

# The Influence of Social Media Usage and Personality Traits on Personal Relationship and Job Performance

Dong-Jenn Yang, Oyun-Erdene Tsedevsuren, Tsung-Kuang E. Ma

Department of Business Administration, I-Shou University, R.O.C., Kaohsiung, Taiwan

## ABSTRACT

This study explored the influence of social media usage and personality traits on personal relationships and job performance. Convenient sampling was utilized to recruit participants in different social media platforms. Google Forms were used for the survey questionnaire for easier distribution. A total of 207 respondents who are Mongolian employees participated in the research. The SPSS and two-way ANOVA were employed to analyze the data and to test the research hypotheses. The results showed that the intensity of social media use (whether high or low) had no significant influence on participants' personal relationships and job performance. Further, extraversion and openness to experience were found to have a significant influence on personal relationships and job performance. Finally, social media usage and extraversion were found to have a significant fit effect on personal relationships.

**KEYWORDS:** Social Media Usage, Extraversion, Openness to Experience, Personal Relationship, Job Performance

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## INTRODUCTION

A recent survey suggests that 58.7% of the world's population have access to social media, with 727 million users in Europe, 781 million in America, 523 million in Africa and 2.3 billion in Asia (Miniwatts Marketing Group, 2019). In 2019, approximately 74% of social media users in Mongolia were from urban areas (Social Media Marketing Agency, 2019). This is expected to increase in the future due to the remarkable progress in telecommunication technology.

Nowadays, people are highly dependent on social media for information, communication, entertainment, online shopping, and online gaming (Oskenbay et al., 2015). Social media has made significant contributions to one's daily life, providing ease and access to multiple services. However, social media use has been found to be highly addictive and could negatively affect one's mental health and overall quality of life. Social media addiction is defined as the inability to control one's urge to use social media which eventually causes psychological, social, emotional, and cognitive problems resulting in difficulties in dealing with school and/or work activities (Chou & Hsiao, 2000). Further, excessive use of social media has been associated with low personal relationship (Oskenbay, et al., 2015) and low job performance (Yeap, et al., 2016). Interestingly, participants in the study by Roy (2009) reported that social media made them experience self-development, provided them relaxation, gave them access to leisure, and widely exposed them to the world allowing them to exchange information and share their views globally.

The use of social media for the right purpose has been proven to be highly beneficial to people. It can be a great tool for research, and for seeking knowledge, enhancing soft skills, and for exchanging experience and knowledge internationally. This shows that social media has many advantages and could increase efficiency. The aim of this study is to determine how social media usage and personality traits affect individuals' personal relationship and job performance. The following are the research objectives:

1. To explore the effect of social media usage on personal relationship and job performance.
2. To determine how different personality traits affect personal relationship and job performance.
3. To investigate the effects of the relationship between social media usage and personality trait on personal relationship and job performance.

## LITERATURE REVIEW

### Social Media Usage

Asia has the highest number of Facebook users in the world, with more than 426 million monthly active users. Social media serves different purposes depending on the user. According to Amichai-Hamburger (2007), social media is being used by teenagers in Singapore to obtain information about sports, entertainment, science and technology and hobbies. In Malaysia, individuals set up profiles, upload photos, and add friends on social networking sites to keep in touch and share events with friends (Lee, 2010).

In China, the average social media usage rate is 7.70% (SD=3.58), and social media addiction, which was measured using the Young's criteria of addiction or the Internet Addiction Test (IAT), ranged from 2.4% to 12.90%. Meanwhile, Taiwan has a much higher social media usage rate which is 17.55% (SD=9.26) (cite your sources). The study by Hechanova & Czincz (2009) found that 37.9% of the 976 respondents aged 16 to 24 in Hong Kong can be classified as social media addicts.

### The Positive and Negative Effects of Social Media

Social media allows one to communicate with anyone in the world, provides an avenue for information and resource sharing, and gives entertainment through online games. According to Shuhail and Bergees (2006), 84% of the respondents in Pakistan reported that social media is helpful for worldwide communication, and 74% experienced improvement in their reading, writing, and information processing skills through the use of social media. In addition, Kaye and Johnson (2004) stated that Internet users are more actively involved and engaged in using the social media because of its interactivity.

Consequently, social media was found to be beneficial for young working adults, giving them an opportunity to improve their life (Roy, 2009). Therefore, it is important to determine whether social media is a helpful tool in improving individuals' work performances by enhancing their reading, writing, and information processing skills. Finally, it is vital to identify whether the Internet has made worldwide communication possible and has helped individuals perform at work more effectively and efficiently (Kim, 2008; Shuhail & Bergees, 2006).

Excessive use of social media could result in a behavioral condition called social media addiction, which has been shown to cause a variety of negative impacts towards one's life including abrupt changes in mood, lack of time for other important matters, and decreased level of tolerance, patience, and judgment (Hall & Parsons, 2001). Other studies have found that social media addiction could make individuals prone to emotional disturbances resulting in anxiety and agitation (Caplan, 2003; Shapira, et al., 2000), which influence their emotions and behavior, and ultimately affect their relationship with others. According to Caplan (2003), individuals with emotional instability have lower interpersonal skills which prevent them from engaging in social activities and reduce their communication skills.

### Personal Relationship

A study by Hertlein (2012) sought to understand the role of technology in changing family relationships, and found that the rules of interaction with online peers had several negative effects on daily life such as compromising the function of offline relationships and detracting from job performance. Coinciding with these findings, Abbasi and Alghamdi (2017) found that misusing Facebook can lead to negative social consequences such as social isolation, distrust in relationships, infidelity, lack of social cohesion, Facebook addiction, and divorce. According to Li and Chung (2006), those who use the social media for a long time for social interaction purposes could experience problems such as compulsive use of social media, withdrawal from social activities, decrease in tolerance, poor time management, and interpersonal and health problems. They also argued that excessive social media users exhibit more severe social media addictive behaviors. Furthermore, it was found that

extensive use of social media increases the risk for depression and decreases self-esteem (Young, 2006). The above literatures show that social media usage could negatively affect an individual's personal relationship.

On the other hand, the displacement hypothesis claims that computer-mediated communication hinders the development of adolescents' well-being because it displaces valuable time that could be spent with existing friends (Kraut, 1998; Nie, 2001; Nie, Hillygus & Erbring, 2002). However; it was argued that social networking sites render a positive opportunity for people to reconnect with their old friends, colleagues, and mates. It also helps people to make new friends and share contents such as pictures, audios, and videos. Social media also changes the lifestyle of a society (Underwood & Findlay, 2004). All these indicate that social media usage could positively affect personal relationship; based on the above, the following is proposed:

H1a: Social media usage has no influence on personal relationship.

### Job Performance

Job performance refers to the quality of work of an employee (Caillier, 2010) and is associated with one's awareness of assigned targets, fulfillment of expectations, achievement of target goals, and accomplishment of a standard set of tasks for the organization (Sethela, June, & Mahmood, 2011). Job performance is directly related to the efficiency of the employee because employees' performance tends to increase due to a system of stress reduction in the workplace (Cheng, Zhai, & Russell, 2014; Haque, Aston, & Kozlovski, 2018).

Advancement in internet-based applications, now called social web or web 2.0 technologies, has been shown to affect job performance (Amo, Lorenzo-Romero & Borja, 2011). Web 2.0 applications such as blogs, WhatsApp, and social networking sites, contribute into making communication and knowledge sharing process more efficient, which ultimately affect employee job performance (Louie, Carol, Davison, Hui Zhu, & Zhang, 2016). Especially, when employees work at different and remote locations, they adopt web 2.0 technologies to build relations with one another for official purposes (Everton, Mastrangelo & Jolton, 2005).

Different organizations have different point of views about social media usage in the workplace and its impact on job performance; some have positive views, while some are deeply concerned about decreasing performance (Chen, Chen & Yang 2008; White, 2014).

Research conducted by Rousseau (2013) on the implication of social media on job performance concluded that social media has a positive effect on employees' job performance. Furthermore, Social media also has impacts on innovation, advertising, and customer relations in organizations (Trobe, 2018).

In contrast, some studies have found that the use of social media in the workplace has negatively affected job performance (Kühnel, Vahle- Hinz, & Bloom, 2017). Social media usage could lead to employees' misuse of organizational resources, reduced time intended for office work, and deviation from the work place; all of which violate the standard operation procedures of the organization. Although social media has been shown to weaken employees' job performance, Levy (2013) believed that organizations can increase the efficiency and productivity of

their employees by adopting social media in their business processes. Employees can use the Internet to facilitate job-related duties and search job-related information; however, they could become distracted and could waste a lot of time engaging in activities not related to their job which could impact their productivity resulting in legal liability and waste of resources (Stewart, 2000). Griffiths (2003) highlighted that if Internet usage is left unsupervised or unrestricted, Internet abuse in the workplace could lead to poor quality of service, which could hurt an organization's reputation. Overly engaging in the Internet during work hours may cause undesirable outcomes to the organization, including employees' inability to respond to customers' needs immediately, and failure to meet deadlines and complete tasks (Griffiths, 2003). Hence, social media usage could negatively affect an employee's job performance. Based on previous research, this study proposes following hypothesis:

H1b: Social media usage has no influence on job performance.

### Personality Traits

Personality is the psychological qualities that contribute to an individual's enduring and distinctive patterns of feeling, thinking, and behaving (Cervone & Pervin, 2008). The Five-Factor Model developed by Costa and McCrae (1992) has been widely used by researchers to measure personality traits. Padberg and Rinaldi (1991) and other several researchers have investigated the relationship between personality and social media usage. While some observed that the two factors are positively associated, others believed that such association does not exist. Among personality traits, extraversion and openness to experience were found to be highly related to social media usage. Hence, this study investigated the relationship between the two personality traits, extraversion and openness to experience, and social media usage on personal relationship and job performance.

Acar (2008) found significant differences between online social networks and real-life social media networks in terms of social network size. The results of his study showed that extraversion is one of the major predictors of both online social network size and time spent online for social networking. The early study of Amichai-Hamburger (2002) found that extraverted people are not as heavy internet users as introverted and neurotic users. Extraversion is characterized by sociability, talkativeness and optimism. Further, Correa, Hinsley, and De Zuniga (2010) noted that extraverted people tend to engage more in social networking despite current social networking services not providing anonymity. Moreover, Sung and Choi (2009) explored personality and addictive use of Facebook, and found that extraverted individuals have higher levels of social networking use and addictive tendencies. Wilson et al. (2010) also found that low conscientious individuals use social networking more. Costa and McCrae (1992) suggested that individuals with a high-level of extraversion are known to be sociable, assertive, active, exhibits positive emotions, and are more engaged on their personal relationships.

Extraverts and individuals open to experiences are likely to join more groups on Facebook, use socialization functions (Ross et al. 2009), and have more Facebook friends than introverts (Amichai-Hamburger & Vinitzky, 2010). This indicates that the former is highly sociable compared to the latter in general. In terms of the use of addictive social

networking services (SNS), extraversion (together with depression) has been linked to excessive Internet usage (Hwang, 2014).

H2a, b: High-level extraversion exerts a greater influence on personal relationship and job performance than low level extraversion.

H3a, b: Social media use of extraverted individuals exerts a positive influence on personal relationship and job performance.

Openness to experience is a personality trait describing individuals who are sophisticated, knowledgeable, cultured, artistic, curious, analytical, and more liberal in general (Cervone & Pervin, 2008). With regards to openness, the authors found that this trait was inversely associated with Facebook and smartphone addiction. Therefore, individuals with lower levels of openness are likely to become addicted to Facebook and smartphone use (Correa & Hinsley, 2010).

H4a, b: High-level of openness to experience exerts a greater influence on personal relationship and job performance than low-level openness to experience.

H5a, b: Social media use of individuals with high-level of openness to experience exerts a positive influence on personal relationship and job performance.

## METHOD

### Research Design

In this study, social media usage and personality traits (extraversion and openness to experience) were regarded as independent variables, and personal relationship and job performance were dependent variables. The framework of this study is shown in Figure 1.

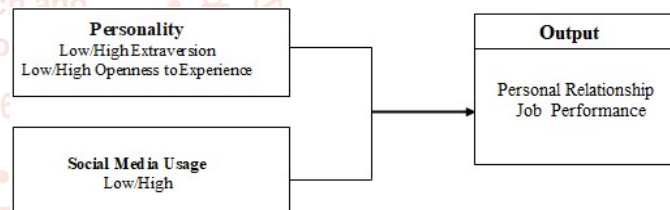


Figure 1 The framework of this study

### Sampling and Data Collection

This study used convenience sampling and distributed survey questionnaires created in Google Forms to Mongolian employees from mid-September to late October of 2019 through social media platforms. A total of 207 valid data samples were collected with 100% response rate. Among them, 41.5% (N=86) were males and 58.5% (N=121) were females. Further, 30.9% were aged between 18 and 24 years old. In terms of employment status, 42.5% were employed full-time and 34.8% were self-employed.

### Questionnaire Design and Reliability

The questionnaire has five sections consisting of the demographics, and the items that measure social media use, personality traits, personal relationship, and job performance.

To measure social media usage, five items were adopted from the research of Ambad, Kalimin, and Yusof (2017). Further, this study modified the items from John et al. (2011) to measure extraversion and openness, with each having six items. Meanwhile, three items from Rehman (2011) were reemployed to measure participants' overall job performance. Lastly, personal relationship was measured

using four items from Christensen (2018). All items were scored using a 5-point Likert scale with 1 for *strongly disagree* and 5 for *strongly agree*.

The Cronbach's alpha obtained for the variables are as follows: social media use = 0.763; personal relationship=0.797; job performance = 0.821; extraversion=0.709; and openness to experience=0.622. Since all Cronbach's alpha obtained were higher than 0.6, this indicates that all constructs have good reliability.

**ANALYSIS AND RESULTS**

**Descriptive Statistics and Classification**

As shown in Table 1, the mean scores for the five variables, which totaled to 24 items, ranged from 2.88 to 3.79. To understand the influence of social media usage and personality traits (extraversion and openness to experience) on personal relationship and job performance, this study divided the participants into a high-score group and a low-score group based on the mean of their descriptive analysis. A total of 110 participants were included in the high social media usage group (m> 2.88) and 97 in the low usage group (m< 2.88); 112 in the high-level extraversion (m> 3.62) and 95 in the low-level (m< 3.62); and 95 in the high-level openness to experience group (m> 3.38) and 122 in the low-level group(m< 3.38).

**Table 1 Descriptive analysis**

Variables	N	Mean	SD
Social media Usage (SMU)	207	2.88	.858
Personal Relationship (PR)	207	3.79	.743
Job Performance (JP)	207	3.69	.772
Extraversion	207	3.62	.643
Openness to Experience	207	3.38	.586

**The Influence of Social Media Usage and Extraversion on Personal Relationship and Job Performance**

As illustrated in Table 2, high social media users (3.81) had better personal relationships than low-level ones (3.77). Further, those belonging in the high-level extraversion (4.13) had better personal relationships than those in the low-level group (3.36). Lastly, the results showed that individuals with high-level extraversion (3.98) had better job performance than those in the low-level group (3.31).

**Table 2 The cross table of social media usage and extraversion trait**

Mean score.	Extraversion		
	Low	High	
Social Media Usage	High		N= 110
	N=45	N=65	PR= 3.81
	PR= 3.22	PR=4.22	JP=3.61
	JP= 3.25	JP= 3.98	
Low		N=97	
N=50	N=47	PR=3.77	
PR=3.51	PR=4.04	JP=3.67	
JP=3.37	JP=3.97		
	N=95	N=112	
	PR=3.36	PR=4.13	
	JP= 3.31	JP=3.98	

The results of the two-way ANOVA analysis for the influence of social media usage and extraversion on personal relationship and job performance are shown in Tables 3 and

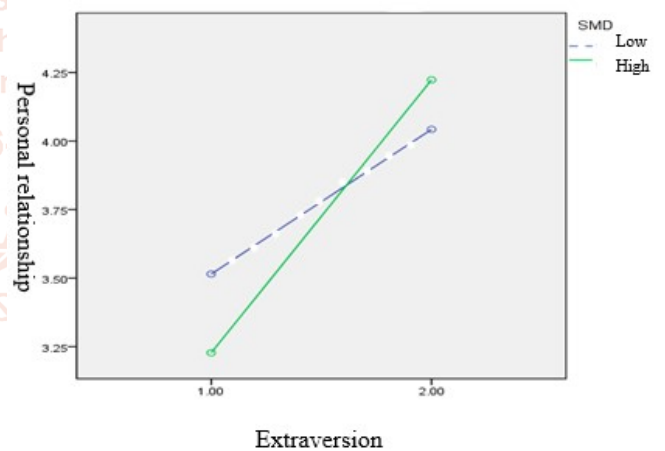
4. As indicated in the results, social media usage had no significant influence on personal relationship and job performance. This means that high social media users do not have greater influence on personal relationship and job performance than low social media users. Hence, H1 a, b were supported. Further, the results also show that extraversion had a significant influence on personal relationship and job performance. Therefore, highly extraverted individuals have better personal relationship and job performance than those with low extraversion personality trait. Hence, H2a, b were supported.

Finally, the results show that high social media users with high-level of extraversion had better personal relationship than low social media users with low-level of extraversion trait; thus, H3a was supported and H3b was rejected.

**Table 3 Two-way ANOVA analysis of the influence of social media usage and extraversion on personal relationship**

Source	Type III Sum of Squares	df	Mean Square	F	Sig. (p-value)
SMU	.144	1	.144	.364	.547
Extraversion	29,399	1	29.399	74.059	.000
SMU*Extraversion	2,774	1	2.774	6.987	.009
Error	80,584	203	.397		
Total	3094,500	207			

**SMU: Social Media Usage**



**Figure 2 Analysis of the influence of social media usage and extraversion on personal relationship**

**Table 4 Two-way ANOVA analysis of the influence of social media usage and extraversion on job performance**

Source	Type III Sum of Squares	df	Mean Square	F	Sig. (p-value)
SMU	.135	1	.135	.274	.601
Extraversion	22.623	1	22.623	46.036	.000
SMU*Extraversion	.198	1	.198	.404	.526
Error	99.756	203	.491		
Total	2925.444	207			

**SMU: Social Media Usage**  
**The Influence of Social Media Usage and Openness to Experience on Personal Relationship and Job Performance**

As indicated in Table 5, low-level social media users (3.73) have better job performance than those in the high-level group (3.68). Further, those included in the high-level openness to experience group (4.12) had better job performance than those in the low-level group (3.52). Also, high-level of openness to experience (3.99) exerted greater influence on job performance than low-level of openness to experience (3.42).

Tables 6 and 7 show that openness to experience had a significant influence on personal relationship and job performance. Individuals with a high-level of openness to experience had a better personal relationship and job performance than low-level ones; thus, H4 a, b were supported. Also, the level of social media usage and openness to experience had no significant influence on personal relationship and job performance; hence, H5 a, b were rejected.

**Table 5 The cross table for social media usage and extraversion**  
**Openness to Experience**

Mean scores		Low	High	
Social Media Usage	High	N=54 PR=3.56 JP=3.47	N=56 PR=4.06 JP=3.89	N= 110 PR= 3.81 JP=3.68
	Low	N=58 PR=3.49 JP=3.37	N=39 PR=4.18 JP=4.09	N= 97 PR= 3.83 JP=3.73
		N= 112 PR= 3.52 JP= 3.42	N=95 PR=4.12 JP= 3.99	

**Table 6 Two-way ANOVA analysis of the influence of social media usage and openness to experience on personal relationship**

Source	Type III Sum of Squares	df	Mean Square	F	Sig. (p-value)
SMU	.038	1	.038	.080	.778
Openness	18.073	1	18.073	38.423	.000
SMU* Openness	.466	1	.466	.991	.321
Error	95.484	203	.470		
Total	3094.500	207			

**SMU: Social Media Usage**

**Table 7. Two-way ANOVA analysis of the influence of social media usage and openness to experience on job performance**

Source	Type III Sum of Squares	df	Mean Square	F	Sig. (p-value)
SMU	.124	1	.124	.238	.626
Openness	16.346	1	16.346	31.309	.000
SMU* Openness	1.070	1	1.070	2.049	.154
Error	105.982	203	.522		
Total	2925.444	207			

**SMU: Social Media Usage**

**CONCLUSION AND SUGGESTION**

According to the results of the analysis, the level of social media usage had no significant influence on personal relationship and job performance. This contradicts the findings of previous literatures that indicate that social media usage has positively and negatively effects on personal relationship and job performance. The present study showed no significant effects possibly because the effects cancelled out each other. Social media makes it easier for people to connect with others and allows one to work more efficiently by providing access to information and effortless communication with customers. However, social media can also distract the employee from performing one's job and even results in addiction. This study believes that it is important for organization to understand how they could control the use of social media at work.

Consequently, this study found that employees with high extraversion and openness to experience had better personal relationships and job performance. Hence, recruiting or training employees to obtain high extraversion and openness to experience would help the development of the company. Finally, high social media usage and high extraversion exerted a significant effect on personal relationship. This means that high social media users with high extraversion have better personal relationships than low social media users with low extraversion. Finally, since the present study recruited participants through convenience sampling, the results may not be generalized to Mongolian employees as whole; thus, the conclusion of this study must be used with caution.

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