Dallas Morrison

Research at Ronald E. McNair Postbaccalaureate Achievement Program

Employers

Ronald E. McNair Postbaccalaureate Achievement Program
Research 2010 to 2011 - Sacramento, California

College

California State University, Sacramento
Class of 2012 - Organizational Communication - Criticism and Public Communication

Work and Education

Literature Review

The purpose of this study is to examine what fundamental interpersonal relations orientations and personality traits are common throughout users of the social networking site (SNS) Facebook in an undergraduate sample, and to determine if there is also a commonality of factors that contribute toward an individual’s disinclination to use the site.

Boyd (2007) posits, that a Facebook profile “can be seen as a form of digital body where individuals must write themselves into being” (p. 131), it would only seem to follow that this cyber entity would become an extension of the creator’s personality. The Five Factor Model (FFM) pieces out the human personality into five distinct traits (Costa and McCrae, 1992).

- Neuroticism (degree of emotional adjustment and instability)
- Extraversion (amount and intensity of interpersonal interactions)
- Openness to experience (pursuing and appreciating all types of experience)
- Agreeableness (the type of interactions a person prefers to have with others)
- Conscientiousness (control, regulation, and direction of goals and impulses)

The FFM was adapted and abbreviated by John and Srivasta (1999) and the product was the Big Five Inventory (BFI).

- The Fundamental Interpersonal Relations Orientations – Behavior (FIRO-B) instrument was developed by William Schutz in 1958. It consists of three measures:
  - Inclusion: the amount of belonging, attention, and recognition desired.
  - Affection: the level of rapport, warmth, and support desired.
  - Control: the level of influence, structure, and responsibility desired.

- Mahoney and Stasson (2005) correlated data from the FIBO and BFI measures. Their findings provided limited support for a commonality between the FIBO interpersonal motivations and the BFI personality measures.

Basic Information

Abstract

In recent years, several studies have used the Five Factor Model to assess personality traits associated with Facebook use. The objective of the present study is to evaluate Facebook users and non-users using the Basic Factors inventory (BFI) and the Fundamental Interpersonal Relations Orientation – Behavior (FIBO-B) assessment, so as to ascertain the following: 1) whether opposite personality traits are associated with non-use, and 2) how the interpersonal communication motivations of the FIBO-B correlate to those traits. The researcher hypothesized that the opposite personality traits of users will not be indicative of non-use.

Contact Information

Email
dem86@saclink.csus.edu

Results

The findings of the survey supported the hypothesis in most instances. In an overall sense, the scores of non-users are not opposite from those of users. There are, however, a few instances in which the personality traits or interpersonal communication motivations are high for one category, and low for the other.

Thank you

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