

# Relations among Need for Approval, Loneliness and Personality Traits of Adult Social Media Users

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**Abstract:-** Social media is an application area which gives opportunity people to share their information, ideas, perspectives and experiences. Need for approval, level of loneliness and personal traits, which are thought to be effective on the frequency of the usage of social media were investigated. Research held with 150 participants who live in Turkish Republic of North Cyprus, over the age of 18 and are users of social media. First part of the survey form consisted of the questions about sociodemographic information of, which social media sites are used by and how frequently they are used by participants. This part was prepared by the researcher. Second part of the survey form consisted Five Factor Personality Inventory (FFPI) in order to evaluate the personality traits. Third part included Dysfunctional Attitude Scale's (DAS) subscale which is Need for Approval in order to measure the level of need for approval. Finally, in the fourth part UCLA Loneliness Scale (UCLA-LS) took place to investigate the level of loneliness. In research, it was found that need for approval and loneliness levels of people have not effects on social media usage. Conscientiousness, which is one of the personality traits, was founded as negatively correlated with usage. People who had high scores on conscientiousness used social media less. It was also identified that age and marital status had effects on the frequency of social media usage.

**Keywords:-** Social Media, Need For Approval, Loneliness, Personality Traits.

## I. INTRODUCTION

Today, social media has great place in human's lives. People constitute new relationships, socialize, and communicate with each other by means of social media. Most of the time it can be observed that people waste most of their spare time on social media. Social media is often used by adolescents and adults through chatting, playing games, sharing pictures, music etc.

Social media is an application area which gives possibility people to share information, their ideas, perspectives and experiences (Sarı, 2010, p. 11). There isn't any limitation of time and space. Sharing and discussions are the basis. Social media is composed of social networks and

collective groups. Thus, people have opportunities like presenting institutions or forming new friendships (Vural & Bat, 2010, p. 3351). The purpose of the usage of social media differs from person to person. Social media is a place in which everybody have different expectations, usages and satisfactions. For example, on one hand social media is a place that some people escape from socializing, stand alone, and stay as an audience. On the other hand, it is a place for some people that gives opportunity them to socialize, get approval from and followed by others (Tektaş, 2014, p. 853). It was found that people use social media in order to socialize instead of professional or educational aims (Power, 2014, p. 896).

Research have shown that variables such as personality traits, need for approval, loneliness, gender and age affect social media usage. These variables are handled below.

### ➤ Personality Traits

Personality traits are defined as personal propensities that leads particular behavior patterns in circumstances (Osatuyi, 2015, p. 12). Personality traits are features which causes people to be different from each other. To illustrate, saying someone that he or she is shy means that the person is different from outgoing people. Personality traits also define people who are similar. For instance, shy people get nervous in social circumstances (Larsen & Buss, 2008). The Big Five model has been developed in order to intensify important characteristics which are trustworthy among fields. It consists of extraversion, agreeableness, conscientiousness, neuroticism and openness to experience (Osatuyi, 2015, p. 12). Extraversion is a term used to define sociable, energetic, dominant people (Osatuyi, 2015, p. 12). Agreeableness is defined as being trustworthy, sympathetic, honest and unselfish (Osatuyi, 2015, p. 12). It is thought that people, who has high points on agreeableness are more likely to be trustworthy, cooperated, and liked by others (Başer, 2014, p. 55). Conscientiousness defines rational, fair-minded, and skilled people (Osatuyi, 2015, p. 12). This trait indicates the degree of a person of being success focused, reliable, tidy, responsible (Başer, 2014, p. 55). Neuroticism is defined as being anxious and angry (Osatuyi, 2015, p. 13). It is thought that people who get lower points on this trait are more calm, self-confident and more stable emotionally (Ulusoy & Durmuş, 2011, p. 8). Openness to experience is being more prone to learn, find out new things, and being curious

(Osatuyi, 2015, p. 13). Individuals with high levels of this trait are open to experience new and interesting things, have intellectual and creative tendencies, have innovative ideas and have high levels of imagination (Başer, 2014, p. 56). In research, it is found that personality traits have important role on various communication and amusement aimed online activities. For instance, extraversion has found that it is positively related with using internet as an instrument, using social media in an active way and playing online games. It is also found that individuals with high points on openness to experience use social media sites frequently, give advices on forms, open blogs and play online games (Kalmus, Realo, & Siibak, 2011, p. 387). The research made by Özgüven and Mucan (2013) indicates that people who are conscientious, open to experience, and more satisfied from their lives more prone to use social media. Despite this, agreeableness and neuroticism were not found to be related with the social media usage. Yet, according to Taylor (2015), it can be resulted out that introvert people who cannot satisfy their need for belonging in real life try to fulfill it within cybernet. According to Correa and colleagues, people who are extrovert and open to experiences more likely to use social media rather than neurotic people. Vice versa, Landers and Lounsbury pointed out that people who has the characteristic properties such as agreeableness, conscientiousness and extraversion do not like using social media so much (Kuo & Tang, 2014, p. 13).

#### ➤ *Need for Approval*

Need for approval is a desire for being approved and favored by others. It is the desire of being loved and accepted by others that makes people to adjust to social norms or typical behaviors of a particular group (Taylor, 2015, p. 1475). Being a part of a group, carrying on a relationship and avoiding from rejections are people's needs. It means that, all people have a fear of disapproval (Sayar, n.d). Approval is an extension of people's selves. Individuals may create new selves by means of social media. It is important for people to announce themselves and their existences to as many people as possible, liked by others and feel that they are valuable and special. These are the demonstrations of people's selves. Because everyone wants to be awared by others (Yıldız, 2015). People present themselves by concealing or changing their psychological and physical displeasures on social media. In this period of time, social media carries out the function which is creating flawless individuals (Yıldız, 2015). Individuals share contents that may attract another people's attention. They also try to share nice photos which are favorable (Özdemir, 2015, p. 114).

Loneliness is a person's feeling of being socially isolated. The person also perceives that social relations are below the desired number of or quality of the relations. Perception is the key word in there. It means that, people may also live a lonely life and feel lonely even if they have many social relations (Coyle & Dugan, 2015, p. 1347). Being lonely and being alone are not the same. Loneliness is not

related with outer conditions, it is a psychological state (Mahajan, 2013, p. 135). Individuals have an opportunity to reach every type of information, so the communication among people has achieved to the global level. This circumstance leads people to become addict to screens, to get lonelier and to start to grow away from their environment (Karagülle & Çaycı, 2014, p. 3). According to Sheldon, worried and stressed people more prone to use Facebook in order to fight with loneliness. Because different and fraught people feel more uncomfortable in face to face relations when it is compared with social relations in cyber net (Ryan & Xenos, 2011, p. 1659). Savcı and Aysan (2016) conducted a research in order to analyze the relation among impulsivity, using social media sites and loneliness. The findings revealed that loneliness level of people rises as their social media usage raises. According to research conducted by Kross at University of Michigan, using social media makes people to feel lonesome and declines happiness in large amounts (Rai & Gill, 2016, p. 518).

#### ➤ *Gender and age*

Social media sites are used by both female and male users. But there may be differences in usage in terms of gender. Anderson (2015) conducted a research to learn about which gender uses social media more. Results revealed that women use social media sites more than men. According to the results of another study conducted by Thompson and Lougheed, females are more active on social media sites than males. Conversely, Manjunatha found that males use more social media than females (Rai & Gill, 2016, p. 519). Social media usage may vary according to the ages of users. Most of the time, young adults use more social media sites than older adults. According to the research conducted by The Foundation of Politics, Economy and Social Research (Siyaset, Ekonomi ve Toplum Araştırmaları Vakfı) (2012) social media usage decreases as the age increases. The research handled by Duggan (2015) illustrated that people who are with the age range of 18-29 use more social media. It can be seen that as people get older, they start to use less social media.

## II. METHODOLOGY

#### ➤ *The Aim of the Study*

The aim of the study was to investigate the effects of need for approval, loneliness, and personality traits on the frequency of social media usage. The other purpose was to predict social media usage from participants' age, gender, marital status, education, loneliness, need for approval and personality traits. According to these, these hypotheses were developed:

- It is expected that personality traits have effects on social media use.
- It is expected that people who has higher need for approval use social media more.

- It is expected that people who has higher points on loneliness use social media more.
- There are significant relationships among age, gender, marital status, education, daily social media usage, personality traits, need for approval and loneliness.
- Age, gender, marital status, education, personality traits, need for approval and loneliness predict social media usage.

#### ➤ *Participants*

The data gathered from 150 people. The participants were the individuals who use social media. The minimum age limit was 18. Purposive sampling technique was used which means that people who are the most convenient for the solution of the research problem are selected.

#### ➤ *Instruments*

The instruments that were used in the research are the sociodemographic information form, Five Factor Personality Inventory, UCLA Loneliness Scale and Dysfunctional Attitude Scale's subscale which is need for approval.

#### ➤ *Sociodemographic Information Form*

The form prepared by the researcher. It consisted of sociodemographic information such as age, gender, marital status, education and occupation. It also included which social media sites and how much time they are used by the participants.

#### ➤ *Five Factor Personality Inventory (FFPI)*

FFPI has been developed by Benet-Martinez and John in 1998 in order to evaluate personality traits. It consists 44 items and it is 5-point likert scale. It is made up of five factors. These factors are extraversion, neuroticism, agreeableness, conscientiousness, and openness to experience. The inventory has been translated into Turkish by Sümer and Sümer in 2005. Reliability coefficients of subscales were indicated between .64 and .77 (Doğan, 2013, p. 59).

#### ➤ *UCLA Loneliness Scale (UCLA-LS)*

The scale has been developed by Russell, Peplau and Ferguson in 1978 in order to measure the level of loneliness. It has been translated into Turkish by Ayhan Demir in 1989. The scale consists of 20 items and it is 4-points likert scale. Participants are asked to mention how frequent they experience the circumstances that are mentioned in items. The possible maximum and minimum points are 80 and 20. The higher the point, the higher the level of the loneliness (Yüksel, 2002, pp. 47-48). The validity and the reliability of the scale were tested by Demir at 1989. The correlation coefficient between Multiscore Depression Inventory's subscale which is Social Introversion and UCLA-LS was found as .82; and the correlation was found as .77 between Beck Depression Inventory and UCLA-LS. Internal

consistency coefficient was found as .96 and test-retest reliability coefficient was .94 (Ünlü, 2015, p. 29).

#### ➤ *Dysfunctional Attitudes Scale (DAS)*

It has been developed by Wiesmann and Beck in 1978. The aim was to evaluate the frequency of arising of dysfunctional attitudes. The scale has been translated into Turkish by Şahin and Şahin in 1992. It consists 40 items and it is 7-point likert type (Hamarta & Demirbaş, 2009, p. 243). Internal consistency reliability coefficient was found to be .79 and the average of total item score was .34 (Öner, 2012, p. 554). Test-retest reliability of the scale was found between .54 and .84 (Kılıç, 2010, p. 407). Beck Depression Inventory (BDI) and Automatic Thoughts Questionnaire (ATQ) were used to test the validity of the scale. The correlation between BDI and DAS was found as .19 and the correlation between ATQ and DAS was found as .29. Besides the total score, the score obtained from subscales can also be used (Gökdağ, 2014, pp. 65-66). The scale has 4 subscales. These are perfectionist attitude ( $\alpha$ : .81), need for approval ( $\alpha$ : .74), independent attitude ( $\alpha$ : .26), changeable attitude ( $\alpha$ : .10) (Öner, 2012, p. 554). The subscale that was used in the research is the need for approval. This subscale has 11 items and it is 7-points likert scale.

#### ➤ *Procedure*

Social media users who are at the age of 18 and over were asked if they want to take part of the research. Participants who accepted to attend completed the questionnaire.

### III. RESULTS

The goal of the study was to investigate whether there are relations between social media usage and need for approval, loneliness and personality traits. The other purpose of the study was to predict social media usage from age, gender, marital status, education, personality traits, loneliness and need for approval. Statistical analyses were conducted in regard to the research questions that were mentioned above and the results were assembled in 3 sections. First section included descriptive statistics consisted of means and standard deviations of age, gender, marital status, education, duration of social media usage and the points obtained from the scales of personality traits, loneliness and need for approval. In the second section, the relations among age, gender, marital status, education, personality traits, loneliness and need for approval were investigated. Third section included the summarization of analyses and results regard to predictions of social media usage from age, gender, marital status, education, personality traits, loneliness and need for approval.

#### ➤ *Descriptive Statistics*

55.3% of participants were women and 44.7% of participants were men. Most of the participants (48%) were

in 18-28 age range. 35% of participants were in 29-38 age range, 10.7% of them were in 39-48 age range and 6% of them were in 49-60 age range. Single participants constituted 61.7% of total sample. And the other 38.3% were married. Participants differ among education levels. Most of them (62%) were at university level. Post-graduate and high school

levels had percentage of 17.3. 2% of participants were at secondary school level and 1.3% of them were at primary school level. Student participants constituted 26% of total sample. 24% of participants were clerk, 12% of them were self-employed, 6.7% of them were teacher and the remaining 31.3% participants had other occupation groups.

| Variables         | Mean         | Standard Deviation |
|-------------------|--------------|--------------------|
| Age               | 31.13        | 9.27               |
| Extraversion      | 29.92        | 4.92               |
| Agreeableness     | 34.60        | 5.35               |
| Conscientiousness | 34.87        | 5.40               |
| Neuroticism       | 21.51        | 5.22               |
| Openness          | 37.37        | 6.04               |
| Need for Approval | 39.05        | 10.99              |
| <b>Loneliness</b> | <b>33.31</b> | <b>9.30</b>        |

Table 1:- The Means and Standard Deviations of Age and FFPI, UCLA-LS, DAS Scores of the Participants

Averages and standard deviations of 150 participants among variables were shown in Table 1. The variables were age, education, subscales of FFPI that are extraversion, agreeableness, conscientiousness, neuroticism, openness, the subscale of DAS which is need for approval and loneliness. 8.7% of participants use social media less than 10 minutes within a day, 16.7% of them use 10-30 minutes, 22.7% of them use 1-2 hours, 14.7% of them use 3-4 hours, 7.3% of them use 4-5 hours, 6.7% of them use 5-6 hours, 1.3% of them use 6-7 hours and the rest 4.7% of them use social

media more than 7 hours within a day. When the frequencies of social media usage of men and women were compared with Chi-Square analysis, it was found that there was not significant difference between men and women users. There was significant difference among age groups with Chi-Square Analysis. Most of the participants (9.3%) who are at 29-38 age group use social media 1-2 hours a day. There was not significant difference between married and single participants. There was not significant difference among education levels of participants regarding daily usage.

| Relations Among Age, Gender, Marital Status, Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness, Need for Approval, Loneliness, and Daily Social Media Usage |   |       |         |         |         |       |        |         |         |         |         |         |
|---|---|-------|---------|---------|---------|-------|--------|---------|---------|---------|---------|---------|
|   | 1 | 2     | 3       | 4       | 5       | 6     | 7      | 8       | 9       | 10      | 11      | 12      |
| <b>1.Age</b>  | - | -.149 | -.452** | -.283** | -.386** | .020  | .141   | .302**  | -.013   | -.112   | .132    | -.105   |
| <b>2.Gender</b>   |   | -     | .184*   | -.085   | .014    | -.104 | -.072  | .068    | -.201*  | .011    | .149    | .064    |
| <b>3.Marital Status</b>   |   |       | -       | .109    | .224**  | -.140 | -.195* | -.208*  | .017    | -.065   | -.125   | .082    |
| <b>4.Education</b>  |   |       |         | -       | -.049   | .043  | .087   | -.014   | -.054   | .221**  | -.225** | -.144   |
| <b>5.Daily Social Media Usage</b>   |   |       |         |         | -       | .138  | -.074  | -.245** | .117    | -.035   | -.017   | .108    |
| <b>6.Extraversion</b>   |   |       |         |         |         | -     | .149   | .142    | -.160   | .310**  | -.148   | -.296** |
| <b>7.Agreeableness</b>  |   |       |         |         |         |       | -      | .406**  | -.352** | .184*   | .043    | -.350** |
| <b>8.Conscientiousness</b>  |   |       |         |         |         |       |        | -       | -.167*  | .160    | .090    | -.238** |
| <b>9.Neuroticism</b>  |   |       |         |         |         |       |        |         | -       | -.248** | .136    | .311**  |
| <b>10.Openness</b>  |   |       |         |         |         |       |        |         |         | -       | -.198*  | -.213** |
| <b>11.Need for Approval</b>   |   |       |         |         |         |       |        |         |         |         | -       | .227**  |
| <b>12.Loneliness</b>  |   |       |         |         |         |       |        |         |         |         |         | -       |

Table 2:- Relations among Age, Gender, Marital Status, Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness, Need for Approval, Loneliness, and Daily Social Media Usage

\* p<.05 \*\* p<.01

Correlation analysis was performed in order to determine the relations among age, gender, marital status, extraversion, agreeableness, conscientiousness, neuroticism, openness, need for approval, loneliness and daily social media usage. The results obtained from the analysis were mentioned in Table 2. According to data gathered from Pearson correlation analysis, there was negative correlation between age and marital status, between age and education, between age and daily social media usage. Low level of age showed high level of education. Elderly people had low level of education. When age increased, daily social media use of people decreased. Young people were more prone to use social media in large amounts. There was positive correlation between age and conscientiousness which indicated that when age increases the conscientiousness level of people also increases. Gender and marital status had positive correlation within Pearson correlation analysis. Most of women were married than men. Gender had negative correlation with neuroticism which means that women were more neurotic than men. In Pearson correlation analysis, marital status had positive correlation with daily social media use. Single participants use more social media within a day. Marital status had negative correlation with agreeableness and conscientiousness. Single people were less agreeable and conscientious than married people. There was positive correlation between education and openness in Pearson correlation analysis. High level of education indicated high level of openness. Education had negative correlation with need for approval. More educated people had low level of need for approval. Daily social media usage had negative correlation with conscientiousness according to Pearson correlation analysis. When daily social media usage

increased, conscientiousness of people decreased. Extraversion had positive correlation with openness according to data gathered from Spearman correlation analysis. More extraverted people have more openness level. There was negative correlation between extraversion and loneliness. People who had higher points on extraversion had lower points on loneliness. In Spearman correlation analysis, agreeableness had positive correlation with conscientiousness and openness. People who were agreeable were also conscientious and open. There was negative correlation between neuroticism and agreeableness, between loneliness and agreeableness. When agreeableness increased, the neuroticism level decreased. Also, loneliness decreased when agreeableness increased. Conscientiousness had negative correlations with neuroticism and loneliness when they were investigated with Spearman correlation analysis. When the conscientiousness level of people increased neuroticism and loneliness level of people decreased. Neuroticism had negative correlation with openness and positive correlation with loneliness in Spearman correlation analysis. People who had higher points on neuroticism had low points on openness. When neuroticism increased the level of loneliness also increased. Openness had negative correlations with need for approval and loneliness within Spearman correlation analysis. When openness level of people increased, the level of need for approval and loneliness decreased. When the Spearman correlation analysis was conducted, it was found that there was positive correlation between need for approval and loneliness. The more need for approval meant the more loneliness of people.



➤ Findings about Prediction of Social Media Usage

| Variables                | R    | R <sup>2</sup> | R <sup>2</sup> Change | F Change | Sig. F Change | B           | β           | t           | p           |
|--------------------------|------|----------------|-----------------------|----------|---------------|-------------|-------------|-------------|-------------|
| <b>Stage 1</b>           | .430 | .185           | .185                  | 8.159    | .000          |             |             |             |             |
| Age                      |      |                |                       |          |               | -.091       | -.418       | -4.747      | .000**      |
| Gender                   |      |                |                       |          |               | -.317       | -.078       | -1.008      | .315        |
| Marital S.               |      |                |                       |          |               | .289        | .070        | .817        | .415        |
| Education                |      |                |                       |          |               | -.503       | -.183       | -2.309      | .022*       |
| <b>Stage 2</b>           | .497 | .247           | .063                  | 2.314    | .047          |             |             |             |             |
| Age                      |      |                |                       |          |               | -.081       | -.371       | -4.104      | .000**      |
| Gender                   |      |                |                       |          |               | -.025       | -.006       | -.077       | .939        |
| Marital S.               |      |                |                       |          |               | .354        | .085        | 1.003       | .317        |
| Education                |      |                |                       |          |               | -.452       | -.164       | -2.065      | .041*       |
| Extraversion             |      |                |                       |          |               | .086        | .211        | 2.662       | .009*       |
| Agreeableness            |      |                |                       |          |               | .036        | .094        | 1.084       | .280        |
| Conscientiousness        |      |                |                       |          |               | -.057       | -.153       | -1.771      | .079        |
| Neuroticism              |      |                |                       |          |               | .051        | .129        | 1.562       | .121        |
| Openness                 |      |                |                       |          |               | -.020       | -.060       | -.724       | .470        |
| <b>Stage 3</b>           | .501 | .251           | .003                  | .585     | .446          |             |             |             |             |
| Age                      |      |                |                       |          |               | -.080       | -.365       | -4.003      | .000**      |
| Gender                   |      |                |                       |          |               | -.050       | -.012       | -.151       | .880        |
| Marital S.               |      |                |                       |          |               | .373        | .090        | 1.044       | .298        |
| Education                |      |                |                       |          |               | -.430       | -.156       | -1.924      | .056        |
| Extraversion             |      |                |                       |          |               | .092        | .225        | 2.752       | .007*       |
| Agreeableness            |      |                |                       |          |               | .040        | .105        | 1.168       | .245        |
| Conscientiousness        |      |                |                       |          |               | -.055       | -.147       | -1.690      | .093        |
| Neuroticism              |      |                |                       |          |               | .046        | .117        | 1.375       | .171        |
| Openness                 |      |                |                       |          |               | -.018       | -.055       | -.658       | .511        |
| Loneliness               |      |                |                       |          |               | .014        | .064        | .765        | .446        |
| <b>Stage 4</b>           | .501 | .251           | .000                  | .014     | .905          |             |             |             |             |
| Age                      |      |                |                       |          |               | -.080       | -.365       | -4.003      | .000**      |
| Gender                   |      |                |                       |          |               | -.050       | -.012       | -.151       | .880        |
| Marital S.               |      |                |                       |          |               | .373        | .090        | 1.004       | .298        |
| Education                |      |                |                       |          |               | -.430       | -.156       | -1.924      | .056        |
| Extraversion             |      |                |                       |          |               | .092        | .225        | 2.752       | .007*       |
| Agreeableness            |      |                |                       |          |               | .040        | .105        | 1.168       | .245        |
| Conscientiousness        |      |                |                       |          |               | -.055       | -.147       | -1.690      | .093        |
| Neuroticism              |      |                |                       |          |               | .046        | .117        | 1.375       | .171        |
| Openness                 |      |                |                       |          |               | -.018       | -.055       | -.658       | .511        |
| Loneliness               |      |                |                       |          |               | .014        | .062        | .725        | .470        |
| <b>Need for Approval</b> |      |                |                       |          |               | <b>.002</b> | <b>.010</b> | <b>.120</b> | <b>.905</b> |

Table 3:- Hierarchical Multiple Regression Analysis about Prediction of Social Media Usage

\* p<.05    \*\* p<.01

Hierarchical multiple regression analysis was performed in order to determine the predictors of daily social media usage and the results are indicated in Table 3.

At first stage, it can be seen that age, education, gender and marital status predicted 18.5% of the total variance of daily social media usage (F value (8.159) =8.159, p<.01). Age (β= -.418, p<.01) negatively predicted daily social media use. This shows that increased age predicts low level of daily

usage. The variable also negatively predicted daily usage second (β=-.371, p<.01) and third stages (β=-.365, p<.01). Education (β=-.503, p<.05) also negatively predicted daily usage of social media which means that high level of education predicts low level of usage. The variable has negative prediction on daily usage at second stage (β=-.164, p<.05), but it lost its influence at third stage (β=-.430, p>.05). However, gender and marital status had no prediction on daily social media usage at first stage. At second stage, newly

added variable extraversion predicted 6.3% of total variance of daily social media usage (F value (5.077) =2.314,  $p < .05$ ). Extraversion ( $\beta = .211$ ,  $p < .01$ ) positively predicted daily usage. It explains that high level of extraversion predicts more daily social media usage. The variable ( $\beta = .225$ ,  $p < .01$ ) also positively predicted daily usage at stage 3. Nevertheless, other added variables that are openness, neuroticism and consciousness did not predict daily usage at second stage. At third stage, loneliness, which is added later, had no meaningful effect on prediction of daily social media usage (F value (4.614) =.585,  $p > .05$ ). At fourth stage, the newly added variable need for approval also didn't predict daily social media usage meaningfully (F value (4.166) =.014,  $p > .05$ ).

The correlations between daily social media usage and predictor variables indicated that there is negative correlation between daily usage and age ( $r = -.386$ ), negative correlation between education and daily usage ( $r = -.049$ ) and positive correlation between extraversion and daily usage ( $r = .138$ ). Findings that were resulted from analysis with four stages in order to predict daily usage of social media indicated that age and education that took part in all stages and extraversion which is added at the second stage and also took part in third and fourth stages had prediction on daily social media usage.

#### IV. DISCUSSION

Social media usage is widespread around the world. People from various countries use social media in order to express themselves via writings, pictures, comments and so on. They have opportunity to reach each other from all around the world by means of social media. There may be differences in usage of social networking sites in terms of gender. Manjunatha argued that males use social media rather than females (Rai & Gill, 2016, p. 519). Adversely, according to Anderson (2015), women use social media more than men. In our research results, there was no significant correlation between gender and daily social media usage. Gender also had not predicted social media usage in hierarchical multiple regression analysis. Social media usage differs in terms of age of individuals. It is found that when age increases, social media usage decreases (Gür, Dalmiş, Kırmızıdağ, Çelik, & Boz, 2012). According to Özgüven and Mucan (2013), people with the age range of 18-31 are more likely to use social networks. In our study, it is also found that young participants were more prone to use social media than older participants. There was negative correlation between age and daily social media usage which means that as the age increases the frequency of usage decreases. In hierarchical multiple regression analysis, age was an important predictor of social media usage. The Foundation of Politics, Economy and Social Research (Siyaset, Ekonomi ve

Toplum Araştırmaları Vakfı) (2012) reported that married people are the group who uses social media at least. Similarly, in this research, it was found that marital status has positive correlation with daily media usage which means that single people use social media more than married people. According to the report of Pew Research Center (2015), people with high education levels are more likely to use social media and the people with low level of education less likely to go online. In our research, education was found as a predictor of daily social media usage in hierarchical multiple regression analysis.

Correa and colleagues found that extraversion and openness are more effective on usage of social media rather than neuroticism. Conversely, Landers and Loundsbury stated that agreeableness, conscientiousness, and extraversion have no positive effects on social media usage (Kuo & Tang, 2014, p. 13). In this research, it was found that there was strong negative correlation between conscientiousness and daily social media. It means that as the conscientiousness level of a person increases, the frequency of usage of social media decreases. Furthermore, extraversion was found as a significant predictor of daily social media usage in hierarchical multiple regression analysis. There was positive correlation between extraversion and daily usage that means that as the extraversion level of a person increases, the frequency of social media usage also increases. It has been found that individuals' need for belong to other people affect their social media usage positively (Gangadharbatla, 2008, p.12). In this research, it was found that there is not any important relationship between need for approval and the frequency of social media usage. The research was conducted by Kross at the University of Michigan and the results have revealed that social media makes people to feel lonelier and less happy (Rai & Gill, 2016, p. 158). In this study, loneliness was found not to be related with social media usage.

#### V. CONCLUSION

When the research results are examined, it can be seen that there wasn't any relationship between loneliness and social media usage and between need for approval and social media usage. There was a negative correlation between social media usage and conscientiousness among personality traits. Age and marital status were also found as related with daily social media usage. Age had negative correlation and marital status had positive correlation with daily social media usage. In hierarchical multiple regression analysis, there were negative correlations between age and daily usage and between education and daily usage. There was positive correlation between extraversion and daily usage.

### LIMITATIONS

- The research was conducted with adult participants who were over the age of 18. There may be differences at level of loneliness and level of need for approval of adolescents.
- There was not any control to compare the results. The research was conducted only with participants who use social media.
- The social media usage frequency was noted regarding with the declaration of participants. There was not any electronic record about social media usage times.

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