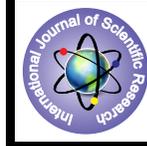


Personality, Loneliness, And Self-Esteem of Users And Non-Users of Social Networking Sites



Medical Science

KEYWORDS : Personality, Loneliness, Self-Esteem, Users and Non-users of Social Networking Site

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ABSTRACT

The increasing prevalence of Social Networking Sites in ones life has been a topic for debate in recent days. They open the world up for us, making it a smaller place than it has ever been before. Social Networking Sites are helping us be actively connected with people around the world round the clock. No doubt that Social Networking Sites have great impact on every walk of our life. The present study focuses on Personality, Loneliness, and Self-Esteem of users and non-users of Social Networking Site (Face book). A random sample of 56 users and 52 non-users of social networking site were selected from various department of Karnatak University, Dharwad. NEO-FFI, (Costa&McCrae,1989) ULCA Loneliness Scale (Russell et, al. 1996) and Self-Esteem Scale (Rosenberg, 1965) were used in this study. The results revealed the significant difference between Users and Non-Users of Social Networking Site (Face book) on Neuroticism, Openness, Agreeableness, Conscientiousness, Loneliness, and Self-Esteem. Users have shown significantly higher Openness, Agreeableness, Conscientiousness and high Self Esteem when compared to Non users, and Non Users have shown significantly higher Neuroticism and Loneliness compared to Users. As far as correlation is concerned Loneliness is significantly very highly correlated with Self-Esteem of users and non-users of Social Networking Site (Face book).

Introduction

In recent years, online social-networking sites have achieved notable popularity among college students. The creation of Face book, in 2004, has revolutionized social behaviors and networking practices among college students. Face book allows a user to create a profile, display personal information, upload pictures, access other users' profiles, accumulate online friends, and interact with those friends through messages, gifts, and other applications. In the literature, the average amount of time spent on Face book ranges from 30 minutes 1 to over 2 hours daily (Raacke J, Sheldon P. 2008) More recently, there has been an increasing interest in studying the use and effects of Face book (Ellison et al.2007).

Personality is the particular combination of emotional, attitudinal, and behavioral response patterns of an individual. Personality is the dynamic organization within the individual of those psychophysical systems that determine his unique adjustments to the environment. The purpose of measuring the Personality is to describe an individual in terms of traits. Trait is a generalized and focalized neuropsychic system (peculiar to the individual), with the capacity to render many stimuli functionally equivalent, and to initiate and guide consistent (equivalent) forms of adaptive and expressive behavior. NEO- Five Factor Inventory divides personality into a series of five dimensional traits (McCrae, 1992).The first trait, Neuroticism, reflects a person's tendency to experience psychological distress and high levels of the trait are associated with a sensitivity to threat. Extraversion, the second trait, reflects a person's tendency to be sociable and able to experience positive emotions. The third factor, Openness to Experience, represents an individual's willingness to consider alternative approaches, be intellectually curious and enjoy artistic pursuits. Agreeableness, as the fourth factor, is another aspect of interpersonal behavior, reflecting a tendency to be trusting, sympathetic and cooperative. The fifth dimension, Conscientiousness, reflects the degree to which an individual is organized, diligent and scrupulous.

Loneliness is a state of solitude or being alone, loneliness is actually a state of mind. Loneliness causes people to feel empty, alone and unwanted. Researchers of loneliness have theorized about different types of loneliness. For example, Weiss (1975) has proposed that there are two different types of loneliness: social loneliness and emotional loneliness. Emotional loneliness is described as a lack of an intimate attachment, while social loneliness is defined as lacking a membership in a desired group. People who are lonely often crave human contact, but

their state of mind makes it more difficult to form connections with other people. Loneliness, according to many experts, is not necessarily about being alone. Instead, it is the perception of being alone and isolated that matters most. For example, college freshmen might feel lonely despite being surrounded by roommates and other peers. Loneliness is proposed to have three dimensions: isolation, connectedness, and belongingness (Hawkey, et al., 1999). A soldier beginning his military career might feel lonely after being deployed to a foreign country, despite being constantly surrounded by other people. Research has shown that loneliness is widely prevalent throughout society among people in marriages, relationships, families and successful careers (Peplau, L.A. & Perlman, D. 1982). It has been a long explored theme in the literature of human beings since classical antiquity. Loneliness has also been described as social pain — a psychological mechanism meant to alert an individual of isolation and motivate him/her to seek social connections Cacioppo, John; Patrick, William.

Self-esteem is a disposition that a person has which represents their judgements of their own worthiness (Olsen, J.M., Breckler, S.J., &Wiggins, E.C. (2008)). In the mid-1960s, Morris Rosenberg and social-learning theorists defined self-esteem as a personal worth or worthiness (Baumeister, Smart, & Boden, 1996). Nathaniel Branden in 1969 defined self-esteem as "the experience of being competent to cope with the basic challenges of life and being worthy of happiness." According to Branden, self-esteem is the sum of self-confidence (a feeling of personal capacity) and self-respect (a feeling of personal worth). It exists as a consequence of the implicit judgement that every person has of their ability to face life's challenges, to understand and solve problems, and their right to achieve happiness, and be given respect Nathaniel Branden. Cómo mejorar su autoestima. 1987. Self-esteem is affected when individuals know or feel that people of higher authority is watching them (Gilbert, 2002). Individuals feel sad and/or distressed when they know their self is inconsistent with what the world expects as the model individual (Gilbert, 2002). It as an influential predictor of relevant outcomes, such as academic achievement (Marsh 1990) or exercise behavior (Hagger et al. 1998). In addition, self-esteem has also been treated as an important outcome due to its close relation with psychological well-being (Marsh 1989). Self-esteem can apply specifically to a particular dimension (for example, "I believe I am a good writer and I feel happy about that") or a global extent (for example, "I believe I am a bad person, and feel bad about myself in general"). Psychologists usually regard self-esteem as an enduring personality characteristic ("trait" self-esteem

teem), though normal, short-term variations ("state" self-esteem) also exist. Synonyms or near-synonyms of self-esteem include: self-worth, self-regard, self-respect, and self-integrity.

Objectives:

- 1) To find out the significant difference between users and non users of Social Networking Sites on their type of personality, loneliness and Self-esteem
- 2) To find out the correlation between loneliness and Self-esteem of users and non users of Social Networking Sites

Research Problem:

- 1) Do users and non-users of Social Networking Sites differ significantly on their type of personality, Loneliness and Self-esteem?
- 2) Do Loneliness and Self-esteem of users and non-users of Social Networking Sites significantly related?

Hypotheses:

1. Users and non users of Social Networking Sites will differ significantly on their Personality, Loneliness, and Self-esteem
2. Loneliness, and Self-esteem of Users and non users of Social Networking Sites are significantly related

Sample:

A Random Sample of 56 users and 52 non users of Social Networking (Face book) Sites were selected from various departments of Karnatak University Dharwad.

Research Design:

In the present study while developing the research design users and non users of Social Networking Sites are taken as independent variable and Personality, Loneliness, and Self-esteem as dependent variable.

Tools Used:

1. NEO-FFI (Costa & McCrae, 1989) consisting 60 statements, is used to assess the personality. NEO- Five Factor Inventory divides personality into a series of five dimensional traits (McCrae, 1992).The first trait, Neuroticism, reflects a person's tendency to experience psychological distress and high levels of the trait are associated with a sensitivity to threat. Extraversion, the second trait, reflects a person's tendency to be sociable and able to experience positive emotions. The third factor, Openness to Experience, represents an individual's willingness to consider alternative approaches, be intellectually curious and enjoy artistic pursuits. Agreeableness, as the fourth factor, is another aspect of interpersonal behavior, reflecting a tendency to be trusting, sympathetic and cooperative. The fifth dimension, Conscientiousness, reflects the degree to which an individual is organized, diligent and scrupulous. For the NEO FFI (the 60 item domain only version) the internal consistencies reported in the manual were: N= .79, E= .79, O= .80, A= .75, C= .83. In the literature, the NEO FFI seems to be used as a whole more often, with investigators using the NEO PI-R usually using the items from just the domains they are interested in. A recent article using the NEO FFI to study perfectionism had the internal consistencies at: N= .85, E= .80, O= .68, A= .75, C= .83.
2. ULCA Loneliness Scale (Russell et, al. 1996), a 20-item scale designed to measure one's subjective feelings of loneliness as well as feelings of social isolation is used. The measure is reliable both in terms of internal consistency (coefficient α ranging from .89 to .94) and test-retest reliability over a 1-year period($r=.73$).Convergent validity for the scale was indicated by significant correlates with other measures of loneliness.
3. The Rosenberg (1965) 10-item self-esteem scale is been used. Depending on the intended use and context internal con-

sistency ranges from .77 to.88 test retest validity ranges from .82 to .85.Criterion validity is .55

Data Collection:

Variables	Groups	N	Mean	Mean difference	Std. Error of Mean	t'-value
Neuroticism	Users	56	47.28	-5.75	1.454	-3.11
	Non-Users	52	53.04	-5.75	1.103	-3.15
Extroversion	Users	56	50.85	1.78	1.395	0.93
	Non-Users	52	49.06	1.78	1.307	0.93
Openness	Users	56	53.27	6.8	1.506	3.76
	Non-Users	52	46.47	6.8	0.947	3.82
Agreeableness	Users	56	52.54	5.38	1.151	2.89
	Non-Users	52	47.16	5.38	1.479	2.87
Conscientiousness	Users	56	53.31	6.88	1.383	3.8
	Non-Users	52	46.43	6.88	1.139	3.84
Loneliness	Users	56	43.51	-13.32	0.822	-9.27
	Non-Users	52	56.83	-13.32	1.199	-9.16
Self Esteem	Users	56	55.61	11.47	1.16	7.25
	Non-Users	52	44.14	11.47	1.064	7.28

In the present study the primary data was collected from respondents by administering the NEO-FFI, ULCA Loneliness Scale, and self-esteem scale Rosenberg (1965) in a classroom set up. The purpose of the visit was made known to them. Then their consent was sought for participation. The questionnaire consisting Bio-Data, NEO-FFI, loneliness and self esteem scales.

Data analysis:

't' test is applied to know the significant difference between two groups on Personality, Loneliness, and Self-esteem.

Correlation was applied to know the significant correlation between two groups on Loneliness and Self-esteem.

Results and Discussion:

Table-1 showing the significant difference between two groups on Personality dimensions, Loneliness and Self-esteem

An observation of the table-1 reveals that the mean scores of users of Social Networking Sites for Extroversion (50.85), Openness (53.27), Agreeableness (52.54), conscientiousness (53.31), and Self-esteem (55.61) are above average as compared to the non users of Social Networking Sites. On the other hand the mean scores of non users of social networking sites are observed to be above average on Neuroticism (53.04), and Loneliness (56.83) as compared to their counter parts. This means that the users of social networking sites are more sociable and able to experience positive emotions, more willing to consider alternative approaches, be intellectually curious and enjoy artistic pursuits, more trusting, sympathetic and cooperative, and more organized, diligent and scrupulous as compared to the non users of social networking sites. The non-users are psychologically distressed and are highly sensitivity to threat as compared to the users of the social networking sites. And nonusers are found to perceive themselves as lonely and are more socially isolated as

compared to their counter.

The study conducted by Tracii Ryan, Sophia Xenos indicated that extroverted and unconscientious individuals reported higher levels of both SNS use(Kathryn Wilson April 13, 2010) The results showed that Facebook users tend to be more extraverted and narcissistic, but less conscientious and socially lonely, than nonusers. (Tracii Ryan, Sophia Xenos September 2011). The results of this study conducted by sites.Stefan Wehrli, ETH Zürich show that extraversion, one dimension of the Big Five Personality Model, plays an important role in the formation of network sites. Stefan Wehrli, ETH Zürich (September 5, 2008). Results of the study conducted by Teresa Correa, Amber Willard Hinsley, Homero Gil de Zúñiga revealed that while extraversion and openness to experiences were positively related to social media use (Teresa Correa Amber Willard Hinsley, Homero Gil de Zúñiga March 2010).

In the study conducted by Lindsay H. Shaw, BA, Larry M. Gant, Participants engaged in five chat sessions with an anonymous partner. At three different intervals they were administered scales measuring depression, loneliness, self-esteem, and social support. Changes in their scores were tracked over time. Internet use was found to decrease loneliness and depression significantly, while perceived social support and self-esteem increased significantly. (Lindsay H. Shaw, BA, Larry M. Gant, July 5, 2004). The results of the study conducted by Shima Sum at al showed negative correlations between loneliness and well-being. Multiple regression analyses revealed that greater use of the Internet as a communication tool was associated with a lower level of social loneliness. In contrast, greater use of the Internet to find new people was associated with a higher level of emotional loneliness. Shima Sum at al,(April 18, 2008).

In one study conducted by Tracii Ryan, Sophia Xenos the results showed that Face book users tend to be more extraverted and narcissistic, but less conscientious and socially lonely, than nonusers. Furthermore, frequency of Face book use and preferences for specific features were also shown to vary as a result of certain characteristics, such as neuroticism, loneliness, shyness and narcissism. (Tracii Ryan, Sophia Xenos, September 2011).

The table-2 showing the correlation between Loneliness and Self-esteem

Variables	Loneliness	Self Esteem
Loneliness		-0.659***

***p<0.01; Very Highly Significant

An inspection of Table-2 reveals that Loneliness is significantly (p<0.01) correlated with Self-esteem (r=-0.65). This means there is significantly negative correlation between Loneliness and Self-esteem which means higher the loneliness lower the self-esteem, and Lower the loneliness and higher the self-esteem.

Conclusions:

1. There is a significant difference between Users and Non-Users of Social Networking Site (Face book) on Neuroticism, Openness, Agreeableness, Conscientiousness, Loneliness, and Self-Esteem.
2. Users of social networking site have scored above average on Extroversion, Openness, Agreeableness, Conscientiousness and Self-esteem as compared to the non users of social networking site
3. Loneliness is significantly correlated with Self-esteem.

Social Implications:

- Social Networking sites help the users in Self-Disclosure which in turn brings the interpersonal attraction as self-disclosure plays a crucial role in the development of human relationships.
- Social Networking Sites are helping us be actively connected with people around the world round the clock ensuring the conformity.

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