

Do Social Media Wall Posts Tell About Your Personality Type? : A Review

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Abstract: The review is mainly intended to evaluate the what it says the social media wall posts about persons' personality type. Hence, review underlined that different kind of personality types namely Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness to Experience and their activities in social media wall. It is identified that individuals with higher in extraversion and conscientiousness posts more personal information compare with others. Neuroticism divulge less about them because they think it will harm to their image. Further, to avoid conflicts persons with agreeableness personality type post less personal information and Mostly they are tagged in other people's photos. Individuals who are with openness to experience traits are tend to involve more on social media activities but reveal less personal information. Accordingly, this study opens a new window for the social media researchers and it will help for social media users to avoid become a victim of others' online bullying activities. Further, employer can hire well-suited person for the right position. Moreover, it will be an opportunity to marketers identify their customers using novel way.

I. INTRODUCTION

Do your posts on social media network illustrate about your personality type? Strangely the answer is "Yes". In reality, what you like and what you post on the social media wall, say more than lot of things than you have think (1).

The personality can be identified in different ways and made up from the variety of theoretical perspectives (2). Leary, Knight and Johnson (1995) defined that personality as the meaningful, computable lens that represents several impression-related traits such as values, emotions, interests, beliefs etc. Moreover, Ryckman (2004) emphasized that personality is a collection of a persons' characteristics that influence to his or her behavior in various situations and further it is described personality may help to online communication interactions. Nicole et. al (2007) indicated that the personality has been identified as one of the most advertised facts in online self-disclosure on the social networking sites.

Among the most popular personality traits measurement model, Big-Five model plays a key role. The Big-Five model categorized Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness to Experience are a set of five boarding bipolar trait dimensions that establish the most extensively used model of personality structure (3). Thus, most of the researchers' conducted their research in this area considered about the Big-Five personality model and

identified participants' personalities tended to influence the types of things they post on their social media pages.

Accordingly, recognizing what social media divulges about person could serve many benefits in the business world namely gaining insight into an interviewee's personality, or identify about the nature of the customers and identify how others perceive you (4). Further, Social Networking Sites' users can be careful with the personality type of both role of own and other friends when they disclose something on the wall (5).

Accordingly, this study mainly focused on identify personality type and what they post in Social Network Sites' wall.

II. REVIEW

A. Extraversion

According to Funder (2001) individuals who are categorized as extraversion has shown higher degree of sociability as assertiveness and talkativeness. Further, Extraversion describes as persons who are including features such as sociability, talkative, excitability and experience to positive emotions (1).

When consider about the social media wall post behavior individuals who are in higher level of extraversion refer to higher level of objective to reveal personal information on the wall. According to the findings of Hamburgur and Vinitzky (2010) extraverted people are tended to disclose more personal information but they don't want to promote themselves via social networking sites. Moreover, in the "live" environment extraversion people are frequently interacted with the people as instance directly interact with friends, friends of friends and express their personal thoughts and emotions for the world to see. Further, they "like" their friends' posts, add comments of encouragement, sympathy or agreement and connect with people beyond their immediate circle of friends and connections (1). According to Winter et al.'s (2014) extraverts update status by addressing large group of people as a communication strategy. And extraverts update more and more status than introverts with the objective of establishing and maintaining social contacts. Moreover, it is highlighted that extroverts upload photos and update their status more often just like in a real life (4). According to Sugathadasa and Pamarathna (2019) Extraverted people tend to share their daily life events on the public with the photographs. Sometimes revealing too many posts on the

wall, it may be disturbing to the other persons on the Social Networking Sites. Individuals who are in higher level of extraversion are more desire to make comments on social networking sites (6). Extraverts look social networking sites as the most suitable residence to share information, feelings and opinions than the real world (6). Moore and McElory (2012) summarized that extraverts have large number of friend and being broadly in social networking sites. Quinterleir and Theo chairs (2013) highlighted that extraverted people are more involved in political problems by sharing photos with others via social networking sites. Moreover, extraverted people are sharing longer videos, photos, images and updating their profile and they are the party who gives the feedback on other's posts as well as gain more "likes" and "comments" from the online colleagues. Thus, persons with extraverted personality traits are the most motivated party is to update the status on social network sites walls.

B. Agreeableness

Persons' who are with Agreeableness trait are friendly and agreeable person and try to reduce the conflicts. According to Funder (2001) individuals who are similar to agreeableness are like to being helpful, cooperate and sympathetic towards others.

According to the online behavior of the people with agreeableness personality type are tagged in other people's photos. Since those type of people tend to behave warm, friendly and less competitive (4). The individuals who have in agreeableness traits are tend to be forgiving, sympathetic, flexible, kind, and trusting. Agreeableness are positively referred to create comments on social media and further prefer to post positive and friendly comments on others wall (6) because they may not revenge or hurt others with comparing their personality traits (5). Peoples who have higher level of agreeableness are tended a lower intention to reveal information because they feel that revealing more personal information in public may provide huge opportunity to occur more conflicts (7).

Wolf, (2012) emphasized that agreeableness people are positively correlated with only internal networking dimensions. Further, the findings elaborated that individuals with agreeableness are less effort to relate with others. And seems to be agreeableness people upload more pictures on their wall that regarding to their lives (Hamburgur & Vinitzky, 2010; Moore & McElory, 2012).

C. Conscientiousness

According to Funder (2001) Conscientiousness peoples are being discipline organize and achievement oriented. Individuals who are greater conscientiousness traits reveal less-depth information (8).

Normally Conscientiousness peoples avoid using social networking and allocate more time to other hobbies (9). Many of friends are in their friend lists but they upload very fewer images and photos on their wall (Hamburgur & Vinitzky,

2010; Moore & McElory, 2012). Moreover, it is highlighted that people with higher level of Conscientiousness tend to hand out fewer 'likes' and hold membership with fewer online groups. As well as, these type of individuals typically places a higher priority on discipline and productivity (1). The findings of the observation emphasized that the relationship between Conscientiousness and self-disclosure behavior have a positive relationship. Though, they have a positive relationship they reveal limited posts and continuously they are given a good message to others. As an instance, their name, relationship, age, and other personal information inserted accurately. They represent their real life and don't act as fake people (5). Moreover, the studies highlighted that these types of peoples are self-disciplined hard workers who spend least amount of time in social networking sites. Further, those are well organized within social networking sites activities, as instance if they want to share photos with their friends or family, they create neat folders in methodological and convenient manner (4).

D. Neuroticism

Individuals with neuroticism characteristics refers tendency towards anxiety, irritability, moodiness, sadness and emotional stability (1). People who are more neurotic people struggle with communications and social skills.

Most of the study highlighted that mostly this type of people use photos on social media to express themselves (4). Loicano, Misch, Carey, Spencer, and Speranza emphasized that individuals who are in higher level of neuroticisms are lower intention to divulge their personal information in public because they may feel if they reveal personal information in public it may cause to harm their image. In 2017, Ha Sung Hwang stated that people those who are higher in neuroticism are more prefer to share images and photographs with others and update their profiles. Hamburger (2010) emphasized that neuroticism has a positively involve with self-disclosure behavior and update more and more status to attain asynchronous forms of online communication. The Neuroticism has a negative relationship with Self-disclosure behavior. It means the higher level of Neuroticism is lower intention to reveal their information on the public because they feel it may cause to the damage their image. But, if they post something randomly it may reason to make violation among others by expressing their religious beliefs and political views hurt others (5).

E. Openness to Experience

People with Openness to Experience personality refers to intellectual life idea related activities and emotional Stability tend to be affective experiences or feelings (10). The openness to experience dimension encompasses one's openness to experience as well as imagination, insight and broadness of interests and knowledge.

A study called "Social Network and personality" revealed that individual with the open personality as artistic, imaginative,

and creative. Further, it is highlighted that people with openness to experience traits are the most likely to complete their personal information section and tend to post more “wall messages” when communicating with specific friends. The individuals with openness to experience personality more like to communicate with others using social networking sites (11).

III. CONCLUSION

Inherently, wall post in the social media network disclose the personality type of the particular person. This paper reviewed the empirical literature on the Big-five personality traits and what they post on the social media. Reviewed underlined that five type of personality types such as Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness to Experience and their social media wall posts.

It is highlighted that higher levels of extraversion are intention to disclose personal information. Further, they interact with their friends' posts by liking, adding comments of encouragement, sympathy or agreement and connecting with people beyond their immediate circle of friends and connections. Moreover, persons with agreeableness traits are tended a lower intention to reveal information because they feel that revealing more personal information in public may provide huge opportunity to occur more conflicts. As well as Conscientiousness individual self-disciplined hard workers who spend least amount of time in social networking sites and those are well-organized within social networking sites activities, as instance if they want to share photos with their friends or family, they create well-ordered folders in methodological and convenient manner. The neuroticisms are lower intention to divulge their personal information in public because they may feel if they reveal personal information in public it may be caused to harm their image. Further, they post something randomly it may reason to make violation among others by expressing their religious beliefs and political views hurt others. People who are characterized with higher levels of openness to experience are involved in many activities in social network sites and simply feel it is not necessary to disclose a lot of personal information given the time and effort.

This study is given new way to marketers look at their customers and promote their products. Further, individual can avoid become a victim of the unknown parties through online communications. Employer can be higher well suited persons through the social network investigation.

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