

Facebook dan The Big Five Personality: Investigasi Korelasi antara Extraversion, Neuroticism, Conscientiousness, dan Penggunaan Facebook = Facebook and The Big Five Personality: Investigating the Correlation between Extraversion, Neuroticism, Conscientiousness, and Facebook Use

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Abstrak

<https://lib.ui.ac.id/unggah/node/126044#:~:text=Perkembangan%20drastis%20dari,menjaga%20kontak%20sosial>.

.....The drastic advancements of technology and social media have modified how individuals socialise. Facebook is one of the most widely used social media platforms at present. Different personality traits of individuals have influenced the way people manage their Facebook use. The present study examined the correlation between The Big Five Personality: extraversion, neuroticism, conscientiousness, and Facebook usage. Eight hundred and fifty-two participants were recruited through an online convenience sampling. Participants completed an online survey assessing the levels of extraversion, neuroticism, conscientiousness, and Facebook use. Pearson's correlation analyses revealed that both extraversion and conscientiousness were positively correlated with Facebook use, while neuroticism yielded no significant result. Results suggest that extroverted individuals use Facebook due to their preference for social interaction, while conscientious individuals utilise Facebook to maintain personal relationships. The findings suggest the influence of COVID-19 pandemic in changing the relationship between Facebook use and the Big Five Personality traits, implying a higher need of social contact