

Research Paper

Engagement with Social Network Sites: Exploring the Role of Personality Traits

Dr. Kalpana Singh^{1*}

ABSTRACT

Objectives: Adolescent in the digital era actively engages with wide range of social networking apps, which have become an integral part of their daily lives alongside their educational pursuits. It seems that the use of social networking has reached a new height during post covid situation across the world. Dependence on social networking has risen during this period. Therefore, present study designed to gauge connection of personality traits with excess use of Social Network Sites among secondary school students. **Method:** A sample of 120 students was included for the study using the purposive sampling method. Big Five Inventory (BFI), developed by John, O. P., Donahue, E. M., & Kentle, R. L. (1991), this scale was employed to explain the personality traits; the Social Networking Addiction Scale (SNAS) developed by Ghazi Shah Nawaz and Usama Rehman (2005) was used to measure engagement of students on Social Networking sites. A correlation design was applied to explore the objective of the current study. **Results:** Overall, the finding indicate that two traits of big five traits - openness to experience and agreeableness, emerged as significant personality traits associated with adolescent engagement with social network sites. Openness to experience showed significant positive relation while agreeableness demonstrated a negative relation between with social media addiction. **Conclusion:** This study contributes to the growing body of literature on social network addiction and its relation to personality traits among secondary school students. By identifying the specific personality traits associated with social network addiction, this research provides valuable insights for developing targeted prevention and intervention strategies to promote healthier online behaviors and improve the overall well-being of adolescents in the digital age.

Keywords: Big Five personalities, Social network addiction, behavioural addiction, adolescents, digital dependency

The advent of social media platforms in 1990s, create drastic change, it provides a lot of facility, and benefit in all sphere of life. At the same time, it's a powerful vortex that silently engulfs its user, making them unaware that they have become trapped. The irony of the internet is that it distances us from what is truly important thing in individual's life. Social networking sites (SNS) such as Facebook, telegram, WhatsApp, Pinterest and twitter provide opportunity for user to give information about themselves, share picture and connect with others. It is obviously seen that SNS have popular in order to

¹ Assistant Professor, Department of Psychology, DAV PG College, BHU, Varanasi

*Corresponding Author

Received: August 10, 2026; Revision Received: September 22, 2026; Accepted: September 28, 2026

© 2026, Singh, K.; licensee IJIP. This is an Open Access Research distributed under the terms of the Creative Commons Attribution License (www.creativecommons.org/licenses/by/2.0), which permits unrestricted use, distribution, and reproduction in any Medium, provided the original work is properly cited.

promote social interactions in a virtual environment. People share their identity to fascinated virtual environments through posting personal information, sharing selfie, specifying their interests. The internet has evolved into something important for personal, professional and social life in most of the world population (Bisen, SS, & Desande, YM, 2018). In a study Pempek, Yermolayeva, & Calvert (2009) reported this interaction indicate satisfying youth's needs such as making friends and peer feedback. In order to improve their social capital present generation are using SNS excessively, as it provides sources for social interaction, keeping touch with friends and frequently meeting friends (Kalpidou, Costin, & Morris, 2011; Rae & Lonborg, 2015).

A community-based study was conducted by Gangadharan et. al. (2022) among adolescents aged range from 10 to 19 years, residing in low – income urban area of Delhi, revealed a notable pattern of digital- network engagement among adolescents who are at their transactional phase were particularly susceptible to becoming engrossed in digital world, spending 2.9 +- 1.5 hours on weekdays and 3.8+-1.2 hours on weekends. Also reported nuclear family and more than three sibling play important role in this addictive behavior.

Despite the benefits of SNS expending presence on digital platform reached at alarming stage. Online presence on social media has become an integral part of people's life, especially among younger generation. Andreassen and Pallesen (2014) defined SNS addiction as overindulging on SNSs due to an uncontrollable urge in which excessive use leads to negative consequences in real life areas. To explain social network addiction, Griffiths (2005) use a bio-psychosocial framework, and described six core components in an attempt to define any behavioral addiction i.e., salience, mood modification, tolerance, withdrawal, conflict, and relapse. Griffiths stated that regardless of the type of behavior, any individual engaging in behavior that fulfilled six core criteria should be operationally defined as addictive to particular behavior. In the present study these behavioural addiction component are used in order to know social addiction.

It's a behavioral rather than substantive addition but studies has been linked SNS to a variety of harmful health consequences. Literature review shows that last two decade various researchers have interested two know negative consequences related to SNS and they announced and warned that SNSs is linked with depression (Kircaburun, 2016 b), impulse control disorder (Kumar, et al. 2019), sleep problems (Vernon, Barber, & Modecki, 2015), lower psychological well-being (Satici & Uysal, 2015), poorer life satisfaction (Blachnio, Przepioka, & Pantic, 2016), and social connectedness (Savci & Aysan, 2017). SNS is a great way to stay connected with people but you just have to know when to shut it down. Raquel, a singer-song writer expressing her felling in a interview with Trica Despres (2022), "It was slowly eating me alive", concluded that it seems that when people go on a social network, they lose their mind". Many concerned parents have voiced their worries to their children and complained that their offspring hardly get time for conversation with them, as the mesmerizing universe of online communities make emotional distance between them. Children get stuck in a quagmire. Parent's added that they are such social freaks that they now carve a world of fantasy and illusion and escaping from reality. That's why a researcher opine "Social media is a useful servant but a dangerous master"

Problematic use of digital network can be influenced by various aspects, one of which is personality. In personality, there are several theories, one of which is the big five personality which divides personality into five traits. The five traits are openness, neuroticism, extraversion, conscientiousness, and agreeableness. Internet addiction may or may not be

related significantly to the dimension of the big five personality. The researches were conducted on worldwide on various age groups, a study conducted by Müller et al. (2013) declared that the out of five traits three of them significantly associated with internet addiction that are and lower level of conscientiousness and higher level of neuroticism, extraversion. In a study conducted on medical student by Saini et al. (2016) and reported that two personality traits - extraversion and neuroticism had significantly linked with internet addiction. Servidio, R. (2014) was reported role of different personality traits in internet addiction. Servidio conducted study on Italian graduate students to know internet addiction and personality, result reported that the dimension of emotional stability and openness is not significantly correlated, but extraversion, agreeableness and conscientiousness obtain significant results. Different results were obtained by Zhou et al. (2017) where all the dimensions of big five personality get significant results with internet addiction.

Review of literature show researchers found inconsistency regarding relation five personality traits and social network addition. This motivates the researcher to examine the correlation between internet addiction and the big five personality dimensions. In addition, there is something that distinguishes this research from earlier studies, as it was carried out with age group of 14 to 16 years, and this research is conducted in post COVID era when use of internet by students is increased, even schools also engage students on internet by giving online assignments and various google platforms etc. which compel to excessive use of internet.

METHOD

Sample-The study was conducted on 120 students, studying in class9 to 12 **including** both male and female from different higher secondary convent schools of Varanasi city,. The purposive sampling technique was applied in the study. The sample aged between 14-18 years.

Design -The co-relational design was used in the study.

Instruments -

- 1. The Social Networking Addiction Scale (SNAS):** The scale is developed by M.G. Shahnawaz and Usama Rehman (2020), consider six core components of behavior additions – tolerance, withdrawal, conflict, salience, mood modification and relapse proposed by Griffith. The 21 items scale feature strong test – retest reliability as cronbach alpha was 0.88. SNAS was used to spot and quantify the extent to which individuals suffer from social network addiction. The dimension exploration score is calculated by summing up all the items (Griffiths M.,2005; Shahnawaz,2020).
- 2. Big Five Inventory (BFI):** The big five Inventory (BFI) was developed by John, Donahue, and Kentle in 1991. It is a self-report scale that is designed to measure personality traits based on Big - five personality model. It covers five traits- extraversion, agreeableness, conscientiousness, neuroticism and openness. Alpha value for sub scales were range from .80 to .90, showing higher internal consistency. Test rest reliability were also computed for sub scale that range from 0.83 to 0.96.

RESULT AND DISCUSSION**Table 1-Correlation between Personality Traits and Social Networking Addiction**

	Social Addicti on	Extravers ion	Agreeable ness	Conscientious ness	Neurotici sm	Openn ess
Social Addicti on	---	.095	-.197*	-.092	.009	.257**
Mean	76.42	21.33	20.28	21.82	24.42	31.36
S.D.	12.22	6.535	6.44	7.22	5.69	7.80

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

In this co-relational study, table no 1. presents mean scores and standard deviation for all the study variables and correlation. Results reveal only two dimensions of five factor model of personality, agreeableness ($r = -.197$, $p > .05$) and openness to experience ($r = .257$, $p > .01$) found significantly related to social network addiction, while agreeableness negatively related and openness positively related.

Now a day's senior school students spend a lot of time on digital word, sometime it is necessary as they study through virtual mode but apart from study they have their personal account on various networking sites. Parents are struggling to control their digital scrolling time and worried about their study and health. Present study conducted to explore role of the personality traits in engagement of senior school students on digital network. Previous researchers mainly work with graduate students however it noticed and many concerned parents complained that the school going children overindulge on digital network, motivate to study on senior school students. Personality is very important component which decide individual behavior. Individual possess specific traits vulnerable to indulge in addictive digital network behavior. Result of the study reported specifically two traits of personality, low agreeableness level and openness to experience important to determine their engagement on digital network.

The finding of my result consistent with findings of some previous researchers (Weinstein & Lejoyeux, 2010; Andressen et al., 2013), who also reported negative relationship between agreeableness and social addiction. Agreeableness is a personality trait that marked by trust, altruism, kindness, affection and tends to be prosocial behaviours. Individuals with high level of agreeableness, inclined to be more cooperative, compassionate, and considerate, whereas those with lower level of agreeableness are generally prone to more competitive and at times, manipulative. Consequently, low agreeable individual may spend more time on digital networks and are more likely to exhibit behavioural addiction. One possible explanation is that individuals with low agreeableness may experience in a way that they cannot integrate with their environment so use the internet excessively in order to get satisfy their interpersonal needs. Modern cities and culture provide them limited opportunity to interaction with their age level children after the school pushed them towards digital word. At the same time other family member involvement to digital network, provide them a strong excuse for this addiction. Weinstein & Lejoyeux, (2010) stated that people with behavioral addiction often come into conflict with others due to their behavior. The fundamental nature of agreeableness is cooperative and friendly, agreeable individuals may not get addicted because addictive behaviour can be detrimental to their interpersonal

relationship. So high agreeableness, may protect individuals against addictive behaviour (Weinstein & Lejoyeux, 2010; Andressen et al., 2013).

The second out of all five personality traits – openness found significantly and positively emerged to link with student's engagement to digital network. This result aligns with the previous researchers result (Correa, Hinsely & de Zuniga, 2010) and shows that openness to be positively associated with frequency of social media use. Adolescents with high level of openness to experience personality trait are generally characterized by imaginative, and eager to explore new ideas, perspective and experience. They often seek opportunities to expand their knowledge, develop new skills, and engage with diverse source of information. These characteristics make them more likely to actively use social networking platforms for learning, sharing opinions, expressing creativity, and interacting with peers who have similar interests. Such students may also participate in online discussions, follow educational content, and explore emerging trends and global issues. However, their strong curiosity and desire for novelty may lead to frequent and prolonged engagement with social media. If this use becomes excessive and poorly regulated, it may increase the risk of problematic social networking use. In contrast, students with lower levels of openness to experience tend to prefer family routines, conventional ideas, and predictable activities.

Some researchers further reported that extraversion and neuroticism dimensions of five personality models related positively with social addiction, and conscientiousness related negatively with social addition. Result of present study reveals same direction of relationship for these three dimensions but not found significant. In order to gain a clearer understanding of these traits, a large sample of students is required; this constitutes a limitation of present study. Further studies may also consider additional contextual and demographical variables, such as number of siblings, parental employment status, opportunity for extracurricular activities at home, which may provide a comprehensive understanding about problematic digital network use among adolescents.

CONCLUSION

In conclusion, the present finding suggest that personality characteristics play an important role in shaping adolescents patterns of digital engagement, with openness potentially increasing susceptibility to frequent engagement and agreeableness serving as a possible protective factor against problematic use. Understanding personality traits can help parents, teachers and counsellors to develop more personalized strategies to promote healthy and balanced social media use among adolescents.

REFERENCES

- Andreassen, C.S., Griffiths, M. D., Gjertsen, S. R., Krossbakken, E., Kvan, S., & Ståle Pallesen, S. (2013). The relationships between behavioral addictions and the five-factor model of personality. *Journal of Behavioral Addictions*, 2(2), 90–99. doi:10.1556/JBA.2.2013.003.
- Bisen, SS, & Deshpande, YM, (2018). Understanding internet addiction: A comprehensive review. *Mental Health Review Journal*, 23(3), 165-184, doi.org/10.11108/ mhrj-07-2017-0023.
- Błachnio, A., Przepiorka, A., & Pantic, I.(2016). Association between Facebook Addiction, self-esteem and life satisfaction: A cross-sectional study. *Computers in Human Behavior*, 55, 701–705. doi.org/10.1016/j.chb.2015.10.026.

- Correa, T., Hinsey, A. W., & de Zuniga, H. G. (2010). Who internet acts on the web? The intersection of users' personality and social media use. *Computers in Human Behaviour*, 26(2), 247-253. doi.org/10.1016/j.chb.2009.09.003.
- Gangadharan, N., Borle, A. L., Basu, S. 2022. Mobile phone Addiction as an Emerging Behavior form of Addition among Adolescent in India. *Cureus* 14 (4), e 23798. doi.org/10.7755/cureus.23798
- Griffiths, M. (2005). A 'components' model of addiction within a biopsychosocial framework. *Journal of Substance Use*, 10(4), 191-197. doi: 10.1010/14659890500114359.
- John, O. P., Donahue, E. M., & Kentle, R. L. (1991). *Big Five Inventory (BFI)* [Database record]. APA PsycTests. <https://doi.org/10.1037/t07550-000>
- Kalpidou, M., Costin, D., & Morris, J. (2011). The relationship between Facebook and the well-being of undergraduate college students. *Cyberpsychology, Behavior, and Social Networking*, 14(4), 183-189. <https://doi.org/10.1089/cyber.2010.0061>
- Kayış, AR, Satıcı, SA, Yilmaz, MF, Şimşek, D., Ceyhan, E., & Bakioglu, F. (2016). Big five-personality trait and internet addiction: A meta-analytic review. *Computers in Human Behavior*, 63, 35- 40. <https://doi.org/10.1016/j.chb.2016.05.012>
- Kern, M. L., McCarthy, P. X., Chakrabarty, D., & Rizoio, M. A. (2019). Social media-predicted personality traits and values can help match people to their ideal jobs. *Proceedings of the National Academy of Sciences*, 116 (52) 26459-26464. <https://doi.org/10.1073/pnas.1917942116>, <https://orcid.org/0000-0003-4300-598X>
- Kircaburun, K. & Griffiths, M. D. (2018) Instagram addiction and the Big Five of Personality: The mediating role of self – liking. *Journal of Behaviour Addiction* 7(1), pp. 158-170. doi.org/ 10.1556/2006.7.2018.15
- Kircaburun, K. (2016b). Self-esteem, daily internet use and social media addiction as predictors of depression among Turkish adolescents. *Journal of Education and Practice*, 7(24), 64-72.
- Kumar N., Kumar, A., Mahato SK., Kandal M., Deshpande, SN, Tanwar, P. Prevalance of excessive internet uses and its associated Psychopathology in 11th and 12th grade students. *General psychiatry*, 3(2), 1-8. <https://doi.org/10.1136/gpsych-2018-1000001>.
- Müller, KW, Koch, A., Dickenhorst, U., Beutel, ME, Duvén, E., & Wölfling, K. (2013). Addressing the question of disorder-specific risk factors of internet addiction: A comparison of personality traits in patients with addictive behaviors and comorbid internet addiction. *BioMed Research International*. <https://doi.org/10.1155/2013/546342>
- Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, 30(3), 227-238. <https://doi.org/10.1016/j.appdev.2008.12.010>
- Rae, J. R., & Lonborg, S. D. (2015). Do motivations for using Facebook moderate the association between Facebook use and psychological well-being? *Frontiers in Psychology*, 6, 6:771. doi: 10.3389/fpsyg.2015.00771
- Saini, V., Baniya, G., Verma, K., Soni, A., & Kesharwani, S. (2016). A Study on relationship of Internet Addictive Behavior with Personality Traits among Medical Students. *Journal of Mental Health and Human Behavior*, 21 (2), 108-111. <https://doi.org/10.4103/0971-8990.193429>.
- Satici, S. A., & Uysal, R. (2015). Well-being and problematic Facebook use. *Computers in Human Behavior*, 49, 185-190. doi: 10.1016/j.chb.2015.03.005.
- Savci, M., & Aysan, F. (2017). Technological addictions and social connectedness: Predictor effect of Internet addiction, social media addiction, digital game addiction and smart

- phone addiction on social connectedness. *Dusunen Adam: Journal of Psychiatry & Neurological Sciences*, 30(3), 202–216. doi:10.5350/DAJPN201730030.
- Servidio, R. (2014). Exploring the effects of demographic factors, Internet usage and personality traits on Internet addiction in a sample of Italian university students. *Computers in Human Behavior*, 35, 85–92. <https://doi.org/10.1016/j.chb.2014.02.024>
- Shahnawaz, M. G., & Rehman, U. (2020). Social Networking Addiction Scale. *Cogent Psychology*, 7(1). <https://doi.org/10.1080/23311908.2020.1832032>
- Sugiarta, R., & Fransisca, Iriani, R. D. (2021). The Correlation between the Big –Five Personality and internet addiction among early – adult individual. *Advances in Social Science, Education and Humanities Research*, 570. Proceedings of the International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)
- Vernon, L., Barber, B. L., & Modecki, K. L. (2015). Adolescent problematic social networking and school experiences: The mediating effects of sleep disruptions and sleep quality. *Cyberpsychology, Behavior, and Social Networking*, 18(7), 386–392. doi:10.1089/cyber.2015.0107.
- Weinstein, A., & Lejoyeux, M. (2010). Internet Addiction or Excessive Internet Use. *The American Journal of Drug and Alcohol Abuse*, 36, 277–283.
- Zhou, Y., Li, D., Li, X., Wang, Y., & Zhao, L. (2017). Addictive Behaviors Big five personality and adolescent Internet addiction: The mediating role of coping style. *Addictive Behaviors*, 64, 42–48. <https://doi.org/10.1016/j.addbeh.2016.08.009>

Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Singh, K. (2026). Engagement with Social Network Sites: Exploring the Role of Personality Traits. *International Journal of Indian Psychology*, 14(3), 2754–2760. DIP:18.01.250.20261403, DOI:10.25215/1403.250