

WhatsApp Status Content and Frequency as a Predictor of Personality Trait

Roopal Dhar^{1*}, Capt. (ex) Deepika Chamoli², Dr. R Kumar³

ABSTRACT

Present article aims to establish a relation between the content of whatsapp status, frequency of change and personality. 50 Subjects from NCR are studied for the same. 25 subjects are above 25 years and 25 below 25 years of age. Whatsapp status of the people has been subjected to content analysis backed by the score on NEO five inventory and vice versa. The result shows that subjects who are changing their status frequently (multiple times in two months) with demotivating content are high on neuroticism and extraversion whereas subjects who are matured and have motivating content have rated high on agreeableness and conscientiousness.

Keywords: WhatsApp, Frequency, Predictor, Personality Trait

We humans have similar traits as far as human nature is concerned. We have many similarities including human nature, common humanity, human mind and body, human thought and feelings. Yet after wide range of similarities we are unique in one or the other way. No two people can have similar thought process, feelings, same perspectives same attitude. Even identical twins think differently. Personality is an amalgamation of our various traits in different proportion. Personality in general can be defined in two ways depending on whether we focus of people in general or on particular individual.

According to general perception, we define personality on the basis of individual differences so as to how different people have different styles of thinking, feeling or acting. Differences can be both physical and mental. For example - Few people are extroverts and hence talkative and some of them are introverts and are noticeably quiet.

¹Student Btech+Mtech (Dual) Biotech, Amity University Noida, India

²Research scholar AIPS, Amity University Noida, India

³Associate Professor, Amity University, India

**Responding Author*

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A number of researchers have related change in whatsapp status to the personality types of an individual.

According to researchers Mr. Tim and John (2016) this research can be of great help to deal with depression and tackle it. According to them no whats app status can imply to acute depression. In today's world where everyone is very social, an extra step to be anti-social can be a sure shot symptom of depression. Whats app gives an opportunity to build up an online persona by putting a profile picture or adding a whats app status. The way in which users present themselves shows their personality traits.

For example, according to psychologist Amool Rajan (2015) people who frequently change their whats app status are extroverts and on the other hand people whose WhatsApp status is always on busy mode shows social withdrawal symptoms.

According to the research conducted by Freie Universität Berlin Fachbereich (2016) Psychology Facebook Status Updates: Psychological Correlates and Consequences this research reveals that updating the status frequently reduces the sense of loneliness and subjects feel more connected to a big crowd.

A Study to Analyze Relationship between Psychological Behavioral Factors on WhatsApp Addiction among Youth in Jalandhar District in Punjab Navjit Singh Assistant Professor, PTU, and Jalandhar(2014) reveals that there is a connection of psychological behavioral traits that leads to whatsapp addiction.

A number of other researches are carried out on the social media status to rule out its relation with the psychology of individual. This research goes parallel to the present research. The purpose of the present research is to find out any correlation between the content of the whats app status with the personality traits and to treat the whatsapp status as a mean of peeping into the personality of the subject.

The aim of this research is to explore the relationship of whatsapp status with the personality trait of an individual (neuroticism, extroversion, openness to experience, agreeableness and conscientiousness).

METHODOLOGY

Objective:

- To establish the frequency of change of whats app status, content of whatsapp status as the predictor of personality traits.

Sample:

The sample comprises of people belonging to two age groups i.e. 18-25 and 25 and above

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Inclusion criteria:

- Both genders
- People who have changed their status multiple times in two months.
- **Sample Size** : 25 people in the age group of 18-25
- 25 people above 25 years.

Exclusion criteria:

1. People below 18
2. People who did not change their whats app status within 2 months

Tool Used

Tool used in this research is NEO Five- Factor Inventory-a 60-item version of the NEO-PI-3. It provides a quick, reliable, and accurate measure of the five domains of personality and is particularly useful when time is limited and when global information on personality is needed.

It can help us to understand our client's basic emotional, interpersonal, experiential, attitudinal, and motivational styles. It can also help us quickly develop rapport with our client, provide meaningful feedback and insight that will help our client develop greater self-understanding, enable us to anticipate the course of therapy, and helps to select the optimal treatment or program based on our client's personality. This tool rely on the maturational changes for example, the more the age, more will be the raw score on conscientiousness and agreeableness. Younger crowd tend to be more on extraversion, neuroticism and open. The five traits measured by Neo five inventory as tabulated below with characteristics.

Neuroticism	Extraversion	Openness to experience	Agreeableness	Conscientiousness
Anxiety	Warmth	Fantasy	Trust	Competence
Hostility	Gregariousness	Aesthetics	Straightforwardness	Order
Depression	Assertiveness	Feelings	Altruism	Dutifulness
Self-consciousness	Activity	Actions	Compliance	Achievement Striving
Impulsiveness	Excitement Seeking	Ideas	Modesty	Self-Discipline
Vulnerability to Stress	Positive Emotion	Values	Tender mindedness	Deliberation

Reliability and validity

The reliability (internal consistency) of the subscales of conscientiousness and neuroticism were 0.83 and 0.80, respectively, and that the subscales of agreeableness and extraversion were acceptable at 0.60 and 0.58, respectively.

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Procedure:

WhatsApp status of different WhatsApp users from DelhiNCR was observed for two months. Selected people who fit in our study criteria were requested to fill NEO Five Factor Inventory. Total 50 subjects were assessed on NEO five inventory (25 above 30 and 25 below 30).

RESULTS

Table 1- Table of results on NEO FIVE for above 25 years

					N	E	O	A	C
Number of subjects		7		3	15				

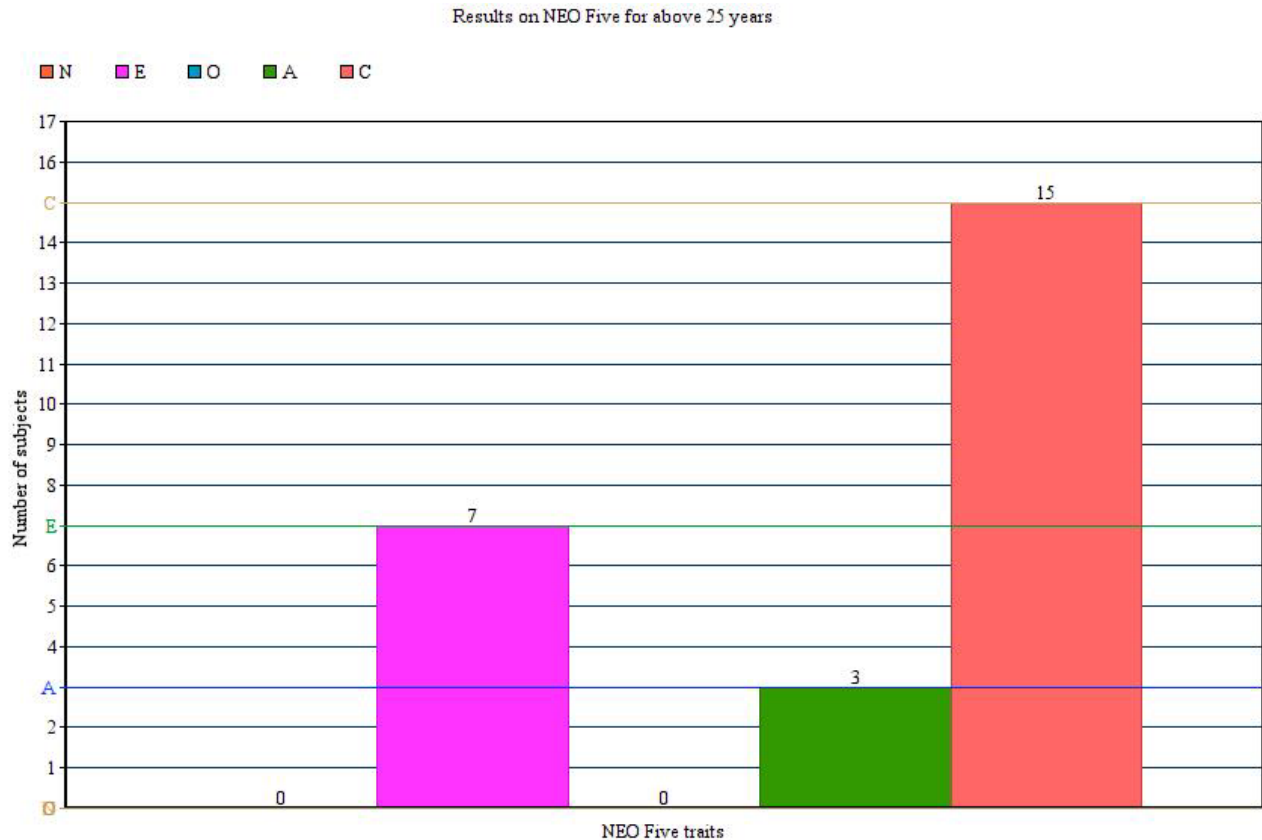


Table 2-Table of results (above 25 years) with whats app status content

Whatsapp status content	Motivating	Demotivating	Momentary	Confused
Number of subjects	15	5	3	2

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The results as enumerated in the table reveal the fact that out of 25 subjects who were falling above 25 years of age group rated high in conscientiousness, 3 in agreeableness and 7 in extraversion on neo five inventory. It has been seconded by the whatsapp status that people with motivating and momentary content of the whatsapp status rated high on conscientiousness and agreeableness. As per the neo five reliability, age is a very important factor in neo five because C and A tends to increase with age where E, O and N decreases. People with demotivating and confused content of the status have comparatively high score on extraversion. The subjects fall between 25-28 years of age.

Table 3- Table of results on NEO FIVE for below 25 years

	N	E	O	A	C
Number of subjects	5	5	8		7

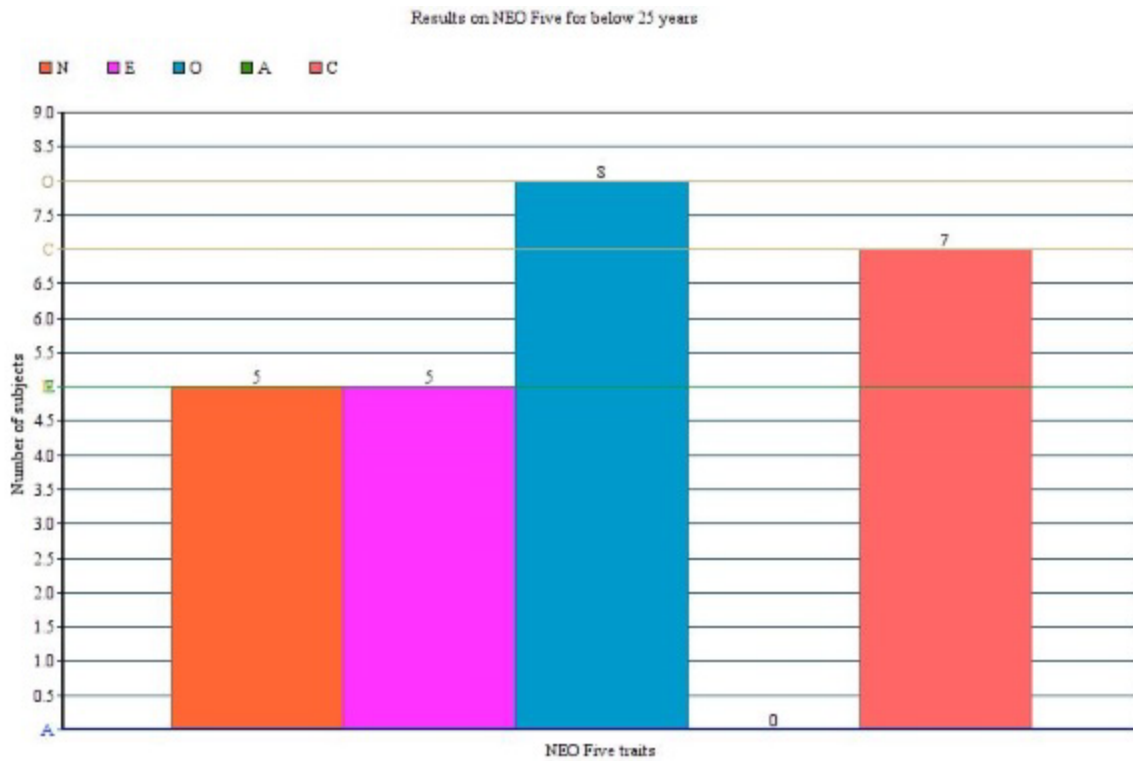


Table 4 Table of results for below 25 years whatsapp status

Whatsapp status content	Motivating	Demotivating	Momentary	Confused
Number of subjects	7	7	7	4

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Table 3 and 4 reveals the fact that people with demotivating content in the status have been rated high on neuroticism. Subjects with motivating status have a higher raw score on conscientiousness and openness to experiences. Subjects with demotivating status have rated high on neuroticism and extraversion. The more the age the lesser is the neuroticism factor in the neo five personalities.

DISCUSSION

There are many researches on the status on social media among the global population. The purpose of the study was to assess the importance of frequency of change of status, its content and predominance of the personality trait, so as to rule out the negative factor leading to poor psychology, at early stage.

In the study 50 subjects, 25 subjects below 25 years and 25 subjects above 25 years of age were assessed. Only those subjects were taken into account who were frequently changing their whatsapp status. Is there any relation of the whatsapp status with the emotion of an individual or not?

This study has revealed the fact that mature people change their status less frequently. They prefer to keep the quotes motivating and less momentous. This has been seconded by their scores that were high on conscientiousness and agreeableness. These two traits increase with the growing age because of the experiences and the lessons of life.

People having changed status more than twice in a month, reveal either momentary or demotivating content. These subjects have also rated high on neuroticism and extraversion. These people suffer from anxiety stress etc. Subjects below 25 were more on neuroticism and extraversion side. It can be because lesser the age lesser will be the score on agreeableness and conscientiousness. It has been seconded by demotivating content (seeking positivity in future) in the whatsapp status. It seems as if subjects are portraying their emotions on whatsapp status. It is a kind of ventilation which they feel is convenient for them. Hence the content of the status is either negative or confused.

Subjects with motivating status (work hard and achieve) were goal oriented, career oriented and good in academics. It shows their focus and channelization of energy. Or else it can be quoted that they have positive thinking which is driving them towards focus. Since they are able to accomplish their goals and are close to satisfaction hence they have rated high on conscientiousness.

CONCLUSION

The content of the whatsapp status is very important. It needs to be checked for the content and frequency of change. It is related to the state of mind of an individual. Demotivating content of the whatsapp status, points towards neuroticism and extraversion whereas motivating status

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points towards maturity leading to high score on conscientiousness and agreeableness. It can be used as an information regarding the mood, personality trait and thought process while therapeutic practice.

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