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The Impact of Personality Traits on Social Media Use and Engagement: An Overview

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Abstract

Social media have become an integral part of everyday life and are used in numerous domains. Hence, it is essential to comprehend how and why users use and engage themselves in social media. Personality traits are patterns of thinking, feeling or behaving that could potentially affect an individual's social media use. This paper aims at enhancing the understanding of the role that personality traits play in the psychological dynamics underlying social media use and engagement. Therefore, this paper conducts an extensive literature review regarding personality, trait theory and personality traits taxonomies and puts emphasis on Big Five Personality Traits – Five Factor Model (FFM). Furthermore, it presents a literature review of recent studies regarding the impact of personality traits on social media use and compares their results. Based on the findings, there is a close interconnection between social media use and engagement and personality traits with some traits affecting it more drastically. Openness and extraversion emerged as the two most significant positive predictors of social media use while conscientiousness, agreeableness and neuroticism were also considered important but at a lesser degree. Consequently, it was concluded that personality traits have an immense impact on social media use and engagement.

Introduction

Over the last decades, the rise of Information and Communication Technologies (ICTs) has transformed the world into an information-driven society. Simultaneously, recent changes in ICTs have paved the way for innovations in the fields of media, on-line communication and collaboration. The society of today is increasingly connected and digitalized, with algorithms and computers facilitating daily activities (Dufva & Dufva, 2019). Additionally, ICTs have improved access to information and knowledge in terms of scale, scope and speed (Bahrini & Qaffas, 2019).

Nowadays, people pursue to be directly connected, require more social interactions and request prompt responses and access to information as they form their personalities in the light of flexible communities (Anastasiadis et al., 2018). Additionally, there is an enormous need for prompt and constant access to personalized and dynamic information as well as for instant and succinct communication. Social media has been increasingly gaining credibility as a bottom-up platform where people can communicate, interact, collaborate,

create and share content and information. Consequently, it has become one of the most popular online activities and an integral part of everyday life as it provides solutions to meet the aforementioned needs and requirements. An estimated 2.65 billion people used social media worldwide in 2018 and presumably this number is to increase to almost 3.1 billion in 2021 (Statista, 2020).

Even though the population groups are not equally benefitted by these new digitalization developments, the individuals of each generation grow up in a similar global manner and they are influenced by the same impacts of their interconnections on the web and social networks (Törőcsik et al., 2014). As a result, they share a common global culture that is defined by certain attributes and experiences related to how they interact with ICTs, information itself and other people (Kanakaris et al., 2019). Nonetheless, there are intense differences in the way individuals of different population groups and generations use social media, multitask, communicate, socialize and create content and values (Rosen, 2011). A significant factor that leads to and affects this specific social behavior is the personality traits of each individual. A personality trait is a typical pattern of thinking, feeling or behaving that tends to be consistent over time and across relevant situations (Soto, 2018).

This paper aims to facilitate the understanding of how the use of social media is affected by the personality traits and the characteristics of each individual through an extensive literature review of the theory behind personality traits as well as through an analysis of related studies and a comparison of their main findings which showcase the interconnection between personality traits and social media behavior. The remainder of this paper is organized as follows: In Section 2, social media in the context of 21st century are presented followed by an extensive literature review regarding personality (Section 3), traits theory (Section 4) and Big Five Personality Traits – Five Factor Model as well as HEXACO Model in Section 5. In Section 6, we present related studies regarding the interrelation between personality traits and social media and discuss the main findings and compare the results of the related studies in Section 7. Finally, in Section 8, drawn conclusions are presented and suggestions for future work are made.

Social Media

In recent years, social media have become an integral part of modern society as they overcome distance and time barriers and have tremendously changed the way people interact and carry on with their everyday lives. The foundations of social media are transparency, personalization, bottom-up communication, collaboration, as well as information and knowledge sharing (Makkonen et al., 2019). Social media are web-based applications and interactive platforms that facilitate the creation, discussion, modification and exchange of user-generated content and are based on the ideological and technological foundations of Web 2.0 (Kaplan & Haenlein, 2009; Lampropoulos et al., 2021; Zolkepli & Kamarulzaman, 2015). Social media platforms can provide a common information environment in which individuals can communicate, collaborate and participate in diverse social and interactive activities (Pallis et al., 2011).

These platforms are governed by hybrid media logic and as a result they are interactive, self-directed, and offer multiple types of user experiences (Gil de Zúñiga et al., 2017). Social media can also be regarded as virtual

collections of sharable user profiles (Hughes et al., 2012) or virtual communities (Dwyer et al., 2007) which foster the fundamental motivation factors of a sense of belonging and socialization (Özgüven & Mucan, 2013). Examples of social media include business and social networking sites, blogs, news delivery and collaborative sites, virtual worlds, podcasts, commerce and open-source software communities as well as creativity works and educational material sharing sites (Mangold & Faulds, 2009). Apart from the various kinds of social media, there are also different types of users. One example of this is Aimia's research report which defined, based on the behavioral variables of trust and control, six different social media "personas" (Rozen et al., 2012). The diverse users' population and their behavior render the aim to acquire more knowledge regarding how the different personality traits affect users' social media involvement and participation crucial.

Personality

Personality psychology focuses on defining and analyzing the tendencies that evoke behavioral differences that evolve from biological and environmental factors. The term personality derives from the Latin word "persona" which referred to the masks that actors wore in ancient Greek plays, and it usually refers to an individual's public image (Cervone & Pervin, 2013). While there is no generally agreed upon definition of personality, most theories focus on motivation and psychological interactions with one's environment (Kaplan & Sadock, 1989). Even though the variety of definitions and theories might be confusing, it does not mean that they are not useful or instructive as they offer insights into the intriguing question of the "self".

While taking into consideration the individual's interaction with the environment and with others, Rogers et al. (1959) defined personality or "self" as an organized, consistent, conceptual pattern of perception of characteristics and relationships of "I" or "me" along with the values attached to these concepts. According to Allport (1960) personality is the distinguishing and unique way an individual reacts to social stimuli and adapts to the social features of his/her environment. More specifically, personality is something innate which leads to characteristic behavior and thought. Eysenck (2013) regarded heredity and environment as fundamental factors to an individual's personality. Additionally, Eysenck stated that personality is relatively stable and it determines an individual's unique adjustment to the environment as well as his/her character, temperament, intellect and physique. Particularly, character corresponds to an individual's conative behavior, temperament stands for an individual's emotional behavior, intellect implies an individual's cognitive behavior and finally physique means bodily configuration and neuro-endocrine endowments (Mangal, 2009; Singh, 2012).

Freud (1961, 1989) characterized personality as something largely unconscious, hidden and unknown. Additionally, Freud presented theoretical constructs of "id", "superego" and "ego" which describe the activities and interactions of a person's mental life and consequently characterize his/her personality. "Id" seeks to restore one's own calm internal state by releasing tension. "Super-ego" can be regarded as an internal representation of ethical standards, ideals as well as moral aspects and rules of social behavior. "Ego" tries to express and satisfy the desires of the "id" in relation to the demands of the "super-ego" and the existent in the real-world opportunities and constraints.

Moreover, Cattell (1950) stated that personality is the factor which renders the prediction of an individual's behavior in a given situation feasible. Watson (1930) determined personality as the sum of an individual's behavior patterns, actions and reactions over a long enough period of time. Based on Woodworth and Marquis (2014), the individual's unique characteristics, expression, interests, way of thinking and acting, habits, attitudes, manners and own philosophy of life determine the total quality of his/her personality. Additionally, Prince (1915) stated that an individual's innate and/or acquired by experience dispositions, skills impulses, tendencies, appetites and instincts influence his/her personality. According to Munn (1961), the characteristic integration of an individual's structure, modes of behavior, interests, attitudes, capacities, abilities and aptitudes can define his/her personality. All in all, the individual's personality is determined not simply by his/her personality traits and characteristics but rather by their being combined and functioning together as a unified whole. Hence, personality includes everything about an individual, the assumed and vital, the experience-based and innate, the non-essential and essential, the conscious and semi-conscious activities (Lewin, 1948).

Furthermore, personality is regarded as something relatively stable to a large extent (Corr & Matthews, 2009; Eysenck, 2013) but it is also dynamically and continuously evolving based on each individual's unique traits and characteristics and along with his/her experiences and interaction with his/her environment. Even though personality is unique and specific for each individual, this uniqueness does not mean that individuals have nothing in common. Individuals with different personalities can still have some similar personality traits and characteristics, be influenced by the same environments and/or undergo the same experiences.

Trait Theory

Trait theorists regard personality traits as the major factor that characterizes and determines an individual's personality. Consequently, trait-based personality theories focus on the identification and measurement of traits which can predict and determine a person's behavior, feelings and reactions in a given situation. Personality traits involve behaviors in a social context (De Raad, 2004). More specifically, these traits are aspects of personality that can be defined as habitual patterns of behavior, thought and emotion, influence behavior and are relatively stable and consistent throughout time and over different situations (Kassin, 2003). Due to the fact that personality traits constitute regularity in each person's behavior, they distinctively differ among individuals (Cervone & Pervin, 2013). The foundations of trait psychology were laid by Allport, Cattell and Eysenck in the 20th century.

Allport (1931) stated that traits play a motivating role in each act, resulting in the enrichment of the individual's separate adjustments to specific stimuli with that adverbial quality that is the very essence of personality. Moreover, Allport and Odbert (1936) defined traits as "generalized and personalized determining tendencies-consistent and stable modes of an individual's adjustment to his environment". They differentiated traits from states which are temporary and induced by external circumstances and divided traits into cardinal traits, central traits and secondary traits. Even though cardinal traits are the rarest, they are the most dominant and intrinsically tied traits to an individual's personality. Central traits are more common and constitute the basic traits of an individual's personality. Secondary traits are the least conspicuous, generalized and consistent as they are

noticeable only in certain situations. Believing that personality is biologically determined at birth and shaped by a person's environmental experience, Allport (1937) emphasized the uniqueness of the individual and the internal cognitive and motivational processes that influence behavior. Moreover, he stated that in order to understand human behavior, its consistency and variability, both trait and situation concepts are necessary as traits are only expressed and aroused in certain situations.

Cattell was a pioneer advocate of using factor analytic methods to explore empirically the basic dimensions of personality, motivation, and cognitive abilities. Additionally, Cattell (1957) found that personality structure was hierarchical, with both primary and secondary stratum level traits. Moreover, Cattell (1950) distinguished personality traits between surface traits which are clusters of overt behavior responses that appear inter-correlated and represent superficial behavioral tendencies and source traits which are the underlying basic variables and factors of an individual's personality. After extensive research using factor analysis techniques, Cattell (1966) identified sixteen basic source traits which he regarded as the fundamental components of personality. These personality traits formed the basis of his widely known Sixteen Personality Factor Questionnaire (16PF) (Cattell et al., 1970).

Eysenck tried to find a simpler and more basic structure of personality traits which could serve as the basis of a scientific model that is parsimonious and also of applications that are simple and practical (Cervone & Pervin, 2013). Eysenck argued that a type of nervous system that affects their ability to learn and adapt to the environment is inherited by individuals and based his proposed theory of personality on biological factors (Eysenck, 1952, 1967, 1982). Engler (2013) emphasized the significance of understanding the biological foundations of personality traits and hence, he tried to find reliable measures of individual differences that would facilitate the identification of the biological foundations of each trait. In order to reduce behavioral factors into a simple set of independent factors that could be grouped together under separate dimensions, he used the factor analysis technique. These factor-analytic trait dimensions, named "superfactors" were at the highest level of a hierarchy of traits and could be divided into narrower traits. Eysenck first identified the extraversion – introversion (E) and neuroticism (N) factors (Eysenck, 1947) and later on he added a third factor, named psychoticism (P) (Eysenck & Eysenck, 1976a). These three factors comprise Eysenck's complete model of personality structure which is also known as PEN model. Furthermore, in order to address and assess the traits described in this model, Eysenck and Eysenck (1976b) developed the Eysenck Personality Questionnaire (EPQ).

Big Five Personality Traits – Five Factor Model

The trait theories of personality suggest that each person's personality consist of a number of different characteristics. Many studies suggest that in order to organize the individual personality differences, five broad, bipolar dimensions known as the Big Five personality traits are necessary as they form a potential basic model for delineating the structure of personality (Goldberg, 1981, 1990, 1993; John, 1990; John et al., 2008; Kell et al., 2010; McCrae & Costa, 1987; McCrae & Costa Jr, 2008; Norman, 1963). The concept of Big Five rests on factor analyses of trait terms in the natural language, cross-cultural research testing the universality of trait

dimensions as well as the relation of trait questionnaires to other questionnaires and ratings (Cervone & Pervin, 2013).

Digman (1996) presented and analyzed the history of and convergence regarding the Five-Factor Model of personality traits and explained how this model was more acceptable after a key seminar by Goldberg (1983) and the development of the first five factor inventory and its comparison with other models (Costa & McCrae, 1985). John et al. (1999) also went over the history of the Big Five trait taxonomy and they analyzed its measurements and its central theoretical perspectives. The most commonly used labels to address the Big Five factors are openness, conscientiousness, extraversion, agreeableness, and neuroticism (Loehlin, 1992; Salami, 2011) and the acronym OCEAN was proposed to better address and more easily remember them (John, 1990). The extraversion and neuroticism traits of Big Five have many similarities with the traits with the same name proposed by Eysenck and the psychoticism trait corresponds to the conscientiousness and agreeableness Big Five traits (Goldberg & Rosolack, 1994).

Big Five derived from the language study and the factor analysis of personality questionnaires. The former resulted in a descriptive model of personality traits which was translated into different languages and the latter resulted in an explanatory hypothesis about substantially inherited dispositional biological traits, named Five-Factor Model (FFM) (Engler, 2013). Even though the two have a lot in common, they are not considered identical (John & Robins, 1993). After presenting their Five-Factor Model, which is a factor-analytic trait approach that capitalizes on the best aspects of the contributions made by the previous theories (McCrae & Costa, 1987), McCrae and Costa suggested that the Big Five personality structure is a human universal (McCrae & Costa Jr, 2008, 1997) and additionally, showcased that all five factors were considerably reliable and valid and remained relatively stable throughout an individual's adulthood (McCrae and Costa Jr, 2008).

More recent studies also verified the stability of the Big Five traits (Cobb-Clark & Schurer, 2012; Specht et al., 2011; Wortman et al., 2012). Based on Costa and McCrae (1992), the OCEAN traits can be described as follows:

- Openness: is the measure of how open to experience, open-minded, creative and imaginative an individual is and it describes the breadth, depth, and complexity of an individual's mental and experiential life. Individuals that belong to the openness dimension are characterized as curious, creative, original etc.
- Conscientiousness: is the measure of how thoughtful and organized an individual is and it describes task- and goal-directed behavior and socially required impulse control as well as the individual's orderliness, thoroughness and work ethic. Individuals that belong to the conscientiousness dimension are characterized as reliable, self-disciplined, ambitious etc.
- Extraversion: is the measure of how active, person-oriented, sociable an individual is, and it describes his/her interpersonal status, excitability, assertiveness and expressiveness. Individuals that belong to the extraversion dimension are characterized as active, person-oriented, talkative etc.
- Agreeableness: is the measure of how friendly people are and how easily an individual connects with others and it describes people that are usually sympathetic, kind, altruistic. Individuals that belong to the

agreeableness dimension are characterized as good-natured, straightforward, helpful, trusting etc.

- Neuroticism: is the measure of an individual's affect and emotional control and stability. Individuals that belong to the neuroticism dimension are characterized as worrying, anxious, nervous, insecure, stressed etc.

A variety of questionnaires has been developed to measure, assess and evaluate the Big Five personality factors. Some of the most renowned questionnaires include the NEO-Personality Inventory Revised (NEO-PI-R) (Costa & McCrae, 1985, 1989, 1992; Costa Jr & McCrae, 1990, 2008; McCrae & Costa, 1987; McCrae and Costa Jr, 1990), the International Personality Item Pool (IPIP) (Goldberg, 1992; Goldberg et al., 2006; International Personality Item Pool, 2019), the Ten-Item Personality Inventory (TIPI) (Gosling et al., 2003), the Big Five Aspect Scales (BFAS) (DeYoung et al., 2007) and so on.

HEXACO Model

Big Five model has a consensus position among trait psychologists and its factors turn out to be not only essential but also reasonably sufficient to describe the average personality differences among individuals (Corr & Matthews, 2009). In addition, the Five-Factor Model accounts for variations in both abnormal and normal personalities effectively (Markon et al., 2005). Nonetheless, the completeness of the Five-Factor Model regarding its ability of capturing the major sources of human personality variation was questioned.

Ashton et al. (2004) proposed that individuals may have similarities regarding the OCEAN factors but differ in another factor which is honesty - humility (H). This sixth factor describes the individuals' differences in the tendency to be honest, sincere, modest and humble as opposed to cunning, untruthful, arrogant and disloyal. As a result, the HEXACO model of personality structure which is a six-dimensional model of human personality was created (Ashton et al., 2004; Ashton & Lee, 2008; Lee & Ashton, 2013). More specifically, the HEXACO model conceptualizes human personality in terms of six dimensions which are honesty - humility (H), emotionality (E), extraversion (X), agreeableness (A), conscientiousness (C) and openness to experience (O). The model shares several common elements with other trait-based models and taxonomies as it builds on the previous work of Costa Jr and McCrae (2008) and Goldberg (1993) and was based on findings from a series of lexical studies in which the HEXACO emergent factors were revealed (Lee and Ashton, 2008). Later on, they developed the HEXACO Personality Inventory-Revised (HEXACO-PI-R) report form which assesses through a series of questions the six broad HEXACO personality factors, each of which contains four narrower personality characteristics, named facets (Ashton & Lee, 2007, 2009; Lee & Ashton, 2008, 2004). Finally, in their model assessment, they provided evidence that honesty – humility can be considered as a significant factor in measuring an individual's personality.

Related Work

Many studies have been carried out which explored the different aspects and correlations between users' personality traits and their social media use. Amiel and Sargent (2004) also suggested that individuals with high

extraversion may use computer mediated communication as a social tool but not as a substitute for real-world social interactions. Additionally, they reported that individuals with high neuroticism use the Internet to be informed and feel a sense of belonging. Ross et al. (2009) highlighted that high level of openness was associated with greater online sociability function use. In addition, they reported that although individuals with high extraversion were part of more online groups, this specific trait was not significantly related to the time spent online, the use of the communicative Facebook features or the number of online friends. Correa et al. (2010) investigated the relationship between personality traits and social media use as well as the effect of age and gender. Their study revealed that extraversion and openness to experiences were positively related to social media use, whereas emotional stability was a negative predictor. Their findings differed by gender and age. More specifically, the relationship between extraversion and social media use was particularly important among young adults. They also reported that even though both men and women with high extraversion were likely to use social media more frequently, only the men with greater degrees of emotional instability tended to be more regular users. Based on their study, openness to new experiences emerged as an important personality predictor of the frequency of social media use, especially for the more mature segment of their sample. Finally, they highlighted that extraversion personality trait was the strongest predictor of social media use.

Özgüven and Mucan (2013), in their study regarding the relationship between social media and users' personality factors, used a questionnaire consisting of the five-factor model of personality, a life satisfaction scale and a social media marketing activities scale. Their results demonstrated that the personality traits of conscientiousness and openness to experience, the demographic attributes of education and income level as well as life satisfaction are significant predictors of social media use. In their research, Alan and Kabadayı (2016) focused on identifying the personality traits of Generation Y, also called millennials, which affect their social media usage. According to their results, individuals with a high level of extraversion and openness are more inclined to use social media platforms. Moreover, individuals with high level of neuroticism, agreeableness and conscientiousness are more prone to reject all kind of social media platforms. In their study, Gil de Zúñiga et al. (2017) used data from 20 different countries to look into the relationship between people's personality traits and social media use. Based on their results, people who are more extraverted, agreeable, open and conscientious are likely to use social media more frequently. Additionally, they highlighted that the more emotionally stable people are, the less time they spend on social media consuming information and/or socializing.

Liu and Campbell (2017) conducted a meta-analysis regarding the relationships between stability, plasticity, the Big Five personality traits and social network site use. Based on their results, stability was negatively correlated with social network site activities, whereas plasticity was a positive predictor. Additionally, extraversion and openness were the strongest predictors of social network site use, while conscientiousness, neuroticism, and agreeableness only correlated with a few activities. Whaite et al. (2018) analyzed the correlation between social media use, different personality traits and social isolation. They reported that neuroticism is associated with increased social isolation, whereas extraversion and agreeableness are associated with decreased social isolation. Furthermore, they highlighted that the association between social media use and social isolation differentiated based on the level of conscientiousness. More specifically, the use of social media for individuals with lower level of conscientiousness poses a higher risk of social isolation than those with high level of conscientiousness.

Other studies looked into the effect of users' personality traits in regard to specific social media sites. Hughes et al. (2012) investigated whether the Big Five personality traits, sociability and the need for cognition were related to socializing and information seeking and exchange in Facebook and Twitter. Their results showed that these correlations were not as straightforward or as influential as it was presented in some previous research. Additionally, they found differences in users' personality regarding their most preferable social networking service and the way they use them. They highlighted that different people use the same sites for different purposes. Jenkins-Guarnieri et al. (2012) looked into how Big Five personality traits, attachment style and self-esteem were related to perceptions of interpersonal competency and Facebook use. Based on their study, extraversion was the only trait positively related to the intensity of Facebook use and was associated with perceived interpersonal competency at initiating relationships.

Skues et al. (2012) examined the relationships between Facebook use, self-esteem, loneliness, narcissism and three of the Big Five personality traits, namely neuroticism, extraversion and openness. Their results showed that Facebook use did not have significant associations with extraversion, neuroticism, self-esteem and narcissism. Additionally, individuals with higher level of openness reported spending more time on Facebook. Moreover, individuals with higher levels of loneliness reported having more Facebook friends and they suggested that these individuals use the site to compensate for their lack of offline relationships. In contrast, the study of Lampe et al. (2006) suggested that individuals largely employ Facebook as a surveillance tool to maintain relationships and to learn more about the people they meet offline and are less likely to use the site to initiate new connections.

Seidman (2013) sought to pinpoint the link between the Big Five personality traits and the use of Facebook with a view to fulfilling users' needs of belonging and self-presentation. She came to the conclusions that the best predictors of belongingness-related behaviors and motivations were high agreeableness and neuroticism, while low conscientiousness and high neuroticism were the best predictors of self-presentational behaviors. Moreover, the more frequent use of Facebook was associated with extraversion, while neuroticism was positively associated with the expression of ideal and hidden self-aspects. Based on the results, the tendency to express one's actual self was positively associated with neuroticism, agreeableness and extraversion. Additionally, individuals with high conscientiousness were more cautious regarding their online self-presentation.

Eftekhar et al. (2014) examined the relationship between the Big Five personality traits and Facebook users' photo-related activities by encoding basic Facebook visual features. They correlated i) extraversion with the total number of Facebook friends, uploaded photos and cover photos, ii) neuroticism with the total number of uploaded photos and the average number of photos per album, iii) agreeableness with the average number of "likes" and "comments" per profile picture and iv) conscientiousness with the total number of self-generated albums and uploaded videos. Based on their findings, users with different personality types set up albums and upload photos differently.

Finally, they detected personality traits and overall Facebook experience as significant predictors of both the level of visual presence and visual interaction on Facebook. Lin et al. (2017) explored the relationships between

the use of Facebook and Pinterest and users' personality traits and motivations as well as the impact of these social media platforms on users' negative emotional experiences. Based on their results, extraversion and openness were positive predictors of social media use and influenced their motivations. In addition, neuroticism impacted the socialization and information seeking motivations positively. On the other hand, conscientiousness and agreeableness influenced users' fulfillment of self-status seeking needs negatively.

Discussion

Individuals' personality traits greatly affect their everyday life and career development. The frequency and the way of their using social media is no exception to that. Nonetheless, it is understandable that some personality traits are more influential than some others in certain cases.

Based on the findings of the related studies, which are summarized in Table 1, extraversion and openness are regarded as the most important personality traits that affect an individual's social media use and engagement while conscientiousness, agreeableness and neuroticism are factors which affect the use of social media to a lesser extent.

It can be said that the personality traits greatly affect an individual's social media use and engagement, selection and habits. It is easier for people that are more open to new experiences and that are more sociable, active and outgoing to make friends, join in discussions and groups and express themselves both in real life scenarios as well as in online environments. These people usually feel less social isolation in their lives something which also reflects their online presence. On the other hand, people who are less open and extravert might have difficulty in making online friends.

In addition, emotional stability and self-awareness deeply affect the use of social media. Individuals that are more stable emotionally spend less amount of time on social media (Correa et al., 2010; Gil de Zúñiga et al., 2017; Liu & Campbell, 2017). The emotions or the feelings that someone experiences can significantly affect not only their social media use but also their need to feel a sense of belonging and that they are surrounded by friends and supportive people. Individuals that feel lonely and isolated in their everyday life are more likely to seek to make more online friends through social media (Skues et al., 2012). Conscientiousness plays a major role in this matter (Whaite et al., 2018). Personality traits can also affect one's addiction and empathy towards social media even from a young age (Dalvi-Esfahani et al., 2021).

Moreover, even though people might share the same personality traits, another vital factor that influences the use of social media is an individual's purpose of using such platforms, as people use social media for different reasons and goals (Hughes et al., 2012). As the interconnection between personality traits and social media use is strong, it is worth noting that it is also possible to predict an individual's personality traits based on their online presence, footprints and behavior as well as the content they upload and consume (Adali & Golbeck, 2012; Azucar et al., 2018; Ferwerda et al., 2015; Golbeck et al., 2011).

Table 1. Summary of the Main Findings of the Related Work

	Openness	Conscientiousness	Extraversion	Agreeableness	Neuroticisms
Amiel and Sargent (2004)			Strongest predictor of using computer mediated communication as a social tool		Use internet to be informed and feel a sense of belonging
Ross et al (2009)	Positive predictor of greater online sociability		Positive predictor of belongingness to more online groups		
Correa et al. (2010)	Positive predictor of frequent social media use		Strongest positive predictor of social media use		
Özgüven and Mucan (2013)	Significant predictor of social media use	Significant predictor of social media use			
Alan and Kabadayi (2016)	Inclined to frequent social media use	Prone to reject social media	Inclined to frequent social media use	Prone to reject social media	Prone to reject social media
Gil de Zúñiga et al. (2017)	Positive predictor of frequent social media use	Positive predictor of frequent social media use	Positive predictor of frequent social media use	Positive predictor of frequent social media use	
Liu and Campbell (2017)	Strongest predictor of social media use	Slight correlation with some social media activities	Strongest predictor of social media use	Slight correlation with some social media activities	Slight correlation with some social media activities
Whaite et al. (2018)	Openness	Conscientiousness Correlates with the risk of isolation	Extraversion Decreased social isolation	Agreeableness Decreased social isolation	Neuroticisms Increased social isolation
Skues et al. (2012)	Positive predictor of frequent social media use		Not a significant predictor of social media use		Not a significant predictor to social media use
Jenkins-Guarnieri et al. (2012)			Positive predictor of frequent social media use		
Seidman (2013)		Best predictor of online self-presentational behaviors	Predictor of social media use and tendency to express one's actual self	Predictor of belonging-ness related behaviors, motivations and tendency to express one's actual self	Predictor of belonging-ness related behaviors, motivations and tendency to express one's actual self and self -aspects
Eftekhar et al. (2014)		Number of self-generated albums and uploaded videos	Number of online friends and photos uploaded	Average number of likes and comments per profile picture	Number of uploaded photos and photos within each album
Lin et al. (2017)	Positive predictor of social media use that influences one's motivation	Negative predictor of ones' fulfillment of self-status seeking needs	Positive predictor of social media use that influences one's motivation	Negative predictor of ones' fulfillment of self-status seeking needs	Positive predictor of one's socialization and information seeking motivations

Conclusion

Personality traits are an integral part of each individual and they continuously shape from a young age throughout one's life. Besides the individual's characteristics, their personality traits are also affected by their experiences, the people that surround them and their environment and tend to be consistent over time and across relevant situations. They constitute a crucial part in developing and shaping one's self, character and beliefs. Social media are becoming more and more popular and are applied in numerous domains as they enable users to interact, communicate and collaborate in real time. In order to reap their benefits, it is important to understand how and why users use and engage themselves in social media. Consequently, it is vital to comprehend the role that personality traits play in the psychological dynamics underlying social media use.

This paper aimed at enhancing the understanding of how each individual's personality traits and characteristics influence their use of social media. For that reason, an extensive literature review of trait theory and personality traits was conducted as well as an analysis and comparison of related studies. Based on the findings of this study, the close interconnection between social media use and engagement and personality traits was highlighted. Furthermore, some personality traits affect an individual's social media use to a greater extent. Openness and extraversion are the two most significant positive predictors of social media use while conscientiousness, agreeableness and neuroticism can also affect it but at a lesser degree. It can be concluded that personality traits have a drastic impact on social media use and engagement. Further work will focus on using the IPIP which is based on the five-factor model in order to relate the big five personality traits to factors decisive for social network behavior, such as the intensity and type of social media activity. Emphasis will also be put on assessing how personality traits impact the use of social media for educational purposes.

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