

Who's who? What's not to like? Facebook and its relationship with personality, self-esteem, stress and anxiety.

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Abstract

Facebook research has become the limelight across the media worldwide. This study explores Facebook Intensity, personality type, level of self-esteem, perceived level of stress, ability to control anxiety, amount of friends on Facebook and if it is part of the participants daily routine. It also look for differences in gender and age. There was a total of 156 Facebook users (70 males and 86 females) who were issued the Facebook Intensity Scale, Big Five Inventory, Rosenberg Self-esteem, Perceived Stress Scale, Courtauld Emotional Control Scale (all quantitative self-report scales). Statistics showed that the participants with high Facebook Intensity, had higher level of self-esteem, higher perceived level of stress and an Agreeableness personality. Females showed a higher Facebook Intensity than males. Extraversion Conscientiousness, Neuroticism, Openness, control of anxiety did not show significant results with Facebook Intensity. Results are interpreted in relation to previous literature, suggestions for limitations and further research are acknowledged.

Chapter 1

Introduction

Introduction

Who's who and what's not to like? The purpose of this study is to investigate Facebook intensity in relation to, personality type, self-esteem level, stress and anxiety. It will also assess gender differences and age in relation to Facebook intensity, time spent on it and amount of friends.

This research is an exploratory analysis of Irish Facebook users. Primarily, the personality type, level of self-esteem, perceived stress and ability to cope with anxiety in relation to Facebook intensity, gender and age differences will also be explored in this research.

It is important in this modern day to have a grasp of research in this area with the growing use of Facebook and the problems that appear to be emerging (stress, anxiety, suicide, privacy, false idea of friends, bullying) as well as the benefits (keeping in touch, socialising). Upon reviewing the research, Ireland seems to be lacking research compared to other countries particularly the US. The results seem to vary and the studies contradict/contrast each other's findings, so a conclusion/theory has not been made regarding Facebook and personality type, level of self-esteem, stress, anxiety and gender and age differences.

This study is intended to lay a foundation for further Irish research in the area. It also hopes to enhance knowledge and raise awareness of Facebook habits. This is important because social network may be an important new psychological adjustment tools for emerging adults, in particular, to adapt to the increased mobility of modern society (Adams, 1998). Results hope to help Facebook users understand the consequences of their possible extensive usage and learn to better manage their time and activities on Facebook. This study will begin with introductions

of Facebook, personality, self-esteem, stress and anxiety. A definition of these is important to establish before describing the hypothesis. Previous research will also be discussed.

Facebook

Since its launch in February 2004, Facebook has become one of the most popular websites in the world (Anderson, 2012). Facebook is an online community that allows anyone with an email address to create a profile (Gosling, 2007). It is the world's largest online social network and had over 900 million users by mid-2012, it was created in the United States but 70% of the users come from outside the United States, 350 million active users access it from their mobile phone (facebook Press 2012). There are more than 70 languages on the site. 60% of the users logon daily (Gosling, 2007). Online social network use accounts for nearly 23% of time spent online in the United States, which is approximately double the amount of time, spent on any other online activity (Nielsen, 2010). Denti (2012) study in University of Gothenburg found that Facebook was part of 84% of the participant's daily routine. The Australian Psychology Society study found 97% of the participants in their study used Facebook as part of their daily activity and routine (Lyer, 2010). Over the past five years social networking sites like Facebook, MySpace and Bebo have become a main focus and virtually unavoidable medium for social interaction (Gosling et al, 2011).

Psychological theory relating to Facebook use is becoming a popular research topic with the increased use of Facebook. 96% of US students have a Facebook account. (OnlineEducation.net, 2011). Psychological researchers have discovered that social media reveals a lot about someone's personality and the way they think. Studies, featured in the

journal *Perspectives on Psychological Science*, describe how media and technology reveal and can change a person's mental state (Rattue, 2012).

Recent research shows that people are becoming as addicted to Facebook as drink and drugs. Austin (2012) found the level of desire for Facebook was higher than that for both alcohol and tobacco. If his findings are true, it means that Facebook poses a danger to those at risk of addictions. Literature suggests that 30% of people in China are addicted to the internet, there are over 400 internet addiction clinics there, the first clinic opened in the US in 2009. Facebook may contribute to the severity of symptoms associated with Internet Addiction (Kittinger, 2012). In Karaiskos et al (2010) study, they report on a female who used Social Networking Sites so much that her behaviour damaged her professional and private life. She was referred to a psychiatric clinic. The woman used Facebook for at least five hours a day, and was let go from her job as she repeatedly checked Facebook instead of working. Even in her clinical interview, she used her phone to access Facebook. she also developed anxiety symptoms as well as insomnia due to her Facebook addiction.

While using social media such as Facebook can have positive benefits associated with community engagement, education, social connectedness, and identity development, it can also lead to risks linked to social rejection, cyber bullying, depression, exposure to inappropriate content, and other negative consequences related to general well-being (O'Keefe et al, 2011; Valkenburg & Peter 2009). It is important that research grows in this area and develops a better understanding with the growing usage of social networking sites, the high percentage of people participating and the amount of time they devote to it.

As Facebook is a recent social phenomenon, there is distinct lack of psychological theory relating to its use (Ryan, 2011). It is also important to examine the specific types of internet use as Shields and Kane (2011) suggests that internet use is related to both positive and negative

psychological factors. O'Keefee et al, (2011) and Valkenburg & Peter, (2009) lay out some of the positive benefits such as education, social connectedness, and identity development and the negative risks which are social rejection, cyberbullying, depression, exposure to inappropriate content. Jackobsen and Forste (2011) outlined that a negative relationship has been found between time spent using social networking sites, such as Facebook and college grades. Rouis (2011) also found a link between extensive Facebook use and poor academic performance, but did find a positive effect of satisfaction with life.

Personality

Personality is the characteristics of the person that account for consistent patterns of experience and action (Pervin, 2010). Measuring personality can be done using the Big Five Inventory personality trait survey, (John & Srivastava, 1999). The five personalities are Extraversion (sociable, active, talkative, person orientated, optimistic, fun loving, affectionate), Openness (curious, broad interests, creative, original, imaginative, untraditional, Agreeableness (soft-hearted, good natured, trusting, helpful, forgiving, gullible, straightforward), Conscientiousness (organised reliable, hard-working, self-disciplined, punctual, scrupulous, neat, ambitious preserving), Neuroticism (working, nervous, emotional, insecure, inadequate) (Pervin, 2010).

Facebook and Personality

Personality type has been explored with regards to the use of social networking such as Facebook. The results have varied. Researchers are trying to identify what type of personality is drawn to use the social networking sites. Many of the studies use the Five-Factor Model

(Big Five Inventory) (Costa & McCrae, 1992). Facebook and Extraversion appear to have the strongest relationship.

Andraessen (2011), study with 423 students (227 women and 196 men) completed the Bergen Facebook Addiction questionnaire, standardized self-report scales of personality, sleep, sociability, attitudes towards Facebook, and addictive tendencies. The study found in relation to personality that Neuroticism and Extraversion related positively to Facebook and Conscientiousness related negatively.

Landers and Lounsbury, (2004) study of 177 students using the Big Five Inventory found a negative correlation between Agreeableness, Conscientiousness, Extraversion and social networking use, suggesting that disagreeable people spend more time on social networking sites.

Gosling et al, (2007) examined the impressions of 133 Facebook profiles, comparing them with how they see themselves and how their acquaintances see them. The findings showed that Facebook-based personality impressions showed some consensus for all Big Five dimensions, with particularly strong consensus for Extraversion. Their research suggests that Facebook is a valid mean for communicating personality type.

Ryan & Xenos, (2011) online study using 1158 self-selected Australian Facebook users and 166 Australian nonusers found using the Big Five Inventory to assess personality that Facebook users to be more extraverted and less conscientious than nonusers.

Jenkins et al, (2012) study with 463 participants who were college students, using the Big Five Inventory. A multiple linear regression found that Extraversion positively correlated with Facebook use.

Rouis et al, (2011) pen and pencil study with 239 students found extensive use of Facebook in Swedish students with extraverted personalities.

Seidman (2012) study examined the relationship between the Big Five Inventory and the use of Facebook. 184 undergraduates completed the study. The results showed Extraversion was associated with more frequent use of Facebook to communicate with others.

Amichai-Hamburger & Vinitzky, (2010) study examined more objective Facebook behaviours and found strong relationships between personality and detailed Facebook use. They found extraverts correlated with number of Facebook friends and users with greater Openness were more likely to use more features of the personality information section than users with low openness. Neuroticism was positively correlated with users posting their own photo but negatively correlated with uploading their own photo

Bachrach et al, (2012) study which included 180,00 Facebook users used self-reported patterns of Facebook usage and viewing actual Facebook profile. Results show significant relationships between personality traits and various features of Facebook. They also showed how multivariate regression allows prediction of the personality traits of an individual user given their Facebook profile. The results show how accurately personality can be predicted assessing a user's profile features. The results are presented regarding each of the Big Five Inventory traits. The best accuracy of such predictions is achieved for Extraversion and Neuroticism, the lowest accuracy is obtained for Agreeableness, with Openness and Conscientiousness lying in the middle. This study also examined more objective Facebook behaviours and found strong relationships between personality and detailed Facebook use, they found extraverts are more likely to share what is going on in their lives and their feelings with other people users via status updates, more likely to "like", they tend to interact more with other users, and have more

than average number of friends, Openness is positively correlated with number of likes, group associations and status update, Conscientiousness was negatively related to likes and group membership and positively correlated to upload more photos, Neuroticism is positively correlated with the number of Facebook likes and slightly positively correlated with number of groups Agreeableness is negatively correlated with number of likes and less correlated with high level of Facebook feature than the other 4 personality traits.

Correa et al, (2009) found factors such as Extraversion and Openness to experience related to uses of social networking. They found relationship between Extraversion and social media use was particularly important among the younger and Openness to experience was a more important personality predictor of social media use to the older of the sample used.

Ross et al, (2009) study of the relationship between personality and patterns of social network use. They hypothesized relationships between personality types and Facebook features, found higher levels of Openness has been associated with greater online sociability.

Pettijohn et al, (2012) study was interested in the relationship between active Facebook engagement, self-esteem based on the quality of friendships, and personality. They predicted a positive relationship between Facebook intensity and friendship contingent self-esteem as their primary hypothesis. Their secondary hypotheses, also predicted positive relationships, individuals who are more social should show more activity and engagement in social networking sites like Facebook, and individuals who are more narcissistic should use Facebook more intensely as a way to enhance their self-image with themselves and others. Their study found that their sample had an average of 611 friends each, they spend on average 73 minutes of Facebook a day, Facebook Intensity was positively correlated with friendship contingent self-esteem, Facebook intensity was not correlated with the personality except conscientious

which was marginally significant. Facebook friends and Extraversion were positively correlated but only marginally significant. (Pettijohn et al, 2012)

Skues et al, (2012) study examined the relationship between Facebook use and the Big Five Inventory. The study found that Extraversion, Neuroticism and self-esteem did not have significant relationships with Facebook use. They found that students who were high in Openness spent more time on Facebook and had more Facebook friends.

Wilson, Fornaiser and White, (2010) study of Psychological predictions of young adults use of social networking sites used the Big Five Inventory, Coopersmith Self-esteem inventory (Coopersmith, 1981) an addiction scale and Facebook related questions. Their study found that extraverts had a high level of Facebook use. Results also found that the Agreeableness and Openness personality trait had no impact on Facebook use, found those who score low on Conscientiousness spent an increased amount of time of Facebook and Neuroticism to have no impact on Facebook use.

Self esteem

Self-esteem is an individual's sense of self-worth, or the extent to which the individual appreciates, values or likes him or herself (Passer et al, 2009).

Self-esteem and Facebook

Self-esteem has also been studied in recent years with relation to Facebook, the research results are also varied.

In certain cases, excessive Facebook use may be related to lower general self-esteem (Kalpidou, Costin, & Morris, 2011; Mehdizadeh, 2010). Mehdizadeh (2010) found a significant negative correlation between self-esteem using Rosenberg Self-esteem Scale and the number of times students checked Facebook per day and between self-esteem and the time spent on Facebook per session. Kalpidou, Costin & Morris, (2011) aimed to find a negative correlation with Facebook use and self-esteem, they used Rosenberg self-esteem. They found a negative correlation with the minutes of Facebook and self-esteem, this suggests that spending a lot of time on Facebook is associated with low self-esteem. Those with lower self-esteem also presented less self-promoting content on Facebook pages. Wilson et al, (2010) found no relationship between self-esteem and social networking site.

However, Facebook can enhance self-esteem specifically related to the social functions of the self (social self-esteem) when individuals receive positive comments and feedback from their friends online (Valkenburg, Peter, & Schouten, 2006).

In Gonzales & Hancock, (2011) experiment, 63 participants who given the chance to update their Facebook profile reported greater self-esteem than those not given the opportunity to change their personal profile information, some of the participants not allowed update their Facebook had mirrors in front of them. Gonzales and Hancock, (2011) explain that editing in a social networking site allows for optimization of self-presentation material, which can enhances level of self-esteem. Their research on the effects of Facebook exposure on self-esteem found that social network use increases self-esteem, augmenting narcissistic personality traits. Exposure to one's own Facebook profile can serve as a form of self-awareness and can also enhance overall feelings of self-esteem

Manago et al, (2012) online survey was distributed to college students, study found that there was a positive relationship between self-esteem and that networking sites would such as

Facebook tend to inflate self-esteem level. They thought this was because many people have a large number of friends and have a large audience size (Manago et al, 2012).

Facebook can enhance self-esteem especially when the users receive comments and Other researchers have found that introverted individuals and individuals with low self-esteem may benefit from the social opportunities provided by the Facebook interface, without the anxiety of interacting face-to-face (Ellison, Steinfield, & Lampe, 2007). Ellison et al, (2007) found users of Facebook with low self-esteem may seek social opportunities created on Facebook which creates positive benefits for once self-esteem.

Zywica and Danowski, (2008) tested competing social enhancement and social compensation hypotheses about Facebook use regarding popularity and self-esteem of university students. Researchers asked the open-ended question “What does it mean for you to be popular on Facebook?” and analysed the text along with responses to other measures of self-esteem, sociability, popularity, and Facebook use. More social students with higher self-esteem are popular on Facebook and offline, supporting the social enhancement hypothesis. However, less social students with lower self-esteem are less popular offline and try to be more popular online, consistent with the social compensation hypothesis (Zywica & Danowski, 2008).

Stress

Stress is a negative emotional experience accompanied by predictable biochemical, physiological, cognitive and behavioural changes that are directed either toward altering the stressful event or accommodating its effects (Taylor, 2012). A stress response occurs due to perceived threats to physical or emotional well-being (Baron and Byrne, 2000).

It can be described as the difficulties and strains experienced by living organisms as they try to adapt to changing or new environmental conditions, all situations that require adjustment can be regarded as potentially stressful (Butcher, 2012) Stress is the effect on the organism and is a dynamic construct because it reflects the interaction between the organism and the environment over time (Monroe, 2008).

Stress is a reaction to a stressor. Can Facebook be seen as a stressor? Stressors are demands made by an individual's internal or external environment that upset the balance, thus affecting psychological and physical well-being and requiring action to restore balance (Lazarus & Cohen, 1977) The anticipation of a stressor can be as stressful as its actual occurrence and sometimes more (Wirtz et al, 2006). For example, people thinking about Facebook (photos, videos, tags, posts).

Anxiety

Anxiety is the state of tension and apprehension that is a natural response to perceived threat (Passer, 2009).

Facebook Stress and Anxiety

Facebook can also be a generator of stress. Studies have found that students are using Facebook for up to 8 hours a day and checking it up to 20 times. London (2012) study found over a third (38 per cent) of young adults admit to worrying about being tagged in unflattering photos, worry can be a form of stress or anxiety. Anxiety, worry, and stress are all afflictions of life in the modern world (Schwartz, 2000). Charles (2011) found in her study that the more friends you had the more stressed you were, 12% admitted to anxiety from it "It's like being a

mini news channel about yourself. The more people you have the more you feel there is an audience there. You are almost a mini celebrity and the bigger the audience the more pressure you feel to produce something about yourself” Charles (2011). It was claimed by doctors writing in *The Lancet* that stress from a Facebook update triggered an asthma attack in a 17-year old girl.

Andreassen et al (2012) found that people who are anxious and socially insecure use Facebook more, possibly because those who are anxious find it easier to communicate via social media than face to face.

Anxiety UK released a study where 298 people were quizzed about Facebook by the University of Salford, with just over half saying they felt worried or uncomfortable when email and Facebook were inaccessible. In other words its being away from social networks that was causing anxiety not actually being on them. (Fitzgerald, 2012). CEO Nicky Lidbetter from Anxiety UK suggests that people need to establish control over technology and not let it control them. If you are predisposed to anxiety it can act as a tipping point adding more insecurity. (Lafferty, 2012)

Researchers at Edinburgh University (2012) study found that one in every ten Facebook users said the site made them anxious and stressed. The ones with more contacts and that spend more time on the site were more likely to be stressed. The more people you have the more you feel there is an audience there” (Toor, 2012).

Previous research has found that Facebook was making people anxious. Mental health consultant, Stefanie Weiss has laid out a list of reasons why Social media is causing anxiety in teens and kids. (Foxnews, 2013). Another Study in the UK found that use of social media like Facebook and Twitter may be feeding anxiety. Andreassen (2012) also found that people who

use Facebook more tend to score higher on anxiety. (Paddock, 2013). Individuals with high levels of social anxiety are more likely to engage online socially (Ellison et al, 2007).

Gender

Gender differences associated with Facebook use have been studied in some of the previous study. Most findings indicate that women use Facebook more than males, one study on Facebook showed that the women in the study spent 30% more time of Facebook (Walton, 2012) This could be because women seek social support more than men in other aspects of life. “tend to be more inclined to use social support when dealing with stressors than males” (Frydenberg, 1997, Ebata & Moos, 1994). Andraessen (2012) study found that women tend to be more at risk of developing Facebook addiction. Revoir (2008) study found women are at greater risk than men to developing the potential addictive of social networking sites. Pettijohn et al, (2012) study found males had less friends and females spent more time on Facebook.

Main hypothesis

1. It is hypothesised Extraversion will have a relationship with Facebook Intensity.
2. It is hypothesised that Agreeableness have a relationship with Facebook Intensity
3. It is hypothesised Conscientiousness will have a relationship with Facebook Intensity.
4. It is hypothesised Neuroticism will have a relationship with Facebook Intensity.

5. It is hypothesised that Openness will have a relationship with Facebook Intensity.
6. It is hypothesized that there will be a relationship with peoples level of self-esteem and Facebook Intensity.
7. It is hypothesised that there will be a relationship with level of perceived stress and Facebook Intensity.
8. It is hypothesised that there will be a relationship with ability to cope with anxiety and Facebook intensity.
9. It is hypothesised that women will have a higher Facebook intensity more than men.
10. It is hypothesised that there would be difference with Facebook Intensity and age.
11. It is hypothesised that there will be that the participants score high on the question “Facebook is part of my daily routine.” And Facebook is part of my daily activity.
12. It is hypothesised that there will be that the participants score high on the question Facebook is part of my daily activity.

13. It is hypothesised that there will be a relationship with amount of Facebook friends and stress.

14. It is hypothesised that there will be a relationship with amount of Facebook friends and anxiety.

15. It is hypothesised that there will be a relationship with amount of Facebook friends and Extraversion.

Chapter 2

Methods

Method

Firstly approval from the Ethics Committee, Dublin Business School was obtained.

Participants

A total of 168 respondents took part in this research, 156 of these completed the questionnaire fully, only these were included in analysis. Of the respondents, 70 (44.9%) were males and 86(55.1%) were females. These consisted of Facebook friends of the researcher. The ages was 73% (26-60) and 26% (18-25). The reason to choose these participants was convenience, posting the questionnaire on Facebook guarantees the participant has a Facebook account. All participants in this study were volunteers and made aware they could withdraw at any time and all information given was anonymous. Researchers email and phone number were given at the start for any questions participants may have.

Design

A correlational study was used for the purpose of this research to assess the relationship between the variables. Descriptive statistics were also used to obtain information and an Independent t test to look for age and gender differences. The study involved the participants completing a series of self-report questionnaires online which took approximately ten minutes. The variables looked at in this research are age, sex, Facebook intensity, level of self-esteem, personality type (extraversion, agreeableness conscientiousness, neuroticism, openness), stress and anxiety.

Data Analysis

Using SPSS 18.

Descriptive statistics were run to observe minimum, maximum, means and standard deviations for Facebook Intensity, level of self-esteem, Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness, stress and anxiety. This was followed by descriptive statistics for specific questions on the Facebook Intensity scale that were relevant for this research.

An independent sample t-test for assessing gender and age differences of Facebook intensity.

A Pearson r correlation was run to look relationships between the predictor variables (level of self-esteem, extraversion, agreeableness, conscientiousness, neuroticism, openness, stress and anxiety) and the criterion variable (Facebook Intensity).

A Spearman's Rho was run to look for relationships for non-parametrics between specific Facebook Intensity questions and stress, anxiety and Extraversion.

Measures

Demographic information, the demographic sheet requested information of participant's age and gender.

The following questionnaires were used in an online questionnaire on Survey Monkey: The Facebook Intensity Scale (Ellison et al, 2007), Big Five Inventory (John & Srivastava, 1999), The Rosenberg Self-esteem Scale (Rosenberg, 1989), The Perceived Stress Scale (PSS: Cohen, Kamarck & Mermelstein, 1983), Courtauld Emotional Control Scale, anxiety questions (Watson, 1983). See Appendix one for copies of these questionnaires. At the start of the questionnaires was a paragraph explaining what was involved and what the study was about. Facebook was used to source participants; the researcher posted a link to the survey in their own Facebook status. The statistical package for social sciences (SPSS, version 18 for windows), and laptop/computer were used for data analysis.

Questionnaires that were used in this study were used in previous studies and demonstrated high reliability scores.

The Facebook Intensity Scale (Ellison et al, 2007), is used to measure Facebook usage beyond simple measures of frequency and duration, incorporating emotional connectedness to the site and its integration into individuals daily activities. The scale is self-administered with instructions at the top of the page. It consists of 8 items that examine Facebook usage and feelings towards Facebook. Two example questions are "Facebook is part of my everyday

activity” and “I would be sorry if Facebook shut down”. Response categories range from 1 = strongly disagree to 5 = strongly agree, unless otherwise noted. The Facebook Intensity score can be computed by calculating the mean of all of the items in the scale. It is important to note that two of the questions can be asked as open ended questions “Approximately how many total Facebook friends do you have?” and “In the past week, on average, approximately how much time per day have you spent actively using Facebook?” for this study the researcher used closed end questions so an ordinal scale could be used. The average score across all 8 questions was calculated as the Facebook Intensity Score. Internal reliability of the Facebook Intensity scale is excellent with a Cronbach’s alpha of 0.89. (Warner, 2009).

The Rosenberg Self-esteem Scale (Rosenberg, 1989), assess level of self-esteem. The scale is self-administered with instructions at the top of the page. It consists of 10 items. Example questions are “On the whole, I am satisfied with myself” and “At times I think I am no good at all.” There is four answers ranging from strongly agree to strongly disagree. Response categories ranges from 0 = strongly disagree to 4 = strongly agree, scores can range from 0 to 30. The sum of all scores indicates the level of self-esteem, the higher the overall total the higher the self-esteem. Five of the items are negative so will need to be reversed scored (2,5,6,8,9). “The Rosenberg Self-Esteem Scale has demonstrated good reliability and validity across a large number of different sample groups. The SES has been validated for use with substance abusers and other clinical groups, and is regularly used in treatment outcome studies. The scale has been validated for use with both male and female adolescent, adult and elderly populations” (Rosenberg, 1965). Cronbach's alpha for various samples are in the range of .77 to .88 (Blascovich and Tomaka, 1993).

The Big Five Inventory (John & Srivastava, 1999), assess personality type. The scale is self-administered with instructions at the top of the page. It consists of 44 items that examine traits.

Example questions are “I am someone who is talkative” and “I am someone who tends to find fault with others”. Response categories range from 1 = strongly disagree to 5 = strongly agree. The negative items will need to be reverse scored, next creating scale scores by averaging the items for each domain, Extraversion: 1, 6R 11, 16, 21R, 26, 31R, 36, Agreeableness: 2R, 7, 12R, 17, 22, 27R, 32, 37R, Conscientiousness: 3, 8R, 13, 18R, 23R, 28, 33, 38, 43R, Neuroticism: 4, 9R, 14, 19, 24R, 29, 34R, 39, Openness: 5, 10, 15, 20, 25, 30, 35R, 40, 41R, 44 (R is the reversed scores). Overall, the reliabilities are impressive for these scales. Cronbachs Alpha .83 (Pervin & John 1999).

The perceived stress scale (Cohen, Kamarck, & Mermelstein, 1983) assesses the degree to which events in one’s life are perceived as stressful. The scale is self-administered with instructions at the top of the page. It consists of The 14 item, 5-point likert scale version of the PSS was used that examines events that have occurred within a one month time frame. It showed current levels of experienced stress. An example question is ‘In the last month, how often have you felt that you were unable to control the important things in your life?’ Items are scored 1 to 5 with 6 of the 14 items being negatively scored (4,5,6,7,9,10 and 13). Scores can range from 14 to 70. Higher scores indicate more perceived stress. The internal reliability of this scale as scored by Cronbach’s alpha is 0.75 and as well as this, the PSS has a range of predictive validity from 0.52 to 0.70. Cohen et al (1983) have assessed reliability and validity through studies involving college students and participants on a smoking cessation programme. Test-retest reliability of the PSS was assessed by re administering the scale to college students two days after they had been first administered it and six weeks later for the smoking cessation group (Cohen et al, 1983).

Courtauld Emotional Control Scale, (Watson, 1983), assess the degree at which a participant would give a score on how much the participant is able to control/contain their anxiety. The

scale is self-administered with instructions at the top of the page. It consists of 21 questions, 7 of which were used for this study from section 3 (the anxiety subscale). Examples of the questions are “when I feel afraid/worried I let others see how I feel and when I feel afraid/worried I keep quiet”. The total score in each section is the sum of the ticked ratings, except items 1, 4 and 5 on the Anxiety subscale, where the scoring is reversed. Possible scores range from 7 to 28. Dura et al, (2010) results showed high internal consistency in each subscale, the results support the reliability and validity of this scale. Cronbach's alpha coefficients were 0.83 for anxiety (Watson 1983).

Procedure

The questionnaire were typed into Survey monkey and posted in the researchers Facebook status. There was an instructions at the start of each questionnaire explaining what it was researching and how to take part. Theses instructions outlined the confidentiality and anonymity of the responses to the questionnaires and that withdrawal could be done at any time.

The researcher maintained the questionnaires on Survey Monkey at all times which a password protected. Following the completion of the questionnaires the data collected from these Questionnaires were input to a computer using a statistical package called SPSS version 18 for windows. Variables were then computed (Facebook intensity, level of self-esteem, extraversion, agreeableness, conscientiousness, neuroticism, openness, stress and anxiety) which meant the variables were scale so a parametric test could be run. Tests were also run for Facebook Intensity questions alone which meant they were non-parametric as they were ordinal variables.

Chapter 3

Results

Results

All data was screened and coded for descriptive and inferential statistical analysis which was conducted using SPSS (version 18.0). Descriptive statistics which included mean and standard deviation were calculated to examine the variability and describe the data. An independent t test was used to see if there was age and gender differences in relation to Facebook Intensity. Parametric correlations were calculated using Pearson r to examine the relationships of Self-esteem, anxiety, perceived stress, Extraversion, Neuroticism, Openness, Conscientiousness and Agreeableness with Facebook Intensity. Non parametric tests were calculated using Spearman Rho to examine the relationships of perceived stress, ability to cope with anxiety and Extraversion with amount of Facebook friends. The total participation N value was (N=153) males (N=70) 44.9% and females (N=86) 55.1%. The age 18-25 (N=44) 28.2% and 26-60 (N=112) 71.8%.

Descriptive statistics for Facebook Intensity, self-esteem, perceived stress and ability to cope with anxiety

Mean Facebook Intensity was 28.24 (SD = 6.69). The lowest score was 9 and the highest score was 40. There are 31 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 40 (8qs x 5) and the lowest score would be 8 (8qs x 1). (Table 1)

Mean self-esteem was 16.66 (SD = 2.27). The lowest score was 11 and the highest score was 27. There are 16 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 30 (10qs x 3) and the lowest score would be 0 (10qs x 0). (Table 1)

Mean perceived stress was 3.94 (SD = 4.37). The lowest score was 19 and the highest score was 45. There are 26 differences in the scores. If to apply a total overall potential score for

level of self-esteem it would be 70 (14qs x5) and the lowest score would be 14 (14qs x1).

(Table 1)

Mean Ability to cope with anxiety was 17.1097 (SD = 2.19). The lowest score was 10 and the highest score was 22. There are 12 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 28 (7qs x4) and the lowest score would be 7 (7qs x1). (Table 1)

Table 1 below describes descriptive statistics for Facebook Intensity, self-esteem, perceived stress and ability to cope with anxiety.

	Mean	Median	Mode	Std. D	Min	Max
Facebook	28.24	28.00	27.00	5.67	9.00	48.00
Intensity						
Self-esteem	16.62	17.00	18.00	2.27	11.00	27.00
Perceived stress	30.94	31.00	31.00	4.37	19.00	45.00
Anxiety	17.10	17.00	17.00	2.196	10.00	22.00

Descriptive statistics for total the big five inventory

Mean Extraversion was 27.25 (SD =3.06). The lowest score was 18 and the highest score was 34. There are 16 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 40 (8qs x5) and the lowest score would be 8 (8qs x1). (Table 2)

Mean Agreeableness was 27.22 (SD =3.06). The lowest score was 19 and the highest score was 38. There are 19 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 40 (8qs x5) and the lowest score would be 8 (8qs x1). (Table 2)

Mean Conscientiousness was 32.80 (SD = 3.11). The lowest score was 26 and the highest score was 42. There are 16 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 45 (9qs x5) and the lowest score would be 9 (9qs x1). (Table 2)

Mean Neuroticism was 26.5492 (SD= 2.99). The lowest score was 19 and the highest score was 33. There are 14 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 40 (8qs x5) and the lowest score would be 8 (8qs x1). (Table 2)

Mean Openness was 36.24 (SD= 4.99). The lowest score was 20 and the highest score was 49. There are 29 differences in the scores. If to apply a total overall potential score for level of self-esteem it would be 50 (10qs x5) and the lowest score would be 10 (10qs x1). (Table 2)

Table 2 below describes descriptive statistics for total the big five inventory which includes Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness.

	Mean	Median	Mode	St. D	Min	Max
Extraversion	27.25	27.000	26.00	3.06	18.00	34.00
Agreeableness	27.22	27.00	27.00	4.38	19.00	38.00
Conscientiousness	32.80	32.00	31.00	3.11	26.00	42.00
Neuroticism	26.55	26.50	26.00	2.99	19.00	33.00
Openness	36.24	36.00	34.00	4.99	20.00	49.00

Group statistic for age and Facebook Intensity

18-25 (mean = 29.11, SD = 7.37) were found to have higher Facebook Intensity than 26-60 (Mean = 27.89, SD = 4.83). The 95% confidence limits show that the population mean difference of the variables lies between -.76853 and 3.21009. An independent sample t-test found that there was no significant difference between Facebook Intensity of 18-25 year olds and 26-60 year olds ($t(154) = 1.212, p = .227$). (Table 3)

Table 3. Group Statistics, Age and Facebook Intensity

<i>Facebook Intensity</i>				
Age	N	Mean	SD	St Error mean
18-25	44	29.113	7.37	1.11174
26-60	112	27.89	4.83	.45685

Group statistics Facebook Intensity and gender

Males (mean = 27.04, SD = 5.06) were found to have higher Facebook Intensity than females (Mean = 29.21, SD = 5.98). The 95% confidence limits show that the population mean difference of the variables lies between -3.94169 and -.39120. An independent sample samples t-test found that there was a statistically significant difference between Facebook Intensity of males and females ($t(154) = -2.411, p = .017$) (Table 4) (Figure 1)

Table 4. Group statistics Facebook Intensity and gender.

<i>Facebook Intensity</i>				
Gender	N	Mean	SD	St Error mean
Male	70	27.04	5.06	.60517
Female	86	29.21	5.98	.64384

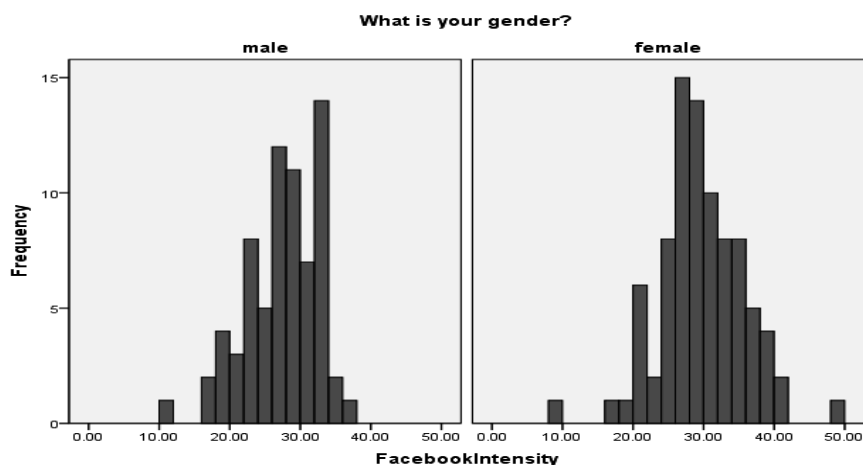
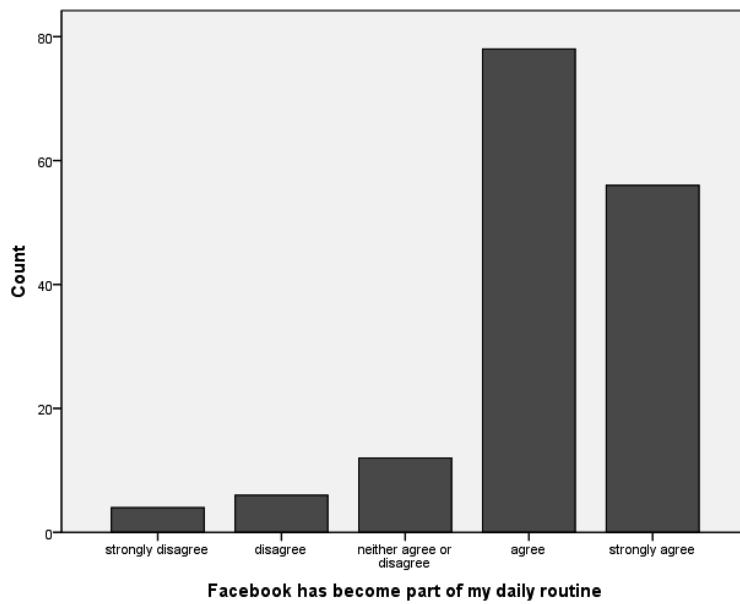


Figure 1

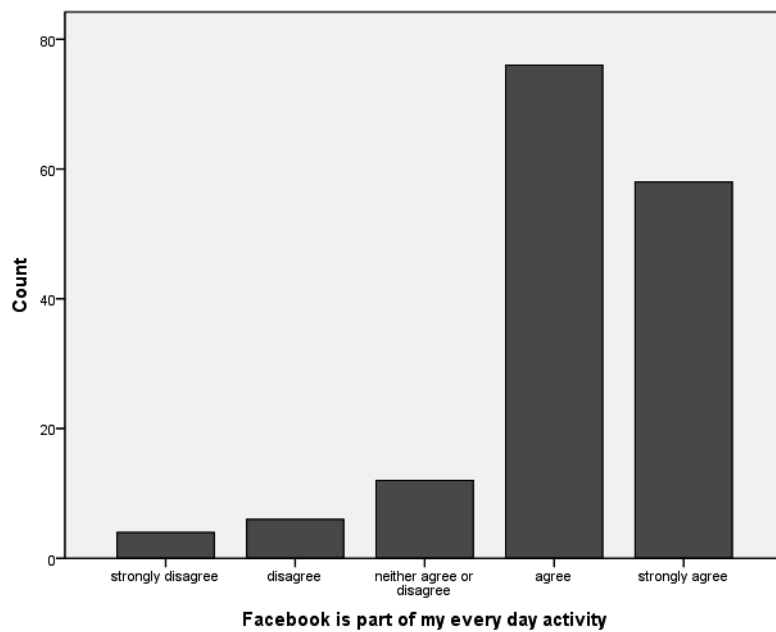
Table 5 Descriptive statistics for Facebook Intensity Scale Questions

	Mean	Median	Mode	St. D	Min	Max
FB part of daily routine	4.17	4.00	4	.996	1	5
FB part of everyday activity	4.14	4.00	4	.905	1	5
I Feel out of touch when haven't logged on	3.54	4.00	4	1.103	1	5
I would be sorry if FB shut down	3.44	4.00	4	1.149	1	5



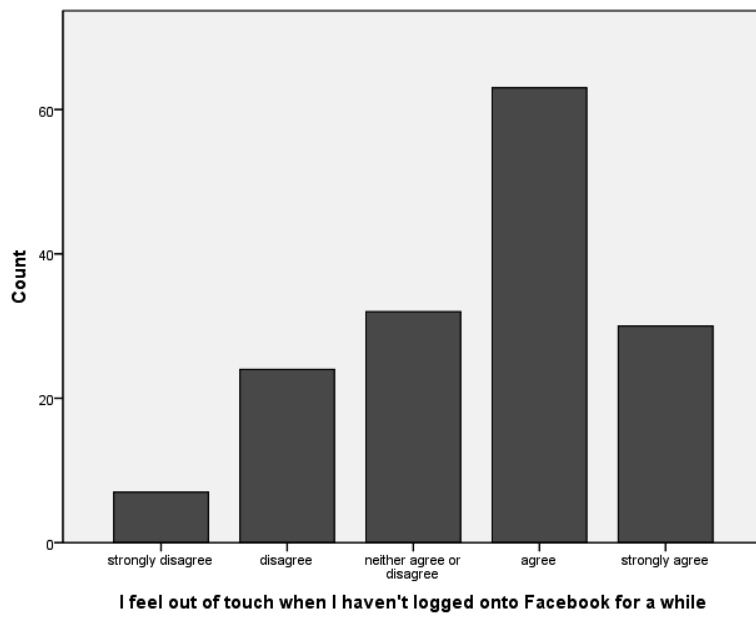
Mean for Facebook has become part of my daily routine mean is 4.17 (SD = .996) (Figure 2)

Figure 2 shows scores of Facebook has become part of my daily routine.



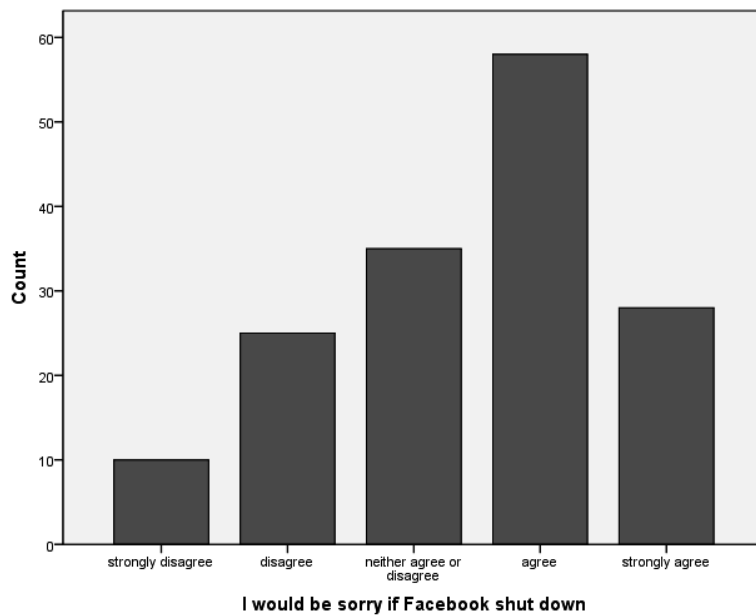
Mean for Facebook is part of my every day activity mean is 4.14 (SD = .905) (Figure 3)

Figure 3 shows scores of Facebook is part of my everyday activity.



Mean for I feel out of touch when I haven't logged onto Facebook for a while is 3.54 (SD = 1.103) (Figure 4)

Figure 4 shows scores I feel out of touch when I haven't logged onto Facebook for a while.



Mean for I would be sorry if Facebook shut down is 3.44 (SD = 1.149) (Figure 5)

Figure 5 shows scores of I would be sorry if Facebook shut down.

Correlations

A Pearson's r was used to identify the relationships between Facebook Intensity and Self-esteem, anxiety, perceived stress, Extraversion, Neuroticism, Openness, Conscientiousness and Agreeableness.

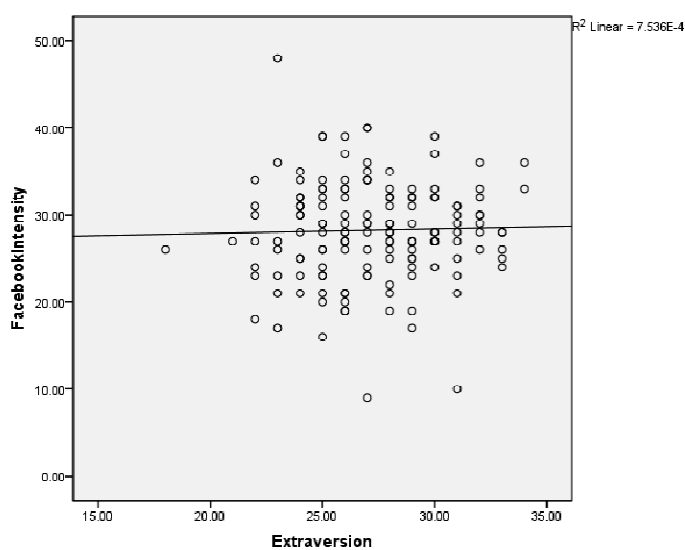


Figure 6 shows correlation of Facebook Intensity and Extraversion.

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for Extraversion was 27.25 (SD = 3.06). A Pearson correlation coefficient found that there was not a significant relationship between Facebook Intensity and Extraversion ($r = .027$, $p > .001$). This shows that Facebook Intensity and Extraversion are not related. The null hypothesis is accepted. (Figure 6)

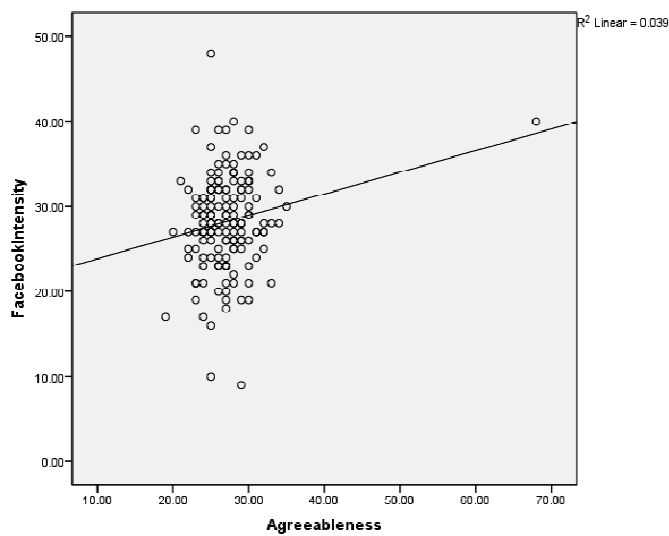


Figure 7 shows correlation of Facebook Intensity and Agreeableness.

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for Agreeableness was 27.22 (SD = 4.38). A Pearson correlation coefficient found that there was a significant relationship between Facebook Intensity and Agreeableness ($r = .196$, $p < .001$). This shows that Facebook Intensity and Agreeableness are related. The null hypothesis is rejected. (Figure 7)

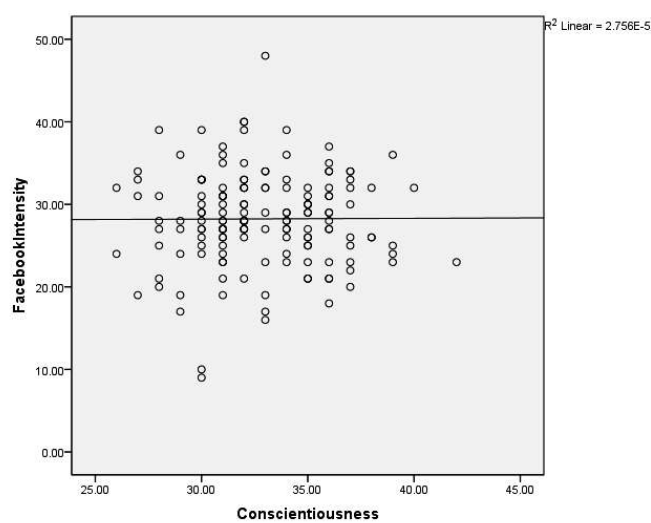


Figure 8 shows correlation of Facebook Intensity and Conscientiousness.

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for Conscientiousness was 32.80 (SD = 3.11). A Pearson correlation coefficient found that there was not a significant relationship between Facebook Intensity and Conscientiousness ($r = .005$, $p > .001$). This shows that Facebook Intensity and Conscientiousness are not related. The null hypothesis is accepted. (Figure 8)

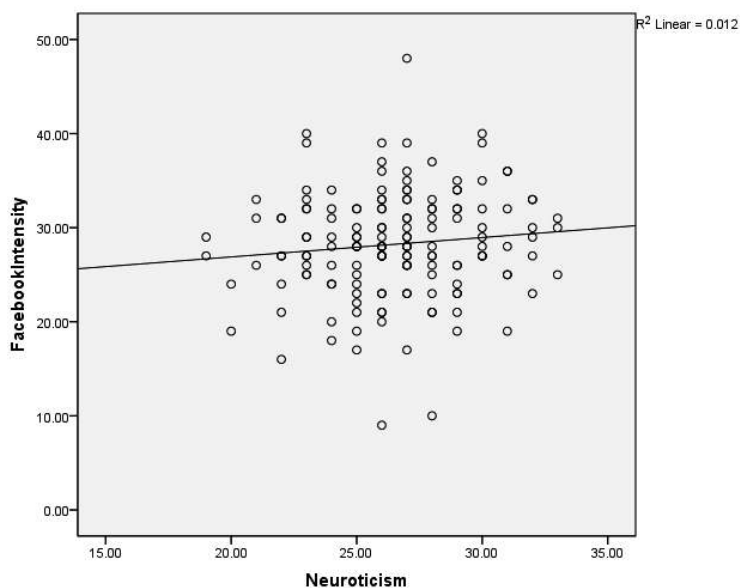


Figure 9 shows correlation of Facebook Intensity and Neuroticism

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for Neuroticism was 26.59 (SD = 2.99). A Pearson correlation coefficient found that there was not a significant relationship between Facebook Intensity and Neuroticism ($r = .109$, $p > .001$). This shows that Facebook Intensity and Neuroticism are not related. The null hypothesis is accepted. (Figure 9)

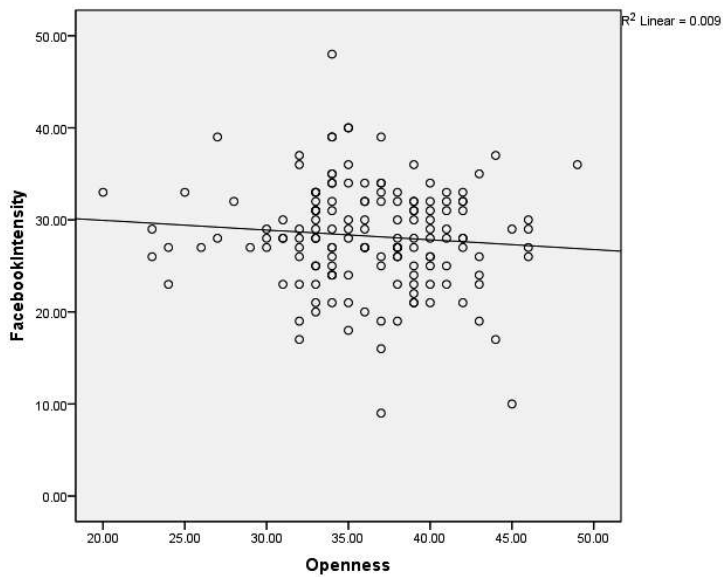


Figure 10 shows correlation of Facebook Intensity and Openness

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for Openness was 36.24 (SD = 4.99). A Pearson correlation coefficient found that there was not a significant relationship between Facebook Intensity and Openness ($r = -.093$, $p > .001$). This shows that Facebook Intensity and openness are not related. The null hypothesis is accepted. (Figure 10)

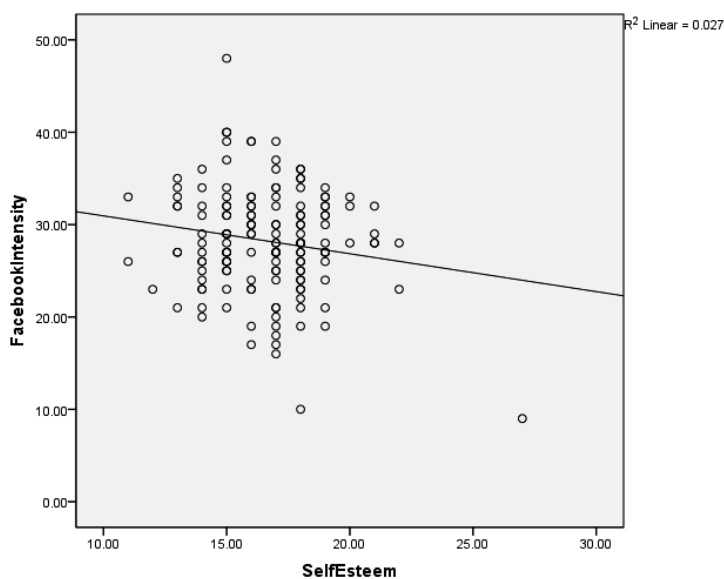


Figure 11 shows correlation of Facebook Intensity and self-esteem.

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for self-esteem was 16.66 (SD = 2.27). A Pearson correlation coefficient found that there was a significant relationship between Facebook Intensity and self-esteem ($r = -.164$, $p < .001$). This shows that Facebook Intensity and high level of self-esteem are related. The null hypothesis is rejected. (Figure 11)

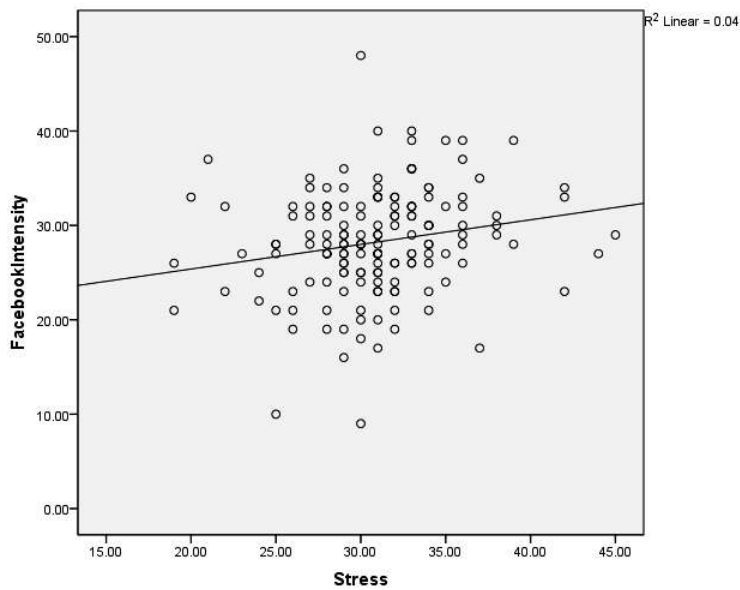


Figure 12 shows correlation of Facebook Intensity and Stress

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for perceived stress was 3.94 (SD = 4.37). A Pearson correlation coefficient found that there was a significant relationship between Facebook Intensity and perceived stress ($r = .201$, $p < .001$). This shows that Facebook Intensity and high level of perceived stress are related. The null hypothesis is rejected. (Figure 12)

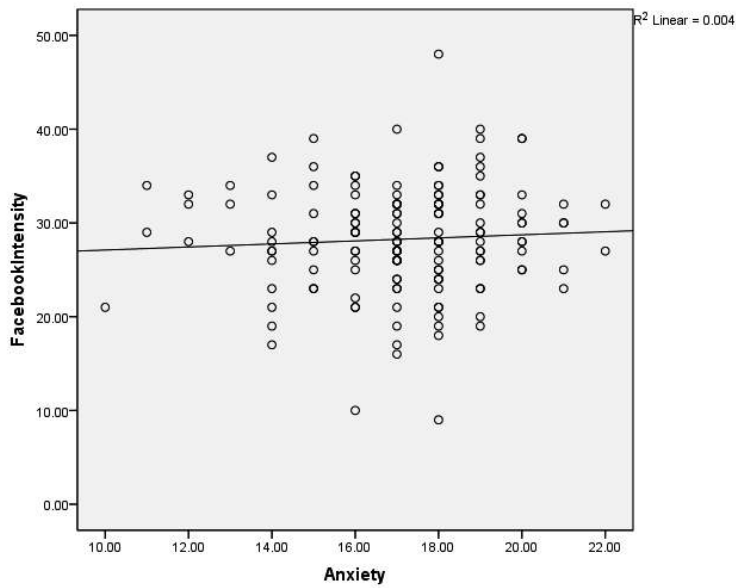


Figure 13 shows correlation of Facebook Intensity and Anxiety

The mean scores for Facebook Intensity was 28.24 (SD = 6.69) and for ability to cope with anxiety was 3.94 (SD = 4.37). A Pearson correlation coefficient found that there was not a significant relationship between Facebook Intensity and ability to cope with anxiety ($r = .063$, $p > .001$). This shows that Facebook Intensity and ability to cope with anxiety are not related.

The null hypothesis is accepted. (Figure 13)

Table 5 indicates the results of the correlations. Significant results are highlighted in bold.

Variables:	Mean	SD	Sig	Pearson C.
<i>Facebook</i>	28.24	6.69		
Self-esteem	16.66	2.27	.041	-.164
Perceived stress	30.94	4.37	.012	.201
Anxiety	17.10	4.38	.438	.063
Extraversion	27.25	3.06	.734	.027
Agreeableness	27.22	4.38	.014	.196
Conscientiousness	32.80	3.11	.948	.005
Neuroticism	26.59	2.99	.177	.109
Openness	36.24	4.99	.247	-.093

Note: *p* significant at .05 level

Correlations – Non parametric

Non parametric test, Spearman rho was used to carry out further correlations that were ordinal variable.

The mean scores for Facebook friends was 3.94 (SD = 51.37) and for perceived stress was 3.94 (SD = 4.37). A Spearman rho correlation found there was no significant association between amount of Facebook friends and level of perceived stress. ($r_s(156) = -0.12, p = .882$). This shows that amount of Facebook friends and perceived stress are not related. (Table 6)

The mean scores for Facebook friends was 3.94 (SD = 51.37) and for ability to cope with anxiety was 3.94 (SD = 4.37). A Spearman rho correlation found there was no significant association between amount of Facebook friends and anxiety. ($r_s(156) = -.051, p = .517$). This shows that amount of Facebook friends and ability to cope with anxiety are not related. (Table 6)

The mean scores for Facebook friends was 3.94 (SD = 51.37) and for Extraversion was 27.25(SD = 3.06). A Spearman rho correlation found there was no significant association between amount of Facebook friends and Extraversion. ($r_s(156) = -.030, p = .711$). This shows that amount of Facebook friends and perceived stress are not related. (Table 6)

Table 6 indicates the results of the non-parametric correlations.

Variables:	Mean	SD	Sig	C. Correlation
<i>Facebook friends</i>	<i>3.94</i>	<i>1.371</i>		
Perceived stress	30.94	4.37	.882	.012
Anxiety	30.94	4.37	.527	-.051
Extraversion	27.25	3.06	.711	-.030

Chapter 4

Discussion

Discussion

The primary aim of this current research was to conduct a study among Irish Facebook users. The study wanted to examine the relationships of Facebook Intensity with personality type (Extraversion, agreeableness, conscientiousness, neuroticism, openness), level of self-esteem, perceived level of stress and ability to cope with anxiety. The study also wanted to examine the relationship with amount of Facebook friends with stress, anxiety and Extraversion. This research also aimed to find gender and age differences in relation to Facebook intensity.

The first hypothesis suggested there would be a relationship with Facebook Intensity and Extraversion. The results indicated there was no significant relationship between Facebook Intensity and Extraversion. The results are not consistent with previous findings. Rouis et al, (2011) study found extensive use of Facebook with extraverted personalities. Jenkins et al, (2012) study found that Extraversion positively correlated with Facebook use. Ryan & Xenos (2011) study found Facebook users to be more extraverted than nonusers. Bachrack et al, (2012) found significant results, the best accuracy for Extraversion. Andraessen, (2011), study found Extraversion related positively to Facebook. Correa et al, (2009) found Extraversion related to uses of social networking. Wilson, et al, (2010) found that extraverts had a high level of Facebook use. However, Skues et al, (2012) study found Extraversion, did not have significant relationships with Facebook use.

The second hypothesis suggested there would be a relationship with Facebook Intensity and Agreeableness. The results indicated that there was a significant relationship between Facebook Intensity and Agreeableness. This was contrast with Wilson et al, (2010) results which found that the Agreeableness personality trait had no impact on Facebook use. These

results also correspond with Landers and Lounsbury, (2006) which found a negative correlation between agreeableness and social networking use. Bachrach et al, (2012) study found the lowest accuracy is for Agreeableness, in relation to Facebook.

The third hypothesis suggested there would be a relationship with Facebook Intensity and Conscientiousness. The results indicated that there was no significant relationship between Facebook Intensity and Conscientiousness. Pettijohn et al, (2012) found Conscientious marginally significant with Facebook which is in contrast with Ryan & Xenos, (2011) study which found Facebook users to be less Conscientious than nonusers. Wilson et al, (2010) study found that those who scored low on conscientiousness spent an increased amount of time on Facebook. Andraessen, (2011) study found Facebook and Conscientiousness related negatively.

The fourth hypothesis suggested there would be a relationship with Facebook Intensity and Neuroticism. The results indicated that there was no significant relationship between Facebook Intensity and Neuroticism. This corresponded with Wilson et al, (2010) results which found that neuroticism has no impact on Facebook use. Skues et al, (2012) study found Neuroticism did not have significant relationships with Facebook use. However, Bachrack et al, (2012) found best accuracy with Neuroticism and Facebook. Andraessen, (2011) study found Neuroticism related positively to Facebook.

The fifth hypothesis suggested there would be a relationship with Facebook Intensity and Openness. The results indicated that there was not a significant relationship between Facebook Intensity and openness. This does not match up with most of the previous research. Correa et al, (2009) found factors such as openness related to uses of social networking. Skues et al, (2012) found that students who were high in openness spent more time on Facebook. Ross et al, (2009) study which found that those higher in levels of Openness had been associated with

greater online sociability. However, Wilson et al, (2010) who found Openness had no impact on Facebook use.

The sixth hypothesis suggested there would be a relationship with Facebook Intensity and level of self-esteem. The results indicated that there was a significant relationship between Facebook Intensity and a higher level of self-esteem. Manago et al, (2012) study found that there was a positive relationship between self-esteem and social networking sites. Pettijohn et al, (2012) study found Facebook Intensity was positively correlated with friendship contingent self-esteem, Gonzales and Hancock, (2011) research on the effects of Facebook exposure on self-esteem and found that social network use increases self-esteem. However, Skues et al, (2012) study found self-esteem did not have significant relationships with Facebook use. In Mehdizadeh's (2010) study she found those who rated lower on Self-Esteem had a greater number of logins per day. Anderson, (2012) studies had found that Facebook addicts can suffer from lower self-esteem and Facebook had a negative impact on their self-esteem.

The seventh hypothesis suggested there would be a relationship with Facebook Intensity and stress. The results indicated that there was a significant relationship between Facebook Intensity and perceived level of stress. Previous studies had found that Facebook was causing stress. Researchers of Edinburgh (2012) study found one in every ten of their participants felt stressed from using the site.

The eighth hypothesis suggested there would be a relationship with Facebook Intensity and anxiety. The results indicated that there was not a significant relationship between Facebook Intensity and ability to control anxiety. Previous research has found that Facebook was making people anxious. A Study in the UK found that use of social media like Facebook and Twitter may be feeding anxiety. Andraessen, (2012) also found that people who use Facebook more tend to score higher on anxiety. Charles, (2011) study found 12% of the participants admitted

to anxiety from Facebook. Ellison et al, (2007) found individuals with high levels of social anxiety are more likely to engage online socially.

The ninth hypothesis was that females would have a higher Facebook Intensity. The results show Females were found to have higher Facebook intensity than males. This matches with previous research, women in the study spent 30% more time of Facebook. (Walton, 2012). Pettijohn et al,(2012) study found that females spent more time on Facebook.

The tenth hypothesis suggested there would be difference with Facebook Intensity and age. The results showed that there was no significant difference between Facebook intensity of 18-25 year olds and 26-60 year olds. The results did show the younger groups Facebook intensity to be slightly higher even though not significant. Previous research found there was a difference in age, they found younger users had a higher intensity.

The eleventh hypothesis suggested that Facebook would be part of the participant's daily routine. A descriptive test showed mean for "Facebook has become part of my daily routine" is 4.17 (SD = .996). From reviewing the results, 55 (35%) chose strongly agree, 76 (50%) chose agree, this tells us that 131 (85%) of the 156 use Facebook in their daily routine. These results show that Facebook is part of the majorities' routine. This is consistent with previous research; Denti, (2012) study found that Facebook was part of the part of 84% of the participants daily routine.

The twelfth hypothesis suggested that Facebook would be part of the participant's daily activity. The mean for Facebook is part of my every day activity" is 4.14 (SD = .905). From reviewing the results, 59 (38%) of participants strongly agreed and 74 (48%) of the participants agreed, this tells us that 133 (86%) of the 156 participants have Facebook in their everyday activity. These results show that Facebook is part of the majorities' daily activity. This is

consistent with previous research; in 2010 the Australian Psychology Society study found 97% of the participants in their study used Facebook as part of their daily activity. (Top News, 2010).

The thirteenth hypothesis suggested that there would be a relationship with higher amount of Facebook friends and stress. Results showed there was no significant relationship between higher amount of Facebook friends and level of stress. This does not match up with previous research a study done in the University of Edinburgh (2012) suggests that the more friends a person has on Facebook the more stressed out they will be.

The fourteenth hypothesis suggested that there would be a relationship with higher amount of Facebook friends and anxiety. Results showed there was no significant relationship between amount of Facebook friends and anxiety. This does not match up with previous research, a study done in the University of Edinburgh (2012) which suggests that the more friends a person has on Facebook the more it may increase their anxiety. Their study did specify that in particular, adding parents and employers and presenting a version of themselves that would not appeal to their whole audience. This current study did not specify this which could have been a limitation for this hypothesis.

The fifteenth hypothesis suggested that there would be a relationship with amount of Facebook friends and Extraversion. There was no significant association between amount of Facebook friends and Extraversion. This does not match up with previous research by Amichai-Hamburger and Vinitzky, (2010) which found that Extraversion is positively correlated with the larger number of Facebook friends. Pettijohn et al, (2012) also found amount of Facebook friends and Extraversion were positively correlated. However, Ross et al, (2009) research found that Extraversion was not associated with the number of Facebook friends.

Additional findings for this study – The question “I would be sorry if Facebook shut down”(60 (38%) agreed and 27 (18%) strongly agreed, 87 (56%) of participants agreed. The question “I feel out of touch when I haven’t logged onto Facebook for a while” 30 (19%) agreed and 63 (41%) of the participants strongly agreed with this, so 90 (60%) of participants agreed. Both these percentages suggest that people may depend on Facebook. A study in University of Edinburgh (Charles, 2011) found that many of the participant’s told them they were anxious about withdrawing from the site for fear of missing important social information.

From this research it is evident that from this sample there was a relationship between Facebook and high level of self-esteem, high level of perceived stress and women and that it is part of daily activity and routine. Evidence has suggested in the study, that Agreeableness personality type was the only significant personality type. Overall most of the results from the study did not match up with previous research. The main reoccurring relationship of extraversion and Facebook Intensity in previous studies was not found. Anxiety and Facebook in previous research also seemed to be reoccurring but was not found in this study. It is important to note that this study looked for relationships, it is unknown if Facebook was causing the stress, high self-esteem and Openness. Further research is suggested to identify if and what Facebook is causing.

Limitations exist in research, one major factor is the weakness of participants size this research involved 156 participants who were all Facebook friends of the researcher, and the participants may be the same type of people/characters because of this. They may have given social conformed and thought the researcher might have access to individual results even though they were told it was confidential, which may have altered the results. Administering questionnaires to a wider variety of participants instead of only the researchers Facebook friends is a suggestion for further research. Another limitation that was identified in the study

was the unequal amount of participants in relation to age (72%) were in the older age bracket so this could have had an effect on results, there was also no under 18 which is a large part of Facebook population, suggestion for further research is a wider range of age. Previous research mostly used students, this study did not specify if student/worker, this also could of altered results, suggestion for demographic question of specification of worker/student. Participants may not realise how much time they spend on Facebook, suggestion of finding a way to measure this may be useful for future research. The order of questionnaires in the inventories may have had effect on how responses were given. Non Facebook users were not assessed in this study so it is unknown what their personalities, level of self-esteem and stress, ability to cope with anxiety, suggestion for further research is to asses users and non-users.

However, this study contributes to some understanding of Facebook use and points to the need for further research on the topic. It is important for further research to review the effects Facebook is having, positive and negative, check for consistency in results, investigate younger user, and the role of specific profile components (e.g., photos, tags, preferences, privacy, main reason for use for Facebook). Facebook is only 9 years old and has evolved a lot in this time. There is a definite need for further research as it does not appear to going to stop or fizzle out for the time being!

To conclude, this research contributes to previous research based on Facebook. The participants in this particular study have contributed important information and set a path for further research and development.

In summary, the current research findings were presented and related to the entire hypothesis. Previous research on Facebook, with personality type, level of self-esteem, stress and anxiety was presented in the introduction. The results of statistical analysis were presented,

and assessment of the hypothesis were presented. Furthermore, critical evaluation, limitations and the need for future research were discussed and presented.

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Appendices

Appendix A

You are being asked to take part in a research study. Before you decide to take part or not it is important for you to understand why the research is being done. This study is designed to determine if Facebook use has a relationship with personality type, self esteem level, stress and anxiety. If you decide to take part you will be given a questionnaire to fill out which will take about 15 minutes. Anonymity is guaranteed and you are free to withdraw at any time. If you have any further queries do not hesitate to contact me! Louise O'Hagan - [REDACTED] or [REDACTED]

Appendix B - Demographics

Please answer these questions then proceed

Male () Female ()

Age 18-30 () 30+ ()

Appendix C - Facebook Intensity

Instructions: Below is a list of statements about your Facebook use. Please tick the box that most suits you

1. Facebook is part of my everyday activity

- strongly disagree
- disagree
- neither agree or disagree
- agree
- strongly agree

2. I am proud to tell people I'm on Facebook

- strongly disagree
- disagree
- neither agree or disagree
- agree
- strongly agree

3. Facebook has become part of my daily routine

- strongly disagree
- disagree
- neither agree or disagree
- agree
- strongly agree

4. I feel out of touch when I haven't logged onto Facebook for a while

- strongly disagree
- disagree
- neither agree or disagree
- agree
- strongly agree

5. I feel I am part of the Facebook community

- strongly disagree
- disagree
- neither agree or disagree
- agree
- strongly agree

6. I would be sorry if Facebook shut down

- strongly disagree
- disagree
- neither agree or disagree
- agree
- strongly agree

7. Approximately how many TOTAL Facebook friends do you have? *

- 0-100
- 101-200
- 201-300
- 301-400
- 400+

8. In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook?

- 0-2 hours
- 3-4 hours
- 5-6 hours
- 7-8 hours
- 9 hours+

Appendix D - Rosenberg Self Esteem Scale

Instructions: Below is a list of statements dealing with your general feelings about yourself. Please tick the box that suits you best.

1. On the whole, I am satisfied with myself

- Strongly agree
- Agree
- Disagree
- Strongly disagree

2. At times, I think I am no good at all

- Strongly agree
- Agree
- Disagree
- Strongly disagree

3. I feel I have a number of good qualities

- Strongly agree
- Agree
- Disagree
- Strongly disagree

4. I am able to do things as well as most people

- Strongly agree
- Agree
- Disagree
- Strongly disagree

5. I feel I do not have much to be proud of

- Strongly agree
- Agree
- Disagree
- Strongly disagree

6. I certainly feel useless at times

- Strongly agree
- Agree
- Disagree
- Strongly disagree

7. I feel that I'm a person of worth, at least on an equal plane with others

- Strongly agree
- Agree
- Disagree
- Strongly disagree

8. I wish I could have more respect for myself

- Strongly agree
- Agree
- Disagree
- Strongly disagree

9. All in all, I am inclined to feel that I am a failure

- Strongly agree
- Agree
- Disagree
- Strongly disagree

10. I take a positive attitude towards myself

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Appendix E - Big five inventory

Here are a number of characteristics that may or may not apply to you. Please tick the box to indicate the extent to which you agree or disagree with that statement. I am someone who is.....

I am someone who...

- | | |
|---|---|
| 1. _____ Is talkative | 11. _____ Is full of energy |
| <ul style="list-style-type: none"> ○ disagree strongly ○ Disagree a little ○ neither agree or disagree ○ agree a little ○ agree strongly | 12. _____ Starts quarrels with others |
| 2. _____ Tends to find fault with others | 13. _____ Is a reliable worker |
| 3. _____ Does a thorough job | 14. _____ Can be tense |
| 4. _____ Is depressed, blue | 15. _____ Is ingenious, a deep thinker |
| 5. _____ Is original, comes up with new ideas | 16. _____ Generates a lot of enthusiasm |
| 6. _____ Is reserved | 17. _____ Has a forgiving nature |
| 7. _____ Is helpful and unselfish with others | 18. _____ Tends to be disorganized |
| 8. _____ Can be somewhat careless | 19. _____ Worries a lot |
| 9. _____ Is relaxed, handles stress well. | 20. _____ Has an active imagination |
| 10. _____ Is curious about many different things | 21. _____ Tends to be quiet |
| | 22. _____ Is generally trusting |
| | 23. _____ Tends to be lazy |

24. _____ Is emotionally stable,
not easily upset
25. _____ Is inventive
26. _____ Has an assertive personality
27. _____ Can be cold and aloof
28. _____ Perseveres until the task is
finished
29. _____ Can be moody
30. _____ Values artistic, aesthetic
experiences
31. _____ Is sometimes shy, inhibited
32. _____ Is considerate and kind to
almost everyone
33. _____ Does things efficiently
34. _____ Remains calm in tense
situations
35. _____ Prefers work that is routine
36. _____ Is outgoing, sociable
37. _____ Is sometimes rude to others
38. _____ Makes plans and follows
through with them
39. _____ Gets nervous easily
40. _____ Likes to reflect, play with
ideas
41. _____ Has few artistic interests
42. _____ Likes to cooperate with others
43. _____ Is easily distracted
44. _____ Is sophisticated in art,
music, or literature

Appendix F - Perceived Stress Scale

In relation to stress in your life please tick which suits you best in relation to how you have felt in the last few months.

1. In the last month, how often have you been upset because of something that happened unexpectedly?

- never
- almost never
- sometimes
- fairly often
- very often

2. In the last month, how often have you felt that you were unable to control the important things in your life?

- never
- almost never
- sometimes
- fairly often
- very often

3. In the last month, how often have you felt nervous and stressed?

- never
- almost never
- sometimes
- fairly often
- very often

4. In the last month, how often have you dealt with irritating life hassles?

- never
- almost never
- sometimes
- fairly often
- very often

5. In the last month, how often have you felt that you were effectively coping with Important changes that were occurring in your life?

- never
- almost never
- sometimes
- fairly often
- very often

6. In the last month, how often have you felt confident about your ability to handle your personal problems?

often 0 = never 1 = almost never 2 = sometimes 3 = fairly often 4 = very

7. In the last month, how often have you felt that things were going your way?

- never
- almost never
- sometimes
- fairly often
- very often

8. In the last month, how often have you found that you could not cope with all the things you had to do?

- never
- almost never
- sometimes
- fairly often
- very often

9. In the last month, how often have you been able to control irritations in your life?

- never
- almost never
- sometimes
- fairly often
- very often

10. In the last month, how often have you felt that you were on top of things?

- never
- almost never
- sometimes
- fairly often
- very often

11. In the last month, how often have you been angered because of things that happened that were outside of your control?

- never
- almost never
- sometimes
- fairly often
- very often

12. In the last month, how often have you found yourself thinking about things that you have to accomplish?

- never
- almost never
- sometimes
- fairly often
- very often

13. In the last month, how often have you been able to control the way you spend your time?

- never
- almost never
- sometimes
- fairly often
- very often

14. In the last month, how often have you felt difficulties were piling up so high that you could not overcome them?

- never
- almost never
- sometimes
- fairly often
- very often

Appendix G – Courtauld Emotional Control Scale

In relation to control of anxiety in your life please tick which suits you best. When I feel afraid (worried).....

1. I let others see how I feel

- 1 almost never
- 2
- 3
- 4 almost always

2. I keep quiet

- 1 almost never
- 2
- 3
- 4 almost always

3. I refuse to say anything about it

- 1 almost never
- 2
- 3
- 4 almost always

4. I tell others all about it

- 1 almost never
- 2
- 3
- 4 almost always

5. I say what I feel

- 1 almost never
- 2
- 3
- 4 almost always

6. I bottle it up

- 1 almost never
- 2
- 3
- 4 almost always

7. I smother my feelings

- 1 almost never
- 2
- 3

- 4 almost always

Thank you for your time :)