

# Proportion of Variance in Internet Use Explained by Personality Traits

**NOTE:** In these tables, the table cells that are marked in blue indicate that the variable (either personality or demographic) explains a slim or even moderate proportion of the variance in Internet use. If a cell is NOT marked in blue, then the proportion of the variance explained by that variable is NOT substantial.

## Buckner, Castille, & Sheets (2012)

Participants: **170** employees (32% women; mean age = 31, SD = 9.6; mean hours worked per week = 36.6, SD = 11.2)

Goal: Examine self-reported problematic Internet use and self-reported problematic texting as a function of self-reported Big Five personality factors (in grey) and demographic variables (in white)

	Internet Problematic Use	Texting Problematic Use
Extraversion	0%	0%
Agreeableness	1% (-)	0%
Conscientiousness	4% (-)	4% (-)
Neuroticism	0%	0%
Openness	1%	0%
Gender	1%	0%
Age	6% (-)	14% (-)
No. Hours Worked	6% (-)	1% (-)

## Correa, Hinsley, & de Zúñiga (2010)

Participants: **959** participants, 18 to 84 years of age (50% women, mean age = 46; SD = 12.4)

Goal: Examine self-reported social media use as a function of self-reported personality factors (in grey) and demographic variables (in white)

	Social Media Use
Extraversion	2%
Emotional Stability	1% (-)
Openness	1%
Life Satisfaction	1% (-)
Gender	0%
Education	1%
Income	0%
Age	12% (-)

## Dunn & Guadagno (2012)

Participants: **174** undergraduate students, mostly from Psychology with additional students from Communication and Information Sciences (63% women)

Goal: Examine self-created avatar appearance (as rated by others) as a function of self-reported Big Five personality variables (in grey) and self esteem (in darker grey)

	Avatar Attractiveness	Avatar Girth
Extraversion	3% (-)	0%
Agreeableness	0%	2% (-)
Conscientiousness	1% (-)	0%
Neuroticism	1%	0%
Openness	0%	0%
Self Esteem	1% (-)	0%

## Hughes, Rowe, Batey, & Lee (2012)

Participants: **300** participants, from age 18 to 63 (mean age = 27; SD = 9.0; 69% women)

Goal: Examine self-reported use of Facebook and Twitter for informational purposes and for social purposes as a function of self-reported Big Five personality variables (in grey) and self-reported sociability and need for cognition (in darker grey)

	Twitter Info Use	Twitter Social Use	Facebook Info Use	Facebook Social Use
Neuroticism	4% (-)	0%	3%	2%
Extraversion	5% (-)	2%	5%	0%
Openness	0%	6%	5%	0%
Agreeableness	1%	3%	0%	0%
Conscientiousness	2%	7% (-)	2% (-)	0%
Sociability	10% (-)	5%	12%	3%
Need for Cognition	10%	0%	3% (-)	0%

## Kim & Chung (2014)

Participants: **1452** workers in Korea (49% women)

Goal: Examine self-reported social network use as a function of self-reported personality variables (in grey), job satisfaction (in darker grey), and demographic variables (in white)

	Social Network Use
Extraversion	0%
Neuroticism	1% (-)
Agreeableness	0%
Conscientiousness	0%
Openness	0%
Job Satisfaction	1%
Gender	0%
Education	0%
Monthly Wages	0%

## Marriott & Buchanan (2014)

Participants: **523** teens (age 16 and above) and adults (through age 75) recruited from a variety of sources (62% women)

Goal: Examine self-reported Internet-use as a function of observer-rated Big Five personality factors (in grey) and self-reported shyness and "Real Me," which refers to how much the participant feels better able to express their true selves online (in darker grey)

	Internet Use
Extraversion	0%
Agreeableness	0%
Conscientiousness	0%
Neuroticism	1%
Shyness	0%
"Real Me"	3%

## Moore & McElroy (2012)

Participants: **219** undergraduates (63% men)

Goal: Examine self-reported Facebook use (and objectively measured number of Facebook friends and number of photos posted) as a function of self-reported personality factors (in grey) and demographic variables (in white)

	Facebook Time Spent Daily	Facebook No. of Years Used	Facebook No. of Facebook Friends	Facebook No. of Facebook Photos
Extraversion	2%	3%	13%	5%
Agreeableness	1%	3%	5%	5%
Conscientiousness	0%	0%	1%	1%
Emotional Stability	4% (-)	0%	0%	0%
Openness	0%	1%	0%	1%
Gender	8%	3%	6%	12%

## Svendsen, Johnsen, Almås-Sørensen, & Vittersø (2013)

Participants: **1004** Norwegian teens (over age 15) and adults (mean age = 44.8, SD=16.1; 50% women)

Goal: Examine self-reported likelihood and perceived usefulness of using new software as a function of personality variables (in grey)

	Likelihood of Using New Software	Perceived Usefulness of New Software
Extraversion	1%	4%
Conscientiousness	0%	0%
Emotional Stability	0%	0%
Openness	0%	0%
Agreeableness	1%	2%

## Wang, Jackson, Zhang, & Su (2012)

Participants: **265** users of Renren (similar to Facebook) from a Chinese university (63% women)

Goal: Examine self-reported Renren use as a function of self-reported Big Five personality factors (in grey), sensation seeking, narcissism, and self esteem (in dark grey), and demographic variables (in white)

	Number of Renren Friends	Frequency Playing Renren Games	Frequency Making Renren Comments	Frequency Posting Photos of Self	Frequency Posting Status Updates
Extraversion	3%	2% (-)	3%	2%	4%
Agreeableness	1% (-)	0%	6%	0%	0%
Conscientiousness	1%	1% (-)	1% (-)	0%	0%
Neuroticism	0%	1% (-)	0%	0%	3%
Openness	0%	3%	0%	0%	0%
Sensation Seeking	0%	1%	0%	0%	0%
Narcissism	1%	0%	2%	2%	2%
Self Esteem	0%	0%	5%	0%	0%
Age	0%	0%	0%	1%	1% (-)
Gender	4%	3%	1%	2% (-)	2% (-)

## Jadin, Gnams, & Batinic (2013)

Participants: **256** active users of Wikipedia (39% women)

Goal: Examine self-reported likelihood and perceived usefulness of using new software as a function of self-reported personality variables (in dark grey)

	No. of Articles Authored on Wikipedia	No. of Revisions Made on Wikipedia
Trendsetting	3%	4%
Opinion Leadership	0%	0%
Prosocial Values	2%	0%
Motivation to Write	3%	1%

## Pornsakulvanich (2017)

Participants: **460** adults (66% women), mostly (42%) university students in Bangkok

Goal: Examine self-reported use of Facebook, Instagram, and Line (a social media app) as a function of self-reported Big Five personality factors (in grey)

	Duration of Facebook Use	Amount of Facebook Use	Number of Facebook Friends	Duration of Instagram Use	Amount of Instagram Use	Number of Instagram Friends
Extroversion	0%	3%	6%	1%	2%	3%
Agreeableness	0%	0%	1%	0%	0%	1%
Emotional Stability	0%	0%	0%	0%	2%	0%
Openness	0%	0%	1%	0%	0%	1%
Conscientiousness	0%	3%	0%	0%	2%	0%

	Duration of Line Use	Amount of Line Use	Number of Line Friends
Extroversion	1%	3%	6%
Agreeableness	0%	0%	6%
Emotional Stability	1%	0%	1%
Openness	0%	0%	14%
Conscientiousness	0%	1% (-)	3%

## Kayış, Satici, Yılmaz, Şimşek, Ceyhan, & Bakioglu (2016)

Participants: Meta-analysis of 12 published studies, total N = **12,019**

Goal: Examine self-reported Internet addiction as a function of self-reported Big Five personality factors (in grey)

	Internet Addiction
Extraversion	2% (-)
Agreeableness	3% (-)
Conscientiousness	4% (-)
Neuroticism	3%
Openness	0%

### Wang, Ho, Chan, & Tse (2015)

Participants: **920** Chinese secondary-school students (63% female)

Goal: Examine self-reported Internet Addiction, Gaming Addiction, and Social Media Addiction as a function of self-reported personality factors (in grey) and demographic variables (in white)

	Internet Addiction	Gaming Addiction	Social Media Addiction
Extraversion	0%	0%	1%
Agreeableness	0%	0%	0%
Conscientiousness	1% (-)	1% (-)	0%
Emotional Stability	2%	0%	2%
Openness	0%	0%	0%
Gender	5%	17%	0%
Age	0%	0%	0%

### Kircaburun & Griffiths (2018)

Participants: **752** college-age students (69% female)

Goal: Examine self-reported Instagram Addiction and Daily Internet Use as a function of self-reported personality variables (in grey) and self-liking (in darker grey)

	Instagram Addiction	Daily Internet Use
Extraversion	0%	1%
Agreeableness	4% (-)	0%
Openness	0%	0%
Conscientiousness	1% (-)	0%
Neuroticism	1%	0%
Self-Liking	3% (-)	0%

### Mori & Umemura (2017)

Participants: **283** Japanese university students (69% female)

Goal: Examine self-reported Internet-related Immediate Response Syndrome as a function of self-reported personality variables (in grey)

	Internet-Related Immediate Response Syndrome
Extraversion	0%
Agreeableness	0%
Openness	2%
Conscientiousness	0%
Neuroticism	1% (-)

## Bogg (2017)

Participants: **992** adults (age 18 to 88, mean age = 49.57; 51% women )

Goal: Examine self-reported membership in a social media “network, such as Facebook, Twitter, LinkedIn, Google+, or MySpace” as a function of self-reported Big Five personality factors (in grey) and demographic variables (in white)

	Social Media Membership
Extraversion	1%
Neuroticism	0%
Conscientiousness	0%
Agreeableness	0%
Openness	0%
Gender	1%
Age	3% (-)
Ethnicity	0%
Education	4%
Household Income	2%
Working	4%
Household Internet Access	6%
Married/Living With Partner	0%
Health Status	0%
Health Related Limitations	2% (-)

## Saini, Baniya, Verma, Soni, & Kesharwani (2016)

Participants: **140** medical students (63% men) in India

Goal: Examine self-reported game addiction and Facebook addiction as a function of self-reported Big Five personality variables (in grey)

	Game Addiction	Facebook Addiction
Extraversion	3% (-)	13% (-)
Agreeableness	3% (-)	6% (-)
Conscientiousness	0%	2% (-)
Neuroticism	9%	3%
Openness	0%	0%



## Eşkisu, Hoşoğlu, & Rasmussen (2017)

Participants: **492** university students in Turkey (72% women)

Goal: Examine self-reported Facebook use as a function of self-reported Big Five personality factors (in grey) and narcissism and self-esteem (in dark grey)

	Use Facebook for Social Interaction	Use Facebook for Making Acquaintances	Use Facebook for Educational Purposes
Extraversion	1%	1%	1%
Agreeableness	1%	1% (-)	0%
Conscientiousness	0%	0%	4%
Neuroticism	1%	0%	0%
Openness	2%	0%	3%
Narcissism	1%	4%	1%
Self-Esteem	0%	1% (-)	0%

## Annisette & Lafreniere (2017)

Participants: **149** Canadian university students (87% women), part of psychology subject pool

Goal: Examine self-reported texting (frequency and peak frequency) and social media use (frequency and duration per day) as a function of self-reported Big Five personality factors (in grey)

	Texting Frequency	Texting Peak Frequency	Social Media Frequency	Social Media Duration
Extraversion	14%	8%	8%	12%
Openness	3% (-)	2% (-)	6% (-)	2% (-)
Agreeableness	0%	0%	0%	0%
Conscientiousness	0%	1% (-)	3% (-)	1% (-)
Neuroticism	0%	0%	1%	1%

## Choi & Shin (2017)

Participants: **1314** U.S. adults who participated in the American National Election Study (ANES); age (M = 50.31 years) and 53% women

Goal: Examine self-reported “extent to which respondents had used ... social media to learn about the Presidential election” as a function of self-reported Big Five personality factors (in grey), “lifestyle preference” (preference for living in a homogeneous or a heterogeneous community), “political compromise” (preference for politicians who compromise), and strength of ideology (in dark grey, and demographic variables (in white)

	Social Media Use (for Presidential election)
Extraversion	0%
Agreeableness	0%
Conscientiousness	1% (-)
Emotional Stability	1% (-)
Openness	0%
Lifestyle Preference	0%
Political Compromise	0%
Strength of Ideology	0%
Age	4% (-)
Gender	0%
Education	0%
Income	0%

## Błachnio, Przepiorka, Senol-Durak, Durak, & Sherstyuk (2017)

Participants: **320** Turkish young adults (63% women) in India

Goal: Examine self-reported game addiction and Facebook addiction as a function of self-reported Big Five personality variables (in grey)

	Game Addiction	Facebook Addiction
Extraversion	3% (-)	13% (-)
Agreeableness	3% (-)	6% (-)
Conscientiousness	0%	2% (-)
Neuroticism	9%	3%
Openness	0%	0%

## Buckels, Trapnell, & Paulhus (2017)

Participants: **188** Canadian psychology students (55% women; mean age = 21.15) and **207** MTurk adults (an online participant pool, 52% women; mean age = 36.10)

Goal: Examine self-reported Making Friends, Chatting, Debating, and Trolling on social media as a function Physical Sadism (enjoying physically hurting other people); Verbal Sadism (enjoying verbally hurting other people); Vicarious Sadism (for example, enjoying torturing other characters in games), Total Sadism (sum of physical, verbal, and vicarious); Machiavellianism, Narcissism, and Psychopathy.

	Self-Reported Enjoyment in Making Friends	Self-Reported Enjoyment in Chatting	Self-Reported Enjoyment in Debating	Self-Reported Enjoyment in Trolling
Physical Sadism	4% (-)	0%	4%	19%
Verbal Sadism	2% (-)	0%	1%	28%
Vicarious Sadism	0%	2%	6%	15%
Total Sadism	1% (-)	0%	4%	27%
Machiavellianism	2% (-)	1% (-)	0%	14%
Narcissism	4%	4%	5%	1% (-)
Psychopathy	4% (-)	5% (-)	0%	14%

## van Geel, Goemans, Toprak, & Vedder (2017)

Participants: **1568** high school students (62% women) in the Netherlands

Goal: Examine self-reported face-to-face bullying and online (cyber) bullying as a function of self-reported Big Five personality variables (in grey) had Machiavellianism, Narcissism, Psychopathy, and Sadism

	Face-to-Face Bullying	Online (Cyber) Bullying
Extraversion	1%	0%
Neuroticism	0%	0%
Openness	0%	0%
Conscientiousness	3% (-)	2% (-)
Agreeableness	9% (-)	5% (-)
Machiavellianism	7%	3%
Narcissism	5%	3%
Psychopathy	17%	8%
Sadism	13%	10%

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