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Personality Traits & Motivations as an Indicator of Use for Type Social Media Platform

Thesis Application Project for Masters Degree

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Abstract

In the present day the audience or consumers, don't just look for a good product, service or cause to support or acquire, it has become vital for them to connect the brand in a emotional or identity level. Social media platforms are diverse and each different platform can foster a different environment which attracts different type of people with different motivations that genuinely enjoys and engages with the information that they find in the platform. Which leads this study analyze, what behavior is driving the use of the different social media platforms? The way this paper investigates this, is by answering the two main research questions, which are based on an individual personality and motivations, what type of social media is he or she more inclined to choose?

The population of study of this thesis is mainly people from Baja California, Ciudad de Mexico and Sonora, as INEGI (2022) reports these states to have the highest internet adoption at home. The second inclusion criteria is people from 18 to 34 years old mainly. To analyze this target population, quantitative data was collected through a online survey containing 53 questions about personality, motivations and demographic characteristics. Which lead to 201 respondents through online means.

Multiple regression analysis was done in order to get result from the analysis between social media use, motivation and personality of chosen population. Regarding personality from the six types of social media platforms, three showed significant correlation. The relation between social media types and motivations, proved to be even stronger as from the six social media types all showed correlation with at least one motive.

Finally for the discussion, it becomes important to read the literary review specially topics such as media richness, social presence and the results reported in this study regarding previous findings of personality, social media use & motivations. Once the results are analyzed in the discussion deviations from this thesis hypothesis are explain with the relationship between motives and personality.

Introduction

In today's highly competitive digital space it's hard to create extra value for the audience because a lack of proper segmentation that results in a non-differentiated digital content. Meaning by digital content, as any bit of information or knowledge which both the distribution process and acquisition is through a digital channel (Strader and Shaw 2000). An example would be any data, text, sounds, images with or without marketing purposes disseminated through a digital channel. The outcome of not being able to properly segment your digital content from the competition can affect multiple areas of a company from marketing to pricing and ultimately company profitability.

The reason for this lack of differentiation, most of the times, is due to not understanding the audiences, their behaviors and personalities. This is why proper content segmentation by personality can give the audience that extra value, which means that this segmentation works by adapting content to target different types of people based on their behavior, desires and needs.

Improper content segmentation can be seen mostly in the social media, which is why it will be the media channel of choice of this study. Kapoor & Tamilmani (2018) defined social media as any user-driven platforms that facilitate diffusion of compelling content, dialogue creation, and communication to a broader audience. Essentially, a social media platform is a digital space that provides an environment that is conducive for interactions and networking to occur at different levels (for instance, personal, professional, business, marketing, political, and societal).

An improper understanding of an audience leads to brands and users posting mostly non-strategic digital content that results in a lack of audience engagement, which refers to the cognitive, emotional, or affective experiences that users have with media content or brands. Contrary to passive exposure to news content, engagement denotes an active and intentional orientation toward what users read, view, or hear. Users invest time, attention, and emotion (Lehmann, Lalmas, Elad, & Dupret, 2012, p. 164) and internalize a media message and/or media content.

A lack of audience engagement often looks like a lack of shares, views, likes, comments on the content created for the audience. But an audience online behavior can depend on their personality as well, however no matter the personality a lack of engagement will always lead to a lack of conversions. A possible solution for this is proper content segmentation and for this is necessary to understand the user's personality & motivations that each social media platform type has. Then adjusting the content of the brand properly to those to the characteristics of the user, as the personality is the root of decision making for all users. From this understanding and the understanding of user's specific motivations for social media use, a properly adapted media strategy can be created to capture the user's engagement and focus.

This thesis focuses on finding the relations between the big five personality traits theory (Fiske, 1949) social media use motivations & the type of social media a user tends to choose. From the understanding of the relations between these variables, this study aims to build on the research of social media use & personality traits. By relating personality traits & motivations of social media use with the type of social media that is more attractive based on users' traits and motivations. Based on this relation, identify the online behaviors of the distinctive personalities & motivations to understand what type of content they may be more receptive to and how will they engage with it.

Literary Review

For the following literary review, a brief description of social media and its relation to both personality and motivations of use will be done in order to establish the direction of the study.

In this era of digitalization, numerous individuals grow up in a similar global manner, as they are not limited anymore by a geographic area, thus can freely choose a social group or community that fits them the most on the web and social media (Töröcsik et al., 2014). As a result, they share a common culture is created in each social media platform with certain attributes and experiences related to how the users interact with these platforms, information itself and other people (Kanakaris et al., 2019).

The definition for social media in this study is an online communication platform in which users; 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users and 2) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site. (Ellison and Boyd, 2013) With these criteria thirteen different categories and their respective social media platforms of choice for the surveys will be judge to further refine the selection for the surveys.

The Big Five

This study focus on the Big Five personality trait theory (Goldberg 1981) as is known as one of the most widely adopted approaches to the study of personality (Ackerman, 2017). Personality research started with Galton (1884) systematic approach to this area of study by categorizing personality-related words based on a standard English dictionary. Then Cattell (1957) describes a viable method with a more complex set of personality variables, now known as the 16 Cattell Personality Factors (PF) (Tsarenko 2007). Plenty of research was done to Cattell 16 Personality Factor method by analyzing Cattell's 16 Factors. It was found that only five factors were proven to be replicable across different contexts.

Subsequent research confirmed the reliability and adaptability of the resulting five traits in different cultural and research settings now known as “The Big Five Model” (Tsarenko,2007). This specific model was chosen for the research as it has been studied extensively and its five traits are replicable across cultures with their set of pattern of behavior or facets.

Table 1
Big Five Traits Brief (referencia)

Traits	Characteristics
Conscientiousness	• Disciplined & Careful
Agreeableness	• Trusting & Helpful
Neuroticism	• Anxious & Pessimistic
Openness to Experience	• Imaginative & Spontaneous
Extraversion	• Sociable & Attention seeking

Motivators

When it comes to motivation theories for human behavior there have been plenty of research into the topic such as Ryan & Deci (2000) intrinsic vs extrinsic motivation theory or Cherry (2022) self-determination theory that explains how being self-determine impacts motivation assuming people feel more motivated to take action when they think that what they do will have an effect on the outcome. However, the approach of most of these theories are strictly psychological and include various factors that don't relate to social media in particular. In order to study social media use, a motivation approach that is specific to this type of media is better suited for this study.

The study of “Development and validation of the Scale of Motives for Using Social Networking Sites” by Pertegal & Oliva (2019) focus in the motives for using social network sites (SNS) or social media. As stated in the article of Pertegal & Oliva the results of the Scale of Motives for Using Social Networking Sites or SMU-SNS for short, demonstrated that all dimensions showed adequate internal consistency. Plus, the internal structure of the SMU-SNS demonstrated to be invariant across age.

To further elaborate on the relation between these topics, next the Big five personality traits are analyzed individually, the motivations & user behavior in social media.

Big Five Traits of Personality

When it comes to consumer psychology research, it has long been criticized from its research methodology perspective because of the tendency to create a unique theoretical explanation. As most marketing researchers have the tendency of developing their own constructs rather than using proven psychological constructs already in existence, to measure personality variables (Pham, 2013).

An example is the Myers & Briggs' 16 Personality Types (Consulting Psychologists Press, 1975) that is popular in the marketing and business field. However, Myers & Briggs has been deemed unreliable by many psychologists and researchers as the results often for the same person change and do not stay congruent over time. Plus, breaking personality into 16 different elements makes it extremely hard to analyze and correlate with other multiple variables.

In contrast with the chosen theory for this research “The Big Five Personality Traits”, which is a theory its already establish in psychology and marketing research.

Key Factors for The Selection of The Big Five

The Big Five personality traits also known as the Five-Factor Model, it's a valid theory of selection as it remains valid and constant across time (Soto & John, 2012). Due to the fact that the Five big traits from which specific behaviors that stay constant within the person, instead of focusing on behavior cause by a specific situation (GY Lim, 2023). The basic premise of the theory is that personality can be boiled down to five core traits.

The Traits Across Time

The scores that a person gets in the five traits have been showed to remain stable for most of their lifetime of the person with just minor differences from childhood to adulthood (Soto, 2012). Soto & John (2012) found out that agreeableness and conscientiousness increased with age, openness to experience and neuroticism decreased slightly from adolescence to middle adulthood. Soto &

John (2012) concluded that there were more significant trends in specific facets (a specific and unique aspect of a broader personality trait) like adventurousness and depression, rather than changes in the overall big five traits.

Difference in Gender

When it comes to gender, the five traits have been observed to have slight differences, as Costa et al. (2001) analyze data from more than 23,000 men and women in 26 countries. They found that “gender differences are small and consistent with gender stereotypes, and replicable across cultures” (p. 328). However, the bigger gender differences were reported in Western industrialized countries, researchers proposed that the possible reason for this finding was women actions in individualistic countries (p.e. USA) would be likely attributed to their individual personalities. In countries with collectivistic cultures (p.e. Mexico) would be possible attributed to their compliance to gender roles norms. Meaning that in countries where there is more freedom for individual expression, the predominant personality trait from a woman is likely to be stronger because there are less stereotypical gender norms that prevent its expression.

Heritability of The Big Five

Like most personality theories, the big five personality traits are affected by the way a person is raised since childhood and the environment around the individual. However, a study made by Jang et al. (1996) states that the big five traits can be up to 40 to 60% heritable since birth with the variance of heritability found out to be due to genes. Making the big five personality traits highly reliable since most of the time these traits are already established in an individual since birth.

Main Profile Characteristics of The Five Traits

An emotional response to an advertisement — rather than a logic driven response, is a better predictor of whether customers will purchase a product or brand (USC 2013). This is why understanding the big five traits of personality and its characteristics, can give an explanation of what triggers an emotional response on a target audience depending on their traits.

This thesis analyzes these traits and the characteristics of people that rank high in each trait and how this relates to social media. Previous research regarding personality and social media behavior will be presented as well. Some of their notable characteristics are as in Table 2.

Table 2
The Big-Five Trait Taxonomy

BIG FIVE TRAITS	CORRELATED TRAIT CHARACTERISTICS
Extraversion (Introverted)	<ul style="list-style-type: none"> • Sociable • Energetic • Excitement & Attention Seeking • Straightforwardness,
Agreeableness (Hostile)	<ul style="list-style-type: none"> • Altruism • Modest (not a show-off) • Sympathetic • Empathy • Compliant
Conscientiousness (Spontaneous)	<ul style="list-style-type: none"> • Organized • Achievement Striving • Deliberation (not impulsive)
Neuroticism (Stable)	<ul style="list-style-type: none"> • Irritable • Self-consciousness (shy) • Impulsiveness • Anxiety
Openness (Closed Minded)	<ul style="list-style-type: none"> • Curious • Imaginative • Artistic • Creative • Constantly Trying New Things

Note: The Big Five traits are a spectrum, meaning that every trait has its opposite which is written below each trait.

Even though each trait has a opposite trait (Extraversion & Introversion), for the purpose of this study we will focus just on just one spectrum (bold traits in Table 2), as most literature focuses on the study of these traits.

Extraversion: This trait reflects the tendency and intensity to which someone seeks interaction with their environment (John & Srivastava, 1999). This people will likely thrive in social media, especially popular topics and culture that enables him/her to interact with other users, brands etc.

Agreeableness: Those high in agreeableness can be described as sensitive to the needs of others and are helpful and cooperative, as agreeable people focus on people’s orientation and positive and meaningful interactions with others (Ackerman, 2017). People with this trait may be more

oriented towards, media that help them strengthen their relationships, not so much expand their circle of relationship unlike Extroverts.

Conscientiousness: A person with this dominant trait has an high ability for impulse control in order to engage with goal-oriented behaviors (Grohol, 2019). That when it comes to social media, behavior such as binge watching or binge scrolling entertainment content may not be their content of choice and content related to self-improvement maybe better suited for them.

Neuroticism: Neuroticism describes the overall emotional stability of an individual through how they perceive the world. It takes into account how likely a person is to interpret events as threatening or difficult. As people high in this trait are shy and often perceive the world as threatening, less personal media and content could be of their liking as they minimize social interaction, such as articles and informational content.

Openness to Experience: Openness to experience refers to one's willingness to try new things as well as engage in imaginative and intellectual activities (John & Srivastava, 1999), people with this trait will be more attracted to artistic endeavors rather than informational content and probably have a wide variety of interests.

Personality & Social-Media

The following information its mainly about general online and Facebook behavior related to the big five traits. Analyzes why this specific social media is chosen and the behaviors its users display.

Yang & Tadesse (2018) study examines patterns of behavior in Facebook for the big five traits of personality with linguistic analysis to analyze post content which explains communication characteristics. Plus, machine learning in order to analyze social patterns of behavior that explain their social interactions. Yang & Tadesse (2018) study find out that even though both the linguistic analysis and social patterns of behavior can predict personality, social patterns of behavior is the best predictor.

Extraversion

Communication Characteristics: extraverts show a negative correlation with long text publications and positive correlation with communication regarding positive emotions that could be classified as lovely, nice or sweet (Yang & Tadesse, 2018). Anastasiadis & Siakas (2022) report that this trait is a positive predictor for online groups affiliations and have a tendency of doing a high number of publications on social media.

Social Interaction Characteristics: This trait tends to be seek constant stimulations as they have a high tendency to participate on online activities that require socialization. Is common for extraverts have the larger number of contacts compared to other traits. But their network tends to be more disperse as the belong to multiple social groups, groups that don't have any relation between each other. Making extraverts capable of transmitting a lot of content to many communities. But content that may not lead to high engagement as their constant interaction with different users don't allow them to have close relation interactions. (Yang & Tadesse, 2018).

Agreeableness

Communication Characteristics: On Yang & Tadesse (2018) linguistic analysis test agreeableness showed positive correlation with the use of words to describe feelings and positive emotions. Meaning that they may use social media as personal diary to express their emotions (Yang & Tadesse, 2018).

Social Interaction Characteristics: Yang & Tadesse (2018) reports that this type of user tends to interact the most with users that demonstrate the traits of extraversion, openness and agreeableness as well. They tend to show empathy, cooperativeness and are driven have positive social interactions for their emotional needs. Extraverted and openness users tend to add agreeable users to their list of contacts, making the networks of agreeable users big and loosely connected.

Their online behavior show that agreeable people may be interested to be in the same social media sites as people high in extraversion, openness and agreeableness. They are probably prone to engaging with content that allowed them to express and process emotions which can be multiple formats but may be better express through small text.

Conscientiousness

Communication Characteristics: conscientious users tend to negatively correlate with the expression depicting negative emotions in social media as they tend to talk less about unhappy subjects. The linguistic analysis indicates that users that highly score with this trait like to discuss with other people and engage in conversation about the things they see or hear (Yang & Tadesse, 2018)

Social Interaction Characteristics: The machine learning analysis reveals that conscientious users have a positive correlation with a big network size but their network of friends or contacts tends to be dispersed socially. Meaning that their contacts have no relation between each other and as a result no information or content is shared between different groups. Different types of users tend to interact with conscientious users through social media for work-related tasks as conscientious individuals are well organized (Yang & Tadesse, 2018).

Based on these characteristics it is probable that conscientious people prefer to use social media platforms where the predominant features are discussions or conversations related to their specific topics of interest and regarding content, informational and written content format may be their highest interest.

Neuroticism

Communication Characteristics: Neurotic users tend to communicate in a way to express negative emotions such as anger and anxiety as well as to communicate with larger written sentences in comparison with other traits and even though content sharing is not correlated with neurotic users, when they share content or information is likely to be about health topics on social media (Yang & Tadesse, 2018).

Social Interaction Characteristics: Users that display high neuroticism are reported to have a negative relation with a big network of contacts but a positive correlation with the closeness of contacts, meaning that their contacts tend to know each other and share the same experiences. This leads to them mostly focusing on information-based activities instead of socialization-based activities, the exception being their closed contacts (Yang & Tadesse, 2018).

Vikash & Smita (2022) show that individuals, with high neuroticism traits, tend to use the internet & social media platforms as a means to avoid loneliness and interact only with people that they

previously know and are close to them. Their study suggest that neuroticism individual keeps things private and do not interact in large groups. When using Instagram, neurotic users they find do not share information like posting a picture depicting their personal lives. The only behaviors exhibit by users high in neuroticism are liking posts (which is impersonal not public) and chatting with close friends, which is a private form of engagement as well.

Openness to experience

Communication Characteristics: Yang & Tadesse (2018) analysis reveal that open users tend to engage or start conversations about a diverse range of topics including potentially sensitive subjects, such as religion, death or content related to negative emotions.

Social Interaction Characteristics: Their interest in diverse topics and their curiosity makes them prone to build large network of contacts from diverse social groups that are not that disperse in comparison to conscientious users. Meaning that they may act as mediators between different groups to meet each other as they have a positive correlation with the spread of content between these groups (Yang & Tadesse, 2018).

Furthermore, Vikash & Smita (2022) find out that users ranking high in this trait interact in ways that allow them to interact with people with diverse interest whose stories/tales give them new experiences, such as publicly targeted activities and use social media for visibility. As in their study found out that they tend to use both liking and comment for public consumption and communication in Instagram. It's important to take into consideration that when liking or commenting in a post of Instagram (most social media as well) its publicly visible for everyone to see, even people that don't belong to your personal contacts.

Vikash & Smita (2022) findings indicates that users ranking high in this trait may prefer social media platforms that allow them to publicly engage with other users about a different range of topics, as a result maximizing the flow of content between their contacts and growing their network. When it comes to social media platforms public engagement features (commenting, sharing) is common within most types of social media and because of their diverse interest of different type of content they may use a wide variety of platforms without any specific preference for any type of social media.

Identifying the behavior pattern of online users helps clarify why different traits may use certain social media platforms. The difference in the types of social media lies in content format or features. Social media platforms also focus on some aspects of online interaction more than others. An example of this can clearly be seen in Instagram in comparison with Reddit. Instagram focuses on content features like sharing personal details of the user's lifestyle or day to day actions. Here posts are mainly photos or small videos formats recorded with users' personal phone showing, is a social behavior more suited for extroverted people. In contrast, Reddit focuses more on text posted by users about specific topics that others users may be interested on reading about. The way to consume content in this media is not social and probably more suited for people that use social media for informational purposes, such as people high on neuroticism and conscientiousness.

The following section elaborates on motivations & behaviors may be producing such motivations for social media use.

Behavior & Motivations for Social Media Use

This part specifies internet usage motivations and behavioral variables related. Following with the nine motivations for social media use. Finally, they are correlated to the personality traits as well.

The literature offers are limited information focus on more than analyzing personality and online media but the personal motivations behind its use as well. Mukherji (1998) study indicate motives such as pastime, interpersonal utility, social exchanges, and scrutiny. Others studies focus on different aspects such as Svennevig (2000), entertainment, private relations, community, identity formation, observation, imagination, stimulation and others. However, most of this previous research often focus on singular aspect and general aspects instead of focusing on a clear line of thought which leads to the different motives from each research.

Looking at the motivations for social media use from a premise that users that engage in social interaction have distinctive motives and psychological needs.

Thereby these users are motivated to fulfill their needs by belonging to group or a certain network, be it physiological, emotional, informational and among others.

In accordance with this premise is the “User & Gratification Theory” (Katz et al., 1974) states that people are active and goal-directed in their media use and intentionally choose media and content. In order to gratify psychological needs or motivations, mostly for needs such as relaxation, social interactions, companionship, habitual pass time, professional advancement, expressive information sharing, or escape.

It also proposes that the different media compete for users’ attention by satisfying their different needs with different features or formats. It is only natural for individuals then to choose a medium that fits their specific needs, which vary with personality. Palmgreen and Rayburn (1979) point out that users unconsciously motivated to choose and utilize certain media to gratify the individual needs that they have as a result of their individual social and psychological uprising. Another key point made by this theory is that people choose different media based on self-efficacy (Bandura, 1997). Self-efficacy is the confidence or belief in their ability to execute the behaviors or tasks required in a specific medium environment properly.

A clear example of the user and gratification theory applied to social media platforms would be the following studies that paid attention to gratification aspects related to the user psychological motivations based on the communication medium used. Mosqueda & Garcia (2010) focus on chat rooms, and even though their study is indefinite & qualitative which makes it less reliable at the end it did identify an elevation in sociability of their respective users. When chat room users come in contact with known people or with unknown people, that leads to new relationships easily being created as they interact in a non-threatening environment. Chat room users engage in this behavior with the motivation to boost their confidence in their social skills with the affirmation of doing it in a non-intimidating environment, oppose to real life interaction which they may find intimidating.

In their study Sheehan and Nichollis (2009) used the following social networking sites MySpace, Fullwood, conceptualized three primary drives for self-expression, establishing relations and personal impression management.

In another a quantitative study, Park (2009) as well found that university students joined Facebook to fulfill their need to socialize with their friends and for social recognition. The study was done through a random online survey of university students in Texas (n=2,603), the authors uncovered a significant correlation between the intensity of Facebook use with the motivation for gratification of personal fulfillment, to boost ones' confidence in their abilities and taking part in public matters. They find out as well that socio-economic status of participants made no significant difference on gratifications obtained from using Facebook (Menayes,2015).

The Nine Motives for Social Media Use

Users and gratification theory applies to all type of media, which indeed includes social media platforms but makes it unspecific, even though previous finding of social media network do correlate with this theory. Both user and gratification theory & the previous studies mention before about social motivation use are old in nature. When it comes to social media platforms, these platforms evolve extremely fast and for this reason a more recent the investigation its use for this research.

Meirinhos & Oliva (2019) study focus on social media motivation use is the best option, as it did not focus on one platform but did extensive qualitative and quantitative research in order to find out the motives of use for social media platforms.

To develop their Social Media Use Motivation scale (SMU-SNS scale), Meirinhos & Oliva (2019) looked into the relationships between these motives and some users' psychosocial development outcomes. They focus on motives that explain the experience of the personal/private use of SNS from a behavioral and psychological approach (See table 3), which is in relation with the current direction of this study.

Table 3

The Nine Motives of Social Media Use

MOTIVATIONS FOR USE	DESCRIPTION
1. Dating	Motives related to finding a romantic partner and having a romantic interaction, dating or having sexual encounters.
2. New Friendships	Having the intention to expand an offline network of contacts by making new friends and meeting new people.
3. Academic Purposes	Being the motivated to tasks about obtaining information and help on academic matters such as exams, class notes, or group assignments.
4. Social Connectedness	Motivation related to feeling part of society or a online community within a online social media platform.
5. Following & Monitoring Others	Motives related to following and looking for details of the lives of ones' friends and contacts through their profiles and publications.
6. Entertainment	The intention to use social media platforms to have fun or pass time.
7. Social Recognition	Motives related to looking for popularity or attention and feedback, such as likes and comments.
8. Self-expression	The use of intention to express a personal opinion and feeling on a topic.
9. Seeking information	Motivation related to the search of information outside of work or academic subjects, such as to being aware of news and current social issues.

All dimensions showed adequate internal consistency plus these motives demonstrated to be invariant across age. This thesis uses it to understand the relation between personality and social media use by individual's free time; thus the "Academic Purposes" factor was eliminated, due to its inapplicability.

Meirinhos & Oliva (2019) study reported that minor differences were found between age & gender when it comes to their motivations for social media use. These minor differences were found on

two motives, Social Recognition and Self-expression. These two motives were found to be larger in women than in men, meaning that women scored higher than men on both motives.

After their finding in the differences in these two motives for men and women, Meirinhos & Oliva (2019) theorize that it may be because women tend to use social media platforms more for following pre-existing friends as a form of maintaining contact. In the case of men, they tend to use it for establishing new friendships and romantic relationships.

They explain the differences between men & women with the Self-Construal Theory of Gender (Barber, 2014) as it states that women attitude moves towards maintaining intimate and exclusive relationships within the group. For men self-construal theory indicates that their attitude towards groups tends to be collectivistic, meaning that men tend to focus on building a big network. In scale of motives would be reflected in establishing new friendships and romantic relationships.

Another finding by Meirinhos & Oliva (2019) study is that when it came to older users' motives for social media use, their patter is to put more emphasis in maintaining contact with their friends. Which is the motive regarding following and monitoring others. The younger users' motives are incline to establishing new friendships or relationships, plus motives for social recognition and social connectedness. Young users need behind their motives for social media use is to feel included in an online community. Another notable difference was that younger users reported to use more social media for entertaining purposes in comparison of older users informational and academic purposes.

Finally, Meirinhos & Oliva (2019) study was focus on teenagers and young adults meaning age 24 maximum. In comparison to this study range of ages which is 18 to 34 years, which will be of interest to see if the psychosocial stages of development (Erikson,1980) change the patter of motives of older and younger users in comparisons to Meirinhos & Oliva study.

The Nine Motives of Social Media Use & Personality

Regarding motives social media use & personality, Meirinhos & Oliva (2019) correlated their SMU-SNS scale of motives with two dimensions of the big five traits, neuroticism and extraversion.

1. Neuroticism: This trait showed positive association with the motive of following and monitoring others and seeking approval from others. Plus Meirinhos & Oliva (2019) reported that the higher an individual score in neuroticism the higher the relation with a passive mode of consumption in social media. Meaning the use of social media without little to no communication or socialization with others. As neurotic users report having difficulty using private or direct messages online because of negative expectation of not being accepted by others. As a result a high positive correlation with motives related to information used online.
2. Extraversion: extraverted people demonstrated to have positive correlation with most of the motives for social media use with an exception with informational purposes. But the strongest relation with motives extraverted people reported to had, was with the dimensions of dating, new friendships and social recognition.

Additionally, in another study regarding personality and social media, Ross & Siakas (2009) reported out that openness to experiences is an important predictor for frequency of social media use. Specifically, motives regarding sociability function use.

Internet self-efficacy and Social media use

As stated, before self-efficacy or the believe in one's ability to fulfill a task successfully plays a major role in defining the motivations underlying individuals use of social media (Jackson & Wang, 2015). In the context of motivation for a particular behavior this theory states that individuals with high confident in their ability, independently of how masterful they are with such ability, often approach more challenging task. In contrast individuals with lower perceive confident avoid unknown tasks (Igbaria & Iivari, 1995).

In social media could logically lead to people that already has an establish motive for use such as new friendships, to reinforce that particular behavior. In this case users may constantly use a social media platform which main feature facilitate this behavior, for example Facebook with the feature of social networking.

In relation to personality traits, if a user high in extraversion that tend to socialize constantly, which naturally make him choose a social media where he can replicate this same behavior.

Other traits that are not high in anxiety or shyness (like neuroticism) according to self-efficacy theory they would then naturally try to use multiple social media platforms. As they have higher confidence doing uncommon tasks for them. In contrast if the users that rank high on neuroticism would probably have low confidence in performing unknown tasks. These users would just use social media platforms that focus on the underlying motives that they already tend to do and not expand to other motives.

Social Media Types & Media Environment

To continue the following literature breaks down the categories of social media that will be used and how each media environment can affect the features, content and thus the selection of a specific social media based on these factors. Finally, the social media platforms selected for the study are addressed and categorized.

Communication specialist Marshall McLuhan (1984) stated “The Medium is the message” by which he used to describe that both the content and message of a medium is shaped by the character or type of medium itself. Signaling that medium or media channel is the message itself and depending on the type of medium or media the message will change to adapt itself to that type of media. McLuhan (1967) states that when a newscast about a horrible crime is less about the single story that is being reported and more about spreading a common attitude towards the crimes that are reported in this medium. As a result, values, social norms and different types of behaviors are themselves the main message of their distinctive mediums and not the content itself.

When it comes to social media and its different types, it can be noticed that part of McLuhan's theory is right as depending on the type of social media we can see different patterns in the content that is spread across it. In the case of social media, the different type of content in the different platforms would be expressing a common type of value and norms depending on the platform. As a result, it would attract a specific audience that already has those types of values and norms in its behavior, which is why personality and motivations can be a predictor for social media preference.

To further elaborate on McLuhan's theory, the term and field of media ecology came to be. A prominent sociologist Neil Postman (2000) defines media ecology as how technology and media

affect human perception, understanding and values. The word ecology is use to point out how every media has a specific structure that determines how you can communicate through it, therefore it each media assigns roles to its users on how to act. Therefore, media ecology claims that each media defines its group or society in 4 ways;

1. Inspired specific acts and actions within its context.
2. Organizes the experiences of its users and gives them a specific perception from which to judge those experiences.
3. Through repeated actions it creates group unity.
4. A global village or group rises in each media.

Theoretical Background: Media Richness Theory

Another factor that must be address in order to understand the relation between behavior and social media selection is Media Richness Theory. Tseng (2017) explains that the richness of a media its equivalent to its ability to carry and transmit information. It comprises 4 dimensions:

- Multiple cues: The ability to use multiple information channels (audio, text, video etc.).
- Feedback capability: The ability to facilitate rapid feedback.
- Personal focus: The ability to establish a personal focus according need of the users, meaning the ability to facilitate the expression of the users personal feeling and emotions.
- Language variety: The ability to use symbols or different elements to convey information.

The premise of this theory is that every medium or media communication richness varies match its user's information needs (Trevino, Lengel, & Daft, 1987) and for a user to select a specific media he/she has to be motivated and able to process the information that media.

Therefore, the richer the media the more social presence there is, an example will be a video meeting or face to face contact which will be consider a media high in richness. A media high in richness and social presence in return will make the users more motivated to process messages and respond to them. If a user or person has not used to the environment where the typical behaviors of the media take place, then he/she will not be able to replicate the behaviors of such media and as a result he/she will not choose that type of media. However, Koutamanis (2013) points out that in this type of situation when a user is not able to adapt its behavior to the one of the media, social learning can still occur if the user is motivated to learn. An example would be if most of the

individuals' friends are using a new media to communicate, which then will motivate a user enough to try to adapt the social rules and behaviors of the new media.

In the context of social media Koutamanis (2013) postulates that richer media, facilitate relationship building as it has greater social contact and in contrast leaner media (less rich media). Leaner media has less social contact which makes it better for informational processes as it does not need immediate feedback and allows for greater concentration in complicated information.

Koutamanis (2013) argues that in leaner media such social media platforms with fewer language & social cues and longer delays, relationship development will occur as in richer media but in a slower pace as information is exchange in a slower pace. Which Koutamanis (2013) argues that this type of relationship development is more attractive to some people than others, as an example he points out that teenagers. Teenagers engage in constant use of instant messaging apps, as for them it may serve as a way for them to improve their respective abilities to enter into a real-life relationship.

In addition, a study examining media richness preference and personality discover that people prefer a texting communication instead of telephone (a richer media) were more prone to have social anxiety a construct directly associated with the neuroticism trait. In the other hand when it came to extraversion, people high on this trait prefer a media that offer face to face communication (Karemaker, 2005).

In another study Dunaetz & Minsuk (2015) report a correlation between the richness of a media with personality, as they determined that people that rank high in extraversion, agreeableness and openness have preference for media with a higher degree of richness. But that conscientiousness is not a significant predictor preference for media richness, plus neuroticism is a negative predictor for richness in most cases. However, when a high degree of neuroticism was pair with a high degree of another trait with preference for richer media (extraversion) it could affect the preference for richer media. Their interpretation for such a relation is that for extravert's richer media could be attractive because it gives them the ability to engage in highly social behavior and communication. For agreeable individuals it lets them express emotion through facial, corporal and tone of voice easily. In the case for neuroticism the attractiveness toward low richness media

could lay upon that this type of media requires less exchange of interpersonal information (Dunaetz, Lisk, & Shi, 2015).

Social Presence & Social Support

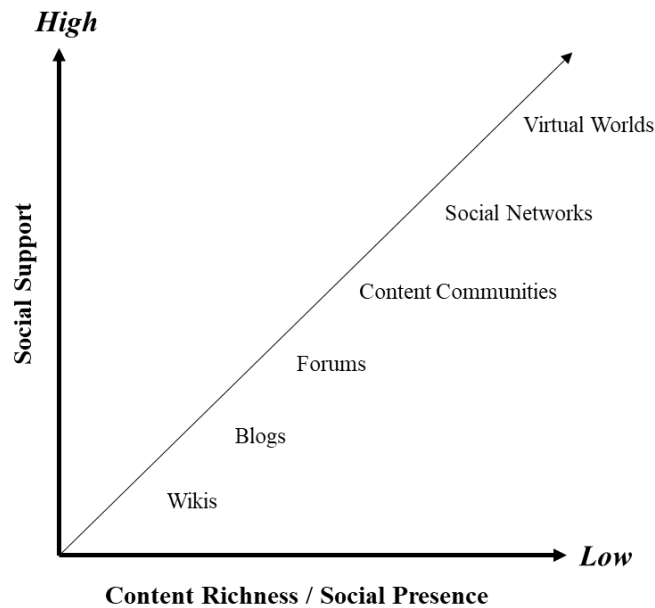
Moreover, the concept of media richness goes hand with hand with social presence & social support as Kim (2016) concluded in his study that media richness has correlation with the feeling of social presence, which means that the richer a media, the higher the perception of social presence.

Roger & Lea (2005) state that social presence in the context of online media can be defined as the feeling of interacting with other people while using a media channel. Which can evoke different interpersonal feelings such as the perception of others social contact, familiarity and intimacy. These feeling ultimately give the users a sense of belonging and social recognition generated by interacting with a community (graphical representation in Figure 4).

In the other hand social support is the sensation of empathy from a group which is facing similar circumstances and as a result they can provide supportive interpersonal communication. Social support can be done two different ways in a social media environment, instrumental and expressive (Kvasny & Roderick, 2013). Instrumental refers to the informational resources and advice an individual can find in order to handle better a stressful situation.

Expressive or socioemotional it's the demonstration of feelings such as empathy, compassion, group belonging and among other. In addition because social presence & social support are correlated, M.Kvasny (2013) reports that social support can decrease anxiety and psychological stress and social media may be use as a proxy for psychological well-being. Further down in the research an estimation of the richness of our social media types will be done, based on the focus it has on a specific type of content format.

Figure 1:
Hierarchy by Content Richness & Social Presence



Note. From “Understanding The Role of Social Media in Online Health”

Environmental Factors

Another important factor that users take into consideration when choosing a media is as Dunaetz (2015) states that rational choice theory predicts that people will choose a media to communicate their message based on the communication requirements of the message. The message can vary depending on the motivation. Dunaetz (2015) states that it would be irrational for someone that needs to deliver a written document or essay to do it dictating it via phone instead of just emailing the essay papers. Therefore, when a person considers which media to use to deliver a message, he/she must take into account factors such as available media, the nature of the message (formal or informal) and social factors such as the nature of the relationship of the sender and receiver.

The wrong choice of media can result in poor transmission and comprehension of the intended message. Which in the context of social media platforms and its users, it will be irrational to assume that users just choose a media with the sole motivation to follow the rest instead of carefully looking for a media that meets their motivations and psychological needs. Specially in the present day which our media environment has a vast array of options when it comes to social media platforms that can fit different types of communication requirements.

Types of Social Media Platforms

In a study which purpose was to provide a model of measurement of the degree of social media adoption by corporations (Kaplan & Haenlein 2010; Kietzmann et al. 2011) develop a list of 13 categories or types of social media platforms. Which will be the model of choice for this research as previous research's have focus in individual social media platforms or provided a too narrow approach to categorizing social media platforms that fitted in the time in which such research was done but since social media has evolve at such a rapid speed, these thirteen categories are more appropriate for the present day (Table 4).

For the purposes of this study, which focuses on social media platforms specifically use in Mexico (Sonora, Baja California and Ciudad de Mexico) not all social media types are relevant for the survey that was applied for the participants, just 12 social media platforms were put in the option, as Statista (2023) reported these platforms as the most commonly use in Mexico. However, two options were not included below because even though they meet the criteria for being consider social media platforms, the categories above don't fit their nature (Twitch & Telegram) but are examine later in the study.

Table 4
The Thirteen Social Media Types

Media	Description	Example	Content Richness
Business networks	This type of media is use to establish and maintain professional contacts. Registered users create a personal profile and share personal and professional details such as their education, professional experience and more.	→ LinkedIn	• High
Forums	A forum is a virtual discussion platform where users can ask and/or answer other users' questions and exchange thoughts, opinions or experiences. Communication here does not happen in real time, like in a chat.	IGN Boards → Reddit → Discord	• Low
Microblogs	Microblogs restrict the length of postings to approximately 200 characters. Postings may include pictures or weblinks. Users can subscribe to news from other users.	Tumblr → Twitter	• Low
Photo sharing	Photo-sharing platforms offer services such as uploading, hosting, managing and sharing of photos. The photos can be edited online and commented upon by other users.	Flickr → Instagram	• Medium
Social bookmarking	Social bookmarking describes the concept of saving and organizing internet bookmarks at a centralized platform in order to share them with friends and other users.	StumbleUpon → Pinterest	• Low
Social networks	Social networks connect people that know one another, share common interests or would like to engage in similar activities. Users have an individual profile; they can be found by other users using their full name.	→ Facebook	• High
Video sharing	Video-sharing platforms allow users to upload and share any type videos and to watch them legally free of charge.	→ Tiktok → Youtube → Snapchat	• Medium

Note: Examples in bold are use in this thesis and just the seven out of thirteen social media type are considered for this study. For the purpose of this thesis “Content Richness” was added to the table (Aichner & Jacob, 2015).

Platform convergence

However due to the ever-changing nature of social media and internet adoption, these platforms have had to adapt and evolve at a fast pace which is technology convergence. It's the occurrence by platforms or technologies of different kinds change their features beyond their original scope and adapt the functionalities of other kind of technologies to the point of overlapping with each other (Roco, 2002).

In the case of social media platforms, we can see that this effect has taken place and a clear example and strongest example is Facebook as it first started as a totally center social networking site but as time went by until today, we can clearly notice different content formats such as pictures, video, live videos among others. This directly affects the richness in a media, which has repercussions on preference depending on personality and motivations.

However even though this is the case for Facebook its primary feature is still social networking and the same goes for the rest of the platforms use in this thesis. With the information stated, an analyzes of the social media categories used for this study will be done to the categories that have significant responses, based on their features and individual media richness aspects because of convergence taking into consideration the individual aspects of the content richness that every category has, makes the analyzes more accurate.

Research Methodology

This part of the study consists in explaining the problem, describing the sample, the data collection method, the scales use with their validity and reliability information and an explanation of how the data is analysed.

Problematic

In today's marketing environment unspecific tools such as lifestyle, interest, attitudes, plus others are used in order to do psychographic segmentation. However, most of the time these approaches are vague or don't connect with the intended audience. Studying a specific social media environment and from there determining their, motivations and personality is a more specific starting framework for this type of segmentation in a online environment.

This type of approach is highly important now days as consumers are looking for more than a product from a brand but to connect with them in emotional or identity level. As reported by Harvard Business Review (2015) with a study done to a Bank that launched advertising campaign which goal was to inspire an emotional connection with their audience. After running the campaign, they experience an increase in their credit card use of 70% and the opening of new accounts grew by 40%.

When it comes to online advertising social media are the sites were communities are the main focus and thus to stablish an emotional connection with an audience is possibly the most efficient place to do it. Because the diversity in social media types provides different types of environments, thus depending on the type there are different motivations and users with different personalities. Thus a segmentation of these behaviors is a great foundation to have in order to properly segment the content you submit to each different type of social media platforms.

Decision Problem & Research Problem

Specifically talking about the present social media environment its full of different brands looking desperately looking audience engagement, as a result they spend time and money trying to create content that appeals to their audience. Most brands have little impact when it comes to actually engaging its audience because they lack understanding of them.

- Decision Problem: What can be done to augment audience engagement on social media platforms?
- Research Problem: What are the behavioral reasons why some users may engage with different social media platforms?

Research Questions

The central research questions posed in this research are:

The seven types of social media report to have different types of content which is better suited for each personality based on their needs.

- Which type of personality traits are attracted to what type of social media platform types?

Finally, to determine what are the underlying motivations of use for the social media platforms of this study.

- What are their motivations for using their social media platform of choice?

Research Hypothesis

Depending on the personality trait, positive and negative attitudes towards certain activities and modes of communication arise. A clear example is with extraverts, Yang & Tadesse (2018) states that this type of user has a negative correlation with long text posts and positive one with seeking constant stimulation. They express this behavior by participating in online activities that require a lot of socialization and thus expanding their online network. These characteristics make prone the use of social media types that have a lot of features regarding interpersonal communication.

In comparison, users high in neuroticism, which perceive the world as threatening and exhibit more shyness from the five traits, tend to minimize socialization and limit it to a small circle of friends he/she interacts in a more private manner. This is reflected on the fact that they report to have a small network of contacts. This is why they stick to information-based activities and would prefer social media types with minimum socialization features (Yang & Tadesse, 2018).

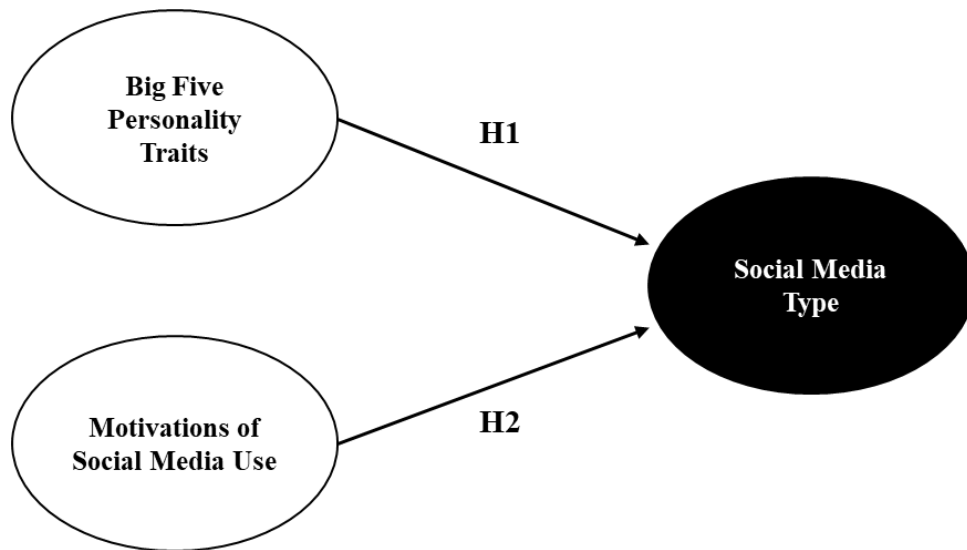
- H1. Personality traits with positive attitude towards socialization tend to spend more time using social media which features favor socialization (Table 8).
 - H1a: Users with a high score in Openness, Extraversion & Agreeableness tend to use more social networks, business networks, video sharing and photo sharing types.
 - H1b: Users with a high score in Neuroticism & Conscientiousness tend to use more microblogs & forums.

The “User & Gratification Theory” (Katz et al., 1974) states that people selective when it comes to their selection of media. Because they make their choice based on a media that can gratify psychological needs, motivations and information requirements. They actively were seeking before the choice. Another key factor when selecting a media is self-efficacy (Bandura, 1997) or the confidence in their ability to execute the behaviors or tasks required in a specific medium environment properly. Which tells us that if a user before the media was used to repeating certain behavior, he/she will most likely choose a media to repeat that behavior because he/she will feel confident in their ability. Based on this social media types have different purposes, such as being high on interpersonal communication or socialization and having their features oriented towards informational activities.

Informational activities and socialization have as result a focus on different features that they may need in the social media platforms, which is social presence. A motivation which requires more socialization will then as a result need a social media type which features are oriented towards socialization.

- H2. Participants with motivations of social media use with high or low social presence need will influence the social media types selection (Table 8).
 - H2a: Users who’s motives of social media use that requires high social presence (M1, M2, M6, M7 & M4) tend to use more social networks, business networks, video sharing and photo sharing types (Table 11).
 - H2b: Users who’s motives of social media use that requires low social presence (M5, M3 & M8) tend to use more microblogs and forums (Table 11).

Figure 2
Research Model



Sampling

The target population are social media users living in Baja California, plus Ciudad de Mexico and Sonora. These are the three states with the highest percentages of internet adoption at home and this is the reason they are mainly target, as having constant and stable internet access is vital for social media use. The main inclusion characteristics are users from 18 to 34 years old, as INEGI (2022) determine that the age group are the most active on the internet in Mexico. The state with the highest adoption is Sonora with 86.2% of their population having steady access to the internet, follow by Ciudad de Mexico (85.1%) and finally Baja California (79.1%). It must be stated that users outside of the chosen states are still valid.

The autonomous institute of Mexico in charge of gathering demographic information of the whole country INEGI (2022), reports that the ages from the range of 18 to 34 are the ones with the highest percentage of internet users in Mexico. From a government website of Mexico, the data was collected to calculate the population of the age range 18 to 34 for all the cities belonging to it. Baja California with an estimated 970,000 inhabitants, Sonora with 803,647 and Mexico City with 2,210,000 inhabitants (Gobierno de Mexico, 2022). Giving a total of 3,983,647 million inhabitants for the population of this study and a calculated sample for 197.

Data collection

Quantitative data was collected through a survey of 53 questions using Google Forms a website application that creates surveys and gathers data. An online sample is selected because of its accessibility and availability, as a person-to-person approach will have a lot of limitations, since this research is dealing with a population of states and due to the short amount of time in which the data has to be collected an online method will help reach the data collection requirement.

Emails with a brief explanation the reason for the survey was created and a discount code was added at the end of the survey. It was explained to the email recipients that the email and survey was for academic purposes, no personal data would be recollected and after finishing the survey a discount code would appear. First, 315 emails were sent from which just 30 contacts belong to list of emails from previous coworkers and classmates which i don't have any contact anymore. The rest of the 285 emails were from unknown leads. These 285 emails were obtained through the websites Hunter.io and Contactout.com. These websites are lead hunter websites that allow to gather data such as emails and phone numbers of random leads by connecting its site to different online media sites and gives the user the feature to search for emails based on location as well. Using the feature of location, the 285 emails were gathered from two locations, Ciudad de Mexico and Hermosillo.

When it came the online media platforms a publication with a brief message, a discount code and a link was posted in several platforms. The first platform was Facebook specifically in Facebook public groups which belong to Ciudad de Mexico, Sonora and Baja California. The survey was posted in nine Facebook groups, but in most of the groups my post got ban or got no response in from the group. From the nine publications, two groups responded “RESPONDEMOS ENCUESTAS (trabajos escolares de todos los niveles)” and “UPN - ASPIRANTES, ESTUDIANTES Y EGRESADOS(AS)”. UPN group belong to Ciudad de Mexico and “RESPONEMOS ENCUESTAS” had no specific state. From the UPN group the responses are estimated to be low because the post just got 3 positive reactions (likes). On the other hand, in the group of “RESPONDEMOS ENCUESTAS”, my publication got six likes and four comments and from this publication its estimated to have gotten at least ten respondents in the surveys.

Additionally, in the group of “RESPONDEMOS ENCUESTAS,” I answered 16 extra surveys from the members in order for them to answer my survey as well.

Then the survey link with a brief message was sent to 62 WhatsApp contacts as WhatsApp is not included in our survey for social media platforms. From the 62 contacts 15 were contacts that I had communicate with at that moments and the rest were all contacts from two years ago or more that I had on my history of messages but that I have not had contact with since various years. Most of those contacts are suspected to be from previous jobs. Its estimated to have had 18 respondents.

The same procedure of sending the survey link with a brief message was done in LinkedIn for 76 contacts because its stated in the survey that the questions are for social media use in the free time. LinkedIn it’s a good fit as its mostly use for work related tasks. The 76 contacts are from my previous network but since LinkedIn is a business social media network most of the contacts don’t have any personal relationship with me. From the 76 messages send, sixteen positive replies were given.

Finally, a small publication was done in nine reddit groups, which have the following names “MexicoCity”, “Sonora”, “ciudadmexico”, “CDMX”, “Hermosillo”, “Baja California”, “Ayudamexico”, “Tijuana” and “Mexicali”. It’s important to point out that none of these groups had any specific theme of discussion, they were just to post questions and start a conversation with the communities of those groups. The post had an accumulated of 15,201 views with 49 positive interactions or likes.

Scales for The Research

One survey and two scales will be applied, the first one being the BFI-10 scale, consisting of a Likert type five-point scale going from Disagree Strongly to Agree Strongly. The second one will be the social media motivation (SMU-SNS) scale, which is a 7-point Likert scale going from one (completely untrue) to seven (completely true). Finally, a survey about the use of social media platforms was applied as well, this one being a ratio scale going Never to More than 10 times a day (use social media), plus demographic data about, sex, economic status, marital status, last level of study and state of residences was collected as well.

Big 5 Personality Traits: The BFI-10

The BFI-10 is a 10-item scale measures the Big Five personality traits with 10 questions of a 5 point Likert style going from strongly disagree to strongly agree.

ORIGIN: The scale was developed based on the 44-item Big Five Inventory and designed for contexts in which respondents' time is severely limited. Test-retest correlations suggest acceptable reliability. Correlations with other Big Five instruments and between self and peer ratings, and associations with sociodemographic variables suggest good validities of the BFI-10 scores (BFI-44; John, Donahue, & Kentle, 1991; Rammstedt, 1997).

RELIABILITY: Several studies demonstrate acceptable reliability estimates for the BFI-10. In a sample of American students, Rammstedt and John (2007) demonstrated test-retest correlations between $r=.65$ (Openness) and $r=.79$ (Extraversion) over a period of 6 to 8 weeks.

VALIDITY: There are several findings that support the factorial validity, the construct validity, and the criterion validity of the BFI-10.

Factorial validity: The correlations among the Big Five scales are low, ranging from $r=.08$ to $r=.13$ in all US and German samples (Rammstedt & John, 2007). Furthermore, factor analyses reveal a simple-structure of the items with substantial loadings on the convergent factor (averaged $.64$) and negligible secondary loadings on the four other factors (averaged $.08$) (Rammstedt & John, 2007; Rammstedt et al., 2013; Rammstedt et al., 2014).

Construct validity: Correlations with the NEO-PI-R domain and facets scales show substantial convergent and discriminant validity. The pattern of correlations for the BFI-10 is generally similar to that for the BFI-44 (Rammstedt & John, 2007).

Criterion validity: Rammstedt & John, 2007 report averaged correlation between self-reports and peer reports of $r=.44$ (Rammstedt et al., 2013; Rammstedt et al., 2014).

ITEMS: Following a 5-point Likert type scale ranging from strongly disagree to strongly agree.

The scale includes 10 question with the main starting part as I see myself as someone who... and then statements for the participants to indicate how well does that statement fits their personality.

For selected sample of this study the BFI-10 was translated taking into account the Spanish version of the scale.

Table 5

Big Five Personality Trait: BFI-10

How well do the following statements describe your personality?					
I see myself as someone who...	Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
1. ...is reserved					
2. ...is generally trusting					
3...tends to be lazy					
4...is relaxed, handles stress well					
5...has few artistic interests					
6...is outgoing, sociable					
7...tends to find fault with others					
8...does a thorough job					
9...gets nervous easily					
10...has an active imagination					

Score Interpretation

Once all the responses are gather in a five-point text format, going from totally disagree to totally agree, then the text responses are converted to a numerical format. Beginning with totally disagree with a score of one, disagree a little bit with a score of two, neutral with a score of three, then agree a little with a score of four and finally a score of five to totally agree. Each personality trait has two individual questions, meaning that the maximum score for any of the five personality traits can be a ten if the participant is to answer a five it the two individual questions. The question numbers belonging to their respective personality traits are listed in the bullet list.

- Extraversion: 1R & 6
- Agreeableness: 2 & 7R
- Conscientiousness: 3R & 8
- Neuroticism: 4R & 9
- Openness to experience: 5R & 10

Note that the questions numbers with a R next to it (1R) stand for reverse score, therefore responses with a score of five (totally agree) are reverse to one, scores of four (agree a little) are turn into twos and the opposite is done for low scores of one (totally disagree) which are turn into fives for the personality score calculation. The only number that stays the same in a reverse score is three (Rammstedt & John, 2007). For any trait, scores going from one to five are consider low, scores from five to seven are moderate and from seven to ten are consider high. There are no good or bad scores for this test but most people tend to score between five or six in most traits and scores of one or ten are consider rare and people with these scores tend to belong to 2.2% of the population (Goldberg, 1992).

Motivations for Social Media Use: SMU-SNS Scale of Motives

SMU-SNS include nine factors to be answered in a seven-point Likert scale from one (completely untrue) to seven (completely true), indicating if they used the SNS for given reasons. For the purpose of this study the “Academic Purposes” factor which include three items were taken off the questionnaire as this study is specifically focus on the use of social media in the free time of users. The scale was originally created in Spanish because of this most items were simple used as indicated in the original scale with some minor changes.

ORIGIN: Three methods were used to develop the conceptual definition of the measured construct: a comprehensive literature review, a review of existing measurement tools, and a focus groups study. Differences were discussed with the research team and resolved by consensus. Transcripts were reviewed at least 5 times. Ten motives for using SNS were identified, however only the most frequently mentioned motives ($n > 10$) were included in the scale. Based on the aforementioned methods, 9 dimensions were finally identified by the research group as relevant, Dating, New Friendships, Academic Purposes, Social Connectedness, Following & Monitoring Others, Entertainment, Social Recognition, Self-expression and Seeking information.

Table 6
The Nine Motives of Social Media Use

Factors	Items
M1 Dating	P1.1 To hook up To look for a date To seek a romantic partner
M2 New Friendships	To make new friends To extend my circle of friends To meet new people
M3 Social Connectedness	To not feel disengage from the world To feel connected to people To feel socially integrated
M4 Following & Monitoring Others	To keep up to date with what my contacts are doing in their day-to-day life To know the details of my friends' lives To snoop on people that I am interested in
M5 Entertainment	To fill my free time To kill time when I am bored To entertain myself
M6 Social Recognition	To stand out from others For other people to comment my posts To check that others like my post
M7 Self-Expression	To express my feeling and thoughts To give my opinion on a topic To discuss some subject (with other people)
M8 Information	P8.1 To keep up about what happens in the world P8.2 To be informed about the news P8.3 To find information about the topics that I like and am interested in

RELIABILITY: To evaluate and refine the scale, the initial 65-item version of the SMU-SNS was pretested on a sample of 168 high-school students or first-year university students of education with a mean age of 17.03 ($SD = 2.57$; range = 14 to 24 years-old), and who all reported to use SNS. The purpose of this stage was to collect data that allows to refine and reduce the initial pool of items by conducting several preliminary item-level analyses. In order to retain maximally informative and distinct items, four overly-similar items and seven items with wording considered ambiguous, too long, or that may cause confusion among respondents were removed. Three additional items with inter-item correlation above .70 and eight items with poor corrected item-total or inter-item correlations (below .40) were eliminated (Pertegal, Oliva & Meirinhos, 2019).

VALIDITY: The process of development and validation of the measure to assess motives for using SNS was conducted and described according to the sequential order specified in the guidelines by MacKenzie, Podsakoff, & Podsakoff (2019). With regard to the development of the measure and model specification, and in order to represent these constructs, an initial pool of 84 items was generated to represent the measured constructs. These items then underwent a revision process for the sake of representativeness, comprehensiveness, simplicity, and clarity. The content validity of the initial pool was assessed by an expert who evaluated the item’s relevance in relation to the construct.

Score Interpretation

From the seven-point Likert scale, three responses are gathered for three questions from each of the eight factors of motivation for social media use, having a total of twenty-four responses. For each response the highest score is seven and the lowest one. Then to calculate each factor of motivation containing three responses, the three scores are added and divided by twenty-one in order to get a maximum response of one or a minimum of zero point fourteen.

Social Media Types Measurement

Table 7

Measurement of Social Media Platform Use

Indicate how often you use the following social media platforms in your free time (select one frequency option for all social media platforms).

Social Media Platform	Never	Not every day	Once a day	2-5 Times a day	5-10 Times a day	10 or more times a day
1. Twitch						
2. Telegram						
3. Discord						
4. Reddit						
5. Pinterest						
6. Snapchat						
7. Facebook						
8. Instagram						
9. LinkedIn						
10. Twitter						
11. Tiktok						
12. Youtube						

A six-point Likert type survey containing twelve social media platforms was created to calculate the frequency of use of twelve social media platforms. The twelve social media platforms are reported to be the social media platforms with more use in Mexico (Statista, 2023). However, platform number one, two and five were not used in the final analysis. They are not used because these platforms do not meet the requirements to be classified in the social media types selected for this study or did not gather sufficient data.

Once the data was gathered, the text results were converted into a numerical score going from 0 for a frequency of never and a maximum score of five for a frequency of ten or more times a day. In order to keep the format of the scores more align with the rest of the measurements, the score in each platform is multiplied by two in order to have a range of 0 to ten. Finally, the nine social media platforms which meet the requirements were categorized by its social media type (Table 8).

Table 8

Social Media Type & Socialization Content Features

Socialization & Presence Needs	Social Media Type	Social Media Platforms
High Socialization Content Features & High Need for Social Presence	1. Social Networks	Facebook
	2. Business Networks	LinkedIn
	3. Video Sharing	Youtube, Tiktok & Snapchat
	4. Photo Sharing	Instagram
Low Socialization Content Features & Low Need for Social Presence	5. Microblogs	Twitter
	6. Forums	Discord & Reddit

Note: The social media types are listed in order of socialization requirements & the social presence exhibit by the type of content that its posted in each type of social media. Number 1 being the highest and 6 the lowest.

Data Analysis

The following part contains an inferential statistics approach in order to a proper estimate about or population sample, which will be testing the two hypotheses. For both H1 & H2 a correlation test will be used to look for associations between the different motives and traits in relation with the type of social media platform.

To analyze the data for this hypothesis (H1), participants are divided in two groups, those who score high on extraversion, openness to experience and agreeableness which are the traits that tend to seek socialization the most. The second group is participants high on neuroticism and consciousness which tend to seek activities that don't require much socialization.

To correlate the personality traits with the social media types, the nine social media platforms are categorized in their social media type and then are divided by high socialization and low as seen in table 7. In the case of more than one social media platform by social media types such as video sharing, those who score high in their use will be sum up from their different platforms into the social media type. Which leads hypothesis H1 and its subparts.

The premise of Media richness theory is every media platform has a different level of richness based on the users type of content needs. For a user to specifically pick a media, the user has to be motivated by the information needs behind the task he/she wants to accomplish (Trevino, Lengel, & Daft, 1987).

Media richness varies depending on how well it can express four content elements, the ability to use multiple channels of information (audio, text, video or more), the ability for fast feedback, the ability to establish personal communication based on the users feeling and emotions and the ability to use symbols or different elements apart from formal language to convey information. The channel of communication that ranks the highest of the four content elements is face to face communication, meaning the higher social presence the higher media richness (Roger & Lea, 2005). For further understanding of the topic, look at figure one and table eight.

Results & Findings

Results

This part of the paper reports the results of a regression analysis done to six types of social media, which contain nine social media platforms in total. Individual regression analysis are done to the six types of social media platforms in relation with the five personality traits and the eight motives for social media use. In total 18 regression analysis are done with the response variable always being the social media types. It is important to point out that the mean score for age is 28.

Big Five Traits & Social Media Types

Table 9

Big Five Traits Score Statistics

	Mean	Median	Mode	Standard Deviation
Extraversion	5,80	6,00	6,00	2,22
Neuroticism	5,80	6,00	6,00	2,13
Agreeableness	6,54	6,00	6,00	1,73
Conscientiousness	6,60	7,00	7,00	1,67
Openness	7,59	8,00	8,00	1,81

The trait with the highest mean score was Openness to Experience with a 7.59 out of 10 and at the bottom of the mean score is Extraversion & Neuroticism which have an equal score of 5.80. However, the standard deviation for both Extraversion & Neuroticism is the highest as well, for these two traits people tend to rather score high or low with less of middle scores (table 9).

Regarding the big five personality traits and its correlations with the six different types of social media, three out of six social media types showed significant correlation with one or more traits (Table 10). Which are Social Network with a correlation of 0.026 with the trait of agreeableness, from the three platforms in the Video Sharing type just YouTube has a significant correlation of 0.032 for conscientiousness and 0.029 for neuroticism. For Photo Sharing the trait of Extraversion has a correlation of 0.00012, which is the strongest correlation. The last social media type that shows significant correlation is Forum and for this type the two social media platforms show a significant p-value, both for extraversion. In the forum of Reddit, extraversion has a score of 0.00015 and for Discord a 0.035.

These results show that hypothesis one is proven for two traits which are agreeableness & extraversion. In the case of the sub hypothesis, H1a is proven for Agreeableness & Extraversion and H1b is rejected as both neuroticism and conscientiousness p-values are above 0.05. In contrast a trait from the social traits has significance, the possible reason for this is discuss later in the paper.

Table 10

P-Value Scores for Social Media Types & Big Five Traits

Social Media						
Type	Platforms	Extraversion	Openness	Agreeableness	Conscientiousness	Neuroticism
1. Social Networks	Facebook	0.20089	0.24798	0.02644	0.95303	0.87175
2. Business Networks	LinkedIn	0.10926	0.38141	0.61892	0.07873	0.30786
3. Video Sharing	Tiktok,	0.56570	0.97894	0.30162	0.15343	0.42091
	Snapchat	0.17695	0.29696	0.30267	0.50187	0.87954
	Youtube	0.79775	0.11575	0.18007	0.03220	0.02977
4. Photo Sharing	Instagram	0.00012	0.66844	0.73156	0.72294	0.67158
5. Microblogs	Twitter	0.41530	0.45079	0.54342	0.68791	0.13246
6. Forums	Reddit	0.00015	0.36963	0.50767	0.12632	0.62179
	Discord	0.03559	0.74948	0.36708	0.45642	0.15871

Note: The values highlighted in bold have significant correlation.

Motives For Social Media Use & Social Media Types

Table 11

Motives for Social Media Use Score Statistics

	Mean	Median	Mode	Standard Deviation
M1) Dating	0,25	0,14	0,14	0,18
M2) New Friendships	0,41	0,38	0,14	0,26
M3) Social Connectedness	0,47	0,43	0,29	0,23
M4) Following & Monitoring Others	0,49	0,48		0,24
M5) Entertainment	0,68	0,71	1,00	0,24
M6) Social Recognition	0,34	0,29	0,14	0,22
M7) Self-Expression	0,46	0,43	0,14	0,25
M8) Information	0,78	0,86	1,00	0,23
Frequent Use of Social Media Sites	3,34	3,00	3,00	1,47

The strongest motives for social media use (independently of type) are for Information purposes with a mean score of 0.78 out of 1, second with Entertainment with a 0.68, then Following & Monitoring Others with a 0.49 and Social Connectedness with a 0.47. Finally, the motive with the lowest score is Dating with 0.25. In the original study of this scale, which target population of study was teenagers in Spain, their main motives of use in order of importance came out to be Entertainment, Information, Following & Monitoring others and New friendships (Pertegal, Oliva, & Meirinhos, 2019). Another important result is in the Frequent use of social media sites, which represents the number of social media sites that a participant responded to the option of using it in one of the following options “Two to Five times a day, “Five to Ten times” or “More than ten times a day”. The mean score for these categories is a 3.34, meaning that most users frequently use at least three social media sites a day.

The only significant difference between this study results and the original study of social media motives is in the mean score of Social Connectedness which is higher than New Friendships in contrast with the original study were new friendships is higher.

The lowest mean score for a motive in this study is Dating which is the same case for the original study. Therefore, this scale of motives is potentially valid in a multinational level and the slight variations between the ranking of the motives is potentially due to the age difference in this study sample.

The relation between social media types and the eight motives of social media use, showed significant correlation for all six types except one specific platform in Forums, which is Discord. For Social Networks the main correlated motive of use is for Entertainment with a 0.030. Business Networks has a correlation with three motives, New friendships score a 0.046, Entertainment with a 0.043 and the highest Social Recognition with a 0.0040 p-value.

The three platforms of Video sharing have correlation, Tiktok has correlation with two motives New Friendships with a 0.0063 and Entertainment 0.019. For Snapchat, Social Connectednes is the only significant one with a 0.022. Finally, YouTube has just one correlation with Information with a 0.0047.

When it comes to Photo sharing, it has significant correlation with three motives, New friendships being the strongest one at 0.00031, then follow by following & monitoring others at 0.017 and Self Expression at 0.056 in p-value. Microblogs shows a relation with one motive, Information with a p-value of 0.0044. Finally, in Forums the platform of Reddit shows correlation with four motives, being the highest numbers of motives in a social media type. The highest correlated motive is Self-Expression with a 0.0098, followed with a Social Recognition of 0.0131, Information with a p-value of 0.0137 and finally a New friendships score of 0.014.

To conclude, H2 is partially proven as social presence has an effect on the motives for social media use but not exactly as predicted in the H2a and H2b. For H2a out of the five motives predicted to have a relationship with social networks, business networks, video sharing and photo sharing types, four have a relationship with these sites but they have a correlation with the social media types of H2b as well. For H2b from motives M3, M5 & M8, just M8 (information) shows a correlation with forums a Microblogs, thus partially proven the hypothesis.

Demographic characteristics have correlation with the use of five social media types except microblog. Six demographic variables are included in the regression analysis, which are state of residence, income level, last study level, sex, marital status and age.

The characteristics with most consistent correlation with the use a social media type are “Sex” which appear in two different social media types, “Income Level” with a p-value higher than 0.05 in four social media types. State of residence too has a correlation in two social media types and age with significant correlation with three social media types. The most significant correlation are in the Video Sharing types, specifically in YouTube as the variable of sex got a p-value of 0.00001.

Table 12

P-Value Scores for Social Media Types & Motives for Social Media Use

Social Media Type	Social Media	M1	M2	M3	M4	M5	M6	M7	M8
	Platforms	(D)	(NF)	(SC)	(FMO)	(E)	(SR)	(SE)	(I)
Social Networks	Facebook	0.25563	0.46495	0.52703	0.85971	0.03092	0.14199	0.43177	0.25842
	LinkedIn	0.61362	0.04637	0.49114	0.81038	0.04368	0.00403	0.68412	0.14556
Video Sharing	Tiktok	0.10194	0.00634	0.58978	0.07787	0.01988	0.70782	0.12815	0.35662
	Snapchat	0.20833	0.65189	0.02241	0.35280	0.64045	0.06170	0.85181	0.54773
	YouTube	0.14568	0.18066	0.66638	0.21529	0.89996	0.56108	0.70201	0.00474
Photo Sharing	Instagram	0.73627	0.00031	0.18169	0.01798	0.28071	0.60551	0.05698	0.55053
Microblogs	Twitter	0.40748	0.47910	0.83422	0.41050	0.71132	0.71931	0.33539	0.00445
Forums	Reddit	0.24601	0.01490	0.74378	0.75341	0.50320	0.01315	0.00985	0.01370
	Discord	0.27018	0.69497	0.91793	0.36756	0.32345	0.18170	0.07304	0.54789

Note: The values highlighted in bold have significant correlation.

Discussion

In this area of the paper, the result of the regression analysis are analyze further and a potential explanation for the relationships previously found between the variables are mention. Starting with a discussion about the finding in personality traits and finalizing with motivations.

Starting personality traits, the 0.026 correlation between Agreeableness and Social Network type can be possible explain by of previous reported finding in the literary review about their use of social media. Which is that agreeable people tending to be part of the same network as people with high openness, extraversion & agreeableness. Even though both extraversion and openness have no strong correlation with social network, they are consecutively ranking in second and third place of correlation with a score of 0.20 & 0.24. A reason for this could be that as the social media environment evolve and Facebook (Social Network) became less relevant a lot of users with these these traits left while people high in agreeableness stayed. As agreeable users like staying in touch with their emotions, the vast variety of type of content in Facebook maybe better suited for the emotional needs of expression and consumption of agreeable users. As discuss in the literary review the higher the richness of a media the higher the ability to express emotion and social support (Figure 1).

Even though YouTube was not included in H1b because of the platforms high richness or social presence in its content, both conscientiousness and neuroticism traits are the only ones to show significant correlation with the its use. It seems totally opposite to the hypothesis and literary review of this paper but after looking at YouTube p-values scores in motives of use (Table 12), it becomes the reason why for this correlation. As the only motive of use with a significant correlation in YouTube is information. Information purposes is a consistent motive of use of social media reported in previous studies in the literary review for both traits. In the case of YouTube even though its content is of high social presence or richness, the way YouTube is use its not, as its mainly use in passive consumption way to watch videos without the need of any social interaction.

Photo sharing it's the social media type with the most significant correlation out of all the social media types with any personality trait. This strong relation with extraversion can be explain by two main reasons previously stated in the literary review, their negative tendency of writing long text publications and their tendency to create a large number of contacts and interact with different

groups. In Instagram long written publications are really uncommon and not needed in order to post and in the other hand the ability to build a long list of contacts or followers is one of its main features, as it one of the first things shown to a user when checking another profile.

Finally, for both Forum platforms, hypothesis H1b is rejected as the only personality trait that has a correlation with its use is extraversion which is a highly social trait, for Reddit a 0.00015 and discord a 0.035. Even though Forums are characterized by their written text content format, which extraverts tend to avoid its highly possible that extraverts' characteristics of attention seeking and sociable nature (Table 2) are the main driver for this relation. When looking at the correlation between motives and social media types (Table 12), it can be notice that forums have a correlation with social recognition and self-expression. Extraverts need for attention could be highly attracted to become socially recognize by posting publications about his expertise in his or her topics of interest. Because one of the main uses of forums is the posting of user's opinions or insight information about specific topics.

In the subject of motivations, the relation between the entertainment use of social network (FB), possible comes from its correlation with the agreeableness trait. A study analyzing the spread of emotional content in Facebook, find out that within this platform there is high concentration of emotional content (Trilling, Liotsiou, & Savolainen, 2020). This type of content often goes between the themes of joy, anger and concern, this type of themes often sparks highly angering or loved reactions in the users, which leads users to start conversations in the comment section of these publication expressing their emotions and concerns. Another study find out that people scoring high in agreeableness have a tendency of high emotional reactivity, especially towards sadness (Querengässer & Schindler, 2014). This entertainment content with highly emotional themes may be the reason for the high engagement from agreeable users mainly.

The high p-values in new friendships, entertainment and social recognition in business networks, can be explain with multiple factors. First, since business networks have no significant correlation with personality it can't be use as a unifying point for these relations and it may be more related to demographic variables. After knowing that the mean score for frequent use of social media sites by a user is of 3.34, meaning that users who use business network possible use at least 3 platforms in which they can help them fulfil different motivations. After an analysis between frequent use of social media sites and motivations, it's found that new friendships have a significant relation with

the use of multiple social media platforms. This could be indicating an indirect reason for the relationship between new friendships and business network.

Social recognition can be explained with the only other correlation of business networks with other variables, which is income level, as Maslow theory of needs suggest that people have five levels of needs to be fulfill. The theory suggest that the five levels of needs have to be mostly fulfill from the first one for the person to be able and motivated to fulfill the next level of needs in ascendant order (Mcgrath, 2023). Social recognition is part of the fourth level in Maslow Hierarchy of needs (esteem needs), which explains that individuals with a high motivation for recognition are probably upper middle class which already fulfill most of their basic needs. Because of this they looking to fulfill their fourth level needs by a high use LinkedIn, which may give them validation of being professional, success driven persons which are looking for this type of validation in a business network.

When it comes to Tiktok and its relation with new friendships, plus entertainment it can be explained with relation with Age. As when controlling for age in the regression analysis, age just has a significant effect when filtering participants from 16 to 28 and participants from a older group don't show significant correlation with Tiktok. Knowing the young people are the once using Tiktok, it's in line with the previous findings of social media use for these two motives among young people, which in this paper literary review its explained with user gratification theory and self-efficiency. That explain that teenagers and young are prone to use social media as a proxy to practice their social skills for future face to face interactions.

The relation between Snapchat and social connectedness can be explained by two of Snapchat features, which are the streak and the community map. The streak is raking which Snapchat gives to its users based on the consecutive days that a user sends a video to a friend. For a user to keep his streak the user has send daily a video to the same user or users. The consecutive sending of videos to your community or friends, possible fosters a strong sense of social connectedness as users that engage in this activity must maintain daily personal contact in order to maintain their streak. Then community map of Snapchat is a future which tracks a user's location and based on it lets the user know the users that are close to him and games, activities or events happening nearby his location where other users may be.

In the case of photo sharing, its three correlated motives can be explained with the features within Instagram which is the platform of choice. The new friendship motive can be explained with the type of content that is often submitted by its users, which is photos about their personal life or their selves and the fact that most of this content is often public. Meaning that most of the time users which are not part of your contacts can view your pictures, comment on them and thus it is easier to start an interpersonal relationship in Instagram than other social media platforms. Because of the Instagram features following and monitoring others it is easily done as this activity can be privately and because of the type of content users post can offer a good perspective of a user's life. Self-expression in Instagram can be seen in the user's tendency to use it as a sort of diary of their personal life, thus constantly posting pictures of their lifestyle or day to day activities.

Microblogs may show a correlation with information motives because of their small to medium size text publication format. As low richness media mostly fosters this type of motives because of their lack of social presence in content. In this case Twitter users may use it mainly to stay in contact with the opinion of thought leaders in the topics they are interested. As users often post their thoughts and opinions on different types of topics.

Forums is the social media type which correlates with the most motives, a total of four motives to be precise. The platform which reports these four correlations is Reddit with the motives of self-expression (highest), social recognition, information and new friendships. A forum being a site where users write and discuss about topics of their interest or expertise mainly, makes it natural that self-expression is the main direct motive of use for this type. A possible explanation for the motive of social recognition, is that users mainly post about topics that they consider to have mastery over. In return for posting, engaging discussion or explanation over the topic they deem themselves masters, they expect to receive social recognition and be considered to experts in the topic by their community.

Finally, the information and new friendship motives maybe due to age, specifically to younger users using the site because of self-efficacy reasons. Meaning their lack of confidence in their ability for communication a social media with low social presence may be less intimidating for them to establish friendships with people that have similar interest and inform themselves about the topics that they have doubts about.

This explanation is potentially confirmed because when controlling for age in the regression analysis, younger users (16 to 30) report a correlation with the motives of new friendships and information but social recognition and self-expression no longer report correlation.

Practical Implications

Using personality and motivations as personalization tool to design a advertising, communication or content strategy is a potential use that can create engagement in a intimate level. An example in the case of the results of this study, is in YouTube which reports a significant relationship with the traits of conscientiousness and neuroticism, plus the motivation of informational purposes. A communication campaign can be created which takes into account these two traits, in the case of conscientiousness users taking into account a facet like that they are achievement driven. Then focusing on services, products or content that can help these users achieve this user need for self-fulfillment by offering solutions to maximize their productivity or skills.

In the case of software or websites that help users organize their daily task, this YouTube is a social media with a lot of potential prospects. In the case of content creation if I have a brand about sport cars and different social media channels, for example a YouTube and Facebook. Because the correlation of entertainment with Facebook a video mainly about the cars racing and performing instead of going into technical details, is better suited for the platform but to post the same video in YouTube is not the best option. Because of the motivation of information with YouTube, a more detail video about the functionalities of sports cars is the better option to post in this type of media, which in return will produce more engagement.

Multiple uses can be done with a motivation and personality-based approach for communication or marketing as this approach speaks to the audience or users from the perspective they see and experience the world instead of how a brand or organization sees it. Harvard Business review reports that one can consistently increase the effectiveness of communication message and outperform traditional target segmentation such as using demographic data by using psychological profiles (Graves & Matz, 2018).

Limitations

Even though the main research question is answered and the main hypothesis are confirmed, a lot of deviations and unexpected relations between the variables were discovered as well. Platform convergence and the ever-evolving nature of social media platforms may be the reason for these variances and can indicate that when studying social media platforms categorizing them by types may not be the most effective approach. However, limitations came during the writing of this study and the gathering of the data, which may explain these variances.

Limitations such as just including the most used social media platforms in Mexico, which led to four of the categories of social media types just having one platform and to the other two categories having two platforms and three platforms in the case of Video sharing. Other limitations include that in the following platforms, participants reported not using them at all, for Discord 62% of respondents answered never using it, Snapchat had a 79% of users with a response of never using it and LinkedIn a 49%. To find more accurate relations with these social media platforms and types a bigger sample would have been needed to have a higher percentage of users which frequently use all these platforms.

Conclusion

Taking into account the limitations and the findings of the correlations between motivations for social media use in this study and previous ones are consistent, even though the populations of study are different in culture and demographic aspects. This consistency and invariance across age and culture for both motivations and personality, leads the way for future studies to analyze the relationship between motives, personality and social media types in an intercultural or international population of study. By using a higher variety of social media platforms in an equal number by in each social media type a more accurate result between the relationships of social media types, personality and motivations can be discovered. Plus, the validity of the motives for social media use scale, is proven in this study with its invariance on the results, thus can be established as an instrument for the research of motivations for social media use in relation with other variables.

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Annexes



Questionnaires

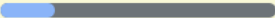
Las Redes Sociales & El Comportamiento

La información no será utilizada con fines comerciales, la encuesta es meramente académica y las respuestas son completamente confidenciales ya que su nombre no forman parte de la encuesta.

La siguiente encuesta consta de 4 apartados con varios enunciados de índole personal, así que ten en cuenta que no existen repuestas correctas o incorrectas, por lo que es importante que a la hora de contestar reflexiones y contestes honestamente.

Esta investigación esta hecha para la elaboración de una tesis de Cetys Universidad, Providence University & FH University of Applied Sciences. En caso de tener alguna pregunta, comunicarse al siguiente correo ivan.castro@cetys.edu.mx

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Personality Traits Questionary

Las Redes Sociales & El Comportamiento

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CUÉNTANOS DE TI

Los siguientes enunciados, tienen como objetivo el describir las características principales del ser humano. Así que contesta de la forma mas honesta en los todos los enunciados y recuerda que no hay respuesta correcta o incorrecta.

Parte 1

Aquí hay una serie de características que pueden o no aplicarse **a tu forma de ser**. Instrucciones: Seleccione en cada enunciado que se incluye, **en qué medida estas acuerdo** en la escala que va de Totalmente en Desacuerdo a Totalmente De Acuerdo.

Me veo a mi mismo/a como a una persona:

	Totalmente en Desacuerdo	Un poco en desacuerdo	Neutral	Un poco de acuerdo	Totalmente de Acuerdo
Reservada, callada.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...que generalmente confía en los demás	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...tiende a ser perezosa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...relajada, maneja bien el estrés	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...tiene pocos intereses artísticos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Parte 2

Aquí hay una serie de características que pueden o no aplicarse a tu forma de ser. Instrucciones: Seleccione en cada enunciado que se incluye, **en qué medida estas acuerdo** en la escala que va de Totalmente en Desacuerdo a Totalmente De Acuerdo.

Me veo a mi mismo/a como a una persona:

	Totalmente en Desacuerdo	Un poco en desacuerdo	Neutral	Un poco de acuerdo	Totalmente de Acuerdo
... extrovertida, sociable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...que tiende a criticar a los demas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... que trabaja meticulosamente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...ansiosa, se altera fácilmente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... que tiene una imaginación activa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Los siguientes enunciados tienen que ver con las **razones para usar redes sociales**. Léelos con atención y **responde cada enunciado** que se incluye de acuerdo a la escala que va de 1 a 7, siendo 7 indicando algo totalmente verdadero sobre usted.

Uso las redes sociales para ...

	Completamente Falso (1)	2	3	4	5	6	Completamente Verdadero (7)
Ocupar mi tiempo libre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasar el rato cuando estoy aburrido	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Divertirme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hacerme destacar de los demás	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Que la gente comente las cosas que subo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ver que a la gente les guste mis publicaciones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



En los siguientes apartados se te presentaran los nombres de las redes sociales mas utilizadas en México y en cada fila se te dará la opción de indicar con que frecuencia puede que utilices estas redes sociales. Por favor indica con que frecuencia utilizas todas las siguientes opciones de redes sociales.

Instrucciones: Selecciona con qué frecuencia utilizas **en su tiempo libre** las siguientes plataformas de redes sociales (selecciona una opción de frecuencia para todas las redes).

	Nunca	No todos los días	1 vez al día	2-5 veces al día	5-10 veces al día	Mas de 10 veces al día
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Si hay otra plataforma de redes sociales que usas en tu tiempo libre, 2 o más veces al día, escribe el nombre/s de la plataforma a continuación:

Your answer _____

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Demographic Data

PARTE FINAL

Recuerda que todas tus respuestas son completamente anónimas.

Sexo *

- Masculino
- Femenino
- Otra/o
- Prefiero no indicarlo

Edad *

Your answer _____

Selecciona en cual de las siguientes entidades federativas resides: *

- Baja California
- Sonora
- Ciudad de México o Distrito Federal
- Otra

Indica tu ultimo grado de estudios

- Primaria
- Preparatoria
- Universidad
- Maestría
- Doctorado

Usted sufre de alguna enfermedad o problema auditivo?

- Sí
- No

Indique el nivel de ingresos del jefe de familia(mensual):

- 0 a 11,343 pesos
- 11344 a 22,297 pesos
- 22,298 a 77,975 pesos
- 77,976 pesos o mas

Señala tu situacion conyugal:

- Casada/o
- Divorciado/a
- Unión libre
- Soltera/o
- Viudo/a

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