trait as women possess strong agreeableness traits as it is one of their strongest characteristics. These findings might also suggest why the female participants scored high in Facebook intensity as individuals with high agreeableness traits tend to strengthen and maintain relationships thus Facebook provides a good platform for this positive strengthening of interaction. These results also suggest valuable insight into the connectedness of high scoring in extraversion and agreeableness amongst the participants which supports Fullwood, Nicholls and Makichi (2014) findings that in context of Facebook, individuals who possess
this personality trait would tend to rather accept 'friend requests' than reject requests as staying away from conflict scenarios is a strong characteristic of individuals high in agreeableness thus impression management is a key strength in individuals with high agreeableness traits. According to Fullwood, Nicholls and Makichi (2014, no page number), "agreeable bloggers used fewer negative emotion words, more positive emotion words and spoke about themselves in positive terms, suggesting a level of impression management". This is in line with current findings which saw high scoring in positivity as per Rosenberg Self-Esteem Questionnaire (Q 21) 'I take a positive attitude towards myself'. However, these findings do not support Bachrach et al. (2012) study which found a negative correlation between agreeableness and Facebook usage. It is noteworthy to point out a limitation of Bachrach et al., (2012) study was the small sample size which inhibited results thus making the research one of the lowest scoring studies testing such a hypothesis. Furthermore, recent study findings did not support Wilson et al, (2010) study which also found a negative correlation between agreeableness and Facebook usage.

The present research findings show participants scored high in openness to experience attributes. These findings support and are in line with the high extraversion scoring which suggests a continuously high-level scoring of personal attributes such as friendliness, open and outgoing traits amongst the participants. These findings suggest a positive association with Facebook. The current findings also provide an insight into the imaginative trait qualities of the participants with high scoring not associated with conventional and uncreative trait aspects. These findings support Ćukić and Bates (2014) study which found that high levels of openness to experience attributes correlated positively with an individual's originality and open-mindedness traits. The study also indicated an association with an individual's imagination. According to Ćukić and Bates (2014, p.1), "openness to experience has important links to cognitive processes such as creativity, and to values, such as political attitudes". These findings are in line with Amichai-Hamburger and Vinitzky (2010) study which found individuals with scores that ranked high for openness subsequently disclosed more personal information which was positively associated with openness to experience Facebook and Facebook usage. However, current research findings do not support this statement as participants scored low on certain questions in the Multidimensional Facebook Intensity Scale relating to self-disclosure such as (Q 6) 'My Facebook profile is rather detailed' and (Q 10) 'I like updating my Facebook profile'. These findings suggest attitudes of a cautious nature of participants towards disclosing personal information on Facebook which
supports Amichai-Hamburger and Vinitzky (2010) study relating to extraversion which also reported that extraverts engaged in less self-disclosure of personal information on Facebook as this information is possibly already known to friends of extraverts. The current research findings reveal an interesting dichotomy of participant behaviour relating to Facebook usage suggesting even though the participants scored high in extraversion and openness of which known traits of these qualities are openness, warmth and comfortable in disclosing personal information the current research findings suggest otherwise, that extraversion is not associated with an openness to self-disclose.

The current results indicated that participants scored high in certain traits correlating to conscientiousness such as dependability and self-discipline which suggests a significant association relating to Facebook usage. These findings suggest that the participants have self-control and self-regulation with regard to Facebook usage. This is in line with Sediman (2013) study which found strong links to how one perceives the strength of one's quality of friendship which might suggest why individuals use Facebook to build, strengthen and maintain social connections. These conscientiousness attributes are also positively linked with the high scoring in agreeableness attributes, both of which provides deeper insight specifically into the strong gender component of this research study. The level of analysis and interpretation suggest there are strong common themes arising which are more associated with female characteristics than male characteristics such as interaction, friendship and relationships. These findings might suggest why Facebook intensity levels are high amongst female participants thus suggesting that high levels of conscientiousness attributes are associated with high levels of emotional connectedness to Facebook which relates to the female sample group. One explanation of this could be the need for emotional support of the female participants which is facilitated through Facebook. However, this statement is not in line with Wilson et al., (2012) in which the study found that individuals low in conscientiousness regularly and frequently spent considerably more time on Facebook and individuals high in conscientiousness spent less time on Facebook mainly due to innate personality traits such as organisation and diligence. It is noteworthy to point out the low-level scoring in attributes such as disorganised and careless traits which suggest a level of organisation and rule-obeying amongst the participants.

The current research findings showed increased levels of scoring in attributes such as anxiousness and easily upset relating to neuroticism. This indicates a negative association with Facebook usage. However, results showed high levels of attributes such as calm and
emotionally stable. One explanation of these conflicting results could be participants who are emotionally unstable might spend more time on Facebook, which can actually be a positive association. Interestingly, these results are contradictory to McElroy and Moore (2012, p.269) findings that "emotional stability will be negatively related to Facebook usage such that people higher in emotional stability will spend less time on Facebook. The research findings indicate high levels of Facebook intensity, one indication of neuroticism. However, interpretation of current results indicates a contradictory outcome which is more in line with Bacrach et al., (2012) study which found evidence supporting a positive correlation between neuroticism and Facebook intensity. Further explanation of these findings could suggest acute awareness of self-presentation. This is in line with Sediman (2013) study which found that self-presentation is high amongst neurotic users. This is further supported by Wehrli (2008) study which found that individuals neurotic by nature use the internet more consistently and frequently often re-creating ideal profile aspects of themselves. Interestingly the research findings indicate a close connection between individual attributes scoring in agreeableness traits relating to impression management and neuroticism traits relating to self-presentation. Moreover, the current results indicate caution over how individuals present themselves online. This is supported by the low scoring results from The Multi Dimensional Facebook Intensity Scale (Q 6) 'My Facebook profile is rather detailed' which suggests participant control over posting personal information, a point supported by Butt and Phillips (2008) which found that individuals neurotic in nature need greater control over information. These findings can also be associated to the above analysis in extraversion scoring relating to self-disclosure and could also provide a platform for future research in this area relating to gender differences in self-disclosure and self-presentation with Facebook usage and the motives behind male and female impression management.

**Gender**

Hypothesis three sought to examine if there was a difference in Facebook Intensity between males and females. The results indicate Facebook intensity is higher for females than for males. This shows that females use Facebook more than males thus hypothesis three was accepted. The results also indicated that there was a significant difference between female Facebook intensity and male Facebook intensity. These findings are in line with (Thompson and Lougheed, 2012; Pettijohn et al., 2012) studies which reported that females spend more time on Facebook than men. These findings could indicate a wide range of reasoning in which Walton (2012) found that women seek out social support as a means to support certain
aspects of their lives in which enables women to deal with external stressors. According to Walton (2012) "women spent about 30% more time on Facebook than men, and they were more likely to post updates about emotions and relationships than men were". This is supported by Thompson and Lougheed (2012) study which reported that women spend more time on Facebook than men because of perceived personal insecurities such as negative body image. Moreover, these findings are in line with above results associated with extraversion attributes which are supported by Widiger et al., (2012) study which stated that "women generally obtain higher scores e.g. the extraversion facets of gregariousness, activity, and positive emotions" (p. 31). Current results surrounding male participation in Facebook and lower Facebook intensity scores might suggest other reasoning why men use Facebook. One explanation of this could be that men use Facebook merely as a mechanism for online dating purposes, making new friendships and playing online games (Muscanell and Guadagno, 2012; Joiner et al. 2012). This is supported by Mazman and Usluel (2011) study in which it was reported that men tend to use Facebook more as a means for making new friendships. Further investigation of gender differences from recent study findings suggests a gender-equivalent correlation with Denti et al., (2012) study which found that one of the main differences from the research indicated women who used Facebook were more likely to be dissatisfied with their lives. This finding is in line with current results in particular from (Q23) of the Rosenberg Self-esteem Scale 'I wish I could have more respect for myself ' which saw moderate to high-level scoring suggesting that the high participation level of female respondents might elude to high levels of dissatisfaction scoring which suggests negative association with Facebook usage.

Age
Hypothesis four sought to investigate if there was a negative relationship between age and Facebook Intensity. There was a non-significant correlation between Facebook intensity and age indicating that Facebook intensity was not associated with age. Therefore, hypothesis two was not supported. Denti et al., (2012) undertook the largest Facebook study in Sweden comprising of 1,011 Swedish Facebook users which highlighted differences in Facebook usage and age. The study highlighted that younger user of Facebook spent more time on Facebook as a means of passing time or reviewing other people's profiles. Furthermore, this analysis deduced that younger user's participation with the platform left those users more vulnerable by comparing themselves to other people's profiles. In contrast, older people used Facebook as a means for social interaction and getting to know other people which according
to the analysis of the study implied that this online behaviour might have a negative effect on older people's lives if they feel their own lives are lacking (Denti et al., 2012). This analysis provides a platform for future research in the area of age comparison and self-esteem analysis relating to Facebook intensity specifically in older adults as according to (independent.ie, 2018), there is a growing amount of young users moving away from Facebook to other social networking sites such as Instagram and Snapchat leaving the void to a growing number of older adults connecting more frequently with Facebook. In Ireland, 170,000 Irish people 65 years and over use Facebook compared to 150,000 Irish people aged between 13 and 18. Irish people over 40 who frequently use Facebook account for 1.2 million users.

**Limitations and future research**

The present study encountered a few limitations. One of the main limitations of this study was the reliance on the honesty and integrity of participants. Another limitation was the sample size and the higher percentage in demographics between female and male participants. The introduction of a larger and more equal sample size of men and women could have yielded more significant results. Another limitation identified in the study was the importing of data from SPSS specifically the data relating to the Ten-Item Personality Inventory. This may have had a bearing on findings, however (appendix 3) shows in-depth analysis relating to individual attributes which allowed for greater interpretation of findings.

This study contributes to an understanding of Facebook use and factors such as self-esteem and personality attributes associated with using Facebook. This study also provides a platform for future research specifically in the area of older adults and their association with Facebook usage and the positive and negative aspects associated with such use. One other suggestion for future research is to investigate deeper the underlying causal relations using a longitudinal and observational research approach.

**Conclusion**

The findings presented in this study have provided valuable and informative insight encompassing the complex discussions surrounding research into self-esteem, personalities and Facebook usage. The incorporation of a quantitative method of a questionnaire into the study unveiled valuable insight into the impact Facebook has on individual's lives.

The present findings of the study indicate a negative relationship between levels of self-esteem and Facebook intensity. The results indicated that Facebook intensity was not
associated with self-esteem but given the small sample size this might have inhibited results. However, the results did indicate that time spent on Facebook did have an impact on self-esteem with high levels of Facebook usage associated with low levels of self-esteem and low levels of Facebook usage associated with high levels of self-esteem. These findings support results obtained from examining differences in gender relating to Facebook usage with females presenting higher levels of Facebook usage than male counterparts. According to Walton (2012) "women spent about 30% more time on Facebook than men, and they were more likely to post updates about emotions and relationships than men were". These results suggest there is an association with self-esteem and female Facebook intensity. It is noteworthy to point out one limitation of these findings which is the higher percentage in demographics between female and male participants. However, these findings provide an insightful platform for future research in the area of underlying causal relations of self-esteem in females relating to Facebook usage. This future research could provide a deeper analysis of innate psychological issues relating to female's use of Facebook. This study also provides an opportunity for future research in the area of age comparisons relating to Facebook usage and more specifically investigating older age groups of female Facebook users as this area is lacking concrete and conclusive research. Research of this kind could provide valuable insight into the motives of older female groups and why this sample group uses Facebook thus providing insight into the positive and negative effects of related Facebook usage. This could support greater understanding of evidence as reported in (independent.ie, 2018), that there is a growing amount of young users moving away from Facebook to other social networking sites such as Instagram and Snapchat leaving the void to a growing number of older adults connecting more frequently with Facebook. In Ireland, 170,000 Irish people 65 years and overuse Facebook compared to 150,000 Irish people aged between 13 and 18. Irish people over 40 who frequently use Facebook account for 1.2 million users.

The present findings obtained from the current study provided good psychological insight into personality types of participants. Individual personality attributes such as extraversion, agreeableness and openness to experience provided valuable data relating to positive associations with Facebook usage. One explanation for this could be the percentage of higher female participants over male participants. According to Widiger et al., (2012) study, women generally obtain higher scores e.g. the extraversion facets of gregariousness, activity, and positive emotions. These findings suggest that female participants high in these attributes seek out social support which is facilitated through Facebook usage. However, interestingly
the findings suggested that participants high in these attributes were more cautious with regards self-disclosure which provided an interesting dichotomy into the psychological profiles of participants. This can also provide a platform for future research specifically in the area of male Facebook usage which could provide deeper analysis into the male psyche of motives such as self-presentation and impression management relating to male Facebook usage. This study might have provided a more in-depth analysis of male Facebook usage if the male sample size was larger.

Overall, this current study will provide valuable information in establishing causal relationships and impacts of Facebook usage on self-esteem and personalities thus helping to minimize negative impacts whilst maintaining the many positive benefits of Facebook usage.
References


https://www.recode.net/2018/3/1/17063208/facebook-us-growth-pew-research-users


Weckler, A. (2018, March 31). *Elderly Are Now Facebook's Biggest Users as Teens Flock to Instagram*. Retrieved from independent.ie:


Introduction to questionnaire

Thank you for participating in my survey. Your feedback is important.

Dear Participant:

I would like to invite you to participate in my Thesis research study. This project will aim to establish a relationship between Facebook usage and Self-Esteem.

I thank you in advance,
Stephen.

Demographics Page

1. What is your gender?
   Male   Female   Other

2. What is your age?
Appendix 1

Multidimensional Facebook Intensity Scale

The Multidimensional Facebook Intensity Scale is used to measure Facebook usage beyond simple measures of frequency and duration, incorporating persistence, boredom, overuse, and self-expression in its study of Individuals Facebook usage.

In the following, you are going to read items related to Facebook use. For each statement, please indicate your answer on the following scale:

1 - Strongly disagree. 2 - Disagree. 3 - Neither agree nor disagree. 4 - Agree. 5 - Strongly agree.

3. If I could visit only one site on the internet, it would be Facebook.

4. Watching Facebook posts is good for overcoming boredom.

5. I spent time on Facebook at the expense of my obligations.

6. My Facebook profile is rather detailed.

7. I feel bad if I don’t check my Facebook daily.

8. When I’m bored, I often go to Facebook.

9. I spend more time on Facebook than I would like to.

10. I like refining my Facebook profile.

11. I often search for internet connection in order to visit Facebook.

12. If I’m bored, I open Facebook.

13. It happens that I use Facebook instead of sleeping.

14. It is important for me to update my Facebook profile regularly.

15. Before going to sleep, I check Facebook once more.

Computing the Scale The Multidimensional Facebook Intensity score is computed by calculating the mean of all of the items in the scale.
Appendix 2

Rosenberg Self-Esteem Scale (Rosenberg, 1965). The scale is a ten-item Likert scale with items answered on a four-point scale - from strongly agrees to strongly disagree.

Below is a list of statements dealing with your general feelings about yourself. If you strongly agree, indicate strongly agrees. If you agree with the statement, indicate agree. If you disagree, indicate disagree and if you strongly disagree, indicate strongly disagree.

16. On the whole, I am satisfied with myself.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
17. At times I think I am no good at all.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
18. I feel that I have a number of good qualities.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
19. I am able to do things as well as most other people.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
20. I feel I do not have much to be proud of.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
21. I certainly feel useless at times.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
22. I feel that I'm a person of worth, at least on an equal plane with others.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
23. I wish I could have more respect for myself.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
24. All in all, I am inclined to feel that I am a failure.
   - Strongly Agree  Agree  Disagree  Strongly Disagree
25. I take a positive attitude toward myself.
   - Strongly Agree  Agree  Disagree  Strongly Disagree

Computing the Scale the Rosenberg Self Esteem score is computed by calculating the mean of all of the items in the scale.
Appendix 3

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 apply to you, even if one characteristic applies more strongly than the other.

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

I see myself as:

26. _____ Extroverted, enthusiastic.
    _____ Critical, quarrelsome.
    _____ Dependable, self-disciplined.
    _____ Anxious easily upset.
    _____ Open to new experiences, complex.
    _____ Reserved, quiet.
    _____ Sympathetic, warm.
    _____ Disorganized, careless.
    _____ Calm, emotionally stable.
    _____ Conventional, uncreative
### Appendix 4

<table>
<thead>
<tr>
<th>Personality Attribute</th>
<th>Disagree strongly</th>
<th>Disagree moderately</th>
<th>Disagree a little</th>
<th>Neither agree nor disagree</th>
<th>Agree a little</th>
<th>Agree moderately</th>
<th>Agree strongly</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extroverted, enthusiastic.</td>
<td>4.81%</td>
<td>8.17%</td>
<td>14.42%</td>
<td>31.25%</td>
<td>24.04%</td>
<td>9.13%</td>
<td></td>
<td>208</td>
<td>4.62%</td>
</tr>
<tr>
<td>Critical, quarrelsome.</td>
<td>11.06%</td>
<td>14.90%</td>
<td>14.42%</td>
<td>13.94%</td>
<td>35.58%</td>
<td>19.23%</td>
<td></td>
<td>208</td>
<td>3.86%</td>
</tr>
<tr>
<td>Dependable, self-disciplined.</td>
<td>0.48%</td>
<td>3.85%</td>
<td>6.25%</td>
<td>5.29%</td>
<td>16.35%</td>
<td>7.69%</td>
<td></td>
<td>208</td>
<td>5.43%</td>
</tr>
<tr>
<td>Anxious easily upset.</td>
<td>9.62%</td>
<td>16.83%</td>
<td>11.54%</td>
<td>12.50%</td>
<td>30.29%</td>
<td>26.92%</td>
<td></td>
<td>208</td>
<td>4.07%</td>
</tr>
<tr>
<td>Open to new experiences, complex.</td>
<td>1.44%</td>
<td>1.44%</td>
<td>5.77%</td>
<td>9.62%</td>
<td>14.01%</td>
<td>10.63%</td>
<td></td>
<td>207</td>
<td>5.53%</td>
</tr>
<tr>
<td>Reserved, quiet.</td>
<td>7.73%</td>
<td>14.49%</td>
<td>15.94%</td>
<td>8.70%</td>
<td>37.50%</td>
<td>34.13%</td>
<td></td>
<td>208</td>
<td>4.2</td>
</tr>
<tr>
<td>Sympathetic, warm.</td>
<td>0.00%</td>
<td>0.96%</td>
<td>2.88%</td>
<td>5.29%</td>
<td>19.23%</td>
<td>24.52%</td>
<td></td>
<td>208</td>
<td>5.92%</td>
</tr>
<tr>
<td>Disorganized, careless.</td>
<td>24.76%</td>
<td>17.96%</td>
<td>21.84%</td>
<td>11.17%</td>
<td>45.48%</td>
<td>18.93%</td>
<td></td>
<td>206</td>
<td>3.02%</td>
</tr>
<tr>
<td>Calm, emotionally stable.</td>
<td>1.93%</td>
<td>6.76%</td>
<td>13.04%</td>
<td>11.59%</td>
<td>25.12%</td>
<td>19.56%</td>
<td></td>
<td>207</td>
<td>4.86%</td>
</tr>
<tr>
<td>Conventional, uncreative.</td>
<td>16.02%</td>
<td>20.39%</td>
<td>23.30%</td>
<td>18.93%</td>
<td>4.85%</td>
<td>1.94%</td>
<td></td>
<td>206</td>
<td>3.18%</td>
</tr>
</tbody>
</table>

**Participants personality attributes:**

- **Extroverted, enthusiastic.**
- **Critical, quarrelsome.**
- **Dependable, self-disciplined.**
- **Anxious easily upset.**
- **Open to new experiences, complex.**
- **Reserved, quiet.**
- **Sympathetic, warm.**
- **Disorganized, careless.**
- **Calm, emotionally stable.**
- **Conventional, uncreative.**

**Answered:** 208

**Skipped:** 36