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The Relationship Between Extroversion, Social Media, In-person Interaction, and Well-being Late in the COVID-19 Pandemic

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Extraversion and Social Media Use: Relationship to Late-Pandemic Well-Being and Social Distancing

Preston Boxely, Aidan Finegan, Hannah Hoffman



Introduction

Research Question

How are extraversion and social media use related to well-being and social distancing late in the COVID-19 pandemic?

Background

- Extraversion is positively correlated with using social media to foster connection with others (Blackwell et al., 2017)
- Extraverted behavior is associated with higher well-being, while introverted behaviors are associated with lower well-being (Margolis & Lyubomirsky, 2020)
- High social media usage is associated with comorbid depression and anxiety (Gao et al., 2020)
- One study found that extraverts experienced a greater decrease in well-being than introverts during the pandemic (Rettew et al., 2021)
- Temperamental process perspective: people are more likely to adhere to rules if those behaviors are consistent with their personalities (Bogg & Milad, 2020)

Hypothesis

- Extraverts will have lower well-being than introverts. Higher well-being for extraverts will be associated with using social media to facilitate connection with others.
- Extraverts will social distance less than introverts. Higher social distancing scores will be associated with lower well-being in extraverts.

Participants

Gender	Age
Male: 33%	Mean: 20.50
Female: 67%	Range: 17-27
Race/Ethnicity	
White/Caucasian: 63%	
Asian: 4%	
African American: 17%	
Hispanic: 8%	
Native American: 2%	
Multi Cultural: 4%	
Not Listed: 2%	

Method

Procedure

Well-Being

Well-Being Scale

- (WeBS; Lui & Fernando, 2018)
- Measures financial, physical, social, eudaimonic, and hedonic well-being
- 29 items rated on a 6-point scale from 1 (*strongly disagree*) to 6 (*strongly agree*)
- Can generate an overall well-being score
- Cronbach's alpha = .948.

Extroversion

Big Five Personality Trait Short Questionnaire – Extraversion Subscale

- (BFPTSQ; Morizot, 2014)
- 10 questions responding to the statement, "I see myself as someone who..."
- Responses rated from 0 (*totally disagree*) to 4 (*totally agree*)
- Cronbach's alpha = .829

Social Media Use

Social Media Uses and Gratifications Scale

- (Rathnayake & Winter, 2018)
- Measures reasons for social media use
- 40 items that are rated from 1 (*totally disagree*) to 5 (*agree a lot*)
- Cronbach's alpha = .880

Social Distancing Compliance

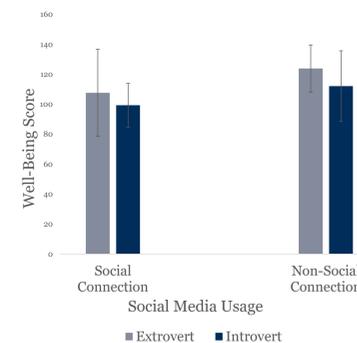
Social Distancing scale

- (Adapted from the measure developed by Zhao et al. (2020))
- 6 questions responding to the statement, "In the past two months, have you continued to..."
- Responses rated from 1 (*always*) to 5 (*never*)
- Measures how often social distancing suggested guidelines were followed
- Cronbach's alpha = .871.

Results

Well-Being

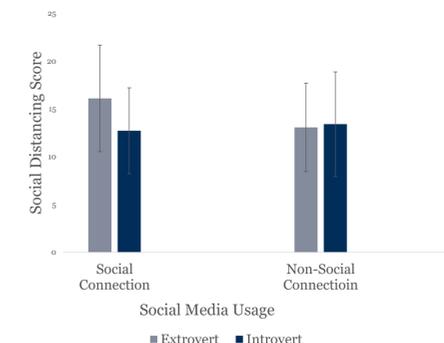
Means and Standard Deviations of Well-Being



- No significant main effect of extraversion, $F(1, 44) = 0.09, p = .77$, partial $R^2 < .01$;
 - extraverts ($M = 117.08, SD = 23.21$) were similar to introverts ($M = 104.67, SD = 19.49$)
- Significant main effect of social media usage, $F(1, 44) = 5.79, p = .02$, partial $R^2 = .12$
 - people who used social media to connect with others ($M = 102.79, SD = 21.65$) had lower well-being than people who did not ($M = 118.96, SD = 19.84$).
- No interaction between extraversion and social media usage, $F(1, 44) = 0.09, p = .77$, partial $R^2 < .01$.

Social Distancing

Means and Standard Deviations of Social Distancing



- No significant main effect of extraversion, $F(1, 44) = 1.10, p = .30$, partial $R^2 = .024$
 - extraverts ($M = 14.33, SD = 5.16$) were similar to introverts ($M = 13.00, SD = 4.83$).
- No main effect of social media usage, $F(1, 44) = .65, p = .43$, partial $R^2 = .01$
 - people who used social media to connect with others ($M = 14.13, SD = 5.14$) were similar to those who did not ($M = 13.21, SD = 4.89$).
- No interaction between extraversion and social media usage, $F(1, 44) = 1.62, p = .21$, partial $R^2 = .04$.

Discussion

Limitations

- Extraverts and introverts were not meaningfully different from each other
- Social media use groups were not meaningfully different from each other
- Late-pandemic behaviors and outcomes may not be significantly different between groups
- Following social distancing guidelines may not adequately reflect all pandemic-related social changes

Implications

- Aspects of social media that negatively relate to well-being may overshadow its positive connective aspects
- People who use social media for connection purposes may use social media more (not measured), which is related to lower well-being
- Extraversion and social media use may not be associated with social distancing

Future Research

- Do connective aspects of social media moderate the effects of physical social isolation?
- Determine which aspects of social media use are most related to well-being
- Measure the relationship between social distancing and well-being
- Applied research using separate participant groups with scores in high introversion and high extroversion

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