

PERSONALITY TYPES AND THEIR DIFFERENCES IN SOCIAL MEDIA USE

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Abstract: This article explores the relationship between personality types and their patterns of social media use. The rapid growth of social networking platforms has transformed how individuals interact, express themselves, and establish relationships. Research shows that different personality traits influence not only the amount of time people spend online but also their purposes and styles of interaction. Extroverts, for example, are more likely to engage in frequent communication, seek attention, and share personal content, while introverts may use social media for information-seeking, self-expression, or controlled communication. Additionally, individuals with high levels of neuroticism are more prone to excessive use and emotional dependence on online platforms. Understanding these differences is essential for analyzing the psychological effects of social media and developing strategies to promote healthy digital behavior.

Keywords: *Personality types, Social media use, Introversion, Extroversion, Digital behavior, Psychology*

Introduction

Social media has become an integral part of modern communication, influencing the way individuals build and maintain relationships. Personality theory suggests that people's online activities are shaped by their inherent traits. For example, the Big Five personality model (openness, conscientiousness, extraversion, agreeableness, and neuroticism) provides a useful framework for understanding differences in online behavior.

Personality Types and Social Media Use

1. Extraversion – Extroverted individuals are active users who enjoy sharing photos, posting updates, and maintaining a large network of friends. They perceive social media as an extension of their offline social life.
2. Introversion – Introverts are more likely to observe rather than actively post. They often use social media to learn, explore interests, or communicate selectively.
3. Neuroticism – People high in neuroticism may become more emotionally dependent on social media, using it to seek reassurance and reduce loneliness.
4. Openness to Experience – These individuals prefer creative platforms, exploring new trends, and engaging with diverse online communities.
5. Conscientiousness – Highly conscientious users tend to regulate their time online, avoid excessive use, and use social networks for practical or educational purposes.

Practical and Psychological Implications

Recognizing these differences is useful for educators, psychologists, and policymakers. Social media interventions can be tailored to promote positive engagement while minimizing risks of addiction, misinformation, or social isolation.

Conclusion: Personality plays a significant role in shaping social media behavior. While extroverts use social networks for active communication, introverts prefer selective and informative use. Meanwhile, neurotic personalities may develop unhealthy reliance. Understanding these dynamics helps in promoting balanced and conscious online habits.

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