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.
Personality Traits and Hedonic, Sociability, and Compulsive Use of Facebook

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

![Diagram showing the relationship between Personality Traits and Outcomes](image)

*p < .1; **p < .05; ***p < .01

Only significant relationships are shown

Direct Relationship  Moderated Relationship
BIOGRAPHIES

Dr. Yingxia Cao is Associate Professor of Decision Science and the former Director of Institutional Research at the University of La Verne. Dr. Cao finished her post-doctoral AACSB Bridge program at the University of Toledo in 2010. She holds a Ph.D. and MA in Educational Administration & Policy Studies from the State University of New York at Albany. She is also an alumna of Xiamen University (MA, Institute of Higher Education) and Anhui Normal University (BA, Department of Education) in China. She has presented and published numerous articles. She currently conducts research on social media and online business education. Contact: University of La Verne, 1950 Third St., La Verne, CA 91750. Email: ycao@laverne.edu; Tel: (909)593-4584. Fax (909) 392-270.

Dr. Haya Ajjan is Associate Professor of Management Information Systems at Elon University. She earned her PhD from the University of North Carolina at Charlotte’s Belk College of Business. Her research focuses on better understanding the impact of technology use on individuals, groups, and organizations. In particular, she is interested in understanding the role of emerging technologies such as wikis, blogs, and social networks in management information systems. Her research has appeared in The Internet and Higher Education, Information Resources Management Journal, and multiple regional and national conferences such as International Conference on Information Systems, American Conference on Information Systems, Decision Sciences, and International Council for Small Business. Contact: Koury Business Center 322, 2075 Campus Box, Elon, NC 27244. Email: hajjan@elon.edu; Phone: (336) 278-5908.

Dr. Richard Hartshorne is Associate Professor and Program Coordinator of Instructional Design & Technology in the Department of Educational & Human Sciences from the University of Central Florida. Dr. Hartshorne’s current research interests mainly involve the production and effective integration of instructional technologies into the teaching and learning environment. He has published many books and book chapters as journal papers. Contact: 12494 University Boulevard, Orlando, FL 32816. Email: richard.hartshorne@ucf.edu; Tel: (407)823-1861.