

STUDY OF NEUROTICISM ON USAGE AND PREFERENCE OF SOCIAL NETWORKING SITES AS A FUNCTION OF EDUCATIONAL BACKGROUND AND GENDER

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ABSTRACT

Present paper studies of Neuroticism on usage of social networking sites as a function of educational background (technical, Non- technical) and gender of college students. In the present research 2x2 factorial design will be used. It will be going to study social networking sites (Twitter, Face book, Google+, Skype, and MySpace) dependent variable. Educational back ground (technical, Non- technical) and neuroticism will be independent variables. Neuroticism has an impact on usage and preference of social networking sites as a function of gender and educational background.

KEYWORDS: Neuroticism, Social Networking Sites, Educational Background

INTRODUCTION

Neuroticism is a fundamental personality trait in the study of psychology characterized by anxiety, moodiness, worry, envy, and jealousy. Individuals who score high on neuroticism are more likely than the average to experience such feelings as anxiety, anger, envy, guilt, and depressed mood. They respond more poorly to stressors, are more likely to interpret ordinary situations as threatening, and minor frustrations as hopelessly difficult. They are often self-conscious and shy, and they may have trouble controlling urges and delaying gratification. Neuroticism is a risk factor for the "internalizing" mental disorders such as phobia, depression, panic disorder, and other anxiety disorders, all of which are traditionally called Neuroses.

Neuroticism is a measure of affect and emotional control. Low levels of neuroticism indicate emotional stability whereas high levels of neuroticism increase the likelihood of experiencing negative emotions. Persons with high levels of neuroticism are reactive and more easily bothered by stimuli in their environment. They more frequently become unstable, worried, temperamental and sad. Resistant persons on the other hand need strong stimuli to be provoked (Howard & Howard, 1995). The term neuroticism does not necessarily refer to any psychiatric defect. A more proper term could be negative affectivity or nervousness (McCrae & John, 1992).

SOCIAL NETWORKING SITES

Since their introduction, social network sites (SNSs) such as Twitter, Face book, Google+, Skype, and MySpace, have attracted millions of users, many of whom have integrated these sites into their daily practices. As of this writing, there are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. As a consequence we thought it would be interesting to see what social networking sites are used by expats in India and indeed the pros and cons of such services to the expat arena.

Twitter

Twitter is an online social networking service and micro blogging service that enables its users to send and read text-message of up to 140 characters known as (tweets) It was created in march 2006 by jack Dorsey and launched that July. The service rapidly gained worldwide. Popularity, with over 500million active user as of 2012. Generating over 340 million tweets over340 million tweets daily and landing over 1.6 billion search queries per day. It was founded by jack Dorsey, Noah glass, van willioams, bizstone.

Face-Book

Face book the social networking site started in 2004 and it has 900 million user. It was founded by Mark, Zuckerberg and e-service, A. Scallion, and Dustin Moskautz, and Hughes, the number of face book users doubled in 2006. Previously it was for Harvard students it allows individuals to create filled with postings, photos, video and portable application generally called “widget” –and interact with other users. This network will create a virtual environment in which like-minded people can find one another we can share by creating a group for each of part of your life –family teammate’s co-worker’s. It has a facility of video calling user can also upload albums and photos.

Google Plus

It is owned and opera led by Google inc. Google +integrals ‘social service such as Google profile it introducer new services indentified article, streams hangouts and spark message, instant upload, game dada liberation and Google search. The new feature is Google+ mobile multilingual social networking site goo gal plan started in June 28, 2011 and suspended due to exlessue demand.

The Google plus service re-emerged back in September 2011 and has certainly gone from strength to strength since then. In a relatively short space of time it is estimated by the end of 2012 there will be 400 million members of the Google plus social networking service.

My Space

My Space (previously styled as MySpace and my is a social networking service owned by Specific Media and pop star Justin Timberlake MySpace launched in August 2003 and is headquartered in Beverly Hills, California in June 2012, MySpace had 25 million unique U.S. visitors.

Objective

To study the effect of neuroticism on usage and preference of social networking (Twitter, Face book, Google+ MySpace Skype) sites as a function of educational background and gender among college students.

Hypotheses

- Personality and educational background will have on impact on preference of usage of social networking sites. Those high score on neuroticism and have technical background will use social networking sites more and preference of usage will be different.
- Personality and gender will have on impact on preference and usage of social networking sites.

METHODOLOGY

Sample

The sample will be selected incidentally from differenced govt. college and private colleges of Raipur district they will of two streams technical and nontechnical Educational back ground, 250 boy and 250 girls on the basis of their availability, their age ranges from 19 yrs to 24 years and education ranges from under graduate to post graduate from arts, science and commerce faculties (under non technical stream) and engineering, management and computer undergraduate and post graduate students (under technical streams).

Design

To study this research problem 2x2 factorial designs will be used. It will be going to study usage of social networking sites. Twitter, Face book, Google+, my space and Skype are taken in to consideration, because these the most widely used sites in India.

While personality (Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness). College student (males, females -2 levels) and educational background 2 levels - (technical and non-technical) will be independent variables so the proposed research design will be 2x2 factorial design.

Tools

Measure of the Five Factor Model, the NEO Personality Inventory- uses these five dimensions Neuroticism, Exaversion, Openness, agreeable, and conscientiousness evaluate personality, participants are asked to respond to 60 items using a 5-point scale by Costa and McCrae, Internal consistency coefficients were calculated at 0.86 to 0.95 for both the forms observer).

While only three of the subtests had good long-term test-retest reliability (Neuroticism, Extraversion, Openness, agreeableness, concioucans), all of them had high short-term test- retest reliability. The authors and others give evidence for construct, convergent, and divergent validity. A survey questionnaire has been prepared for measuring SNS usage having 20 items.

RESULTS AND DISCUSSIONS

Table 1: Personality Factor, Neuroticism Analysis of Variance

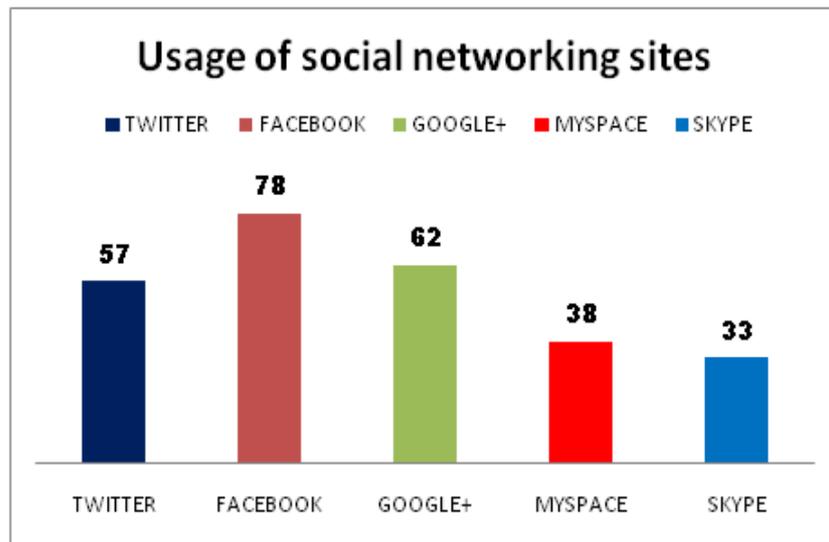
Neuroticism	Type III Sum of Squares	Df	Mean Square	F	Sig.
Gender	39.747	1	39.747	1.238	NS
Educational	289.542	1	289.542	9.021	.01**
Gender * Educational	541.224	1	541.224	16.863	.01**
Error	15855.119	494	32.095		
Total	237053.000	497			

F-table, ** .01, 3.36 * .05, 2.39

Table 2: Personality Factor, Neuroticism Usage of Social Networking Sites Analysis of Variance

Personality Factor	Usage of Social Networking Sites					Total	F	Sig
	Face Book	Twitter	Google+	My Space	Skype			
Neuroticism							1.238	NS
Gender-1							9.021	.01 **
Educational background-2 1X2	57	78	62	38	33	268	16.80	.01 **

F-table, ** .01, 3.36 * .05, 2.39

**Figure 1: Graphical Presentation on Social Networking Sites User****Table 3: Personality Factor, Neuroticism Preference on Social Networking Sites User's Analysis of Variance**

Personality Factor	Preference SNS	F-	Sig
Neuroticism	Face book		
Gender-1	Twitter	1.238	NS
Educational- Background**-2	Google+	9.021	.01**
1x2**	MySpace	16.80	.01**
	Skype		

F-table, ** .01, 3.36 * .05, 2.39

Table 4: Personality Factor on Neuroticism High and Low Mean Score. N=500

Personality Factor	High	Low
Neuroticism	28.2	16.3

Table 5: Educational Background Users on Social Networking Sites

SNS	Technical		Non – Technical	
	Boys	Girls	Boys	Girls
Twitter	20	19	16	13
Facebook	59	48	52	38
Google+	10	9	14	12
MySpace	12	15	10	8
Skype	15	17	14	13
Total	116	108	106	84

ANOVA shows insignificant results on the basis of gender and significant results on the basis of educational background. Interaction effect shows significant difference on gender and educational background.

While studying preference of usage social networking sites and Neuroticism, highest user were found to be of Face book and the sequence was (Facebook > Google+ > Twitter,>MySpace > Skype lowest were the users of Skype.

When usage of social networking sites and Neuroticism was studied among college student (boys and girls) of educational background (technical, non technical) by ANOVAs no significant difference (in gender) was found while significant difference was found in educational background.

CONCLUSIONS

Personality and educational background has an impact on preference and usage of social networking sites. Gender has no impact on usage of social networking sites and personality i.e. neuroticism.

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