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Effects of Loneliness and Extraversion and Introversion on Social Media Among Young Adults

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ABSTRACT: The objective of the study is to see the effect of loneliness on social media among young adults. Young adults are selected because nowadays more and more young adults are into social media, and it is seen that people who are lonely or dealing with loneliness seem to use more social media. Researchers conducted the study mainly around people from 14 to 27 years of age group.

I. INTRODUCTION

Online interactions lack the nonverbal cues, physical presence, and emotional intimacy that are crucial to building and maintaining meaningful relationships. Social media can also lead to feelings of social comparison and inadequacy, as well as feeling of isolation due to constant FOMO (Fear of Missing Out). Young adults are selected as the sample for this study because nowadays more and more young adults are into social media, and it is seen that people who are lonely or dealing with loneliness seem to use more social media.

Social media:

Social media are the platforms that help in conceptions and sharing of information, ideas, creativity, interest and all other forms of expressions via virtual networks. Social media helps in the development of online social networks by connecting the profile of users with other groups or individuals. It is very different from paper-based media like magazines. It is more interesting and creative than other forms of media. It helps to improve an individual's sense of connection with online groups and social media is a very effective way of communication tool for all types of organizations, groups, age groups, and parties. (Obar, Wildman 2015)

Social Media Addiction:

Addiction is conduct which leads to pleasurable ace resulting in weakening a person in some or the other way. This addiction leads to conflict with everyday work, family work and a person's social life.

Introvert and extrovert both terms were given by Carl Jung which brings out about the personality of a person.

Extroverts mostly are energetic, keen, action packed, talkative, and assertive. Such people get energy from outside, being with people and they get bored and tired if they spend more time alone. They like to spend time with people and less time with themselves.

David G. Myers, a social psychologist, found a correlation between happiness and extroversion, i.e. a high level of happiness is there in people who are more extroverted, but he was not able to find that if extroversion leads to greater happiness. (Myers, 1998)

Introverts are the people who are into their own thoughts, feelings, fantasies and dreams. Such people enjoy being alone and find meaning within. Such people have good long-term memory and problem-solving skills. (Van, 2006)

Introverts avoid social situations not because they are shy but because they choose to be that way. They are quiet, low key and not very engaged in the social world. Such people love one-on-one conversations related to feelings or ideas. "Introverts are the people who find other people boring". (Rauch, 2003)

There can be interpersonal conflict between introversion and extroversion potential. Both extroverts and introverts have different coping styles, like while the extrovert wants to go out have fun and party there are introverts who just want to be spend alone time and be isolated. (Rauch, 2003)



II. REVIEW OF LITERATURE

Hans Eysenck explained introversion and extroversion as the degree to which the person is outgoing and interactive with other people. Eysenck united with the one cortical inhibition with ascending reticular activation system (ARAS), it's a path which is located in brainstem. According to Eysenck, extroverts are the people who search for excitement in social activity which enhance their arousal level, on the other hand introverts are the people who stay away from social activity or social situations to make their arousal level to the minimum. (Eysenck, 1967) Eysenck in the beginning hinted that extroversion is the combination of two tendencies which are impulsiveness and sociability. Afterwards Eysenck added that there are various more particular traits like liveliness, activeness and being easily excited. (Parish, 1965)

There are lots of behavioral differences between introverts and extroverts. Extroverts opt to wear more fancy and decorative clothes, on the other hand introverts opt to wear more comfortable clothes. (Sharma, 1980). Personality also determines how people manage their work, workplace, sitting area, like extroverts like to decorate their workplace, make their place look interesting to attract people, keep extra chair for others to sit while introverts like to keep their place managed and don't decorate much to avoid people coming to their place. (Gosling, 2008)

Eysenck and Eysenck in 1963 did a research on the topic of dual nature of Extraversion. They did a factorial study on the sample of 300 men and women. They have to answer to the questions related to the unitary nature of extraversion and to the independence of extroversion from adjustment. They designed the study to enquire about the creation and relationship of extroversion and sociability and impulsiveness. The results showed that extroversion is regarded as the unitary factor, extroversion and adjustment are independent and sociability have a positive correlation with adjustment.

In 1988 Briggs did a research on shyness and introversion. In personality the primary factor is shyness, and the higher factor is neuroticism. The results showed that shyness items were correlated with introversion and neuroticism. They suggested that shyness should be somewhere located between orthogonal dimensions and on Eysenck's scales measures shyness directly-their scales correlated with shyness because it is related to sociability and self-esteem.

Fox, Wainapel and Hamburger in 2002 did a research on introverts and internet interactions. They did the research to analyse how the personality of the individual is affect the use of internet. 40 participants were selected, 19 men and 21 women were there from the age of 20 to 32 years of age. It was a chat participated study, after the chat session, participants were asked to answer several questions. The results suggested that people who were introverted and neurotic located their "real me" on the internet whereas extroverts and non neurotic people located their "real me" through traditional social interactions.

In 2003 Morahan and Schumacher did a research on loneliness and internet use. They have linked loneliness with increased use of the internet and social media. They did research on 277 undergraduate internet users where they have to evaluate the difference between lonely and non-lonely individuals on the basis of their internet usage. The scale used by them was UCLA Loneliness scale. They found out that lonely individuals use more internet, social media and check e-mail more often and are more likely to use social media and internet for emotional support than those who are not lonely. They also found that those who are lonely are more online on social media and tend to make more online friends and get satisfaction with their online friends.

Caplan in 2007 did his research under loneliness and internet use. He took 343 undergraduates where there were 239 females and 104 males from 18 to 28 years of age. Scales used by him were UCLA Loneliness Scale, Social Avoidance and Distress (SAD) scale for social anxiety and Preference for Online Social Interaction (POSI). His study has two goals, to assess the claim that the connection between loneliness and POSI is plausible but false and at the same time test the relationship between social anxiety, POSI and negative outcomes predicted by Problematic Internet use. Findings show that social anxiety is better than loneliness on the basis of Preference for Online Social Interaction.



III. METHODOLOGY

OBJECTIVE:

To study the effect of loneliness and extraversion and introversion on social media among young adults.

HYPOTHESIS:

1. Introverts will be high on loneliness.
2. There will be a significant relationship between loneliness and the use of social media.
3. The use of social media will be more in introverts than extroverts.

SAMPLE:

Sample of 100 students of age group 18 to 24 years from different colleges and universities were taken.

TOOLS:

1. Social Networking Time Use Scale (SONTUS)

This scale was developed by YunusaOlufadi in 2015. This scale has 29 items in it. The content validity of this scale ranges from 0.88 to 1.00. There are 5 factors in this scale, the first is "Relaxation and Free Periods", having 9 items ranging from 0.67 to 0.82. The second factor is "Academic related Periods" as it has items related to academic activities. The third factor is "Public places related Periods" which ranges between 0.73 and 0.84 and the fourth factor is "stress related period" where the variance lies between 0.70 and 0.77. The last factor is "motives for use" and has 4 items in it.

2. UCLA Loneliness Scale (Version 3)

This scale was developed by Daniel Russell in 1995. This scale has 20 items in it. Reliability of this scale ranges from 0.89 to 0.94 and the convergent validity for the scale was indicated by significant correlations with other aspects of loneliness. Validity of the scale ranges from 0.40 to 0.50.

3. Eysenck Personality Questionnaire

This scale was developed by the psychologists Hans Jurgen Eysenck and Sybil B. G. Eysenck. It has 90 items in it which assess the personality traits of the person. This scale has 4 dimensions:

1. E- Extraversion/Introversion: Extraversion is the characteristics of the person who is outgoing, talkative, are high on positive effects like feeling good. According to Eysenck's theory, extroverts are the people who are under aroused and bored, and they therefore need external stimulus to increase the level of performance. Whereas introverts are the people who need internal stimulus for their performance.
2. N- Neuroticism/Stability: According to Eysenck, neuroticism activates the sympathetic nervous system in the brain which is responsible for the fight and flight responses in danger situation.
3. P- Psychoticism/Socialization: Psychoticism is not only linked with liability to have psychotic episodes but is also linked with aggression.
4. L- Lie/Social Desirability: This dimension is not theoretically specified to some extent but it was considered to be conceptually strong to some extent as it shows same degree of measurement similar across cultures.

Reliability ranges from 0.85 to 0.90 for extraversion, from 0.85 to 0.88 for neuroticism and for psychoticism the range is from 0.73 to 0.81.

III. PROCEDURE

The study was designed to see the use of social media in introverts and extroverts and loneliness. The samples of 100 students were randomly selected from different universities or colleges from the age group from 18 to 24. Participants were given a set carrying Social Networking Time Use Scale (SONTUS), UCLA Loneliness Scale and Eysenck Personality Questionnaire. Questionnaires were distributed to everyone, and instructions were properly given for each



scale. After the data collection, scoring was done for each item in all 3 questionnaires. SPSS was used for further calculation to find the results. After the calculations and results, discussions and implications were written.

IV. RESULTS AND DISCUSSION

Group Statistics:

	loneliness grouping	N	Mean	Std. Deviation	Std. Error Mean
SONTUS	1.00	45	63.6000	15.64870	2.33277
TOTAL	2.00	55	59.0812	19.19345	2.58804

Independent Samples Test

		Levene's Test for Equality of Variances			t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
SONTUS	Equal variances assumed	3.380	.069	1.289	98	.201	4.58182	3.55583
TOTAL	Equal variances not assumed			1.315	98.000	.192	4.58182	3.48422

Table 1: Difference between loneliness and social media

Table 1 shows that there is no significant difference between loneliness and social media which means that loneliness has no effect on social media. This shows that hypothesis 2 is rejected which says that there is significant relationship between loneliness and social media.

Since there is no significant difference between loneliness and social media so it can be said that young adults who feel lonely have no significant relation with social media platforms.

Group Statistics:

	Loneliness grouping	N	Mean	Std. Deviation	Std. Error Mean
Extraversion	1.00	45	10.1111	3.00168	.44746
Introversion	2.00	55	6.9091	3.50276	.47231



Independent Samples Test

	Levene's Test for Equality of Variances			t-test for Equality of Means			
	F	Sig	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Extraversion Equal variances assumed	1.588	.211	4.846	98	.000	3.20202	.66076
Introversion Equal variances not assumed			4.4922	98.000	.000	4.58182	.65062

Table 2: Difference between Loneliness and extraversion-introversion

Table 2 shows the relation between loneliness and extraversion-introversion. Relation between loneliness and extraversion - introversion is not significant which means that the extraversion and introversion personality traits does not have any significant relation between loneliness.

Since both the personality traits have their specifications and according to the table both the personality does not have significant relation with loneliness which means that which trait will be high on loneliness is not clear.

Group Statistics:

	extraversion_introversion_grouping	N	Mean	Std. Deviation	Std. Error Deviation
SONTUS	1.00	39	62.6410	19.05185	3.05074
TOTAL	2.00	61	60.0820	16.95022	2.17025



Independent Samples Test

	Levene's Test for Equality of Variances			t-test for Equality of Means			
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
SONTUS Equal variances assumed	.897	.346	4.701	98	.485	2.55906	3.6483
TOTAL not assumed			.684	74.164	.496	2.55906	3.7439

Table 3: Difference between Social media and extraversion-introversion

Table shows the difference between social media and extraversion and introversion. Results show that there is no significant difference between these two variables, which means that shows extroverts and introverts does not have any effect on social media.

The table shows that extraversion and introversion, both personality traits do not have any significant relation with social media. This shows that both personalities are equally using social media platforms, and this can't be said that one type of trait people are using more social media.

V. CONCLUSION

Through a comprehensive examination of literature and empirical research, it has become evident that loneliness can significantly influence how individuals utilize social media, with extraversion and introversion playing crucial roles in shaping online behavior. The findings suggest that while social media platforms offer opportunities for connection, they can also exacerbate feelings of loneliness, particularly among those already predisposed to experiencing social isolation. Moreover, the interplay between personality traits and social media use highlights the need for personalized approaches to address the diverse needs of young adults in navigating digital social spaces. Moving forward, it is imperative to develop strategies that promote positive social media interactions and mitigate the negative effects of loneliness, taking into account individual differences in personality and social needs. By fostering a deeper understanding of these dynamics, we can work towards creating a more supportive and inclusive online environment for young adults, enhancing their well-being and fostering meaningful social connections in the digital age.

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