

Effect of WhatsApp on Personality of Adults

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ABSTRACT

The purpose of the present investigation was to study the effect of using WhatsApp on personality of adults. For this purpose, two scales were used, personality scale and WhatsApp scale. Personality was measured with the help of personality scale constructed by Maccra and Costa and using WhatsApp scale. The sample consisted of 100 subjects (50 boys and 50 girls). Randomized group design was used in this study. There were two independent variables. The first independent variable was WhatsApp varied at two levels i.e., more use and less use. The second independent variable was gender also varied at two levels i.e., boys and girls. Mean, S.D. and t-test was applied for analyzing the data. On the basis of obtained results it can be said that gender has no significant effect on personality traits and WhatsApp using also has no significant impact on personality.

Keywords: *WhatsApp, Personality, Adults*

The world of communication is undergoing a marvellous change as technology develops and designs various devices. The changes fostered our addiction on the communication devices such as computers and mobile phones. From dawn to dusk, more youth are occupied with the devices for communication purposes. Present scenario, smart phone one of the most used devices as it can contain various applications to educate, enjoy, information and connect people easily at a click of a button. Today is Smartphone's application including e-book, games and other apps that require internet connectivity like, twitter, Facebook, YouTube, Skype, and WhatsApp etc. Among all these applications, WhatsApp has become the talk and app of the day for youth of 21st century as it makes communication easier, faster and cheaper. As the practice is snowballing, there are many changes in the communication pattern. In the current situation, Youth prefer communication to be online. Stay connected, of youth today. The basic criteria are to develop a close relationship with loved and friends ones and receive and share information. To achieve this end, the use becomes excessive resulting in health-related problems of Psychological, Physical and personal self.

Personality refers to the stable psychological characteristics that predict a wide range of attitudes and behaviours. Studies reveals that the connection between the personality of the individuals users and their behaviour on a social network and found that a strongly connection was found between personality and WhatsApp (Rose et al., 2009). Chen and Liang (2011) found in their study that social media use all of the students spent at least two

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hours per day in different social networks. Moreover, 45% of them spent all most 8 hours per day there (Wang, Chen & Liang, 2016). Social networking site were consistently related to lower levels of depression and anxiety, whereas negative interaction and social comparisons on social networking site were related to higher levels of depression and anxiety.

Gata and Kleftras (2013) founding in his study that social networking site negatively associated with depression. In the past two decades, psychology scholars have reached a working consensus that most in the individual differences in personality can be categorized in five domains: extraversion, emotional stability, openness to experiences, agreeableness and conscientiousness (McCare & Costa, 1992; John & Srivastava, 1999).

The development of this framework, labelled the “Big Five,” research on digital media has devoted attention to the relationship between people personality traits and digital media use. Studies that have examined the link between personality and social networking have found that three dimensions of personality are time after time related to social media use: extraversion, neuroticism, and openness to experience (Ross et al., 2009; Zywica & Danowski, 2008). Ross & Colleagues (2009) Extraversion was positively related with belongingness to Facebook groups; it was not related to how they communicated on the site. When looking at emotional stability (or neuroticism) the literature has found that more neurotic people prefer instant messaging use then face to face interactions (Ehrenberg et al., 2008). Similarly, in an experiment on women’s were more likely to experience feelings of shyness when the used webcams to converse with others (Brunet & Schmidt, 2007). These findings also suggest that whereas more neurotic people may prefer instant messaging, they may also avoid video chats.

Correa and Hinsley (2010) found that extraversion and openness to experiences were positively related to social media use, emotional stability was a negative predictor controlling for socio-demographics and life satisfaction. Ross (2009) personality factors were indicated that a motivation to communicated was influential in terms of WhatsApp use, especially when individual functions of WhatsApp are being considered. Combination of cost efficiency, simplicity user friendly features and the ability to run multiple platforms influences and promotes users attitudes and behavioural intentions to adopt WhatsApp (Shambare, 2014).

Social media users can actively communicate and form relationship with others users without having to meet those users’ face to face disregarding basic social and emotional skills otherwise needed to form those friendships. High intellectual exchange and developed strongly interpersonal relationship (Rao & Shalini, 2013). Positive experience using the WhatsApp group the usefulness of WhatsApp Willams and Tedesco, 2006. Report shows that students spend less time in using the WhatsApp, which is positive aspect (Shanmugapriya & Priya, 2016). Youth are spending more time on this application instead of spending quality time with their family members (Bhatt & Arshad, 2016). Yeboah & Ewur, (2014) they found in his study the impact of WhatsApp of youth and information WhatsApp has negative impact on educational performance the study of youth it also affects their educational language like error of spellings and construction of sentences. So, it’s hard to balance at the similar time the online activities and educational performance with WhatsApp. Appiah, (2016) find out the effect that WhatsApp has negative effect on students and adversely affects their education, behaviour and day to day lives students should give main concern to their life and career building rather than giving main concern to the

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WhatsApp. Sharma & Shukla, (2016) find out the effect of WhatsApp has impact on the life style of adolescence formative years particularly in their studies. It affects their learning language and spoils their symbols skills and building of sentences. The results show that use of WhatsApp for growth of achievement of the course goals had a significant support of the teacher candidates (Ahad & Arifflim, 2014).

Objectives of the study

- To study the effect of using WhatsApp on personality of adults.
- To study the effect of gender on personality of adults.

Hypotheses

- There will be a significant difference in the personality of more and less WhatsApp users.
- There will be a significant difference in the personality of boys and girls.

METHODOLOGY

Sample

Initially the data was collected from 100 subjects (above 15 years of age). The group was divided into two categories. In each category there were 50 boys and 50 girls on the basis of using WhatsApp the groups were further divided into two categories, i.e., more WhatsApp users and less WhatsApp users. In boys group there were 24 more users and 26 less users and in girls group there were 16 more users and 34 less users.

Instruments

Big five inventory constructed by John Denahul and Kentle, (1991) has been used. The scale consisted of 44 items that measure of personality. Second scale was WhatsApp using scale is a self- made scale which was constructed for the survey to know the using WhatsApp. On the basis of reviews a list of 12 items were selected.

Design

In this study randomized group design was used. There were two independent variable, first independent variable was WhatsApp varied at two levels i.e., more use and less use. The second independent variable was gender which was also varied at two levels i.e., boys and girls. The dependent variable was personality.

RESULTS

The aim of present research was to examine the effect of using WhatsApp on personality and using WhatsApp of adults. The data was statistically analyzed by Mean, SD, and t-value was calculated. Mean, SD, and t-value is revealed in table no.1, 2, 3, and 11 respectively.

Table 1 Showing Mean, SD and t-value of boys for extroversion

Using WhatsApp	N	Mean	SD	t-value
More	24	24.83	4.149	0.055
Less	26	224.77	4.965	

Table 2 Showing Mean, SD and t-value of boys for Agreeableness

Using WhatsApp	N	Mean	SD	t-value
More	24	24.21	4.149	0.941
Less	26	28.42	4.965	

Table 3 Showing Mean, SD and t-value of boys for Conscientiousness

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Using WhatsApp	N	Mean	SD	t-value
More	24	26.5417	4.520	-1.651
Less	26	28.8846	5.464	

Table 4 Showing Mean, SD and t-value of boys for Neurotism

Using WhatsApp	N	Mean	SD	t-value
More	24	25.21	3.659	0.413
Less	26	24.54	7.333	

Table 5 Showing Mean, SD and t-value of boys for Openness

Using WhatsApp	N	Mean	SD	t-value
More	24	30.62	6.839	0.863
Less	26	29.12	5.369	

Table 6 Showing Mean, SD and t-value of girls for extroversion

Using WhatsApp	N	Mean	SD	t-value
More	16	25.69	2.960	0.351
Less	34	25.32	4.214	

Table 7 Showing Mean, SD and t-value of girls for agreeableness

Using WhatsApp	N	Mean	SD	t-value
More	16	26.88	4.241	0.434
Less	34	27.50	5.685	

Table 8 Showing Mean, SD and t-value of girls for conscientiousness

Using WhatsApp	N	Mean	SD	t-value
More	16	27.50	4.336	0.61
Less	34	27.59	5.566	

Table 9 Showing Mean, SD and t-value of girls for neurotism

Using WhatsApp	N	Mean	SD	t-value
More	16	23.50	4.367	0.559
Less	34	24.35	6.218	

Table 10 Showing Mean, SD and t-value of girls for openness

Using WhatsApp	N	Mean	SD	t-value
More	16	28.81	5.193	1.719
Less	34	31.59	5.603	

Table 11 Showing Mean, SD and t-value of boys and girls

Using WhatsApp	N	Mean	SD	t-value
More	50	135.10	14.01	0.006
Less	50	315.08	15.60	

DISCUSSION AND INTERPRETATION

The purpose of the present investigation was to find out the effect of WhatsApp and gender on adults. Two hypotheses were made for this. The psychological approach considers personality as a certain style peculiar to the individual. First finding related to WhatsApp using related to boys have been presented in table no. 1,2,3,4 and 5. These tables are related

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to personality traits extraversion, agreeableness, conscientiousness, neuroticism and openness.

Table No. 4.1 related to extraversion present t-table of boys who use more or less WhatsApp is .55 which is not significant at any level of confidence it presents that use of WhatsApp does not affect the personality traits of adults boys.

- Table No. 1 related to extraversion
- Table No. 2 related to agreeableness
- Table No.3 related to conscientiousness
- Table No.4 related to neuroticism
- Table No. 5 related to openness

Presents the t- value which is .55, .941, 1.65, .413, and .863. These values are not significant at any level of confidence. Thus the hypothesis that “There will be significant difference in the personality of more and less WhatsApp users is rejected. Means values also presented in the table No. 1,2,3,4 and 5. Table shows that very minor difference at every personality traits have been found in boys who use more or less WhatsApp users on the basis of these findings it may be said that WhatsApp use does not affect the any traits of personality in adult boys.

Second finding related to WhatsApp using related to girls have been presented in the table No. 6,7,8,9, and 10. These tables are related to personality traits extroversion, conscientiousness, agreeableness, neuroticism and openness.

Table 6 related to extraversion present the t-table of girls who use more or less WhatsApp in .351 which is not significant at any level of confidence. It presents that use of WhatsApp does not affect the personality traits of adult girls.

- Table No.6 related to extraversion
- Table No.7 related to agreeableness
- Table No.8 related to conscientiousness
- Table No.9 related to neuroticism
- Table No.10 related to openness

Presents the t-value which are 0.351, 0.434, 0.61, 0.559 and 1.719. These values are also not significant at any level of confidence. Thus, the hypotheses that “There will be significant difference in the personality of boys and girls is rejected. Means values also presented in the table No. 6, 7, 8, 9 and 10. Table shows that very minor difference at every personality traits have been found in girls who use more or less WhatsApp users on the basis of these findings it may be said that WhatsApp use does not affect the ay traits of personality in adult girls.

Ross (2009) investigates how the five factors model of personality relates to WhatsApp use. although a little expected trend regarding extraversion and openness to experience. Results indicate that personality factors were show that a motivation to communicate was influential in terms of WhatsApp use, particularly when individual functions of WhatsApp are being considered.

Newness (2012) investigating how difference on the big five personality traits, honesty, integrity and emotional influence whether individual post inappropriate social network content participants were 506 college students from a big metropolitan state university in the

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south-eastern united states. Results show that individual scoring high on emotional intelligence and extraversion.

Shambare (2014) found that factors influencing the adoption of WhatsApp among South Africa youths some 192 students participants in the study by means of self-completion questionnaires developed from the technology receiving model structure equation modelling tested that proposed theoretical model results suggests that a combination of cost efficiency, simplicity user friendly features and the ability to run on multiple platforms influences and promotes users attitudes and behavioural intentions to adopt WhatsApp.

Above researchers presents that use of WhatsApp is related to openness to experience and extraversion honesty, emotional, intelligence, friendless etc. In our examination we study the five personality traits extroversion, agreeableness, conscientiousness, neuroticism and openness and it has been found that WhatsApp use does not affect the personality traits in adult boys and girls. Above studies mostly done in adolescents but our study is done on adults, personality is the enduring aspects.

It may be the came that WhatsApp use is affective for affecting the personality traits in adolescents but not in adults. Results related effect of gender on personality traits.

Table 11 shows that 't' value related to gender is 0.006 which is not significant at any level of confidence. Mean scores also shows very minor differences between two mean. Thus, the hypotheses "There will be significant difference in the personality of more and less WhatsApp users and there will be significant difference in the personality boys and girls is rejected.

CONCLUSION

It shows that gender has no significant effect on personality traits. WhatsApp using has no significant impact on personality traits.

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Conflict of Interest

The author declared no conflict of interests.

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