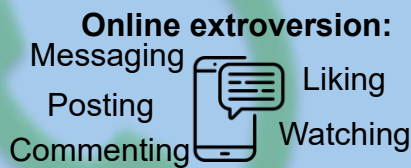


An investigation of the effects real-world introversion or extroversion, mental well-being, and weekly work hours have on social media usage.

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1 Background

Personality, particularly **introversion or extroversion**, is a defining factor in how someone **socialises**. **Social media** is of increasingly common use; approximately **half of the global population** using at least one social media platform (Wong, 2023); it is important to know **the affects** it may have on individuals' **ability to socialise**, the **types of people** inclined to use it, and **for what reasons**.



Hypotheses

Hypothesis 1: Higher reports for **introverted behaviour** in real life will be **more likely** to have **higher reports for extroverted behaviour** online.

Hypothesis 2: Those who report **higher wellbeing** will report **more extroverted** behaviour on social media.

Hypothesis 3: The **more hours worked** a week will lead to **more introverted** behaviour online.

Experimental hypothesis: Those who read positive text about social media will be **more likely** to report **extroverted tendencies** on social media.

3 Key Findings

There was **no significant difference** between reading a **positively framed paragraph** or a **neutrally framed paragraph** discussing social media.

Whether participants were **extroverted** in real-world situations, had **poorer mental well-being**, or **worked** did **not significantly impact** their use of **social media**.

2

Participants

127 participants **over 18** who used social media **more than once per week**.

Means: 3.07/ 3.18 76% Employed

Experimental manipulation

Participants were randomly allocated to read a **positive paragraph** or **neutral paragraph** about social media.

Task

Participants complete a 10 minute **online quantitative questionnaire** comprising 29 questions.

Data analysis

A **linear regression** was done to investigate the predictor variables' significance on **online extroversion**.

4

Discussion

The results suggested these predictors **were not significant influencers** of social media use preferences, so all alternative hypotheses were **rejected**.

There was an **insignificant difference** between in-person and online extraversion, but notably, users generally reported **more extroverted online**.

Future research suggestion

To **re-examine this question** by investigating **effects of age**. It is possible the factors affecting social media use preferences are determined by external **generational influences** rather than internal psychological factors.

Predictor	Estimate	SE	t	p	Stand. Estimate	95% CI	
						LL	UL
Intercept	3.18	0.44	7.22	<.001			
Work Hours	-0.00	0.00	-0.14	0.886	-0.01	-0.20	0.17
Extraversion	0.01	0.14	0.10	0.919	0.01	-0.18	0.20
WellbeingMerged: 3-1	-0.04	0.24	-0.15	0.882	-0.04	-0.56	0.48

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PDF of this poster to view later.



References

Wong, B. (2023). Top Social Media Statistics and Trends Of 2023. *Forbes*. <https://www.forbes.com/advisor/business/social-media-statistics/>

