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A Revelation of Digital Personality and Emotional Profile Behind the Exhibition of Personal Information on Social Media Platforms

Abstract: The present study was an attempt to investigate the frequent updating of personal information on social media in the context of personality and emotionality, by comparing the personality (neuroticism, extraversion, openness, agreeableness, conscientiousness) and emotional states (depression, agoraphobia-panic, anxiety, fatigue, insomnia) of the updaters and non-updaters using the NEO-FFI 3 and EST-Q. Online survey methods were used to screen the participants. A total of 900 participants completed the questionnaires, the participants were from 11 different universities of India. The results indicated that updaters scored higher than non-updaters on measures of neuroticism, extroversion, depression, anxiety, fatigue, and insomnia. On the other hand, non-updaters were found to have higher scores on conscientiousness and agoraphobia-panic than updaters. No significant group differences were found on the variables of openness to experience and agreeableness.

Keywords: *Social media, updaters, non-updaters, personality, emotional state.*

Social media and staying active on social media has become an indispensable part of our lives. In today's world almost each one of us is constantly preoccupied with one or the other social media platform. Shockingly as of January 2021, the global active social media user population amounted to 4.2 billion individuals, which represents approximately 53% of the world's total population. This figure denotes a rise of 13% in comparison to the preceding year. Facebook remains the most widely utilized social media platform with a monthly active user base of 2.8 billion. However, other social media platforms such as YouTube, WhatsApp, and Instagram are also highly popular with respective monthly active user counts of 2 billion, 2 billion, and 1.2 billion (Kemp, 2021). Individuals within the age bracket of 18 to 29 exhibit the highest propensity to engage with social media platforms, with 90% of this cohort actively utilizing such services (Perrin & Anderson, 2019). In the Indian context, the number of Internet users in India has recently surpassed that of any other country in the world. As of January 2021,

nearly 33% of India's total population was active on social media platforms (Kemp, 2021). More than half a billion Indians use WhatsApp monthly, making it the country's most popular social network by far (Basuroy, 2021). This is followed by nearly as many people on YouTube (448 million), Facebook (410 million), and Instagram (210 million). The rising popularity of social media in India can be traced in part to the spread of cheap cell phones and internet data plans (Saravanan, 2014). By the year 2023, India is projected to have more than 900 million users of smartphone technology and 829 million users of mobile internet (Cisco Annual Internet Report (2018–2023)).

Our communication and relationships have been profoundly altered by the advent of social media. According to studies, social media impacts every aspect of our lives, from our political beliefs to our emotional well-being. Social media has allowed people from all over the world to interact with one another, removing barriers of distance and opening up new opportunities for



cooperation and mutual understanding. But among young people in particular, it has been related to more isolated lives and feelings of loneliness (Twenge & Campbell, 2018). Many trends of recent origin are the outcome of this social media. One such trend is posting on social media. People these days don't think twice about sharing our personal life in the forms of selfies, pictures or reels to an infinite audience. This trend of updating personal information could be recent but it pressurizes the people to put forward their best images. The constant pressure to display an idealized and edited image of oneself on social media can contribute to feelings of inadequacy and low self-esteem (Kuss and Griffiths, 2017).

In context to this study, personal information pertains to postings that do not have any significance to the viewers, since it is not adding to the knowledge base of anyone, nor is spreading any kind of awareness in society. Also, this personal information is not providing any kind of monetary gains (such as in YouTube reels) to the updater. Postings of personal pictures, and sharing information about one's holidays, trips, shopping, sharing daily routine, etc. come under the domain of this study. Further people are using various social media for this purpose and these daily updates have various names such as fleet for Twitter, pin for Pinterest, status for WhatsApp, and story for Instagram and Facebook. For the purpose of this study, the general term 'updates' has been used for all. The primary aim of this investigation was to compare and discern the personalities and emotional states of individuals who post their personal information on social media with the individuals who either do not post or post little of their personal information on social media. For the purpose of this study, the former group of individuals was labelled as updaters and the latter group as non-updaters.

OBJECTIVES

1. To compare the personalities of updaters and non-updaters; and to deduce the digital personality traits for updaters.
2. To compare the emotional states of updaters and non-updaters; and to deduce the emotional profile of updaters.
3. To identify qualitatively the reasons behind updating personal information on social media.

HYPOTHESES

- There will be significant differences in the personalities of updaters and non-updaters.
- H1: There will be significant differences over neuroticism in the personalities of updaters and non-updaters.
 H2: There will be significant differences over extraversion in the personalities of updaters and non-updaters.
 H3: There will be significant differences over openness to experience in the personalities of updaters and non-updaters.
 H4: There will be significant differences over agreeableness in the personalities of updaters and non-updaters.

H5: There will be significant differences over conscientiousness in the personalities of updaters and non-updaters.
 • There will be significant differences in the emotional states of updaters and non-updaters.

H6: There will be significant differences over depression in the emotional states of updaters and non-updaters.

H7: There will be significant differences over agoraphobia-panic in the emotional states of updaters and non-updaters.

H8: There will be significant differences over anxiety in the emotional states of updaters and non-updaters.

H9: There will be significant differences over fatigue in the emotional states of updaters and non-updaters.

H10: There will be significant differences over insomnia in the emotional states of updaters and non-updaters.

METHODOLOGY

SAMPLE

The sample for this study consisted of the students from 11 different universities of India. Participants were recruited within the age range of 21-35 years, doing post-graduation and Ph.D. in various streams. Purposive and snowball sampling methods were used to arrive at the final sample. In total, the sample for this study consisted of 900 subjects, divided into two groups: updaters (N = 457) and non-updaters (N = 443). It is worthwhile to mention here that although the sample consisted of students from Indian Universities, yet the sample could be considered as representative of students nationally as well as internationally. Since, there is a huge influx of international students in Indian universities. Indian universities have foreign students from 170 countries of world and the total number of international students was around 46,000 in 2021-22 (as cited in British Council, 2024). So, the sample for this study also constituted international students, increasing further the generalization of results globally. The detail demographics of this sample are as under:

| | Updaters (N= 457) | Non-updaters (N= 443) |
|------------------------|----------------------|--------------------------|
| National students | 374 | 363 |
| International students | 83 | 80 |
| Male students | 224 | 237 |
| Female students | 233 | 206 |

For qualitative analysis, Focus Group Discussions were conducted with a sample of 50 students (out of which 25 national and 25 international students).

MATERIALS

1) General information seeking questionnaire (Self-made):

A self-made questionnaire asking participants about their consent for participation, demographic details, general activity behaviour of updating, the kind of informa-

tion the participants post on social media etc. was used at the first step of the study.

2) NEO Five-Factor Inventory (NEO-FFI 3):

The NEO Five-Factor Inventory-3 (NEO-FFI-3; McCrae & Costa, 2010) is made up of 60 items that exclusively evaluate the five personality-related components (*viz.* Neuroticism, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness) and was used for this investigation. The 5-point Likert scale responses range from strongly disagree to strongly agree. NEO inventories were developed in 1978 to evaluate the most significant general personality characteristics and the components they describe, and they have evolved along with our understanding of the Five Factor Model. According to Robins, Fraley, Roberts, and Trzesniewski (2001), the NEO-FFI scales had two-week retest reliability ranging from .86 to .90. McCrae, Yik, Trapnell, Bond, and Paulhus (1998) found two-year retest reliability for the whole NEO-PI-R; coefficients for N, E, O, A, and C were .83, .91, .89, .87, and .88, respectively.

3) Emotional State Questionnaire (EST-Q):

The Emotional State Questionnaire (EST-Q; Aluoja A, Shlik J, Vasar V, Luuk K, & Leinsalu M, 1999) is a 33-item questionnaire. On a scale that went from 0 to 4, each item was given the following ratings: 0 = not at all; 1 = seldom; 2 = sometimes; 3 = often; and 4 = all the time. Eight items assess depression, six items assess anxiety, five items assess agoraphobia-panic disorder, four items assess fatigue, and three items assess Insomnia. Overall, the EST-Q had a reliability coefficient of 0.88, while individual subscales had reliability coefficients of 0.87 for depression, 0.69 for anxiety, 0.82 for agoraphobia/panic, 0.77 for fatigue, and 0.76 for insomnia. Internal consistency was demonstrated by values of the subscales all above 0.6.

PROCEDURE

The study was limited to the discussion on the posting of 'personal information' on social media, such as frequent updates regarding daily life, shopping, vacation destinations, etc. Before the actual start of the study, a self-made general information questionnaire asking participants about their consent, demographic details, general activity behaviour pertaining to updating, the kind of information the participants post on social media, etc. was administered to the participants online through email or WhatsApp. Based on the responses given on this questionnaire, only the participants who were posting only personal information on social media were enrolled for this study. It is noteworthy to mention here that the participants who were posting information-oriented or personal gains content on social media, were not enrolled for this study. Also, the participants who were posting any other content (such as information-oriented, awareness related, etc.) along with personal information were also not enrolled in this study. In short, the 900 participants enrolled in this study were either posting 'only' personal information on social media or were not at all posting anything on social media. Based on the

frequency of updating per week, through the use of the median split technique, the sample was divided into two groups. The upper-frequency group was labelled as 'updaters' and the lower-frequency group as 'non-updaters'. Abiding with ethical guidelines and psychological principles, both groups were administered the NEO Five-Factor Inventory and Emotional State Questionnaire. Finally, the data obtained were subjected to suitable analysis for comparing the groups on personality and emotional states.

To know the in-depth reasons behind the updating of personal information on social media, FGDs were conducted. In all 5 FGDs were conducted which included 10 individuals. Each FGD lasted for around 60 minutes.

RESULTS

The first step for this study was to segregate the entire sample into two groups: updaters and non-updaters. To divide the entire sample median split technique, based on the frequency of updating per week, was used. According to their frequency of posting personal information on social media, (0 for never, 1 for once a week, 2 for twice a week, 3 for thrice a week, 4 for four times a week, 5 for five times a week, 6 for six times a week, 7 for seven times a week).

Table 1 shows the total sample (N = 900) and the cumulative frequencies according to the frequency of updating personal information from not updating to

Table 1 Frequency of updating by the participants.

| | | Frequency Of Updating | | | |
|-------|-------|-----------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | .00 | 147 | 20.0 | 20.0 | 20.0 |
| | 1.00 | 310 | 28.7 | 28.7 | 47.3 |
| | 2.00 | 177 | 31.3 | 31.3 | 80.0 |
| | 3.00 | 113 | 7.5 | 7.5 | 87.7 |
| | 4.00 | 84 | 3.8 | 3.8 | 91.0 |
| | 5.00 | 30 | 2.5 | 2.5 | 93.8 |
| | 6.00 | 20 | 3.8 | 3.8 | 97.5 |
| | 7.00 | 19 | 2.5 | 2.5 | 100.0 |
| | Total | 900 | 100.0 | 100.0 | |

updating seven times a week. Through the median split method, the participants were divided into two groups; below 50% (here 47.3 in the table) were considered non-updaters (showing the frequency of '0' and '1' in the table), and above 50 scores were considered updaters (showing ranging from frequencies 2 to 7 in the table). Thus, the low-frequency group was considered non-updaters (N = 443) and the high-frequency group as updaters (N = 457).

Once the groups were formed and the entire data was collected, the dependent variables were subjected to normality tests. To check whether the distribution of data on various sub-variables of personality and emotional state

came under normal distribution or not, in order to determine the type of analysis to be used, normality tests were made. Hence, a Shapiro-Wilk test was performed and showed that the distribution of variables is as follows:

Normally distributed variables are Neuroticism ($W(900) = 0.81, p < 0.05$), Extroversion ($W(900) = 0.17, p < 0.05$), Anxiety ($W(900) = 0.37, p < 0.05$), Fatigue ($W(900) = 0.35, p < 0.05$). Hence for these four variables, we used the parametric test (Independent sample t-test) to see the significant difference among the groups.

The test of normality stated the result that the other six variables are not normally distributed, Openness ($W(900) = 0.00, p < 0.05$), Agreeableness ($W(900) = 0.04, p < 0.05$), Conscientiousness ($W(900) = 0.03, p < 0.05$), Depression ($W(900) = 0.01, p < 0.05$), agoraphobia-panic ($W(900) = 0.00, p < 0.05$), Insomnia ($W(900) = 0.00, p < 0.05$). Based on this outcome, a non-parametric test (Mann-Whitney U Test) was used, and median with the interquartile range was used to summarize the variables (O, A, C, Depression, agoraphobia-panic, Insomnia).

We utilized the independent sample t-test analysis using SPSS26 for normally distributed variables (N, E, Anxiety, Fatigue), and the findings demonstrate that there

is a significant difference between updaters and non-updaters in all four variables.

In personality Neuroticism and Extroversion, in emotional state anxiety and fatigue were assessed while using an independent sample t-test. The outcome suggested that there will be a significant difference ($t(898) = -16.27, P > 0.05$) in the neuroticism of the updaters and non-updaters. The updaters group ($M = 29.48, S.D. = 55.47$) are comparatively higher in neuroticism than the non-updaters ($M = 19.67, S.D. = 4.31$). Similarly, Extroversion is also significant ($t(898) = -7.87, P > 0.05$), and the updaters group ($M = 29.63, S.D. = 6.25$) are comparatively higher in extroversion than the non-updaters ($M = 21.75, S.D. = 4.93$). Furthermore, the two variables of emotional state are also significant. Anxiety ($t(898) = -6.37, P > 0.05$) of the updaters group ($M = 17.07, S.D. = 3.59$) is higher than non-updaters ($M = 11.44, S.D. = 4.32$). Fatigue ($t(898) = -9.36, P > 0.05$) of the updaters group ($M = 23.30, S.D. = 2.71$) is higher than non-updaters ($M = 11.26, S.D. = 3.44$).

For the other six variables we used the Mann-Whitney U Test since these six variables (Openness, Agreeableness, Conscientiousness, Depression, agoraphobia-panic, and Insomnia) are non-parametric. Comparing the medians of the groups of updaters and non-updaters under these variables.

The Mann-Whitney U Test was utilized and found that there is no significant difference in the openness (O) of the updaters (Mean = 33.84, N= 457) and non-updaters (Mean = 44.22, N= 443), $U = 702, p = 0.32$

For Agreeableness also Mann-Whitney U Test was utilized and found that there is no significant difference in the Agreeableness (A) of the updaters (Mean = 47.59, N= 457) and non-updaters (Mean = 36.77, N= 443), $U = 873.50, p = 0.32$.

Similarly, for Conscientiousness also Mann-Whitney U Test was utilized and here we found that there is a significant difference in the Conscientiousness (C) of the updaters (Mean = 37.77, N= 457) and non-updaters (Mean = 48.75, N= 443), $U = 411, p = 0.00$. Hence, non-updaters are found high in Conscientiousness (C) compared to the updaters.

Similarly, for Depression, Mann-Whitney U Test was utilized and we found that there is a significant difference in the Depression of the updaters (Mean = 58.73, N= 457)

Table 2 Results of tests of normality.

| | Tests of Normality | | |
|-------------------|--------------------|-----|------|
| | Shapiro-Wilk | | |
| | Statistic | df | Sig. |
| N | .98 | 900 | .81 |
| E | .97 | 900 | .17 |
| O | .93 | 900 | .00 |
| A | .96 | 900 | .04 |
| C | .96 | 900 | .03 |
| Depression | .96 | 900 | .01 |
| Agoraphobia-panic | .83 | 900 | .00 |
| Anxiety | .97 | 900 | .37 |
| Fatigue | .98 | 900 | .35 |
| Insomnia | .94 | 900 | .00 |

Note: * $P < .05$

Table 3 Results of independent sample t-test

| | Independent Samples t-test | | | | |
|--------------|----------------------------|-----|-----------------|-----------------|-----------------------|
| | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Neuroticism | -16.27 | 898 | .00 | 9.81 | 1.10 |
| Extroversion | -7.87 | 898 | .00 | 7.88 | 1.08 |
| Anxiety | -6.73 | 898 | .00 | 5.63 | .86 |
| Fatigue | -9.36 | 989 | .00 | 12.04 | .69 |

Note: * $p < .05$

Table 4 Results of Mann-Whitney U Test

and non-updaters (Mean = 26.24, N= 443), U = 4132, p = 0.00. Hence the updaters are high in Depression compared to non-updaters.

Similarly, for agoraphobia-panic Mann-Whitney U Test was utilized and we found that there is a significant difference in the agoraphobia-panic of the updaters (Mean = 41.53, N= 457) and non-updaters (Mean = 47.76, N= 443), U = 578.50, p = 0.04. Hence here the non-updaters are high in agoraphobia-panic compared to updaters.

Similarly, for Insomnia Mann-Whitney U Test was utilized and we found that there is a significant difference in the Insomnia of the updaters (Mean = 61.57, N= 457)

and non-updaters (Mean = 37.34, N= 443), U = 1289.50, p = 0.00. Hence the updaters are high in Insomnia compared to non-updaters.

DISCUSSION

This study focused on investigating the recent trend of uploading personal information on social media. The primary goal of this investigation was to compare the personalities and emotional states of individuals who regularly post their personal information on social media with those who either do not post or share minimal

| Mann-Whitney U Test | | | | |
|---------------------|---------|---------|-----------------|------------|
| | U | Total N | Sig. (2-tailed) | Std. Error |
| Openness | 702 | 900 | .32 | 102.50 |
| Agreeableness | 873.50 | 900 | .32 | 102.73 |
| Conscientiousness | 411 | 900 | .00 | 102.62 |
| Depression | 4132 | 900 | .00 | 103.89 |
| Agoraphobia-panic | 578.50 | 900 | .04 | 101.47 |
| Insomnia | 1289.50 | 900 | .00 | 104.63 |

Note: *p < .05

Table 5 Summary of all the hypotheses.

| Hypothesis Test Summary | | | | |
|-------------------------|---|---|------|-----------------------------|
| S.No. | Null Hypothesis | Test | Sig. | Decision |
| 1 | There will be no significant differences over neuroticism in the personalities of updaters and non-updaters. | Independent-Sample t-test | .00 | Reject the null hypothesis. |
| 2 | There will be no significant differences over extraversion in the personalities of updaters and non-updaters. | Independent-Sample t-test | .00 | Reject the null hypothesis. |
| 3 | There will be no significant differences over openness to experience in the personalities of updaters and non-updaters. | Independent-Samples Mann-Whitney U Test | .32 | Retain the null hypothesis. |
| 4 | There will be no significant differences over agreeableness in the personalities of updaters and non-updaters. | Independent-Samples Mann-Whitney U Test | .32 | Retain the null hypothesis. |
| 5 | There will be no significant differences over conscientiousness in the personalities of updaters and non-updaters. | Independent-Samples Mann-Whitney U Test | .00 | Reject the null hypothesis. |
| 6 | There will be no significant differences over depression in the emotional states of updaters and non-updaters.. | Independent-Samples Mann-Whitney U Test | .00 | Reject the null hypothesis. |
| 7 | There will be no significant differences over agoraphobia-panic in the emotional states of updaters and non-updaters. | Independent-Samples Mann-Whitney U Test | .04 | Reject the null hypothesis. |
| 8 | There will be no significant differences over anxiety in the emotional states of updaters and non-updaters. | independent -Sample t-test | .00 | Reject the null hypothesis. |
| 9 | There will be no significant differences over fatigue in the emotional states of updaters and non-updaters. | independent -Sample t-test | .00 | Reject the null hypothesis. |
| 10 | There will be no significant differences over insomnia in the emotional states of updaters and non-updaters. | Independent-Samples Mann-Whitney U Test | .00 | Reject the null hypothesis. |

Note: *p < .05

personal information. Another objective of this investigation was to deduce the 'digital personality' of updaters using the five-factor model of personality. Digital personality in the context of this study has been considered as the relative standing of updaters on the traits of neuroticism, extroversion, openness to experience, agreeableness and conscientiousness in comparison to non-updaters. In other words, how the digital world of social media has affected the personality of updaters, the way personality has been shaped by the digital world, has been referred to as digital personality in this study. The study aimed at tracing the digital personality and also the emotional profile of updaters, i.e. discerning the emotional traits that could distinguish between updaters and non-updaters.

The obtained results suggested updaters to be higher on the traits of neuroticism, extroversion, depression, anxiety, fatigue and insomnia as compared to the non-updaters. The following section will focus on discussing these outcomes in light of previous research.

The results suggested updaters and non-updaters differ significantly in the trait of neuroticism, thereby accepting the first hypothesis of this study. In the big-five model, neuroticism is characterized by the differences in frequency and intensity of negative emotions. Individuals high on neuroticism tend to experience more anxiety, sadness and mood swings in comparison to their non-neurotic counterparts (Soto, 2018). The updaters were found to have higher mean scores on neuroticism in comparison to non-updaters. This does not altogether imply that updaters could be neurotics, it suggests that updaters tend to display more neurotic traits. Results suggest that people who are putting personal information on social media could be more prone to worries, having more self-doubt and emotional instability. They might have a lower threshold for expressing negative emotions (such as putting a personal post on social media in a fit of rage), and might easily get negative thoughts (such as why they are not receiving views, likes and comments for their posts) and might get anxiety on trivial issues (such as checking multiple times their count of views, likes and comments). The finding has also been supported by some similar studies on social media usage, problematic internet usage, and engagement activities such as status updating, profile picture posting, etc. (eg. Hughes et al. (2012), Tang et al. (2016), Skues et al. (2012) and Lee et al. (2020)) where most researchers have concluded that neuroticism is having a connection with some type of social media use and engagement.

The obtained results also suggested updaters and non-updaters differ significantly in the trait of extraversion, thereby accepting the second hypothesis of this study. In the big-five model, extraversion is characterized by individual differences in energy levels, social engagement and assertiveness. Individuals high on extraversion tend to enjoy socializing with people and are comfortable expressing themselves in group situations. On the other dimension of this trait are socially and emotionally reserved people, the introverts (Soto, 2018). In this investigation, updaters were found to have higher mean scores on the trait of extroversion in comparison to non-

updaters; thereby suggesting the likelihood of updaters being extroverts or displaying more extrovert traits. They seem to like being among others, having conversations with them for a long time, and participating in social events. Social contacts frequently energise and stimulate them. In the context of updating, updaters being extroverts are comfortable sharing with a wider audience, and for them, this could also be another way of socializing with more people, hence tend to update frequently on social media. Previous research (such as Correa et al. (2010), Hughes et al. (2012), Ryan & Xenos (2011), Skues et al. (2012) and Lee et al. (2020)) also support that more extroverted people use more social media and put more information on social media.

Updaters and non-updaters were found to differ significantly in depression, thereby accepting the sixth hypothesis of this study. The mean scores on depression were found to be higher for updaters, suggesting updaters to be more on depressive emotionality than non-updaters. Overall it seems that updaters experience more feeling of sadness, feeling down and empty most of the time. Also feeling loss of energy most of the time and having no motivation to work, guilt and worthless feeling would predominate in updaters. Depression in emotionality leads to low mood and aversion to daily activities. For updaters it seems updating frequently could be serving as a distraction from the stress of these daily activities. Thus depressed individuals could be updating more. Further, since such updaters might have low mood, the views, likes and comments on their posts might be giving them instant gratification (Sundar & Limperos, 2013) and temporary happiness, making them post even more.

Next, the obtained results suggested updaters and non-updaters differ significantly in anxiety, thereby accepting the eighth hypothesis of this study. The mean scores on anxiety were found to be higher for updaters, suggesting updaters experience more anxiety than non-updaters. This suggests updaters have more feelings of worry that could be disproportionate to the actual situation, feeling of restlessness, and easily getting irritated and anxious thoughts compared to non-updaters. Similar findings have come in the study by Barbara and colleagues (2020) where the finding of the study states that an increased level of anxiety, alcohol dependency, and social anxiety was found to be associated with excessive social media use and engagement in various social media activities. Further, the simple act of constructing a status update may impact on family, friends, employment and reputation, thereby leading to anxiety among users (Evans, 2012). Along with not receiving views, comments and likes for posts, could mean a lack of validation from the audience. Lack of validation suggests low social acceptance (Kimble & Helmreich, 2013) which too can lead to anxiety among updaters.

Updaters and non-updaters were also found to differ significantly over fatigue, thereby accepting the ninth hypothesis of this study. Also, results suggested updaters and non-updaters differ significantly over insomnia, thereby accepting the tenth hypothesis of this study too. The mean scores on both fatigue and insomnia were found to

be higher for updaters, suggesting updaters to experience more fatigue and insomnia than non-updaters. Staying occupied with updating and being active on social media, could be the reason for high fatigue and insomnia among updaters. The feeling of constant tiredness, lack of energy, feeling emotionally drained, irritability, and experiencing mood swings and all other outcomes of fatigue could be more prevalent in updaters than non-updaters. Symptoms like having trouble in sleep, spending a long time lying awake in bed before falling asleep, waking up feeling unrefreshed, etc. might also be more prevalent in updaters than non-updaters. Research with adolescents had found that the more time adolescents spend on screen-based activities (such as web surfing, social media, checking and posting status etc.) the more trouble adolescents had falling asleep and getting enough sleep. These symptoms were then linked with insomnia (Li et al., 2019). Online self-disclosure or personal information sharing has been found to be associated with problematic sleep (Dhir et al., 2021). Further poor sleep or symptoms of insomnia in updaters seems to contribute towards their fatigue, sleep patterns have direct effects on fatigue (Lavidor et al., 2010). Therefore constant occupation of updaters in the form of frequent posting of status and then checking for views, likes and comments might be leading to insomnia and consequent fatigue in them.

The results further indicate updaters to be lower on the traits of conscientiousness and agoraphobia-panic as compared to the non-updaters. In other words, non-updaters have been found to be higher on these two traits. The following section will focus on discussing these outcomes in light of previous research.

The results show updaters and non-updaters differ significantly over the trait of conscientiousness, thereby accepting the fifth hypothesis of this study. But the mean scores on conscientiousness were found to be higher for non-updaters, suggesting updaters to be less conscientious than non-updaters. Conscientiousness characterizes differences in responsibility, productiveness and organisation. Individuals high on conscientiousness prefer order and structure, work persistently to reach goals, and show commitment in fulfilling their duties and obligations. On the other hand, individuals low on this trait are comfortable with disorder, are less motivated to complete tasks and are less obliged to duties and responsibilities (Soto, 2018). This suggests that non-updaters belong to the former group of individuals and updaters to the later. Non-updaters, therefore, could be more responsible and have a strong sense of duty and follow through on their promises, are well organized and tend to plan and prioritize tasks effectively, aiming for efficiency and productivity. Active Facebook users have been found to be less conscientious (Ryan & Xenos, 2011). Individuals with high scores on conscientiousness were found to be concerned more with the privacy of their information on social media platforms (Osatuyi, 2015). Lower scores on conscientiousness predict willingness to share personal information on social media (Both, 2021).

The obtained results also suggested updaters and non-updaters to differ significantly over agoraphobia-panic, thereby accepting the seventh hypothesis of this study. But the mean scores on agoraphobia-panic were found to be higher for non-updaters, suggesting updaters to have less agoraphobia-panic than non-updaters. agoraphobia-panic is the fear for embarrassing situations from where escape would not be possible (Star, 2022). This suggests that non-updaters tend to avoid social activities, avoid crowded places, public transportation, open spaces, and other situations where there is a risk for not being escaped. Social media is one such space where individuals deal with a virtual society, this virtual society could be completely unknown to the users, hence can induce a kind of social fear in some individuals. Not being an active part of this strange society could be a way for non-updaters to stay away from updating. Further updating posts comes with a risk of embarrassment. To avoid this risk, non-updaters might prefer to keep a distance from updating. Finally, the results did not find any significant differences on the traits of openness to experience and agreeableness between updaters and non-updaters. Following section will discuss for these two variables:

The obtained results could not find any significant differences over openness to experience between updaters and non-updaters, thereby rejecting the third hypothesis of this study. In general, openness to experience characterizes differences in imagination, intellectual curiosity and aesthetic sensitivity. Individuals high on this trait enjoy thinking and learning, generate original ideas, and are sensitive to art and beauty. On the other end are the close-minded people who have a narrow range of creative interests and intellectual curiosity (Soto, 2018). But over this variable no significant difference between the two groups (updaters and non-updaters) could be found. In other words, the results suggest there are no significant differences over openness to experience between updaters and non-updaters. But the empirical evidence suggests mixed support for this. Skues et al. (2012), Lee et al. (2020), and Correa et al., (2013) have found a positive correlation between openness to experience and social media engagement. Whereas there is still some research which suggests no significant differences over this variable between active users and non-users (Ryan & Xenos, 2011). The possible reasons for results not significant for this variable could be either the research needs repetition with a larger sample or in actual fact there is no difference over this variable. Future researchers should be focusing on this area so that a clear picture in this domain could be framed.

Similarly, the obtained results suggested no significant differences over agreeableness between updaters and non-updaters, thereby rejecting the fourth hypothesis of this study. In general, agreeableness characterizes differences in respectfulness, compassion and acceptance of others. Individuals high on this trait experience emotional concern for the well-being of others, treat people with regard for their rights and preferences, and hold an overall positive belief about others. On the other end are the disagreeable people who have less regard for people and for the social norms of politeness (Soto, 2018). But over this variable no

significant difference between the two groups (updaters and non-updaters) could be found. In other words, the results suggest there are no significant differences over agreeableness between updaters and non-updaters. But, here also, the empirical evidence suggests mixed support for this such as Amichai-Hamburger and Vinitzky (2010) found a negative correlation between agreeableness and the number of pictures uploaded on social media; whereas Tang et al. (2016) and Pentina and Zhang, (2017) have found a positive correlation between agreeableness and Facebook engagement. Here also, the possible reasons for results not significant for this variable could be either the research needs repetition with a larger sample or in actual fact there is no difference over this variable. Future researchers should work on the research gap over this variable.

Their primary motives for posting, which arose from the topics, are social acceptance through societal recognition and approval. One common element in the focus group discussions was the desire for peer and societal approbation. This approbation can be expressed in a variety of ways, including the quantity of views, likes, and comments (or compliments). To get more attention and acceptance from their followers, participants often keep their feed consistent and enhance its aesthetic appeal. Participants feel more welcomed and acknowledged by others when their posts receive more likes, comments, and shares. In order to meet their emotional and social needs for validation and approval from others, participants turn to social media platforms when they wish to win others' approval. According to the American Psychological Association, social acceptance is the official or informal admittance of a person into a group and signifies the lack of social condemnation (APA, Dictionary of Psychology, n.d.). When someone receive more views, likes, or comments on their postings, it may be a sign that others share their opinions and that social criticism is not present. Like as told by one of the participants:

"I feel I am accepted by my friends if they like my post and if they share... then that would mean I am accepted by everyone. Just assume you are putting a post and no one is looking at it, no one is liking it.... Man! You will feel completely undesirable".

(As told by a male subject, age 22 years)

Attention-seeking was identified as another primary motivation for blogging. According to the participants, updating can occasionally be the only method they attract other people's attention. Sometimes feeling valuable to others requires being seen. An unconscious or conscious attempt to attract attention in order to win approval or appreciation from others is known as attention-seeking behavior. Such actions could be motivated by loneliness, jealousy, or low self-esteem. (Frothingham, 2020). As reported by one of the participants:

"How long could you stay without getting noticed by others? We all love to get attention. That's a humane thing., we can't stay isolated, without getting noticed by others... I want everyone to look at my new dress, look at my new phone. What's the point in hiding stuff from the world".

(As told by a female subject, aged 23 years)

Additionally, it was determined from FGDs that self-verification may be the motivation behind social media posting for a large number of updaters. In order to demonstrate to their followers that they are happy, research participants frequently post selfies, vacation photos, family photos, and other private joyful moments. However, in reality, this may be a request for self-verification. According to the self-verification theory, people develop their opinions of themselves by seeing how other people treat them (Swann, 2012), and they want other people to think the same of them as they do (Evans, 2023). Self-verifying assessments inform others about a person's character. To put it another way, people want the world to recognize and understand them based on their deeply held opinions and sentiments about themselves.

Thus, an ideal image might be posted by the updaters and in exchange might be expecting viewers to view them like that only. As reported by one of the participants:

"I am a cool-type, happy-go-lucky person, and I want everybody to see only that side of me. So, I make sure I never fail to upload my vacation pictures. So that my friends don't see me as a boring and a dull person".

(As told by a male subject, age 23 years)

Another major theme that surfaced was that many of the updaters had insecurity issues; some had relationship problems, some had inferiority complexes, some felt they were not good academically, etc., and these updaters were posting completely opposite statuses. For instance, someone who felt she didn't meet society's standards of beauty would use filters to post a picture that reflected those standards. One participant had relationship problems, but she posted happy couple pictures on Instagram, which in some ways addresses the insecurity issues of updaters. In other words, updaters may be subconsciously using the defense mechanism of reaction formation, which Sigmund Freud proposed as a defense mechanism where people tend to express the opposite of their true emotions. It is clear from the research that participants in social media also frequently exhibit reaction creation without realizing it. Participants struggle with relationship instability and want social acceptance and approval. According to a study, anxious persons who write about their relationships on Facebook frequently do so to attract attention and divert their attention from their own insecurities (Hutchinson, 2015). As a result, updaters are sharing images of their dreams or desires for that false reality rather than actuality. On Mother's Day and Father's Day, one participant shares a picture of himself with his parents to give the impression that he has a better family, but in actuality, the opposite is true. As reported by one of the participants:

"I used to post my parents' joyful pictures to show others that they are a perfect couple, but in reality, they won't talk to each other, but I don't want to share that because that is not in accordance with the society"

(As told by a male subject, age 21 years)

When asked from participants who don't post or post little, most of them rarely felt the need to share with everyone and felt about valuing their privacy

CONCLUSION

Concluding the results, significant differences between groups have been found for neuroticism, extroversion, depression, anxiety, fatigue and insomnia, where updaters were found to have higher mean scores; significant differences between groups have also been found for conscientiousness and agoraphobia-panic, with updaters having lower mean scores; and finally, no significant differences between groups have been found for openness to experience and agreeableness. Using these outcomes the digital personality and also emotional profile for updaters and non-updaters could be deduced:

Overall consistent with the results of this investigation, the 'digital personality' or personality of updaters on social media is suggestive of traits and behaviours that

indicate neuroticism (instead of emotional stability), extraversion (against introversion), and low conscientiousness (instead of high conscientiousness). And the emotional profile of updaters indicates the presence of depression, anxiety, insomnia, fatigue and low agoraphobia-panic in their emotionality.

Overall, it can be concluded that the schematic analysis of themes for the question 'why do people post on social media' reveals that updaters might be desiring for social acceptance, or seeking attention, or might be posting for self-verification or finally they might have insecurity issues.

Therefore, it could be mentioned here that social media engagement does influence the psychology of its users. This study was an attempt to highlight that even the completely acceptable activity of status updating could be bringing significant personality and emotional state differences in updaters. What appears to be a completely normal behaviour on social media, could actually be sowing seeds for personality and emotional disturbances.

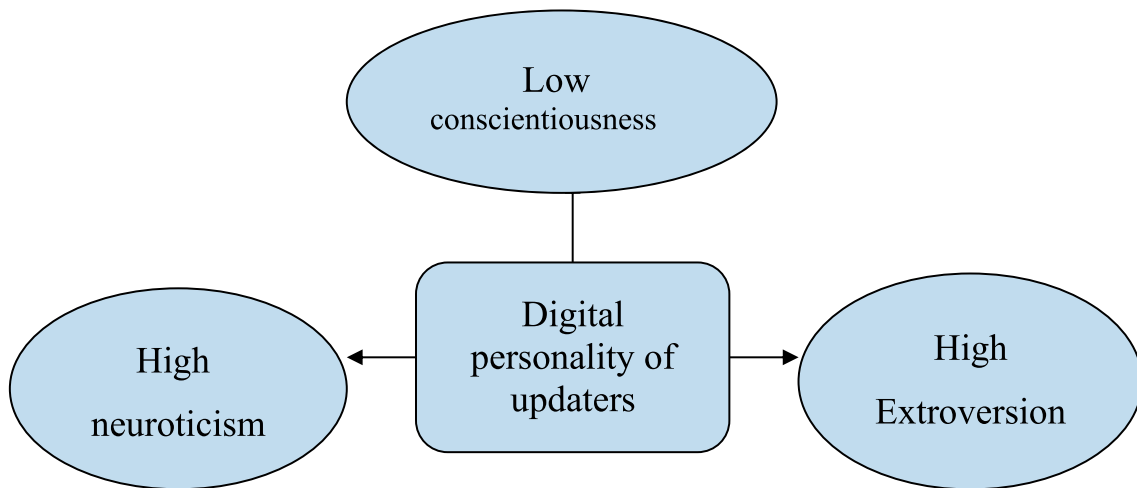


Figure 1 Digital personality of updaters

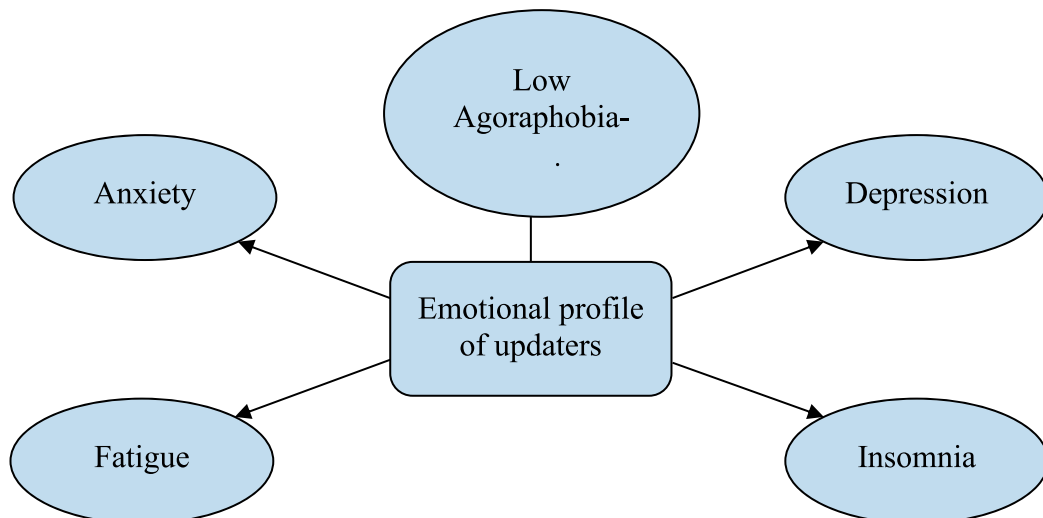


Figure 2 Emotional profile of updaters

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