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PERSONALITY TRAITS AND HEDONIC, SOCIABILITY, AND COMPULSIVE USE OF FACEBOOK: A STUDY OF COLLEGE STUDENTS [ABSTRACT]

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ABSTRACT

Aim/Purpose	This study intends to find out how the 'Big Five' personality factors (openness, agreeableness, conscientiousness, extraversion, and neuroticism) impact on college students' Facebook use (hedonic, sociability, and compulsive use) and whether GPA has a moderating effect on such use.
Background	For college students, their favorite way of Facebook use may turn out to be predetermined by who they are in terms of personality.
Methodology	Data was collected from college students in a large southeastern university in the United States. The final sample consisted of 429 responses. PLS-SEM was selected to analyze the sample.
Contribution	It will contribute and add new knowledge about the factors towards the outcomes of information technology use.
Findings	The analyzed results indicate that two traits, agreeableness and extraversion, have significant relationships with all three types use of the Facebook. Agreeableness and conscientiousness have negative relationships with compulsive use of the Facebook; neuroticism has a negative relationship with their sociability experience in Facebook. In addition, student GPA has a moderating effect on the relationships between agreeableness and sociability experience, as well as conscientiousness and compulsive use of the Facebook. The study suggests that Facebook users need to be aware of our own personality defaults and strengths when approaches the new technologies.

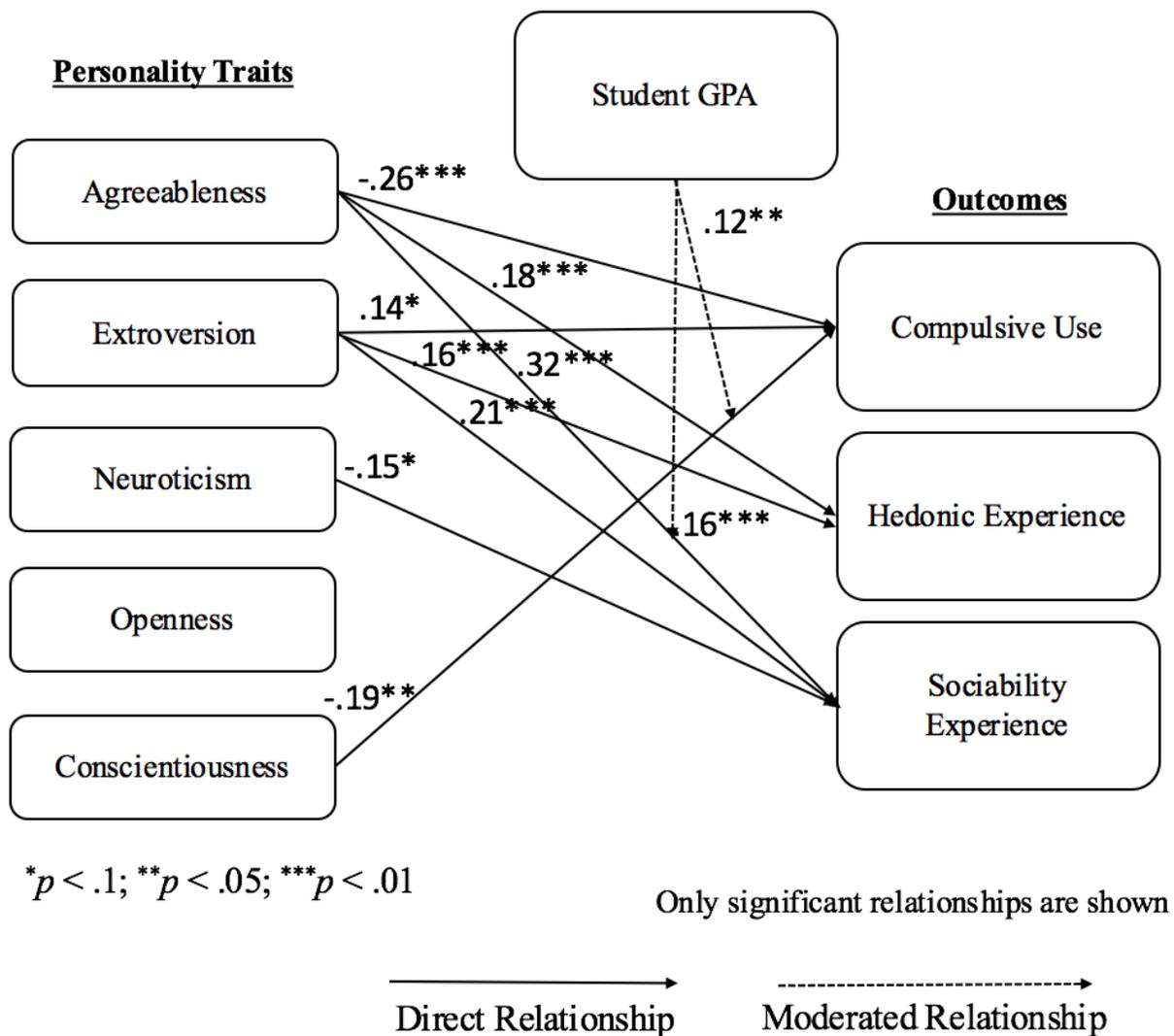
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Recommendations for Practitioners	The study suggests that for Facebook users, we need to be aware of our own personality defaults and strengths when approaches new technologies.
Recommendation for Researchers	Researchers may find ways to mitigate defaults and enhance strengths for different personalities. An awareness and solutions around personality and technology use outcomes may make the best use of our personality and bring the best of the new technologies.
Impact on Society	An awareness and solutions around personality and technology use outcomes may make the best use of our personality and bring the best of the new technologies.
Future Research	Future research should focus on call for such awareness and finding solutions.
Keywords	personality trait, Facebook use, hedonic use, sociability, and compulsive use

Figure of Operational Model Results



BIOGRAPHIES



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