The Relationship Between Social Media Addiction and Personality Traits Among College Students During COVID-19 Pandemic

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Abstract
The issue surrounding social media addiction has become prevalent in recent time due to the rise of technological advancements. Thus, this refers to instances in which individuals develop an overwhelming need to interact with these platforms. Furthermore, one’s personality traits can be defined to represent one’s distinctive pattern of thinking, emotion, and are relatively deduced from one’s pattern of habits. Hence, the present study employed the descriptive-correlational approach to describe and analyze college students’ profile in terms of the present variables, as well as their relationship with one another. Additionally, two hundred and fifty (250) students currently enrolled in colleges and universities in the Philippines were selected to answer the disseminated Google forms. By using the Bergen Social Media Addiction Scale (BSMAS) and the Mini International Item Pool (Mini IPIP), the goals were achieved. The findings taken from the Pearson Coefficient Correlation indicated that the respondents’ social media addiction was significantly related to their personality. Moreover, the findings of this study were examined and reviewed, and recommendations for future studies were made to build on the current body of knowledge.

Keywords: Personality Traits, Social Media Addiction, College Students, Bergen Social Media Addiction Scale, Mini International Item Pool

Introduction
The continuous advancements made by society have paved the way for the rise of technological innovations. Indeed, the world has become estranged from traditional norms, as the power of technology has changed the way society has lived. Among these advancements include the introduction of Social Media, which is said to empower users by the exchange of thoughts, ideas, and information via the establishment of virtual networks (Dollarhide, 2021). However, despite the mentioned benefits, this comes with its own set of flaws. Such includes the addiction to these advancements; which in turn, would eventually affect one’s personality. In hindsight, social media addiction is considered as a type of internet addiction, in which individuals develop an overwhelming need to interact with these platforms (Starcevic, 2013, as cited by Rozgonjuk et al., 2021). Furthermore, those addicted to social media are frequently preoccupied with it and are motivated by an uncontrolled urge to log into their accounts (Andreassen & Pallesen, 2014, as cited by Marengo et al., 2021). Hence, this proves to be a highly debatable topic of discussion within society.

On the other hand, personality traits represent an individual’s distinctive pattern of thinking, emotion, and action. These are internal characteristics that are relatively constant and are deduced from one’s pattern of habits (Diener & Lucas, 2021). Moreover, Goldberg (as cited in Ackerman, 2017), made a strong case for five major personality characteristics. Such factors include conscientiousness, agreeableness, neuroticism, openness to experience, and extraversion which are referred as essential facets of the human experience. Therefore, while these traits are not exhaustive, they certainly cover a large portion of concepts related to one’s personality.

Relative to this, many have cited one’s addiction to social media platforms to be related to their personality traits. As studied by Chavez (2017), the same can be said for Filipino high school students, as it was suggested that there is indeed a significant and positive relationship between social media addiction and the respondents’ loneliness.

Similarly, Biolcati (2018) sought to further assess the relationship of these two variables. He discovered that traits such as conscientiousness, extraversion, neuroticism, and loneliness were considered as significant predictors of Facebook addiction among the participants aged 18 to 40.

Moore (2019) also discovered that personality types differ significantly in terms of Instagram attitude, number of likes, total number of Instagram posts, and social media addiction tendencies. It was then determined that the two factors do indeed have a significant link.

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However, contradicting these claims, Griffiths (2018) cited that there is no significance between social media addiction and personality traits between a total of 752 University students. After the respondents were assessed using the Instagram Addiction Scale (IAS), and the Big Five Inventory (BFI), the data was given further analysis. Results taken from a Pearson R Correlation analysis indicated that agreeableness, conscientiousness, and self-liking were negatively associated with Instagram addiction.

Moreover, the present study seeks to investigate the relationship between social media addiction and personality traits. Thus, the researcher primarily focuses on college students. Since they are most susceptible to cases of social media addiction, it would serve to be beneficial to the existing body of knowledge to prioritize this cluster of individuals (Vyalkov, 2020). With how big of an issue this has become in modern society, it seemed vital for the researcher to pursue this topic, as necessitated recommendations may be in due. Additionally, this study was performed to elucidate the current concerns regarding Social Media Addiction and Personality Traits and to aid in providing students, parents, and guidance counselors a concrete solution to this ongoing issue.

Research Question

This study aims to investigate the relationship between social media addiction and personality traits among college students. Specifically, it seeks to answer the following question: Is there a significant relationship between social media addiction and college students’ personality traits?

Literature Review

Social Media Addiction and Personality Traits

In terms of one’s personality traits, many studies have both supported and opposed its relationship with social media addiction. Today’s society relies heavily on these platforms, which has led to issues concerning addiction. As studied by Blackwell et al. (2017), extraversion and neuroticism were examined as potential predictors of social media use and addiction. Over two hundred and seventy-seven study participants volunteered to take a short survey evaluating these components. As per the results, significant factors such as age, neuroticism, and fear of missing out predicted social media use, as taken from a hierarchical regression analysis.

Similarly, Bowden-Green et al. (2020) conducted a systematic review and found 182 studies that looked at the link between extraversion and social media behavior. Their findings show that social media and extraversion are explored in key areas such social media perceptions, animosity, and excessive use. Extroverts are also more likely to use social media, spend more time on one or more social media platforms, and create content on a regular basis, according to the researchers. As a result, the link between Social Media Addiction and Personality Traits has been established.

Moore et al. (2020) also agrees with this viewpoint. There has been a noteworthy shift in the popularity of social networking sites (SNS) due to the exponential development in the number of users. As a result, their research looked at the impact of the Big Five personality traits on social media attitudes, usage, and addictive tendencies in the context of Instagram, an increasingly popular social media site. Participants filled out online questionnaires that assessed their personality traits, providing the researchers with real-time Instagram activity data. Personality factors accounted for a significant percentage of the diversity in attitude toward social media addiction tendencies, according to the results of a hierarchical regression study.

However, this is not the case for Bais et al. (2020), as their study rejects such statements. Because of their widespread use of social media, particularly Facebook, millennials have been accused of being at risk of developing Facebook Addiction. Their study used convenience sampling to predict the variance of psychological characteristics in relation to Facebook addiction tendencies among 1,000 Filipinos aged 18-34 years old using a cross-sectional predictive approach. They also looked at whether neuroticism can be used to predict Facebook addiction using regression analysis. Furthermore, the statistical analytic tools used revealed that neuroticism was not significantly linked to Facebook addiction. Other factors, such as the looming possibility of depression symptoms, were instead found as being connected with this.

Furthermore, Kirkaburan (2018) used path analysis to study the links between personality and Instagram addiction, as well as the mediating role of self-liking in the relationship between personality and Instagram addiction. 752 university students were given the Instagram Addiction Scale (IAS), the Big Five Inventory (BFI), and the Self-Liking Scale. As a result of the findings, agreeableness, conscientiousness, and self-esteem were all found to be negatively associated...
with Instagram addiction. In addition, this study is one of only two that examines Instagram addiction and the underlying qualities that contribute to it, adding to the sparse body of literature on the relationship between personality and social networking site addiction.

Contradicting that, Przepiórka et al. (2020) examined the associations between the Big Five personality characteristics and problematic Internet use (PIU). The Internet Addiction Test, the Composite Scale of Morningness, the International Personality Item Pool-Big Five Markers-20, and the Depression Scale of the Center for Epidemiologic Studies were all employed. Their study included 398 university students between the ages of 18 and 30. Extraversion, agreeableness, conscientiousness, emotional stability, and openness were found to be negatively linked with PIU Mental Disorder and PIU Time Management Disorder, according to the findings. Instead, persons with an evening chronotype were more likely to have PIU. However, depression was found to be a mediator in the relationship between personality traits and PIU Mental Disorder and PIU Time Management Disorder in the study. Depression demonstrated a complete mediation effect on Emotional Stability, Extraversion, and Agreeableness in PIU Time Management Disorder. According to Przepiórka, the findings highlight the need of including sadness when studying the relationship between PIU and personality.

Furthermore, several studies have also stated instances in which the two variables can both be with and without significance to one another. As studied by Ahmad (2021), he aimed to examine the association between specific Big Five Personality qualities and Facebook addiction. The sample comprised of 150 teenagers and 150 young adults, as the Big Five Personality Scale and The Bergen Facebook Addiction Scale were utilized. Based on the results, there was a substantial positive correlation between extraversion and Facebook addiction. However, despite the correlation, the findings also stated that conscientiousness predicted Facebook addiction negatively, while agreeableness had no effect whatsoever on the participant’s fixation.

In addition, Diehl et al. (2017) argues in support of the same notion. His dissertation sought to identify the association between people's personality qualities and their use of social media. Gathering data from twenty societies, or 21,314 participants, they assessed important social media aspects such as frequency of use, social engagement, and news intake, all while relating it to one’s personality traits. Results indicated that while extraversion, agreeableness, and conscientiousness are all favorable predictors of various types of social media use across many societies, emotional stability and openness were negatively related to them.

Similarly, as mentioned by Huang (2019), his study summarized the relationship of the present variables through a meta-analysis. Sixty-one papers were selected, each with a sample size of 67 independent individuals. Furthermore, the correlations between social networking site use and neuroticism and extraversion were approximately positive, whereas its association with conscientiousness was negative. However, with a correlation coefficient of =0.01, the findings suggested that openness and agreeableness are completely disassociated with social networking site use. Hence, supporting the notion that one’s addiction to Social Media can both be with and without significance to the various personality characteristics.

On the other hand, Kavčić’s (2019) findings cannot say otherwise, as it only focused towards one direction. The researchers looked at how common different sorts of problematic social media and mobile phone use are among young adults. Its current correlations with important variables like age, gender, and the Big Five personality traits were also investigated. The study included 459 Slovenians between the ages of 18 and 29, ranging in age from 18 to 29. Negative behaviors associated with social media and mobile phone use were shown to be relatively common among young individuals, according to the research. In addition, the Big Five personality traits, particularly high neuroticism and low conscientiousness, were found to be uniquely predictive of problematic social media and mobile phone use, whereas excessive use of mobile phones was also linked to high extraversion and low openness.

Furthermore, Xiao et al. (2019) supports up these claims. Their research looked into the growth pattern of PIU in teenagers and how stressful life circumstances and the Big Five personality traits interact to affect PIU development. Over the course of three years, 1,365 teenagers participated in a longitudinal study. According to hierarchical linear modeling, PIU among teenagers increased over a three-year period. After controlling for demographics and stressful life events, four of the Big Five personality traits were found to have a significant impact on the initial degree of PIU. A high initial PIU was associated with poor agreeableness, low conscientiousness, high openness, and high neuroticism. Despite this, extraversion was found to be inversely linked with PIU in the study.
Rosales et al. (2021), on the other hand, found a link between a model of five personality factors and problematic social media use in their study. A total of 251 university students aged 18 to 24 years old participated in several online surveys. The big five inventory (BFI), as well as a questionnaire to assess social networking addiction (SNA), were used to collect socio-demographic data. While there is a link between neuroticism and addictive behavior in social networks, there is no link between extraversion and openness to new experiences, according to the data. As a result, the contradictory findings help to put the relationship between personality and addictive behavior into context.

Nonetheless, Liu and Campbell (2017) offered a meta-analysis of the relationships between social networking site use and the Big Five personality traits as well as the Big Two personality traits in their study (plasticity and stability). A random-effect meta-analysis technique was used to calculate the Big Five meta-results. As a result, extraversion and openness were the most powerful predictors of SNS activities, while conscientiousness, neuroticism, and agreeableness were only linked to a few SNS activities. A meta-analytic structural equation model also demonstrated a link between plasticity and SNS activity. That being said, this simply adds to the evidence that Social Media Addiction is linked to one's personality.

Similarly, Nikbin (2020) investigated the role of psychological well-being in the relationship between personality traits and Facebook addiction. A total of 301 Malaysians were polled via an internet survey. The data was analyzed using a partial least-squares approach. Facebook addiction is strongly linked to the Big Five personality qualities of conscientiousness, openness, extraversion, and neuroticism, according to the research. Furthermore, the data demonstrated that Facebook addiction has a significant impact on performance, as well as physical and social health, as well as the role of physical health as a mediating factor in the link between Facebook addiction and performance.

On the other hand, Tekin et al. (2020) states otherwise. Based on their paper, data was obtained from 454 undergraduate tourism students and analyzed using SPSS 25 utilizing the Pearson correlation test. According to the results, it was discovered that while there is a positive correlation between neuroticism personality traits and social media addiction, there is also a negative significance between extraversion, agreeableness, and conscientiousness. As a result, it was believed by the authors of this study that this work will contribute to closing a significant gap in the literature.

Furthermore, Sheldon et al. (2020) found a favorable correlation between the current variables. Their research looked into whether the Big Five personality traits are significant predictors of addiction to Facebook, Instagram, and Snapchat. More social interaction is a favorable predictor of Snapchat addiction, according to a poll of 337 college students. A favorable association between social media addiction and fear of missing out was also discovered, which accounted for the majority of the difference in Snapchat addiction scores. An inductive study revealed that users' usage habits and media dependence were typically similar; nevertheless, some users did not identify as social media addicts. These findings suggest that further research is needed to determine how social media users differentiate between normal, excessive, and addictive use.

Sindermann et al. (2020), on the other hand, claimed that their research uncovered the psychological origins of Social Networks Use Disorder. Participants filled out questionnaires assessing their tendency for Facebook, WhatsApp, and/or Instagram Use Disorder, as well as measures examining their personality features. Extraversion was found to have a positive link with Facebook, WhatsApp, and Instagram Use Disorder scores in generalized linear models, although conscientiousness and neuroticism were only significantly connected with Facebook Use Disorder ratings. As a result, this research illuminates potential shared and distinct risk factors for the development of Use Disorders across a variety of social media platforms that provide users with a wide range of information and services.

Furthermore, Sindermann et al. (2021) provides further support to his previous claims through the investigation of the WeChat application. An online cross-sectional survey indicated a final sample size of 377 Chinese university students and faculty. All subjects completed questionnaires assessing their problematic WeChat use, the Big Five personality traits, and their level of FOMO. The findings indicate that problematic WeChat use is positively associated with Neuroticism, a relationship that is entirely mediated by FOMO. To summarize, the current findings shed information on WeChat's potential for misuse and on individual susceptibility variables.

However, Bowden-Green et al. (2021) contradicts these claims by conducting a literature review. Their study synthesized and evaluated the available...
literature, drawing on 159 studies identified through a comprehensive search. Findings demonstrated how inconsistent the present research is; thus, opposing the relationship between the two variables. For instance, as per the research team, those with high trait neuroticism report excessive use despite appearing to use social media infrequently. They further reviewed the important findings from previous research and explore the apparent challenges faced by people with high trait neuroticism in fully using the benefits of social media, emphasizing the critical nature of concerns for both designers and users of social media platforms.

Moreover, Biolcati (2018) studied the relationship between personality traits and Facebook addiction. A total of 755 participants between the ages of 18 and 40 completed the questionnaire packet, which included the Bergen Facebook Addiction Scale, the Big Five, the Adult Social and Emotional Loneliness Scale, and the Satisfaction with Life Scale. To account for the variance in Facebook addiction, a regression analysis was conducted using personality factors, as independent variables. Conscientiousness, Extraversion, Neuroticism, and Loneliness were all found to be strong significant predictors of Facebook Addiction. However, openness, agreeableness, and life satisfaction were not significant predictors of Facebook overuse. Thus, further supporting the claim that Social Media Addiction can also relate to specific Personality Traits.

Further, Choi et al. (2016) explored the association between the Big Five Domains and the issues to one’s online social connectivity and sociability. The data indicate that with the exception of extraversion, the Big Five personality qualities are significantly associated with the level of anxiety about how others would react to one's own social media posts. However, those with a low level of openness demonstrate a strong proclivity for observing others' posts. Additionally, the study's ramifications and limitations are examined to further contextualize the data presented.

Similarly, Satıcıs (2016) investigated the links between internet addiction and the Big Five personality traits in the same way. To achieve this purpose, the researchers used the meta-analysis method, which indicated that internet addiction was linked to all five of the Big Five personality traits. Internet addiction was found to be positively linked with neuroticism, while it was found to be adversely connected with openness to new experiences, conscientiousness, extraversion, and agreeableness. As a result, the Big Five Domains are said to have a big part in one's Internet Addiction.

Moreover, Jaradat (2017) studied the association between the Big Five personality traits and social media addiction from the perspective of a developing country like Jordan. Through a survey of 380 undergraduate college students, it was discovered that those who are less neurotic, extraverted, and receptive to unconventional objects and ideas frequently use social media heavily; thus, are likely to become addicts. Additionally, these insights can be utilized to find and select the most effective plans, tactics, methods, and SNS features for students' successful and appropriate usage to enhance their health and academic achievement. Thus, societies and countries can develop.

Contradicting that, Tang (2015) determined the factors that contribute to Facebook addiction. It was discovered that 17.8% of the sample were in the in danger of addiction, while only 1% were found to be addicts. Moreover, it was also cited that specific personality traits such as agreeableness, conscientiousness, and neuroticism were negatively associated with Facebook addiction. The study then discovered that online interpersonal interactions and only neuroticism were significant predictors of Facebook addiction.

Furthermore, Sheinov (2021) wanted to know more about the growing body of empirical research about social media addiction. Positive links were found between social media addiction and depression, anxiety, stress, neuroticism, emotional issues, low self-esteem, loneliness, and internet addiction, according to the findings. Negative correlations between social media addiction and life satisfaction, schoolchildren's and students' academic achievement, labor productivity and employee commitment to the organization, social capital, and age, on the other hand, have been discovered. The urge for communication was then cited as the key reason of social media addiction. This review focuses solely on the connections between social media addiction and a number of studies conducted in different countries.

Nonetheless, Kim (2014) determined whether social networking sites can have an effect on the relationship between the Big Five personality model and an individual’s job satisfaction. The results of this study revealed that SNS use affected the link between extroversion and neuroticism and job satisfaction for individuals. Additionally, SNS use was found to boost workplace satisfaction among more extroverted
Korean workers, but had a negative effect on job satisfaction among less agreeable Korean workers. Therefore, SNS use can serve as a predictor for one’s change in personality.

On a similar note, in a study conducted by Wang et al. (2014, as cited by Stevens, 2021) that examined the relationships between Big Five personality traits and addictive behaviors toward various internet activities among adolescents, the findings indicated a substantial difference in personality factors associated with addictive behaviors associated with various online activities. For instance, increased neuroticism and decreased conscientiousness were found to be significantly associated with internet addiction. However, while a decreased conscientiousness and low openness were found to be significantly associated with gaming addiction, increased neuroticism and extraversion were related to SNS addiction. Thus, these findings may contribute to a better understanding of the etiology of internet-related addictive behaviors and the consequences for psychotherapeutic interventions.

Wilson et al. (2010) also wanted to use personality factors and self-esteem to predict young adults’ use of social media sites and addictive tendency. Students ranging in age from 17 to 24 years old completed a NEO Five-Factor Personality Inventory and the Coopersmith Self-Esteem Inventory, as well as a NEO Five-Factor Personality Inventory and a Coopersmith Self-Esteem Inventory. Multiple regression analyses revealed that, whereas personality and self-esteem traits highly predicted SNS use and addictive propensity, they did not explain for a significant fraction of the variance in either outcome measure. Extroverted and unconscientiously individuals used social media more frequently and had more addictive tendencies, respectively. Hence, it was concluded that further research should be conducted to ascertain if additional psychological variables contribute to young people’s use of and proclivity for addiction to these popular Internet sites.

However, Giota et al. (2013, as cited by Rosales et al., 2021) stated an instance in which the two variables can both be with and without significance to one another. This study evaluated the association between problematic use of Social Networking Sites (SNS) and personality traits and depressive symptoms. A sample of 143 young persons aged 18–34 years old in Greece completed four questionnaires. Results stated that SNS addiction is significantly connected with depression and Neuroticism, but adversely associated with Agreeableness. However, SNS addiction was not correlated with Conscientiousness, Openness to Experience, and Extraversion. Collectively, personality traits, sadness, and daily average usage explain around 33% of the variance in predicting problematic SNS use. In contrast to prior research, neither age nor gender is associated with problematic SNS use or depressed symptomatology. Nevertheless, it was suggested that one’s place of residence could have affected the results of this study, as participants from rural areas scoring higher than those from urban areas.

On the other hand, Hwang and Sung (2017) examined the elements that contribute to SNS addiction. Specifically, the study explored the effect of personality in college students’ Facebook usage. As per the results, extraversion and neuroticism were found to be positively associated with Facebook usage in a study of 235 college students. Extraverted students and those with a high level of neuroticism were more inclined to share photos with others and provide comments on other students’ posts. Additionally, this study discovered that consciousness was negatively connected with SNS addiction, whereas extraversion and neuroticism were positively associated with Facebook addiction.

Moreover, Atroszko et al. (2018) developed a preliminary integrated model of possible Facebook addiction personality risk variables. 1157 pupils answered the BFAS, demographic information questionnaires, as well as personality factors indicators. According to the findings, Facebook addiction was associated with increased extraversion, narcissism, loneliness, social anxiety, and decreased general self-efficacy. Moreover, Facebook addiction was also associated with poor well-being, reduced general health, poorer sleep quality, and increased perceived stress, which was consistent with earlier findings.

Further, Tessi (2018) focused on addiction associated with social networking sites (SNSs). The study elucidated the relationship between addiction to SNSs and Big-Five personality traits, behavioral inhibitions and activation systems. Additionally, the effect of SNSs addiction in mitigating the link between felt loneliness and internet addiction was investigated. Results indicated that the personality trait, conscientiousness was shown to be negatively linked with SNSs addiction, whilst the behavioral inhibition system and sensitivity to pleasurable rewards were found to be positively connected with SNSs addiction. Moreover, through SNSs addiction, loneliness was found to be connected with internet addiction.
indirectly. It was emphasized that those with a high level of consciousness are structured and proactive, who avoids the overuse of SNSs that could jeopardize their goals.

However, Sindemann et al. (2020) examined the fundamental questions about the relationship between personality and alleged disordered Facebook use. To address the issue of generalization from samples recruited purely from Facebook, the personality characteristics between Facebook users and non-users were also delineated. Three thousand eight hundred and thirty-five individuals completed a socio demographic questionnaire, the Big Five Inventory, and indicated their Facebook user status. In comparison to non-users, Facebook users reported higher levels of extraversion and lower levels of conscientiousness. However, in both males and females, tendencies toward Facebook Use Disorder were negatively related with conscientiousness and positively correlated with neuroticism. The study’s findings suggest that research samples derived from Facebook users may be skewed in terms of personality (extraversion, conscientiousness).

Furthermore, Bai et al. (2012, as cited by Robles-Granda, 2021) suggested a method for facilitating the line of research by directly predicting the relationship of one’s Big-Five Personality traits to their SNS actions. In comparison to conventional inventory-based psychological diagnosis, the study demonstrated through experimental investigations that one’s personality may be accurately predicted based on their actions on Social Media Sites. Apart from confirming previously published behavior-personality correlations, the study proved that extraversion is positively related to the proportion of status republishing while neuroticism is favorably connected to the proportion of angry blogging. Hence, this shows that one’s personality is indeed related to how an individual conducts themselves in Social Networking sites.

In a study that looked at the links between Facebook addiction and personality traits, Rajesh and Rangaiah (2020) reported that 114 young individuals took part in an online survey. Extraversion, receptivity to experience, neuroticism, agreeableness, conscientiousness, and narcissism were not linked to Facebook addiction or intensity, according to the findings. Loneliness, on the other hand, was found to be positively associated with Facebook addiction and to be a substantial predictor, accounting for 14% of the variation in Facebook addiction.

On the contrary, Bachnio and Przepiorka (2016), were interested in seeing if personality and positive orientation were linked to Internet and Facebook addiction. Two investigations were conducted to confirm the effects of personality traits and a positive attitude on these two types of addiction. A negative attitude, conscientiousness, emotional stability, and openness to experience are all linked to problematic Internet and Facebook use, according to data from the Bergen Facebook Addiction Test, the Internet Addiction Test, the Short Personality Scale, and the Positive Orientation Scale. Extraversion and agreeableness, on the other hand, are solely linked to problematic Internet use.

Similarly, Gosling et al. (2011, as cited by Lee, 2021) conducted two researches that examined how personality is expressed in Online Social Networking sites. Results indicated that the study discovered many associations between the two variables. For instance, extraversion predicted not only frequency of Facebook usage, but also involvement with the site, with extraverts exhibiting indications of higher Facebook usage. However, once taken out of a virtual setting, these extraverts would then seek virtual social engagement. The findings indicate that, rather than fleeing or compensating for their offline identities, Online Social Networking sites users appear to expand them into the domains of OSNs.

Moreover, Marino et al. (2017) conducted a meta-analysis to summarize the findings from recent pieces of literature to gain a better understanding of the phenomenon's specific characteristics. The findings indicated that gender in favor of females, had a positive correlation with problematic Facebook use, time spent online, and Internet addiction, but a negative correlation with self-esteem. Moreover, neuroticism and conscientiousness were the strongest personality traits that predicted problematic Facebook usage. Hence, this meta-analysis contributed to society’s understanding of problematic Facebook use and its association with individual characteristics.

On the other hand, Swillo and Andersson (2018) stated that while individuals engage themselves in Social media use, this does not necessarily mean that they are addicted. The study sought to determine whether distinct personality types are associated with distinct reasons for Instagram use. The data indicated individuals who scored highly on the neurotic personality trait tended to use Instagram for monitoring, whereas extraverted individuals preferred to use it for documentation. Moreover, those who scored highly on openness mostly used the application for creativity, as they spent an average of five to one
hour each day using the program. It was concluded that different personality traits are associated with distinct Instagram usage motivations, but not all of the Big Five.

Furthermore, Peterka-Bonetta et al. (2021) evaluated the relationship between observed Instagram use and personality in a sample of 331 adults. Additionally, the connection between real social media usage and self-reported IUD/SmUD tendencies were examined. In terms of an individual’s personality traits, the findings confirmed that increased Extraversion, Conscientiousness, and Agreeableness were associated with increased social media usage. However, it was still concluded that certain types of social media use appear to be helpful to the individual; thus, do not contribute to the establishment or maintenance of problematic social media trends.

The effects of social media use on the five-factor personality traits were discussed by Hamid et al. (2015, as cited by Liu et al., 2017). Furthermore, this theory was used to create a research model that looked at the impact of social media on personality traits in order to achieve its objectives. Extraversion, conscientiousness, agreeableness, neuroticism, and openness to experience are all affected by Facebook, YouTube, and Instagram use, according to the validated model.

On the contrary, Kirkaburun (2016), wanted to see if there was a link between gender, personality traits, and Twitter addiction among undergraduates. The Big Five Inventory, the Twitter Addiction Scale, and a personal information questionnaire were used in the research. It was determined that 37.5 percent of participants were slightly addicted to Twitter, while 14.5 percent were moderately addicted, using descriptive statistics, the t test, Pearson's correlation, and multiple regression analysis. Furthermore, male students were shown to have substantially higher levels of addiction than female students. Finally, whereas gender was found to be a significant predictor of Twitter addiction among Turkish undergraduates, agreeableness, conscientiousness, and extraversion were found to be significant predictors of addiction levels.

However, El-Tah and Jaradat (2018), looked at the role of the big five personality qualities and their relationship to the frequency with which people use Facebook in Jordan, a developing country. A questionnaire was used to collect data, which was then tested using the WarpPLS 5.0 tool. The findings revealed that the three personality traits (neuroticism, agreeableness, and conscientiousness) had a negative impact on Facebook usage intensity, whereas extraversion had a favorable impact. Openness, on the other hand, had no bearing on the current study. In terms of addictive tendencies, the statistics revealed that average daily usage exceeds the Facebook addiction threshold.

To conclude, this section sought to contextualize the relationship of the present variables through the examination of diverse pieces of literature across this matter. Through this, it was inferred that there are conflicting ideas concerning this notion. Such included that while Social Media can relate to specific domains of the Big Five; it can also be as insignificant to the remaining facets. This was observed through the study of Ahmad (2021). As per their results, while extraversion had a positive significance, traits such as openness, conscientiousness, and agreeableness were insignificant to Social Media Addiction. Furthermore, to advance the examination on the relationship of Social Media and Personality Traits, these studies will serve as the framework to fulfill the objectives set forth with the utmost coherence and accuracy. Therefore, further examining is to be made in this paper to justify the claims made about the variables present in this study.

Methodology

Research Design

This study utilized the descriptive-correlational design to assess the relationship between the present variables. Furthermore, the descriptive method is defined as the scientific method of collecting and illustrating the exploits of the subject without affecting it in any other way. This type of study is a valid method for researching specific subjects and serves as an essential part to more quantitative and statistical studies (Hasaan et al., 2017).

Respondents of the Study

The respondents of the study were college students enrolled during academic year 2021-2022.

Instruments of the Study

This investigation will utilize two essential instruments to gather the data used in determining the relationship between the variables. Firstly, to identify the respondents’ level of Social Media Addiction, the researcher will implement the Bergen Social Media Addiction Scale (BSMAS). Anchored by Andreassen
et al. (2016), this will serve as a straightforward and accurate assessment tool for social media addiction. This consists of six (6) items rated on a 5-point Likert scale ranging from 1 (very rarely), 2 (rarely), 3 (sometimes), 4 (often), and 5 (very often). With that said, the total score attainable ranges from 6-30. To further deepen the results obtained from this scale, a higher score on the BSMAS indicates a stronger level of Social Media Addiction. However, a score over 19 denotes an individual at risk of developing problematic social media use (Bányai et al., 2017). Furthermore, the chosen scale applies the six core addiction elements (salience, mood modification, tolerance, withdrawal, conflict, and relapse) proposed by Griffiths (2005, as cited by Shahnawaz, 2020). The BSMAS proved to be reliable, with an internal consistency resulting in a good level (Cronbach’s a = 0.88). Thus, this can serve as an essential tool in investigating the College Students’ level of Social Media Addiction.

On the other hand, for the researcher to assess the College Students’ profile in terms of their Personality Traits, the Mini-International Personality Item Pool Scale (Mini-IPIP) will be utilized. This scale was cited by Donallen et al. (2006, as cited by Behney et al., 2020), and it serves as a newly constructed assessment of the five-factor model personality traits generated from items in the International Personality Item Pool (Goldberg, 1981, as cited by Ackerman, 2017). It consists of twenty (20) items that are based on the five domains of personality, rated on a 5-point Likert scale ranging from 1 (Strongly Disagree), 2 (Somewhat Disagree), 3 (Neither Agree nor Disagree), 4 (Somewhat Agree), and 5 (Strongly Agree). This scale proved to be highly reliable as it showed values of internal consistency, and the Cronbach’s alphas ranged from .79 to .84. Therefore, this scale will be utilized as this measures an individual based from Goldberg’s five major domains of personality.

**Ethical Considerations**

Aside from acquiring the necessary data and information for the study, the researcher will focus on safeguarding the respondents’ safety and rights during the data collection procedure. Before distributing the questionnaires, the researcher will obtain consent from their research advisor for the data collection techniques and tools used in their study. Following that, the participants will be made aware of the primary goals for this study. The adherence to ethical research guidelines will ensure that the researcher’s and respondent’s rights are protected throughout the duration of this investigation. Additionally, the researcher will conduct the study under the provisions of Republic Act 10173, commonly referred to as the Data Privacy Act of 2012. With this in mind, this legislation can protect the fundamental human right to privacy and communication while fostering progress via the free flow of information.

Furthermore, the study will look into the respondents' convenience, accessibility, comprehension, and willingness. The researcher will ensure that the questionnaire clearly addressed the essential details for the participants to comprehend each question. By doing so, their responses will adequately reflect their genuine attitudes regarding the concepts addressed in this study. Additionally, it will be prioritized that the respondents' identities will be utilized exclusively for this study and kept confidential to protect their privacy and anonymity.

**Data Gathering Procedure**

In order for the researcher to fulfill the sought-after questions presented in this study, it will be essential for the researcher to carefully and diligently follow a set of procedures to properly conduct the research process. Through this, achieving the objectives set can be done with complete coherence, efficiency, and fairness.

Firstly, to ensure the appropriateness of the materials utilized, the primary instruments will be given a thorough analysis by the research advisor. Once approved, the researcher will prepare the instruments for further dissemination. However, it was also required that the respondents were to answer the questionnaire as honestly as possible. Therefore, an instruction and a precautionary statement will be added in the questionnaire to assure the respondents that their honesty would be required and that their answers would be strictly confidential. Thus, providing this study with the accuracy and validity needed to provide sufficient answers. After that, the research questionnaire will be disseminated through social media, primarily Google form, as the restrictions brought by the ongoing pandemic prohibit the personal distribution of surveys.

Once sufficient data are gathered, the researcher will immediately tally and analyze the given results, and with that, the questions that the researcher sought to answer can be fulfilled. With that said, the tallied results will undergo Statistical Treatment to identify the relationship between the two variables. Therefore, all the information collected would serve as the basis for developing the interpretations and analysis used in...
fulfilling this paper’s objectives.

**Results and Discussion**

The Relationship between Social Media Addiction and Personality Traits

The primary agenda of the present study is to evaluate whether or not there is a relationship between the college students’ social media addiction to their personality traits amidst the COVID-19 pandemic. Utilizing the findings of the Bergen Social Media Addiction Scale (BSMAS), and the Mini International Personality Item Pool (Mini IPIP), the goals of the study previously presented were fulfilled.

With that said, the evaluation of Table 1 will reveal the possibility if the null hypothesis is accepted regarding the participants’ profiles in terms of their social media addiction and personality traits. Thus, significant findings can be provided to the existing body of knowledge.

Table 1

Relationship between the students’ social media addiction and personality traits

<table>
<thead>
<tr>
<th>Social Media Addiction</th>
<th>Neuroticism</th>
<th>Extraversion</th>
<th>Openness to experience</th>
<th>Agreeableness</th>
<th>Conscientiousness</th>
<th>Personality Traits</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>.292</td>
<td>.083</td>
<td>.220</td>
<td>.142</td>
<td>.293</td>
<td>.303</td>
</tr>
<tr>
<td>**</td>
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</tr>
</tbody>
</table>

Results of the statistical analysis in table reveal that social media addiction and personality traits have a significant relationship with associated probability greater than 0.01 alpha level of significance. Therefore, the null hypothesis is rejected. Supporting the presented findings, Bioccati (2018) examined the association between personality traits and Facebook addiction. The set of questionnaire was completed by 755 participants between the ages of 18 and 40. The Bergen Facebook Addiction Scale, the Big Five, the Adult Social and Emotional Loneliness Scale, and the Satisfaction with Life Scale were those answered. To account for the variance in Facebook addiction, personality traits as independent variables in a regression analysis were used. Their results exhibit that most of the participants’ personality traits typically predicted one’s addiction to social media platforms such as Facebook. Thus, the idea that Social Media Addiction can also be associated with Personality Traits is strengthened.

In addition, Moore et al. (2020) states the same findings. Their study examined the influence of the Big Five personality traits on social media attitudes, usage, and addictive tendencies in the context of Instagram, a rapidly growing social media platform. Participants completed online questionnaires assessing their personality traits, which provided the researchers with real-time data on their Instagram activity. Results stated that one’s personality accounted for a sizable portion of the variance in attitudes concerning social media addiction. Thus, supporting the present study’s findings.

Similarly, Bowden-Green et al. (2020) conducted a comprehensive review and identified 182 studies that examined the relationship between one’s personality and their social media use. Their findings indicate that both variables are investigated in a variety of important areas, including social media perceptions, antagonism, and excessive use. According to the study, personality leads to use social media, more time on one or more social media sites, and the creation of content on a regular basis. As a result, a relationship has been established between social media addiction and personality traits.

**Conclusion**

In general, since social media addiction is such a prevalent matter in today’s society with 4.62 billion people around the world now use social media and 424 million new users have come online within the last 12 months (Chaffey, 2022), this study would illuminate several questions regarding this matter. In the presence of a pandemic where all students have transitioned to online materials; we can infer that an increased use of social media platforms is expected. Thus, the existing body of knowledge must be improved to provide
further insights to the benefit of all stakeholders involved.

The present study concluded that one’s personality is significantly related to social media addiction. Thus, the results of this study will enlighten the college students through identifying the relationship of the present variables. Moreover, they should become well-informed on the various effects brought by social media addiction, and can also be provided with a deeper insight regarding themselves through the assessment of their Personality Traits. Aside from such, the findings also implies the role of the students’ parents and guardians. To successfully combat the deterrents that come with social media addiction, this study can provide an insight on whether the use of Social Media can affect their child’s personality or not. Hence, they will be able to find ways to avoid such cases.

However, to further improve the perception of students in the long-run, school administrators and guidance counselors should place more focus on illuminating this issue in various institutions. The significant findings of the study can help them identify such issue and organize conventions for students struggling with Social Media Addiction. Thus, this will ultimately better the holistic outlook of their institution by eliminating the further risks of this issue. This would accompany the students as they aim to cultivate a better outlook for life, having the strength to overcome such challenges involving social media addiction, and improving their overall well-being.

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