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## Personality and Social Media Use

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PERSONALITY AND SOCIAL MEDIA USE

by

JOSHUA PEARSON

A thesis submitted in partial fulfillment of the requirements  
for the degree of Bachelor of Science  
in the Department of Psychology  
in the College of Sciences  
at the University of Central Florida  
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### **Abstract**

This study seeks to examine the connection between social media usage and the Enneagram personality model. This connection will aid in a better understanding of what motivates individuals to use social media. The information found in this study will be applied to understanding behavioral addiction. This understanding will allow more personalized treatment for individuals already subject to these behaviors and preventive treatment for those more susceptible to behavioral addiction to social media. In order to find the connection between social media use and the Enneagram personality model, a survey including an Enneagram personality inventory, a social media use inventory, and a demographic questionnaire was provided to college students at the University of Central Florida through an online research system. This provides information about an individual's Enneagram type, social media use habits, and other factors that could influence these variables.

## Table of Contents

<b>CHAPTER 1: INTRODUCTION</b> .....	1
Introduction.....	1
Enneagram Personality Model.....	1
Social Media.....	4
Connection Between Personality and Social Media.....	6
Cognitive Behavioral Theory.....	7
The Current Study.....	7
<b>CHAPTER 2: METHOD</b> .....	9
Participants.....	9
Measure.....	9
Personality.....	9
Social Media Use.....	10
Demographics.....	11
Procedure.....	11
<b>CHAPTER 3: RESULTS</b> .....	12
Personality.....	12
Social Media Usage.....	12
Personality and Social Media Correlations.....	13
Predicting Problematic Social Media Use.....	13
<b>CHAPTER 4: DISCUSSION</b> .....	15
Enneagram Personality.....	15
Prediction of Problematic Social Media Use.....	16
Limitations.....	17
Future Research.....	18
<b>APPENDIX A: Enneagram Personality Questionnaire</b> .....	20
<b>APPENDIX B: Social Media Use Questionnaire</b> .....	24
<b>APPENDIX C: Demographic Questionnaire</b> .....	27
<b>APPENDIX D: IRB Approval Letter</b> .....	30
<b>APPENDIX E: Tables</b> .....	32
<b>References</b> .....	36

## CHAPTER 1: INTRODUCTION

### Introduction

Personality is a collection of traits and defining characteristics that help explain how people behave. These traits come in many different forms and are viewed through many different lenses of psychology. Personality type has been used in clinical environments, schools, the business world, and for personal spiritual growth (Scott, 2011). Social media allows many individuals to connect through the internet across the world. This provides access to communication and information in seconds. However, this instant access also has resulted in individuals developing addictive behaviors around social media (Babayiğit et al., 2022). This study seeks to find the connection between personality and social media use and how this connection can be used to better aid and prevent behavioral addiction to social media.

### Enneagram Personality Model

The Enneagram personality model has long origins that are difficult to identify due to it spreading primarily through word-of-mouth (Bayne et al., 2021). The model has been used in various cultures and has some connections to mysticism and religion despite not being inherently spiritual (Bayne et al., 2021). The Enneagram has the potential to be used effectively even in cross-cultural environments (Bayne et al., 2021).

Sara Ann Scott (2011) discusses and finds validity for the Enneagram in the article “An analysis of the validity of the Enneagram.” Scott (2011) concluded that the Enneagram does show nine different types of personality as described throughout various forms of literature. Scott (2011) does this by conducting a factor analysis on an Enneagram analysis instrument and then finding the variance amidst the sections of the analysis instrument. The results indicated that

there were nine-factors, each one being associated with one of the Enneagram types.

Additionally, the “Tastan Personality Type Inventory” used in this study was tested for validity in the article “Development and Validation of a Personality Type Inventory Based on Enneagram” by Tanstan (2019). The test for validity involved a 60-minute interview of each participant who were then classified into an Enneagram type based on the interview (Tastan 2019). Their results on the personality inventory were then compared to the interview assessment (Tastan, 2019).

The Enneagram personality model is a measurement of an individual’s personality traits that influence motivation and encourage personal growth (Scott, 2011). This personality model seeks to understand a person based on their drive and desires. The understanding of an individual’s drive allows them to better understand how to grow themselves as a person to better themselves. It aids in a better understanding of clients within a client-therapist relationship. Additionally, it encourages intellectual and spiritual growth (Scott, 2011). Individuals also develop a greater understanding of themselves by understanding their enneagram type (Scott, 2011).

The enneagram categorizes personality into nine different types. The types are labeled as type 1 through type 9, each focusing on a separate core motivation and having a name that hints toward their core motivation. These core desires are what guide the individual’s behavior and navigation of life.

**Type 1 (Perfectionists):** The perfectionist is known to see the world more negatively, viewing bad acts as requiring punishment as they seek to apply justice to the world. Due

to this view of justice, they are motivated to pursue a good course of action and set high expectations for themselves (Sutton et al., 2013).

**Type 2 (Givers):** The givers view the world as a give and take, meaning they believe they must give to others to receive what they need in return. Thus, Type 2s are motivated to meet the needs of others so that others will meet their needs (Sutton et al., 2013).

**Type 3 (Performers):** The performer believes the world is based on accomplishments and what an individual does rather than internal beliefs and behaviors. This leads Type 3s to seek the attention of others by obtaining a large number of achievements. These individuals seek success and measure others based on a similar standard (Sutton et al., 2013).

**Type 4 (Individualists):** The individualist views the world as missing some form of uniqueness and love. They focus on attempting to be different to fill gaps within the world, focusing on what is absent from the world (Sutton et al., 2013).

**Type 5 (Observers):** The observer believes they are expected to give more to the world than they will receive. Type 5s seek to separate themselves from the world and simply watch how other individuals behave. They do this to protect themselves from being dependent on the world and rely more on themselves (Sutton et al., 2013).

**Type 6 (Loyalists):** The loyalist seeks safety and protection. They believe that the world is harsh and dangerous. They often consider and prepare for worst-case scenarios to avoid the world's dangers. Type 6s are loyal to other individuals seeking safety and comfort in consistent people (Sutton et al., 2013).

**Type 7 (Enthusiasts):** The enthusiast seeks adventure and perceives limitations within the world. These individuals pursue escape in their adventures, avoiding life's problems and attempting to keep a positive, uplifting view of the world and life (Sutton et al., 2013).

**Type 8 (Challengers):** The challenger seeks to create justice in the world by challenging authority and fighting systems that prompt unjust behavior. These individuals protect those who cannot protect themselves with assertive behavior. They themselves avoid situations where they can be seen as powerless (Sutton et al., 2013).

**Type 9 (Peacemakers):** The peacemaker views their place in the world as irrelevant and seeks to place themselves in passive and irrelevant positions. Type 9s simply try to blend in by being part of groups and creating peace amongst other people. They attempt to keep things calm and maintain harmony between other individuals (Sutton et al., 2013).

Ultimately each personality type views the world a little differently and seeks to gain different things from other people. Some have more positive outlooks, while others see the world more skeptically. However, each personality type uniquely interacts with the world and others (Sutton et al., 2013).

### **Social Media**

Social media can refer to many different platforms on the internet. Therefore, it is important to define what the term “social media” refers to for the sake of this study. Vaid and Harari (2021) state that the definition of social media is “computer-mediated communication channels that allow users to engage in social interactions with broad and narrow audiences in real-time or asynchronously” (p. 2). This conceptualization implies that any Internet-based



platforms that do not explicitly facilitate engagement in social interactions are not considered social media (e.g., Netflix, Spotify). This definition does include websites and platforms such as Instagram, Facebook, Twitter, Snapchat, and TikTok. These sites can also be classified as “social networking sites (SNS),” a subcategory of social media. These social networking sites contain a unique design, including a “profile, network, and stream” (Vaid & Harari, 2021, p. 2). An alternative definition that was considered for this paper states that, “[s]ocial media is a place where users present themselves to the world, revealing personal details and insights into their lives.” (Golbeck et al., 2011, p. 253). The reason this definition was avoided is because it does not account for individuals who may use social media more privately for communication or do not post themselves but rather artwork or content that is not centered around the individual. Another definition comes from Reer et al. (2020), “Social media services were defined as Internet-based digital technologies that allow [individuals] to connect and communicate with others and to make available or share own content.” (p. 780). This definition was avoided due to a lack of specificity, it does not define the audience of social media as effectively as the definition being used in this study.

The first of the above-mentioned sites to arise was Facebook in 2004. While there had been previously launched sites, this is one of the oldest still around today. In 2006 Twitter was created and has remained a well-known social networking site since. Instagram in 2010 was the next to launch on the list above. In 2011 Snapchat launched with a unique format that caused photos to vanish shortly after being viewed. TikTok was originally launched as Musically in 2014 and then in 2016 was rebranded to TikTok. This site allows users to make short videos with various audio tracks behind the video. The primary quality within all of these platforms is that

they allow users to like and interact with other user's posts, typically via a comment's section (Hughes et al., 2012). This social interaction is typically what drives some individuals to desire the use of social media more often (Hughes et al., 2012).

Social media and SNS have grown into one of the largest sources of information for people, and this instant connection to information has begun influencing the behavior of many people around the world (Hughes et al., 2012). This large amount of information can lead to people spending many hours a day using these platforms to levels that could be considered addictive or problematic (Marino et al., 2017). Problematic social media usage can be defined based on "preference for online social interaction (POSI)... mood regulation... cognitive preoccupation... compulsive use... and negative outcomes" (Marino et al., 2017, p. 6). The concern of addiction makes social media an important area of study due to the need for an understanding of what makes individuals so drawn to these platforms.

### **Connection Between Personality and Social Media**

Vaid and Harari (2021) found that personality does have a correlation and regression relationship with social media use due to the way individuals of different personality types use and interact with social media platforms. This is an example of how personality traits can be connected to social media use and how they can be used to see tendencies based on personality. Additionally, Golbeck and colleagues (2011) found that social media behavior could be used as a predictor of personality. This information could be used to help advertisements reach their target audience.

### **Cognitive Behavioral Theory**

Cognitive behavioral theory focuses on the way an individual perceives their surroundings and understands their perceptions (De Timary et al., 2011). The perceptions of a situation then influence an individual's behaviors (De Timary et al., 2011). Treatment via cognitive-behavioral therapies are based on shifting an individual's perceptions of their environment to reduce or exterminate problematic behavior (De Timary et al., 2011). This theory connects well with the Enneagram personality model because how an individual perceives the world influences cognitive-behavioral treatment and the Enneagram assess an individual's motivation and world view specifically to promote growth (Scott, 2011; Sutton et al., 2013). Additionally, cognitive-behavioral theory ties to social media from the way social media use can influence the way and individual sees the world (Tibber & Silver, 2022). Cognitive-behavioral theory views all social interactions as having an influence on an individual's perceptions and social media creates additional opportunities for other individuals to influence one's perceptions (Tibber & Silver, 2022).

### **The Current Study**

The cognitive behavioral perspective provides support for behavioral addiction to social media due to the idea that the perception of a situation can lead to use of social media (Babayigit et al., 2022). The current study sought to look at the connection between personality and social media use due to the perceptions of situations leading individuals to desire the use of social media. The current study hypothesized that there would be a correlation between personality and social media use, indicating a relationship between the two variables. Additionally, the study also

hypothesized that problematic social media use can be predicted by personality and demographic characteristics.

## CHAPTER 2: METHOD

A survey of three sections (enneagram personality model, social media use, and demographic questionnaire) was used via the UCF SONA system to collect data on the connection between personality and social media use. The demographic questionnaire was used to help measure if these trends can also be tied to individuals of similar backgrounds. All participants were current college students at the University of Central Florida and were 18 years of age or older.

### Participants

The current study included 101 participants, all of whom answered demographic questions relating to age, race, and biological sex. Participants aged 18-24 made up 88.10% of participants, while the other 11.90% fell between the ages of 26-41. The largest number of participants (31 participants) were 19 years of age. Participants primarily identified as White (50.50%) with the second largest group being Hispanic (28.70%) while the other 20.80% of participants identified as, Black (5.90%), Asian (9.90%), or other (5.00%). Lastly, in regard to biological sex, 73.30% of participants were female and 26.70% were male.

### Measure

Personality. Enneagram personality was measured using the Taştan Personality Types Instrument, which includes 44 statements about daily life (Tastan, 2019). This scale asked participants to rate their level of agreement or disagreement with each statement based on a scale between 0 (*strongly disagree*) and 6 (*strongly agree*). Statements such as “I am sensitive to the details,” “I am a very determined person,” “My ability to observe is excellent, ” “I feel different from everybody else,” and “I am patient” were used to measure personality. Six items assessed

personality type 1 (perfectionists) ( $\alpha = .81$ ), five items assessed personality type 2 (givers) ( $\alpha = .64$ ), five items assessed personality type 3 (performers) ( $\alpha = .66$ ), six items assessed personality type 4 (individualists) ( $\alpha = .60$ ), three items assessed personality type 5 (observers) ( $\alpha = .65$ ), five items assessed personality type 6 (loyalists) ( $\alpha = .65$ ), five items assessed personality type 7 (enthusiasts) ( $\alpha = .72$ ), four items assessed personality type 8 (challengers) ( $\alpha = .60$ ), and four items assessed personality type 9 (peacemakers) ( $\alpha = .51$ ). Items for each personality type were averaged to derive a score ranging from 0 to 6, which higher scores indicating higher levels of that personality type. All statements used to measure personality can be found in Appendix A of the study.

Social Media Use. Social media use was measured using the Problematic Facebook Use Scale, which includes 15 statements connected to an individual's social media use habits (Marino et al., 2017). This scale asked individuals to rate their agreement or disagreement with each statement from 1 (*strongly disagree*) and 7 (*strongly agree*). This data will show the habits of each individual's social media use and how they feel when they do not have access to their social media platforms. Examples of the statements used to measure social media use include, "I prefer online social interaction over face-to-face communication," "I have used social media to make myself feel better when I was down," and "When offline, I have a hard time trying to resist the urge to go on social media." Scores for each of the items were averaged together to derive a score for problematic social media usage use with higher scores indicating more problematic use. Standard scores on this scale are shown as 0.71 based on the average of the standard factor loading of each item on the Problematic Facebook Use Scale (Marino, et al., 2017). This indicates that scores higher than 0.71 indicate some level of problematic social media usage.

Cronbach's alpha for the current study was .86. All the statements used to measure social media use can be found in Appendix B of the study.

Demographics. Participant demographic information was assessed by asking nine questions related to age, race, biological sex, year in college, GPA, parental marital status, relationship status, social class, and political preference. The participant filled in age and GPA, while race, biological sex, year in college, parental marital status, relationship status, social class, and political preference were multiple choice answers. The questions used to measure demographic can be found in Appendix C of the study.

### **Procedure**

The current study was submitted to the IRB for review and was approved as exempt. The approval letter can be found in Appendix D of the study. The questionnaire was then entered into the University of Central Florida's Sona System, which was used to collect data.

All participants read an explanation of research prior to completing the online questionnaire. Participants spent an average of 7.10 minutes completing the questionnaire ( $SD = 6.24$ ,  $Minimum = 2.00$ ,  $Maximum = 38.00$ ). Participants were asked questions about their personality type, social media use, and demographic characteristics. Presently, data collection is complete with 101 participants.

## CHAPTER 3: RESULTS

Preliminary analyses will be conducted to assess the reliability, distributional characteristics, and intercorrelations of measures. The main analyses to be conducted relative to each research hypothesis are described below.

### Personality

The mean of each Enneagram personality type shows how much, on average, each individual agreed with each statement relating to that personality type. The three highest rated Enneagram personality types, in order, for this study was the type 9 or the peacemaker ( $M = 4.49$ ,  $SD = 0.81$ ). Second, was the type 1 or the perfectionist ( $M = 4.47$ ,  $SD = 0.95$ ). Third, was the type 7 or the enthusiast ( $M = 4.36$ ,  $SD = 0.99$ ). Additionally, the lowest rated Enneagram personality type was the type 6 or the loyalist ( $M = 3.18$ ,  $SD = 1.01$ ). The second lowest rated personality type was the type 8 or the challenger ( $M = 3.28$ ,  $SD = 1.11$ ). The remaining types are listed here in order of highest to lowest starting with the type 4 or the individualist ( $M = 3.98$ ,  $SD = 0.77$ ), type 2 or the giver ( $M = 3.91$ ,  $SD = 0.95$ ), type 3 or the performer ( $M = 3.75$ ,  $SD = 1.00$ ), and type 5 or the observer ( $M = 3.39$ ,  $SD = 1.02$ ). Results can be found in Table 1.

### Social Media Usage

Participants were shown to display problematic social media usage ( $M = 3.91$ ,  $SD = 1.13$ ) based on their responses to the social media questionnaire. The average rating of 3.91 refers to the amount with which an individual agreed to each statement about their social media use. This ranges from how frequently they use social media to how much of a negative impact they felt social media has had on their life. This data can be used to determine a connection between



personality and social media usage alongside any relationships that age, biological sex, and race may have with problematic social media usage.

### **Personality and Social Media Correlations**

In the current study, it was hypothesized that there would be a correlation between personality and social media use. To test this hypothesis, a bivariate correlation has been conducted to determine if there was a relationship between personality and social media use. A bivariate correlation was conducted between Enneagram personality types and social media usage to determine the relationship between Enneagram personality types and social media usage. The variables included personality Types 1-9 of the Enneagram model and scores for social media use. Social media use was found to be correlated with type 2,  $r(101) = .385, p < .01$ , type 6,  $r(101) = .261, p < .01$ , and type 8,  $r(101) = .324, p < .01$ . These results show that each of these personality types have some connection to social media usage. Each personality type related to social media usage involves a core fear that is focused on other people. There were no significant relationships between social media and the Enneagram personality types perfectionist, performer, individualist, observer, enthusiast, and peacemaker found. Results can be found in Table 2.

### **Predicting Problematic Social Media Use**

In the current study, it was hypothesized that problematic social media use would be predicted by personality and demographic characteristics. To test this hypothesis, a linear regression analysis was conducted with personality and demographic characteristics entered as predictor variables and social media use entered as the outcome variable. The overall model was found to be significant,  $F(12, 88) = 2.44, p = .009, R^2 = .249$ . No significant results were found

for any of the demographic variables and social media use. Significant results were found for the giver personality,  $b = .453$   $t(12) = 3.354$ ,  $p = .001$ . The loyalist personality type showed marginally significant results,  $b = .237$ ,  $t(12) = 1.932$ ,  $p = .057$ . There were no significant results found for the perfectionist, performer, individualist, observer, enthusiast, challenger, and peacemaker personality types.

## CHAPTER 4: DISCUSSION

This study looked at the Enneagram personality model and the connections it may have to social media usage. It was hypothesized that Enneagram personality would have a connection with social media usage. Additionally, it was hypothesized that the Enneagram model and demographic characteristics would be predictors of problematic social media usage. These ideas and connections were looked at through the lens of cognitive behavioral theory. An individual's desires and fears may stem from cognitive understanding of the world. That cognitive understanding shaping their desires and fears may influence the development of their Enneagram personality type.

### **Enneagram Personality**

The Enneagram model focuses on the motivations of individuals based on fears and desires (Bayne et al., 2021). The three personality types that were found to be correlated with social media usage in the current study were the giver, the loyalist, and the challenger. Each of these personalities have a basic fear that is based on other individuals while the other six personality types do not. The types that were not correlated with problematic social media usage have fears based on their own short comings or inability to do something. However, the three types that are correlated with problematic social media usage are focused on the way others interact with them due to their need for love, security, or resistance to control. For instance, the giver is afraid of being unloved and thus attempts to make themselves lovable. The loyalist is afraid of being abandoned and left alone. Finally, the challenger is afraid that others will use them and control them (Bayne et al., 2021). This fear and desire model is what helps define each personality as being unique. It seems logical that the personality types that do not want to be

manipulated, do not want to be forgotten, and want to feel loved would desire instant connection with other people through social media. The way these personality types have fears related to other individuals lines up with cognitive behavioral theory because it shows how their thinking and beliefs may influence maladaptive behavior. Cognitive behavioral theory often considers an individual's thoughts to be the root of their behavior (Tibber and Sliver, 2022). From a cognitive behavioral perspective, thoughts influencing behavior, these individuals are motivated by their desires and fears, acting based on their understanding of the world.

### **Prediction of Problematic Social Media Use**

The only factor that had a significant predictive power on problematic social media use was the type 2 or the giver. This seems logical given that they want to maintain connections with others since they are afraid of not receiving love (Bayne et al., 2021). Another important note is that the type 6 or the loyalist is that it had the lowest amount of average presence within the study. Despite this fact, the loyalist was still shown to have a significant correlation with social media usage and was a nearly significant predictor of social media usage. This indicates that with a larger sample size there may have been a significant prediction of problematic social media usage from the loyalist.

Demographic characteristics were not shown to have any predictive power in regard to problematic social media use. The primary sex shown in the study was female and the primary age group was 18-24, thus a lack of representation of males and older age groups may have impacted the significance levels of the results. Vaid and Harari (2021) found that there was a significant difference in the prediction of personality based on age and sex. This study may have struggled to offer results about different age groups since 88.10% of participants were emerging

adults (18-24) rather than older adults. Therefore, emerging adults may display more problematic social media use than other age groups. This is supported by Reer et al. (2020) in an article revealing significance that younger participants showed higher problematic social media use than older participants. The lack of significance may be a result of the current study in particular and not an indication of the predictive power of age and sex when discussing social media and personality.

### **Limitations**

There are several limitations that can be considered with this study. For instance, the response format of the questionnaire provided a number of statements that could be agreed upon and disagreed with and thus responses were based on the interpretation of the statement by the participant. Another potential limitation of this study is that the term “social media” was used in the questions and was left to the interpretation of participants, meaning the understanding of what is “social media” could be different than the working definition in this study. In this study the way social media was defined is as “computer-mediated communication channels that allow users to engage in social interactions with broad and narrow audiences in real-time or asynchronously” (Vaid and Harari, 2021, p. 2). Meanwhile, participants may not consider some websites that are included in that definition as social media, such as YouTube. Participants also may consider some websites social media when according to the previously mentioned definition they are not. This could include a platform like Spotify where profiles exist but the platform itself does not allow direct social interaction. The number of participants may have also limited the study’s ability to provide accurate results. Smaller sample sizes limit the amount of data obtained and more data may reveal that there are more individuals who exhibit a particular

Enneagram type and display problematic social media use. Alternatively, a larger sample size may reveal that this data happened to find many individuals who exhibit a specific enneagram personality type and display problematic social media use, and thus the study may not be an accurate reflection of the population. Additionally, this study polled university students within psychology courses and thus the study may have different results among other population groups. The majority of participants fell into the age range of 18-24 (88.10%) which is likely a result of college students entering the university system after high school. This means that the study does not offer much data on older populations which may be why age was not shown to significantly impact social media usage. College students also may live on campus and thus do not need social media to connect with their friends as they may also live near each other.

### **Future Research**

The results of this study indicate that there could be some interesting predictors of problematic social media usage connected to individuals of particular personality types. The Enneagram model could be used to better predict other problematic behaviors and allow a better understanding of how to help individuals of a particular personality type better cope with and handle those behaviors. This could be done by collecting data on individual's personality types and then collecting information on their substance use behaviors and seeing if the same personality types are prone to other forms of problematic behavior. While there are many studies discussing the model in general it has not been considered for predictability very much. It may be possible that the considerations of fear and desire could lead to a better explanation of why individuals engage in problematic behavior if the Enneagram were found to have significant predictive power of those behaviors. Additionally, there could be some interesting information to

find about these personality types within a broader population and a larger sample size that more accurately represents the population as a whole. Future research may also need to involve a wider variety of ages in order to more accurately find if age effects Enneagram personality type and problematic social media usage. It may be important to gather data more reflective of a particular people group, such as a larger age variety, a more accurate split of sex. or a specific racial group.

**APPENDIX A: Enneagram Personality Questionnaire**



Please rate how much you agree with the following statements using the following scale:

a) strongly disagree

b) disagree

c) slightly disagree

d) neither agree nor disagree

e) slightly agree

f) agree

g) strongly agree

1. Because I consider all possibilities, I have difficulty in getting into action

2. I am sensitive to the details.

3. I have a critical view.

4. I immediately recognize what is dangerous.

5. What I do, I think over first, up to the most details.

6. I am a humble person.

7. I cannot withhold boredom.

8. I prefer people talking to me straightforward without quibbling.

9. Being appreciated is important to me.

10. If a worker acts sluggish in finishing my orders, I do the work myself.

11. I am a very determined person.

12. I am a very hardworking person.

13. I can almost complete any job I take over.

14. I always have a target goal to meet.
15. I always have something to do.
16. I am quite brittle.
17. I am very susceptible.
18. I experience quite intense feelings.
19. My understanding of art is quite developed.
20. I frequently get sad.
21. I am an exploring person.
22. I pay attention to details.
23. My ability to observe is excellent.
24. My world of imagination is highly developed.
25. I have an artistic soul.
26. I have to constantly be alert to feel safe.
27. I do not like to take risks.
28. My skepticism hinders me from taking risks.
29. I feel uncomfortable about being in managerial positions.
30. I am an active and social person.
31. I have endless energy.
32. I am usually a cheerful person.
33. I spread joy to my environment.
34. I may not win every war I take, but my enemies cannot quickly forget me.
35. I can accomplish all kinds of work.

- 36. I always prefer to be on my own initiative.
- 37. I feel different from everybody else.
- 38. It's important to me to be extraordinary.
- 39. I do not easily back off in arguments.
- 40. It is difficult for me to be angry with someone.
- 41. What I avoid most is conflict.
- 42. My most important feature is to be peaceful and harmonious.
- 43. I do everything I can to protect peace and tranquility.
- 44. I am patient.

**APPENDIX B: Social Media Use Questionnaire**

Please rate how much you agree with the following statements using the following scale:

a) strongly disagree

b) disagree

c) slightly disagree

d) neither agree nor disagree

e) slightly agree

f) agree

g) strongly agree

1. I prefer online social interaction over face-to-face communication
2. Online social interaction is more comfortable for me than face-to-face interaction
3. I prefer communicating with people online rather than face-to-face
4. I have used social media to talk with others when I was feeling isolated
5. I have used social media to make myself feel better when I was down
6. I have used social media to make myself feel better when I've felt upset
7. When I haven't been on social media for some time, I become preoccupied with the thought of going on social media
8. I would feel lost if I was unable to go on social media
9. I think obsessively about going on social media when I am offline
10. I have difficulty controlling the amount of time I spend on social media
11. I find it difficult to control my social media use
12. When offline, I have a hard time trying to resist the urge to go on social media

13. My social media use has made it difficult for me to manage my life

14. I have missed social engagements or activities because of my social media use

15. My social media use has created problems for me in my life

**APPENDIX C: Demographic Questionnaire**

1. What is your current age?
2. Which of the following best describes your racial background?
  - a) Black or African-American
  - b) White
  - c) American Indian or Alaska Native
  - d) Asian or Pacific Islander
  - e) Hispanic
  - f. Other
3. What is your biological sex?
  - a) male
  - b) female
4. What year are you in college?
  - a) first-year
  - b) second-year
  - c) third-year
  - d) fourth-year
  - e) postgraduate
5. What is your current grade point average?
6. What is your biological parents' current marital status?
  - a) married to each other
  - b) divorced
  - c) divorced and one or both parents have remarried



d) never married

e) I do not know

7. What is your current relationship status?

a) not dating

b) casually dating

c) seriously dating

d) engaged

e) living with partner

f) married

8. I would consider my social class to be

a) Working class

b) Lower middle-class

c) Middle-class

d) Upper middle-class

e) Upper class

f) Don't know

9. What is your political preference?

a) Republican

b) Democrat

c) Undecided

**APPENDIX D: IRB Approval Letter**



UNIVERSITY OF CENTRAL FLORIDA

**Institutional Review Board**

FWA00000351  
 IRB00001138, IRB00012110  
 Office of Research  
 12201 Research Parkway  
 Orlando, FL 32826-3246

EXEMPTION DETERMINATION

January 24, 2023

Dear Chrysalis Wright:

On 1/24/2023, the IRB determined the following submission to be human subjects research that is exempt from regulation:

Type of Review:	Initial Study, Initial Study
Title:	Personality and Social Media Use
Investigator:	Chrysalis Wright
IRB ID:	STUDY00004998
Funding:	None
Grant ID:	None
Documents Reviewed:	<ul style="list-style-type: none"> <li>• Questionnaire.docx, Category: Survey / Questionnaire;</li> <li>• STUDY 4998 254-FORM Explanation of Research 12.30.22 CW.pdf, Category: Consent Form;</li> <li>• STUDY 4998 HRP-255-FORM - Request for Exemption track changes CW.docx, Category: IRB Protocol;</li> </ul>

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made, and there are questions about whether these changes affect the exempt status of the human research, please submit a modification request to the IRB. Guidance on submitting Modifications and Administrative Check-in are detailed in the Investigator Manual (HRP-103), which can be found by navigating to the IRB Library within the IRB system. When you have completed your research, please submit a Study Closure request so that IRB records will be accurate.

If you have any questions, please contact the UCF IRB at 407-823-2901 or [irb@ucf.edu](mailto:irb@ucf.edu). Please include your project title and IRB number in all correspondence with this office.

Sincerely,

Gillian Bernal  
 Designated Reviewer

**APENDIX E: Tables**

*Table 1. Mean and Standard Deviation for Enneagram Personality Types*

Enneagram Personality Type	<i>M</i>	<i>SD</i>
Type 1 (Perfectionist)	4.47	0.95
Type 2 (Giver)	3.91	0.95
Type 3 (Performer)	3.75	1.00
Type 4 (Individualist)	3.98	0.77
Type 5 (Observer)	3.39	1.02
Type 6 (Loyalist)	3.18	1.01
Type 7 (Enthusiast)	4.36	0.99
Type 8 (Challenger)	3.28	1.11
Type 9 (Peacemaker)	4.49	0.81

*Table 2. Bivariate Correlation of Enneagram Personality Types and Social Media Usage*

	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.
1. Social Media Use	-	.04	.39**	.01	.00	-.02	.26**	.09	.32**	.09
2. Type 1		-	.39**	.11	.44**	.31**	.02	.41**	-.05	.50**
3. Type 2			-	-.06	.34**	-.05	.35**	.47**	.39**	.48**
4. Type 3				-	-.11	.30**	.03	.10	.24*	-.00
5. Type 4					-	.29**	.35**	.32**	-.12	.41**
6. Type 5						-	.09	.23*	-.08	.19
7. Type 6							-	.43**	.35**	.24*
8. Type 7								-	.14	.43**
9. Type 8									-	.12
10. Type 9										-

\* $p < .05$  \*\* $p < .01$

*Table 3. Linear Regression Results for Personality, Demographic, and Social Media Usage*

	Social Media Usage
Age	-.048
Race	-.124
Sex	-.056
Type 1 (Perfectionist)	.014
Type 2 (Giver)	.453*
Type 3 (Performer)	-.031
Type 4 (Individualist)	-.150
Type 5 (Observer)	.111
Type 6 (Loyalist)	.237
Type 7 (Enthusiast)	-.148
Type 8 (Challenger)	.094
Type 9 (Peacemaker)	-.089
$R^2$	.249
$F$	2.647

\* $p < .05$

Note: Social media usage values are standardized beta values.

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