



A STUDY ON FACEBOOK USAGE IN RELATION TO THE BIG FIVE FACTORS OF PERSONALITY

Vinayak P L
Teaching Faculty
Tumkur University

ABSTRACT

Since technology has advanced, people can now afford to be online constantly. The emergence of social networking websites has made it possible for people all over the world to communicate, engage in conversation, and create and keep connections. It explains the history of online social networking and how the global spread of Facebook has changed how people interact with one another. Researchers have looked into the benefits and drawbacks of using social networking sites, as well as Facebook friendship and political activism. Because of social networking sites, clinical professionals are exposed to a wide range of ethical issues and career prospects. Examining the relationship between Facebook use and the Big Five Personality Factors among college students is the aim of the current study. An attempt has been made to understand the concept of using social media by defining the terms of Social Capital Theory and Social Networking Sites (SNS). Also extensively detailed are the Big Five Factors of Personality's theoretical foundations, origins, and applicability in a variety of situations. According to the findings, there is a link between Facebook use and the Big Five Extroversion Factors. Also looked into are the implications for individuals who offer mental health services in terms of ethics and research.

Keywords: - Facebook, Big five factors of personality, social networking sites, Social Capital Theory, social media.

INTRODUCTION

Facebook's level of popularity is unprecedented; according to Alexa Internet Inc.'s 2011 statistics, it is currently the second most frequently visited website online and draws more than 606 million users worldwide (Gonzalez, 2011). In Australia, where close to half of the population is said to be an active user, Facebook enthusiasm is particularly evident (Gonzalez, 2011). The fact that Facebook has been discovered to affect its

users' sociality is not surprising in light of statistics like these. For example, numerous research have discovered that Facebook use is connected to increases in social capital.

Success is greatly influenced by how others perceive an individual. What other people think of you has a significant impact on your ability to be successful in life, including meeting love partners, obtaining support from your social circle, and garnering positive attention. Managing the perception of one's online presence is becoming more and more crucial as more and more social contacts, communication, and other human interactions take place on online platforms. A growing portion of the global population is turning to Facebook, one of the most common online habitats, as their natural environment. Currently, it supports daily interactions for over 800 million users, who on average spend more than 40 minutes per day on the site.

Facebook profiles have developed into a significant source of data used to establish opinions about other people. For instance, while deciding whether to start dating someone, individuals look at their Facebook profile. People also use them to evaluate job applications. It has recently been demonstrated that others may accurately assess a person's personality based on their Facebook profile. Participants were asked to evaluate the personality traits of the owners of a selection of Facebook profiles, and research revealed that at least certain personality traits could be correctly inferred. It was also demonstrated that a Facebook profile does not represent an idealistic projection of desirable attributes, but rather the owner's true personality. This suggests that individuals do not purposefully falsify their personalities on Facebook profiles, or at least not to a greater level than they do in psychometric tests.

People's ability to make personality judgments based on each other's Facebook accounts suggests two things: first, that each person's personality can be seen through their profile, and second, that specific elements of Facebook profiles can be utilised as a tool for personality evaluation. But there is no requirement that elements on Facebook profiles that actually contain personality clues and traits that individuals use to make personality assessments perfectly align. It's likely that people overlook or misinterpret some of the true personality indicators while relying on irrelevant traits to make judgments. Because of their propensity for prejudice and bias, humans may make judgments that are less accurate. Additionally, it can be challenging for humans to understand some aspects of a Facebook profile. For instance, a person may find it challenging to discern features like network density even when the number of Facebook friends is clearly visible on the profile. Recent studies look at the Facebook profile elements people use to judge someone's personality.

SOCIAL CAPITAL THEORY

Although the phrase "social capital" has been in use for about a century and the underlying concepts even longer, the concept only recently gained popularity. The term "social capital" may have originally emerged in a book about how neighbours could cooperate to manage schools that was released in the United States in 1916. "Those tangible assets [that] count for most in people's daily lives," according to author Lyda Hanifan,

"are goodwill, fellowship, sympathy, and social interaction among the individuals and families who constitute a social unit."

After Robert Putnam's best-selling book *Bowling Alone: The Collapse and Revival of American Community* was released in 2000, the phrase recently began to catch on with the general public. While Americans' income has increased, Putnam contended that their feeling of community has diminished. "Edge cities" and "exurbs"—vast, nameless locations where people merely sleep, work, and go about their daily lives—have replaced cities and traditional suburbs. People have less time to join neighbourhood clubs and volunteer organisations, and socialise with neighbours, friends, and even family as they spend more and more time in the office, travelling to work, and watching TV alone.

FACEBOOK

"Based in Menlo Park, California, Facebook is a for-profit American firm that offers social networking and online social media services. Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes—all fellow Harvard College students and roommates—launched the Facebook website on February 4, 2004".

The website's membership was initially limited to Harvard students; however, later, it was opened up to colleges and universities in the Boston area, Ivy League schools, and Stanford University. Facebook gradually expanded its support to include college students at other institutions, and then high school students as well. Since 2006, anyone who is 13 years old or older can register as a user on Facebook, while the minimum age limit varies depending on the local regulations that are in force. Facebook got its name from the face book directories that American university students frequently received.

Many different desktop, laptop, tablet, and smartphone models may access Facebook through the Internet and mobile networks. Users can build a user profile after signing up to use the service, which includes information such as their name, occupation, places of education, and more. Users can add other users as "friends," message one other, publish status updates and digital images, share digital movies and links, use a variety of software programmes (or "apps"), and get alerts when other users update their profiles or post something. Users can also create lists of their friends with names like "People from Work" or "Close Friends" and join user groups with similar interests that are grouped by workplace, school, hobbies, or other themes. Editors have the ability to top-pin posts in groups. The initial public offering (IPO) for Facebook, Inc. took place in February 2012, and the company started selling stock to the general public three months later, when its market capitalization had reached its peak of \$104 billion. Facebook was the Standard & Poor's 500 Index company to attain a market cap of \$250 billion the quickest when it did it on July 13, 2015. As of March 31, 2017, Facebook has more than 1.94 billion users who were active every month. According to the number of users with active accounts as of April 2016, Facebook was the most widely used social networking service worldwide. Users

who are 13 to 18 years old are categorized as minors by Facebook, and as a result, their profiles are designed to only allow them to post content with friends.

BIG FIVE FACTORS OF PERSONALITY:

There are five primary aspects of personality, also known as the "Big 5" personality traits, according to many modern personality psychologists. Extraversion, agreeableness, openness, conscientiousness, and neuroticism are the five broad personality qualities that the theory identifies. It has long been a goal of personality trait theories to determine the precise number of personality qualities. Earlier theories have proposed a wide range of potential features, including Raymond Castell's 16 personality components, Hans Eysenck's three-factor theory, and Gordon Allport's list of 4,000 personality traits.

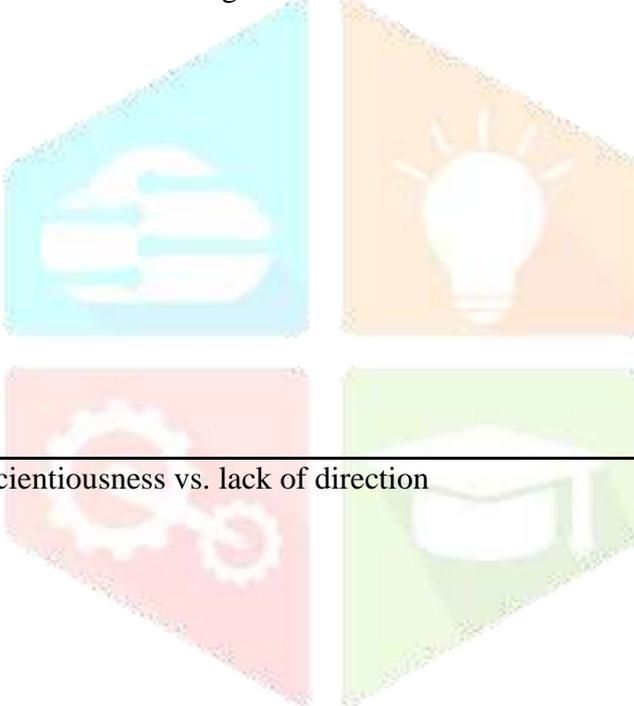
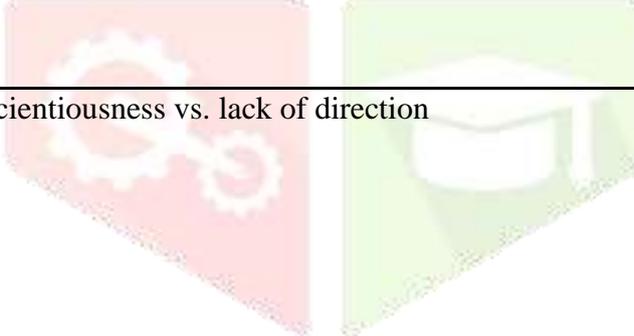
However, many scientists believed that Eysenck's theory was too constrained in its application while Castell's idea was overly convoluted. As a result, the five-factor theory was developed to identify the fundamental characteristics that make up personality.

The Big Five Dimensions of Personality:

There are five key personality qualities, according to many academics today. Since D. W. Fiske's research from 1949, which was later improved upon by others like Norman (1967), Smith (1967), Goldberg (1981), and McCrae & Costa, evidence supporting this idea has been mounting (1987). Broad groups of personality qualities are known as the "big five." Although there is a substantial body of evidence supporting this five-factor model of personality, scientists disagree on the precise names for each factor.

It is crucial to keep in mind that each of the five personality traits falls somewhere between two extremes. Extraversion, for instance, is between extreme extraversion and excessive introversion. The majority of people in the real world fall between the two polar extremes.

These five categories are usually described as follows:

“Big Five Dimensions	Facet (and correlated trait adjective)
Extraversion vs. introversion	Gregariousness (sociable) Assertiveness (forceful) Activity (energetic) Excitement-seeking (adventurous) Positive emotions (enthusiastic) Warmth (Outgoing)
Agreeableness vs. antagonism 	Trust (forgiving) Straightforwardness (not demanding) Altruism (warm) Compliance (not stubborn) Modesty (not show-off) Tender-mindedness (sympathetic)
Conscientiousness vs. lack of direction 	Competence (efficient) Order (organized) Dutifulness (not careless) Achievement striving (thorough) Self-discipline (not lazy) Deliberation (not impulsive)
Neuroticism vs. emotional stability	Anxiety (tense) Angry hostility (irritable) Depression (not contented) Self-consciousness (shy) Impulsiveness (moody)

	Vulnerability (not self-confident)
Openness vs. closeness to experience	Ideas (curious) Fantasy (imaginative) Aesthetics (artistic) Actions (wide interests) Feelings (excitable) Values (unconventional)”

SOCIAL NETWORKING SITES (SNS)

An online platform known as a social networking service (also referred to as a social networking site, SNS, or social media) is used by users to create social networks or social relations with other people who have comparable personal or professional interests, hobbies, backgrounds, or connections in real life. Challenges of definition are brought about by the range of standalone and integrated social networking services currently offered in the online environment.

There are a few universal traits, though:

Internet-based services include social networking sites. The SNS ecosystem depends on user-generated content (UGC). The SNS organization designs and maintains service-specific user profiles for the website or app. By linking a user's profile to those of other people or groups, social networking services help the growth of online social networks. The majority of social network services are web-based and give members ways to communicate online, such as through email, instant messaging, and discussion boards. The variety of social networking sites, as well as the addition of new information and communication tools, such as accessibility on desktops and laptops, portable devices like tablets and smartphones, digital photo/video/sharing, and "web logging" diary entries online, make social networking sites very diverse (blogging). Online community services are occasionally referred to as social network services, although in a broader sense, the term "social network service" often refers to an individual-centred service, whereas online community services are group-centred. With the help of social networking sites, users can communicate with individuals in their network by exchanging thoughts, postings, digital images and videos, and information about events that are taking place in the real world or online. While face-to-face social networking has been there since the beginning of towns, people may now interact with others who reside anywhere in the world thanks to the Internet, from across the street to the world. Each member may be able to contact any other member, depending on the social media

platform. In other situations, users can get in touch with anyone they have a link to, and then with anyone that connection has a connection to, and so on. In order to communicate with another user of LinkedIn, a career social networking service, it is typically necessary for members to first meet in person. To connect with other members of some services, a member must already have an established connection.

The three basic categories of social networking services are those that provide a recommendation system based on trust, a way to interact with friends (often through self-description pages), and category places (like previous school year or classmates). Social network services can be divided into three categories: socializing, networking, and social navigation. Socializing social network services are primarily for interacting with already-existing friends (such as Facebook); networking social network services are primarily for non-social interpersonal communication (such as LinkedIn, a career and employment-oriented site); and social navigation social network services are primarily for assisting users in finding specific information or resources (e.g., Good reads for books). To prevent having to duplicate data for friends and interests, there have been initiatives to standardize these services (see the FOAF standard). According to a survey, India experienced the world's highest increase in social media users in 2013. 73% of American adults, according to a 2013 survey, utilize social networking sites.

LITERATURE REVIEW

RESEARCH RELEVANT TO FACEBOOK AND SOCIAL MEDIA

The information-rich Internet has changed and taken control of the following actively popularised because to its quick development. Since individuals value friendships and social connections, social networking sites have gained popularity as a new means of meeting people online and keeping in touch with them. Mark Elliot Zuckerberg founded the most widely used SNS in the world, Facebook, in 2004.

Since then, Facebook has continued to grow in popularity and has emerged as one of the most widely used platforms for fostering and maintaining interpersonal connections. For college students, this is especially true. Facebook accounts are used by more than 90% of college students (Cheung, Chiu, & Lee, 2010; Pempek et al., 2009).

Millions of people utilise online social networking services to facilitate conversation and interactions with other users (Clark & Roberts, 2010). Through the use of emails, text messaging, and wireless communication, people can now communicate thousands of miles away. The 21st century has been characterised by unprecedented technical advancements, and it is critical to comprehend their historical context. One of the early technological innovations that fundamentally changed communication was the telegraph (Bargh & McKenna, 2004).

SOCIAL CAPITAL THEORY

Even while all types of social capital are connected to psychological well-being, including self-esteem and life satisfaction, each type of social capital has a specific purpose in a person's life (Ellison et al., 2007).

Maintaining social capital is the third type of social capital. It is described as the resources obtained from retaining links with high school friends or forging new contacts with individuals of a formerly occupied community. This form of social capital shields a person from the "friend sickness" that many college students experience as they lose contact with their old high school or local buddies (Klingensmith, 2010).

This network of potentially beneficial contacts may also give the person access to future job prospects and new, relevant information (Ellison et al., 2007).

According to an empirical study by Ellison et al. (2007), college students who use Facebook have significantly higher bridging social capital scores and maintain higher bonding social capital scores. Social capital is consistent with Facebook's ideology. By accepting or declining friend requests and adjusting privacy settings, the website gives users the duty of signalling levels of trust and identifying who they know. For instance, a user may grant "trust" to a limited group of close friends by allowing some of them to access their images while banning others. When consumers interact socially with others who share their traits, such as age, race, or religion, bonding capital arises. Making friends with people who may not be in your regular social network increases your exposure to various worldviews, which is what is meant by "bridging capital."

According to a study by Ellison, Vitak, Gray, and Lampe (2011), social capital on Facebook is not defined by a user's number of friends; rather, social capital must be earned. A person's social capital may be compared to the possible "earnings" that could result from investing their resources (new knowledge, counsel, or emotional support) by using the website and connecting with other users. Ellison et al. (2011) failed to consider the fact that time is also a form of investment, including time spent updating one's own profile, reading the news feed, and discovering more about contacts through other profiles. Furthermore, unlike face-to-face interactions, messages on Facebook can be broadcast to a large number of friends at once. This is done by updating one's status. The average amount of time spent with each friend, or the "content" of one's network of online contacts, is thus a valuable indicator of social capital for the purposes of this study.

SOCIAL NETWORKING SITES

Social network access is made possible via social networking websites, which are a developing medium for communication (Ellison, Steinfield, & Lampe, 2007).

According to Boyd and Ellison (2008), a social networking website is a web-based service that enables users to:

- (a) Create a profile that is public or semi-public within a structure.
- (b) Create a list of users they are connected to,
- (c) Browse their own list of connections, and

(d) Peruse the ones that other system users have created.

Social networking sites include websites like Friendster, Myspace, Facebook, and Twitter. These websites let users present themselves online and connect and stay in touch with others (Ellison et al., 2007). Facebook stated that there were 700 million users globally as of June 2011. With everyday increase, Facebook reported 845 million active members as of December 2011. (Facebook, 2011 & 2012).

Facebook is one of the social networking platforms with the quickest growth. It was developed in 2004 by Harvard University student Mark Zuckerberg (Leow, 2009). The website, which was formerly known as "The Facebook," began as an online directory connecting Harvard University students. It required users to have a harvard.edu e-mail address, which gave the group a feeling of privacy. Facebook started allowing access to institutions other than its own, but only to those possessing a school address (Boyd & Ellison, 2008). Facebook today links people from high school networks, colleges, companies, and commercial groups (Facebook, 2011). On their profiles, users can create and display personal information like their name, home address, phone number, interests, hobbies, and images. Users can also choose which personal information is visible.

Users can look for and keep track of "friends" who can visit each other's profiles, comment on each other's sites, and interact with them in other ways. Facebook users who accept a friend request from another user or who receive one from them are referred to as "friends" on the social media platform. As each user sets their own requirements for a connection to be approved as a friend on Facebook, the choice to "friend" is made on an individual basis. Because of this, each user's definition of a "friend" is unique and depends on the standards they believe another user should achieve in order to view their profile.

BIG FIVE FACTORS AND FACEBOOK USAGE

The majority of earlier research emphasized the impact of personality characteristics on how people use Facebook for diverse activities like publishing photos, leaving comments, and checking in (Landers & Lounsbury 2004; Michikyan Subrahmanyam, & Dennis, 2014; Ross et al. 2009). The current study, however, principally aimed to evaluate undergraduates' degrees of Facebook dependence, time spent on Facebook, and the number of Facebook friends. The amount of time spent on Facebook reflects how much students enjoy using it, and the number of Facebook friends users have revealed how much they care about forming personal connections and how much they enjoy using the site to stay in touch with friends. In more detail, the level of dependency reveals how important Facebook is to students. Additionally, a lot of research has looked at how personality qualities affect how people utilize social networking sites.

FACEBOOK USE AMONG COLLEGE STUDENTS

Facebook can be a helpful tool in college adjustment because of its popularity and social networking role. The social glue that aids students in adjusting to college life has been dubbed Facebook. There was a significant correlation between the number of Facebook friends and social adjustment in college, according to a study by Kalpidou, Costin, and Morris. For upper-class kids in particular, research seems that having a large Facebook friend list is positively connected to social adjustment and loyalty to the school. Social adjustment is

characterized as a sense of belonging to the collegiate community, the development of social ties, and participation in on-campus activities (Kalpidou, Costin, & Morris, 2011).

Despite having more Facebook connections than upper-class students, research seems that first-year college students had lower self-esteem. In order to deal with the transition to college, first-year students often look for friends on Facebook and are more emotionally invested in the platform than upper-class students. As one continues their academic career, the links between Facebook and college adjustment become more favorable (Kalpidou, Costin, & Morris, 2011).

In a separate study by Zaremohzzabieh, Samah, Omar, Bolong, and Kamarudin, undergraduate students' usage of Facebook was characterized by three key themes: temptation to check it frequently, high frequency use, and utilizing it to avoid offline responsibilities. Saliency, a condition in which a particular activity becomes to dominate a person's day-to-day existence and exert influence over emotions and behaviour, is a telltale indicator of Facebook addiction. In this study, it was discovered that students were becoming dependent on Facebook and that they used it to divert their attention from their obligations outside of the virtual world. According to one theory, more frequent Facebook usage increased people's tolerance levels and made it necessary to use Facebook more frequently in order to get the intended results (Zaremohzzabieh et al, 2014).

Objectives

The purpose of the study is to ascertain Facebook usage in relation to the Big Five Personality Factors. also to research how gender affects the contributions of these variables among college students.

- (i) To assess the level of Social media usage among College students.
- (ii) To study the relationship between Facebook usage and Big Five Factors of Personality.
- (iii) To study the gender difference in Facebook usage and the Big five factors of personality.

Hypothesis

- H0: There is no significant relationship between Facebook Usage and Big Five Factors of Personality.
- H1: There is no significant contribution of gender (male and female) in their Facebook (social media) usage and Big Five Factors of Personality

METHODOLOGY

An experimental correlation design is used in the investigation. In general, a co-relational study is a quantitative method of research in which one attempts to ascertain whether there is a link (or co-variation) between two or more quantitative variables from the same set of participants (a similarity between them, not a difference between their mean). As long as the scores on the variables come from the same people, any two quantitative variables can theoretically be connected.

Data from the poll were gathered both offline and online using a convenience sampling method. The survey was uploaded as an online survey and contained the three sets of measurements mentioned above (Google forms). Participants received the survey's cover page, which included details about the study's objectives and informed consent. The Google Forms Database contained the survey record. Additionally, the participants' identities were kept a secret. The measurements were given appropriate scores in order to ascertain whether there is a relationship between Facebook use and the Big Five Personality Traits.

College students in and around Mysore, India, were the target population. A total of 120 people are chosen as a sample from local Mysore city websites and offline sources. Following are the specifics of the sample that was chosen:

Gender	Total	
Male	60	60
Female	60	60
Total	120	120

Inclusion criteria

- Frequently, those who are active in Facebook
- Students in the age group of 19 to 28 years

Exclusion Criteria

- Professionals were excluded.
- Different age group were excluded.

The survey was made available online on Google Forms and consisted of the three sets of measurements shown below. Participants were given information about the study's purpose on the survey's cover page, and continuing with the survey after that indicated their informed consent. Between April and May 2017, information was gathered via an online and offline survey.

- **Demographic questionnaire:** Five demographic questions were used a forced-choice format. The survey included the following demographic questions: Name, gender, age, Contact and education.
- **Facebook Intensity Scale:** (Ellison, Steinfield, & Lampe, 2007). The Facebook Intensity Scale is a tool used to measure Facebook usage, frequency, and duration. It also measures emotional connectedness to the social networking site. Examples of questions used in this measure include “Facebook is part of my everyday activity” and “I would be sorry if Facebook shut down.” Participants are asked to rank each item on a scale from one (strongly disagree) to five (strongly agree). Scores

are computed by calculating the mean of all 8 items. Internal reliability of the Facebook intensity scale is excellent with a Cronbach's alpha 0.89 (Warner 2009).

The Response is as follows: Scoring

- | | |
|------------------------------|---|
| • Disagree strongly | 1 |
| • Disagree a little | 2 |
| • Neither agree nor disagree | 3 |
| • Agree a little | 4 |
| • Agree strongly | 5 |
- **Big Five Inventory:** The 41-item inventory were used to measures an individual of the Big Five Factors (dimensions) of personality (McCrae and Costa, 1995). Each of the factors is then further divided into five personality facets. This questionnaire is to be used as a guide to discover one's personality traits.

Instruction: Here are some characteristics that may describe you. Read each statement and circle the score that most accurately indicates the extent to which you agree or disagree with that statement.

The response key is as follows:

- Disagree strongly
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree strongly

Scoring is as follow according to the BFI manual and norms. Reverse score should be to follow. The Big Five Inventory scale is excellent with a Cronbach's alpha 0.83 (Pervin&Jhon1993).

RESULT AND DISCUSSION

The present investigation aimed to assess Facebook usage about Big Five factors of personality. Data for the present study were obtained from 120 Students comprising both males and females.

To test the hypotheses formulated for the present study following inferential techniques were employed:

- Pearson Product moment correlation
- Independent samples t' test

H0: There is no significant relationship between Facebook Usage and Big Five factors of personality.

Table 1: Pearson Correlation scores of Facebook Usage and Big five Personality Factors.

		I Extroversion	II Neuroticism	III Openness	IV Agreeableness	V Conscientiousness
Facebook Intensity Scale	Pearson Correlation	.765**	.019	.007	-.024	.176
	Sig.(2-tailed)	.000	.839	.936	.797	.055

This shows the correlation between Facebook usage and the Big Five Factors of Personality. Indicate that Extroversion is significantly related to Facebook usage. $p < 0.05$ Hence hypothesis 0 is rejected for the factor of Extroversion in Big Five factors.

The first hypothesis suggested there is no relationship with Facebook Intensity and Big Five Personality. But the results indicated that, there is a significant relationship between Facebook usage and Extroversion. The results are consistent with previous findings.

Roués et al (2012) study found extensive use of Facebook with extraverted personalities. **Jenkins et al, (2012)** Study found Extroversion positively correlated with Facebook use. **Ryan & Xeons (2011)** Study found Facebook users to be more extraverted than nonusers. **Bach rack et al, (2012)** found significant results, the best accuracy for extroversion. **Andreessen, (2011)** Study found Extraversion related positively to Facebook.

Wilson et al. (2009) found that people who are high in extraversion spend more time on the SNS. On account of the characteristics of sociability and talkativeness, extraversion drives people who are high in extraversion to make friends and connect with friends not only offline, but also online.

H1: There is no significant contribution of gender (male and female) in their Facebook (social media) usage and on Big Five Factors of personality.

Table2: Mean scores of male and female respondents on Facebook usage and Big Five components

Components	Gender	N	Mean	S.D	t Value	P Value
Facebook intensity Scale	Male	60	23.13	6.900	4.720	*.000
	Female	60	17.85	5.249		
Extroversion	Male	60	29.57	6.588	1.806	.073
	Female	60	27.35	6.852		
II Neuroticism	Male	60	21.43	3.666	-.514	.609

	Female	60	21.77	3.441		
III Openness	Male	60	25.90	5.024	.109	.913
	Female	60	25.82	3.149		
IV Agreeableness	Male	60	25.32	3.327	.566	.572
	Female	60	25.00	2.774		
V Conscientiousness	Male	60	25.22	3.756	.170	.865
	Female	60	25.33	3.754		

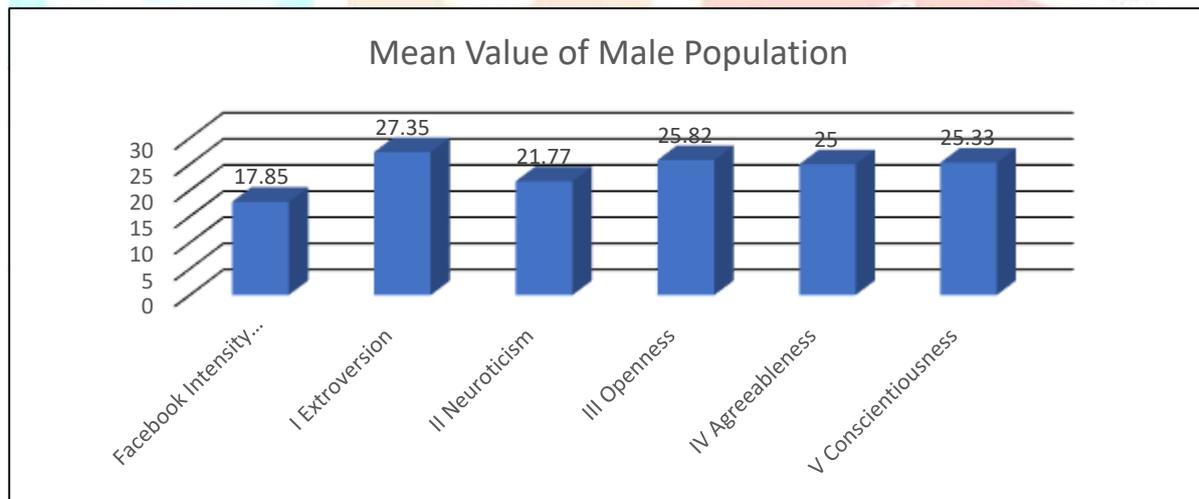


Figure 1: Mean score of Facebook usage among male population

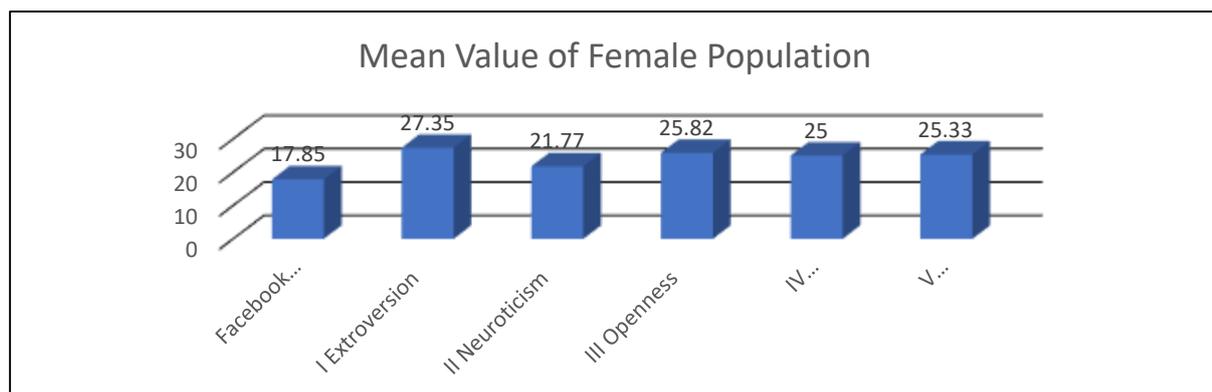


Figure 2: Mean score of Facebook usage among female population

Table 1 Indicates that the mean standard deviation and variance of Facebook Intensity Scale for male (Mean=23.13, SD=6.9) and Female (Mean=17.85, SD=5.24), Extroversion for male (Mean=29.57, SD=6.5) and Female (Mean=27.35, SD=6.8), Neuroticism for Male (Mean=21.4, SD=3.6) and Female (Mean=21.77, SD=3.4).

Openness for Male (Mean=25.9 SD=5.02) and Female (Mean=25.9, SD=25.3).

Agreeableness for Male (Mean=25.32, SD=2.7) and Female (Mean=25.00, SD=2.7). Conscientiousness for Male (Mean=25.22, SD=3.7) for Female (Mean=25.33, SD=3.7).

This shows the descriptive statistics which include mean standard deviation and variance. Independent sample t test shows that there is a significant difference between male and female users of Facebook (social media usage).

The study investigated the relationship between Facebook usage and Big five Factors of Personality. These findings are supported by the prior findings presented in the review of literature. Hence it may be concluded that the findings of the present study is acceptable.

This Hypothesis is accepted for the Big Five Factors, There is no significant difference of gender in Big Five factors of Personality. $p > 0.05$

This Hypothesis is rejected for Facebook Usage, since there is a significant difference between male and female users in their Facebook usage (social media usage). ($t=4.720$) $p < 0.05$. Hence, extroverts are more attached to social media, and internet usage.

In the subscales of the Big five factors suggest Extroversion, Neuroticism, Openness, Agreeableness, and Consciousness, there is no significant difference between males and female because $p > 0.05$.

CONCLUSION

The present study was undertaken to investigate the relationship between Facebook usages in relation to Big Five Factors of Personality in College Students. An effort has been made to understand the concept of Social media usage by explaining the theories of Social Capital theory and Social Networking Sites (SNS). Big Five Factors of Personality has also been explained in detail along with its theoretical background, sources and relevance in different contexts. The introduction is followed by studies done by researchers which provide background for the present study. Based on the research problem and the studies reviewed, the following hypotheses were formed.

- There is no significant relationship between Facebook Usage and Big Five Factors of personality.
- There is no significant contribution of gender (male and female) in their Facebook (Social media) usage and on Big Five Factors of personality.

Limitations and Suggestions

The size of the sample was small to make any generalizations about the findings. The sample was not a representative sample as it covered only students studying around Mysore City.

The responses recorded were scored according to the respective norms. A study on a representative sample using a larger sample that includes workers, professionals, and others occupations can be carried out. As most of the individuals belonging to a particular regional background, cross regions studies can be carried out. A illiterate Social media, internet users can be carried out.

REFERENCES

1. Ellison, N., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook “friends:” social capital and college students’ use of online social network sites. *Journal of Computer-Mediated Communication*, 12(2007) 1143-1116
2. Chueng, C., Chiu, P., & Lee, M. (2010). Online social networks: why do students use Facebook? *Computers in Human Behavior*, 27(2011), 1337-1343.
3. Klingensmith, C. L. (2010). 500 Friends and still friending: The relationship between Facebook and college students’ social experiences (Honors Projects, Paper 22). Retrieved from http://digitalcommons.macalester.edu/psychology_honors/22
4. Leow, S. L. (2009). You don’t know me but can I be your friend? Accepting strangers as friends in Facebook (Master’s thesis). University of North Texas, Denton. Retrieved from <http://digital.library.unt.edu/>
5. Clark, L. A., & Roberts, S. J. (2010). Employer’s use of social networking sites: A socially irresponsible practice. *Journal of Business Ethics*, 95, 507-525. doi:10.1007/s10551-010-0436-y
6. R. McCrae and P. Costa, “Domains and Facets: Hierarchical Personality Assessment Using the Revised NEO Personality Inventory,” *Journal of Personality Assessment* 64, no. 1 (1995): 28, http://dx.doi.org/10.1207/s15327752jpa6401_2.
7. International Personality Item Pool: A Scientific Collaborator for the Development of Advanced Measures of Personality Traits and Other Individual Differences, <http://ipip.ori.org/newNEOFacetsKey.htm> Accessed 8 Feb 2013.
8. *CyberPsychology, Behaviour & Social Networking*, 14(3), 107-114. doi:10.1089/cyber.2009.0226
9. Facebook 28 Vitak, J., Zube, P., Smock, A., Carr, C. T., Ellison, N., & Lampe, C. (2011). It's complicated: Facebook users' political participation in the 2008 election.
10. Internet World Stats. (2011). Internet usage statistics: The Internet big picture, world *The Open Communication Journal*, 2012,6/contents/pdf/TOCOMMJ/TOCOMMJ-6-37