

Social Media Usage and Its Relationship to Personality

by

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Abstract

Today, about 3.03 billion people are active social media users, with the most popular platforms being Facebook, Instagram, Twitter, Snapchat, and Pinterest. Over half of all past social media studies have focused exclusively on Facebook, however, it's necessary to evaluate any differential influences of newer platforms. The current study explores why young adults use Instagram and Snapchat and measures how account statistics, attitudes, and usage of these two platforms, correlate with personality. Results showed that users have more Instagram followers but use Snapchat more frequently, and most use these platforms to gain knowledge about others. Introverted individuals socially profited more from social media usage by interacting with others and posting content more frequently, thereby displaying a social compensation effect.

Keywords: instagram, snapchat, social media, personality, social compensation

Social Media Usage and Its Relationship to Personality

“Hey your new IG post is fire.” “Yasss queen, slay.” “We are #squad goals.” “Gurl you on fleek.” “TFW you don’t get a snap back.” “I can’t even.” If you are asking yourself what those statements mean, chances are you were born before 1990. This internet language and slang has evolved from the increased use of social networking and media sites, such as Facebook, Instagram, Twitter, and Snapchat. Nowadays, with so many social media sites, it may be hard for some to keep up with the latest internet trends. These online platforms have not only dramatically changed the way in which people communicate, but they have also radically transformed the ways in which visual and textual content is shared. As a result, it is necessary to investigate the reasons for why people use various social media platforms (Hughes, Rowe, Batey, & Lee, 2012).

Social media refers to platforms, websites, and applications that enable users to create and share content with various social networks (such as friends or followers) they create (Pittman & Reich, 2016). According to Bechmann and Lomborg’s (2013) three-fold definition of social media, (1) social media are deinstitutionalized online platforms, (2) social media depend primarily on user-generated content, and (3) social media are dynamic and facilitate two-way interaction with an entire audience, rather than a specific recipient. Under this vast umbrella of “social media,” there are numerous sub-genres, such as blogs (e.g., LiveJournal), microblogs (e.g., Twitter, Weibo), content-sharing sites (e.g., YouTube, Instagram), bookmarking sites (e.g., Pinterest, Delicious), and online review sites (e.g., Yelp) (Stoycheff, Liu, Wibowo, & Nanni, 2017). With such a vast variety of platforms, people are bound to find at least one social media platform they enjoy using.

Today, 77% of Americans have a smartphone (Hitlin, 2018), facilitating the use of social media platforms. Statistically speaking, about 3.03 billion people are active social media users and they have an average of 5.54 social media accounts (Smith, 2016). As expected, social media use is especially prevalent among young adults (Pittman & Reich, 2016). For example, 91% of smartphone owners ages 18-29 use social networking on their phone (Pew Research Center, 2015). As of 2017, the top five most popular social media platforms among millennials aged 18-34 are Facebook (est. 2004), Twitter (est. 2006), Instagram (est. 2010), Pinterest (est. 2010), and Snapchat (est. 2011) (Pittman, 2017).

Despite Facebook claiming the number one spot as the most popular social media platform (68% of Americans use the platform) the newer, image-based platforms such as Instagram and Snapchat are increasingly more popular among younger users (Pew Research Center, 2018). The overwhelming majority of Instagram and Snapchat users are aged 18-29. Pew Research Center (2018) reports 71% of those ages 18-24, 54% ages 25-29, 40% ages 30-49, and 16% ages 50+ use Instagram. Even more notable are the differences among Snapchat use: 78% ages 18-24, 54% ages 25-29, 28% ages 30-49, and 7% ages 50+ use Snapchat (Pew Research Center, 2018). Accordingly, current research should focus on these newer, visual social media platforms given the rising popularity among the younger generations.

According to Stoycheff et al.'s (2017) meta-analysis of past social network site (SNS) studies, Facebook is over-privileged when examining the broader umbrella of *social media* brands. More than two-thirds of SNS studies conducted in the past decade have focused exclusively on Facebook (Rains & Brunner, 2015; Stoycheff et al., 2017), despite the rising popularity of other platforms like Instagram and Snapchat (Pittman & Reich, 2016; Shane-Simpson, Manago, Gaggi, & Gillespie-Lynch, 2018; Sherlock & Wagstaff, 2018). Thus, Rains

and Brunner (2015) suggest that future SNS research needs to include multiple social media brands in order to apply findings beyond a single platform, like Facebook, to social media sites more broadly.

Much of this past Facebook literature has examined social media's role in interpersonal communication or social capital, personality traits/memory, politics and governance, and online privacy concerns (Stoycheff et al., 2017). These studies have also scrutinized the relationships between Facebook and various psychological variables. Such as shyness (Orr et al., 2009), self-esteem (Kalpidou, Costin, & Morris, 2011; Vogel et al., 2014), well-being (Kross et al., 2013), depressive symptoms, anxiety, body dissatisfaction, and self-rated physical attractiveness (Sherlock & Wagstaff, 2018). Results from these studies generally suggest that increased Facebook use is correlated with negative outcomes.

Regarding the relationships between Facebook and personality, past literature has found extroversion to be associated with greater Facebook use (Gosling, Augustine, Vazire, Holtzman, & Gaddis, 2011; Wilson, Fornasier, & White, 2010) and more Facebook friends (Amichai-Hamburger & Vinitzky, 2010; Ryan & Xenos, 2011). Seidman (2013) also found extroversion to be associated with more frequent use of Facebook to communicate with others. Furthermore, research shows that extroverts use Facebook to communicate with others by contacting friends (Correa, Hinsley, & de Zúñiga, 2010) and commenting on friends' pages (Gosling et al., 2011). However, surprisingly, introverted individuals are more likely to report using Facebook to keep up with friends (Moore & McElroy, 2012). In general, these studies have found that those who are more sociable (high in extroversion) are more likely to use Facebook, have more Facebook friends, and interact with them more frequently (Hughes et al., 2012).

The widespread Facebook research literature has been beneficial to exploring relationships between social media use, social capital and personality (Seidman, 2013). However, there are downfalls to relying so heavily on a single brand, such as limited generalizability, potential to privilege a particular group, and disproportionate emphasis on certain features, such as number of Facebook friends and frequency of posting to one's wall (Rains & Brunner, 2015; Stoycheff et al., 2017). Overall, more studies are needed to arrive at a better understanding of how social media (and general media) repertoires may collectively shape individuals' attitudes and behaviors, rather than the Facebook brand alone (Rains & Brunner, 2015; Stoycheff et al., 2017).

Research on other, newer social media platforms, such as Instagram and Snapchat, is necessary because they have numerous distinguishing features that set them apart from Facebook (Sherlock & Wagstaff, 2018). Both Instagram and Snapchat specifically emphasize the sharing of unique, user-generated *visual* content, but, they do so in different ways (Stoycheff et al., 2017). Significantly few studies have focused exclusively on Instagram (Lup, Trub, & Rosenthal, 2015; Pittman, 2017; Sherlock & Wagstaff, 2018) and even fewer have examined Snapchat (Alhabash & Ma, 2017; Phua, Jin & Kim, 2017; Piwek and Joinson, 2016).

Pittman (2017) found extroversion to be a positive predictor of social media use, that is those who are more extroverted use social media more frequently, and that Instagram users were less lonely than non-users. Sherlock and Wagstaff (2018) concluded that time spent on Instagram positively correlated with depressive symptoms, trait anxiety, social comparison orientation, physical appearance anxiety, and body image disturbance. Lup et al. (2015) also found that Instagram use was marginally positively associated with depressive symptoms. Thereby suggesting that Instagram use may be harmful to one's well-being.

Alhabash and Ma (2017) found that participants report using Snapchat with greater intensity and frequency in comparison to Facebook and Twitter. Piwek and Joinson (2016) determined Snapchat was more useful for bonding rather than bridging of social capital because it primarily takes place between strong ties. Similarly, Phua, Jin and Kim (2017) found that Snapchat users had more bonding capital than those of Facebook, Instagram, or Twitter, suggesting users form stronger relationships on Snapchat. Some previous studies have examined multiple social media platforms against each other (Alhabash & Ma, 2017; Phua, Jin & Kim, 2017), however, none have compared specifically Instagram versus Snapchat. Overall, more studies are needed to investigate the uses and effects of more than one social media platform in order to better understand the relationships between social media and individual's attitudes and behaviors. Therefore, the current study is dedicated to comparing the relationships among Instagram use, Snapchat use, and personality.

Instagram

Instagram is a mobile photo and video sharing social network service and one of the most popular social media platforms used by young adults today (Lup et al., 2015). Pew Research Center (2018) reports that 71% of Americans aged 18-24 years old use Instagram and 90% of Instagram users are younger than 35 (Smith, 2018). Furthermore, 81% of Instagram users aged 18-24 visit the platform daily, with 55% reporting they do so several times per day (Pew Research Center, 2018). As of 2018, Instagram has accumulated a total of 1,000 million users (Statista, 2018).

Instagram involves posting photographs and/or short videos to one's profile page with the option of using enhancement filters (Lup et al., 2015). Users have numerous options when posting content, such as including captions, locations, hashtags, and tagging other users on posts.

Additionally, users can “like” and comment on posts, add content to their Instagram story, direct message other users, and share posts directly to their other social media accounts. Like Twitter, Instagram involves the nonreciprocal following of other users, which allows for asymmetrical relationships (Lup et al., 2015; Pittman, 2017). On the platform, over 95 million photos are uploaded each day and there are 4.2 billion Instagram “likes” per day (Smith, 2016).

Instagram’s popularity is especially prevalent among college students. Shane-Simpson and colleagues (2018) found that Instagram was overwhelmingly the favored social media site among their sample of college students and especially popular among women. Among those who preferred Instagram, they cited the visual imagery available on Instagram as the primary reason for their preference (Shane-Simpson et al., 2018). This suggests that young people today may rely more heavily on visual communication than on communication via text (Shane-Simpson et al., 2018).

Snapchat

Snapchat is also a mobile-only photo and video sharing social media application, however, it functions as a counter-point to Instagram: whereas Instagram posts are permanent and public, Snapchat’s are temporary and private (Pittman, 2017). Snapchat allows users to send photos and videos that are only visible for a few seconds before disappearing. These photos or videos, referred to as “snaps,” can be enhanced using filters, text, emoji’s, and doodles. Users also have the option to post public or semi-public “stories” which stay visible for twenty-four hours, send direct messages, share location with friends, save snaps to memories, and view public Discover page stories which feature current news articles. Additionally, in contrast to Instagram, Snapchat involves the reciprocal following of other users, requiring users to mutually

“friend” each other in order to connect and see content, which allows for symmetrical relationships (Pittman, 2017).

Snapchat is the newest social media platform (launched in 2011) (Smith, 2017) and has grown remarkably over the last few years, especially among Millennials (Smith, 2017). Pew Research Center (2018) reports that 78% of those aged 18-24 use Snapchat, with 82% of these users using the platform daily, and 71% using it multiple times per day (Pew Research Center, 2018). There are an estimated 186 million active daily users on Snapchat who view seven billion videos and send 2.5 billion snaps every day (Pittman, 2017; Smith, 2017). Thirty-five percent of Snapchat users cite their main motive for using the platform is the vanishing content (Smith, 2017).

Social Media Motivations

Social media is used for a variety of reasons, including social relationship maintenance, information seeking, and documentation (Alhabash & Ma, 2017). After all, it is called *social* media, implying that these platforms are used for social communication and interaction within social networks. Sheldon and Bryant (2016) identified four motives for Instagram use: surveillance/knowledge about others, documentation, coolness, and creativity. They found surveillance and documentation as the top two motivations for Instagram usage. This suggests that most people use Instagram to keep up with or gain knowledge about what others are doing, in addition to visually documenting moments of their own lives. Sheldon and Bryant (2016) also found “a positive relationship between high levels of real-life social activity (traveling, going to sporting events, visiting friends, etc.) and using Instagram as a means of documentation” (p. 95), suggesting that the degree to which individuals are more social or extroverted is one of the most important predictors of social media usage.

Concerning Snapchat, Piwek and Joinson (2016) found that Snapchat users use it primarily to communicate with close friends and family members. They determined that, in contrast to Facebook, the overall number of contacts people interacted with using Snapchat was relatively small and focused on private, reciprocal, interpersonal communication (Piwek & Joinson, 2016). Given the close ties on Snapchat, users may be more inclined to use Snapchat more frequently in comparison to Instagram, where less social bonding occurs (Phua, Jin & Kim, 2017).

Personality: Extroversion vs Introversion

Personality is a leading predictor for why people behave the way they do both in real life as well as online (Amichai-Hamburger, Wainapel, & Fox, 2002). In general, past research suggests people use social media as an extension of their offline selves (Pittman, 2017). Accordingly, those who are socially active in the “real world” will likely be socially active online, too (Pittman, 2017). Those socially active people, or extroverts, are usually adventurous, outgoing, and talkative, in addition to displaying high levels of sociability, participation, and positive self-esteem (Amiel & Sargent, 2004; Costa & McCrae, 1992). In contrast, introverts are typically less social and more quiet and shy (Costa & McCrae, 1992). Given this, these two contrasting personalities result in different online habits. Concerning the use of the Internet, two prominent hypotheses to explain the connection between introversion/extroversion and psychosocial well-being of users have been proposed (Reer & Krämer, 2017).

Social Enhancement Hypothesis. The first is the *social enhancement hypothesis* (also referred to as rich-get-richer) which was first introduced by Kraut et al. (1998) and states that especially extroverted users with high social skills and large preexisting social networks are the ones that could socially benefit from the Internet (Peter, Valkenburg, & Schouten, 2005; Reer &

Krämer, 2017; Sheldon, 2008). To support this prediction, Kraut et al. (2002) found the connection between Internet usage and community involvement was positive for extroverts, but negative for introverts. Since online communication facilitates social interaction, the stronger social skills of extroverts can develop fully and facilitate online social communication (Peter et al., 2005). Suggesting that extroverts retain their offline social dominance when they are online (Amichai-Hamburger & Vinitzky, 2010).

Because extroverts tend to have more developed offline social networks, they are also able to enhance them with more extensive online social networks (Pittman, 2017; Valkenburg, Schouten, & Peter, 2005; Zywicki & Danowski, 2008). For example, the Facebook literature has shown extroverts to have more Facebook friends and belong to significantly more Facebook groups in contrast to introverts (Amichai-Hamburger & Vinitzky, 2010; Hughes et al., 2012; Ross et al., 2009). However, extroverts are also more likely to initiate the friendship offline and then use online communication to help maintain the relationship (Ross et al., 2009). Similarly, given their sociable nature, extroverts are likely to self-disclose and communicate online more frequently (Peter et al., 2005). Thus, the social enhancement hypothesis predicts that extroverts are more likely to engage in frequent online communication, which can be applied more broadly to social media usage. However, not all scholars agree with the assumptions of the social enhancement hypothesis (Reer & Krämer, 2017).

Social Enhancement Hypothesis. The *social compensation hypothesis* (also referred to as poor-get-richer) was conceptualized as an opposing alternative hypothesis to social enchantment (Reer & Krämer, 2017), and states that the Internet socially benefits introverts more (Kraut et al., 2002; McKenna & Bargh, 2000). Its main assumption is that the Internet is not primarily beneficial for extroverts and people with large preexisting social networks, but that

using it is particularly valuable for introverted, lonely, or socially anxious persons (Reer & Krämer, 2017). On the Internet, introverts can compensate for the difficulties they experience in offline social interactions (Amichai-Hamburger & Vinitzky, 2010). This is due to the reduced auditory and visual cues and anonymity that online social interaction offers (Peter et al., 2005). As a result, introverts can compensate for their weaker social skills by engaging in more self-disclosure online which, in turn, facilitates the formation of online friendships and encourages greater usage of the Internet (Peter et al., 2005).

In contrast to extroverts, who make friends offline and maintain the relationships online, according to social compensation, introverts are more likely to form friendships exclusively online (Amichai-Hamburger & Vinitzky, 2010). Thus, introverts may become more socially dominant online, compared to offline. Previous studies have suggested that introverts spend more time on the Internet (Kraut et al., 1998), are more likely to present their true selves online (McKenna, Green, & Gleason, 2002), and use online communication more frequently to compensate for their lack of social skills (Peter et al., 2005).

Much of the existing literature on the connection between introversion/extroversion and social outcomes of using online services paints a heterogeneous picture: some studies seem to support the social enhancement hypothesis (Kraut et al., 2002; Sheldon, 2002), while others indicate a social compensation effect (McKenna & Bargh, 2000; Peter et al., 2005). However, there is no one right or wrong hypothesis, both introverts and extroverts can benefit socially from general Internet use. Thus, these hypotheses are not mutually exclusive.

These two hypothesis were originally developed to assess the effects of the Internet on social involvement and psychological well-being (Kraut et al., 2002). Since then, they have been explored in a variety of capacities including mobile phone use (Butt & Phillips, 2008), online

gaming (Reer & Krämer, 2017), online dating (Valkenburg & Peter, 2007) and Facebook use (Amichai-Hamburger & Vinitzky, 2010; Ross et al., 2009; Sheldon, 2008). However, given that social media is in relative infancy, there are very few studies exploring these social hypotheses in the context of social media usage. Additionally, there does not appear to be any past studies specifically concentrating on the relationships between Instagram use, Snapchat use and personality. Therefore, current research on how these hypotheses can be applied to newer, social media platforms is necessary given the popularity of social media in today's society.

As a side interest, this study will also investigate how often Instagram and Snapchat users get news from various news sources as well as which news sources are most preferred. Recent statistics cite that 67% of Americans get at least some of their news on social media (Shearer & Gottfried, 2017). Three platforms in specific – Twitter, YouTube, and Snapchat – have grown in share of users who get news on each site (Bialik & Matsu, 2017; Shearer & Gottfried, 2017). Snapchat is not typically thought of as a news source, however, the public Discover page prominently features news stories from some of the big names in news publishing, such as CNN, NBC, and The New York Times (Shearer, & Gottfried, 2017). Given that Snapchat users are primarily young (82% are aged 18-29) one could infer that Snapchat is a top news source for younger social media users (Shearer, & Gottfried, 2017). This study will also seek to determine whether Instagram and Snapchat users get most of their news from social media or online news sites and which digital sources are preferred.

Hypotheses

This correlational study will use demographic data, an Instagram questionnaire, a Snapchat questionnaire, and a personality measure to explore the relationship between social media use and personality. I expect people will have more followers on Instagram than on

Snapchat (H1), but that Snapchat will be used more frequently than Instagram (H2).

Furthermore, I hypothesize that the primary motive for using both Instagram and Snapchat will be surveillance/knowledge about others and documentation, versus coolness or creativity (H3), given the social nature of both platforms. I further hypothesize that individuals who score higher on extroversion will (a) interact with others more, (b) use both platforms more frequently, (c) post content more frequently, (d) have more followers, (e) know more of their followers in real life, and (f) have more positive views towards Instagram and Snapchat, thereby supporting a social enhancement (rich-get-richer) effect (H4).

Method

Participants

Participants consisted of 116 students enrolled at a private, Mid-Atlantic liberal arts college and 87 participants recruited online through Amazon Mechanical Turk (MTurk), for a total of 203 completes. Students were recruited through postings on class Blackboard pages, email invitations, postings to the college's SONA online research system, and postings to the researcher's personal social media pages, including Facebook, Twitter, and LinkedIn. Eight per cent ($N = 5$) were freshmen, 20% ($N = 12$) were sophomores, 22% ($N = 13$) were juniors, 37% ($N = 22$) were seniors, and 13% ($N = 7$) were Masters-level students. Incentives for students included extra credit for those enrolled in some psychology courses. Participants recruited through MTurk were paid \$.50 for completing the survey. All participants were further incentivized by a chance to win one of four \$25 Amazon gift cards. A large proportion of the sample identified as female (69%), with an average age range of 20-40 ($M = 30$, $SD = 10.10$ years), mostly Caucasian (73%), in a cohabitating relationship (41%), and working full time (48%) (see Table 1 for full demographic breakdown).

Materials and Procedure

Subsequent to obtaining approval from the college's Institutional Review Board, the survey was distributed to both students and MTurk workers via an anonymous link. The only inclusion criterion was current ownership of an Instagram and/or Snapchat account. All study materials were posted online using the survey software program Qualtrics. The survey took approximately 15 minutes to complete. The online survey consisted of four main sections: (1) demographic questions, (2) an Instagram questionnaire, (3) a Snapchat questionnaire, and (4) a personality scale.

Demographics. Participants answered nine questions about their age, sex, ethnicity/racial group, relationship status, working status, and for students, class year, field of study and grade point average (see Appendix A).

Instagram Questionnaire. Instagram use was measured via a 35-item questionnaire edited by the author from aspects of the Facebook Questionnaire developed by Ross et al. (2009) and the Facebook Use Intensity Scale developed by Ellison, Steinfield, and Lampe (2007), adapted for Instagram (see Appendix B). This measure assessed a wide variety of behaviors and attitudes related to Instagram along four categories: (1) basic use of Instagram, (2) Instagram account statistics, (3) attitudes towards Instagram, and (4) general feedback about Instagram. Response alternatives ranged from six-point Likert scale options to yes/no answer options depending on the nature of the item.

Basic Instagram use items gathered data on the frequency of functions related to Instagram. These items included: frequency of use, posting, posting stories, tagging other users, tagging location, adding hashtags, liking, commenting, direct messaging, type of content posted, types of accounts followed, percent of followers and following known in real life, private or

public account, etc. Questions about Instagram account statistics gathered data on items such as the number of followers, accounts followed, posts, and average number of likes and comments per post. Items related to attitudes toward Instagram were adapted from the Facebook Use Intensity Scale (Ellison et al., 2007) and supplemented with seven items developed by the present author. These attitude questions were assessed using a six-point Likert scale ranging from (1) *strongly disagree* to (6) *strongly agree*. Examples of these types of items include, “Instagram is part of my everyday activity” and “I feel happy when I receive a lot of likes on my Instagram posts.” Lastly, two miscellaneous questions assessed satisfaction with Instagram and motives for Instagram usage adapted from Sheldon and Bryant (2016).

Snapchat Questionnaire. Snapchat use was measured using a 28-item questionnaire which incorporated aspects of the Facebook Use Intensity Scale (Ellison et al., 2007), adapted for Snapchat by the present author (see Appendix C). This measure assessed similar categories of items: (1) basic use of Snapchat, (2) Snapchat account statistics, and (3) attitudes toward Snapchat. Response alternatives ranged from six-point Likert scale options and yes/no answer options depending on the nature of the item.

Items measuring basic Snapchat use included frequency of use, sending pictures, videos, and chats, viewing friend’s stories, viewing Discover page stories, type of pictures sent, percent of Snapchat friends known in real life, private or public account, etc. Items reporting on Snapchat statistics included the number of Snapchat friends, accounts subscribed to on the Discover page, and total number of Snapchat points. Items related to attitudes toward Snapchat were adapted from the Facebook Use Intensity Scale (Ellison et al., 2007) and supplemented with seven items developed by the present author. These attitude questions were assessed using a six-point Likert scale ranging from (1) *strongly disagree* to (6) *strongly agree*. Examples of these

types of items included, “I would be sad if Snapchat shut down” and “I feel like I can express myself however I want on Snapchat.” Two additional questions asked about satisfaction with Snapchat and motives for Snapchat usage. Finally, general social media questions, in multiple choice format, asked about user’s preference between Instagram and Snapchat, all other social media apps used, and favorite overall social media platform, followed by three questions assessing news media behavior and preferred news source.

Personality Scale. Personality was measured using the Eysenck Personality Questionnaire-Revised (EPQ-R) developed by Eysenck, Eysenck, and Barrett (1985) (see Appendix D). However, since the focus of this study was to compare how extroverts and introverts differ in their use of Instagram versus Snapchat, only the 23 extroversion items tapping into the introversion-extroversion continuum were used. These items were mixed in with a few randomly chosen filler items from the other scales (psychoticism/socialization, neuroticism, & lie/social desirability), to disguise the purpose of the survey. The responses to the EPQ-R items were all in a yes/no format and three of the items were reversed scored. Instructions noted to work quickly and not to think too long about the exact meaning of the questions. Example items from the EPQ-R included, “Do you enjoy meeting new people?” and “Do you often make decisions in the spur of the moment?” An example of a reversed scored item was, “Are you mostly quiet when you are with other people?”

Once participants completed the entire survey they read a debriefing form that provided a summary of the purpose of the survey as well as the author’s contact information for any concerns or questions they may have had.

Results

Of the 203 total respondents, 190 (94%) had an Instagram account and 117 (58%) had a Snapchat account (respondents were required to have either an Instagram account or a Snapchat account or both). There were 51% of respondents ($N = 104$) who had both types of accounts. Between the two platforms, respondents with both accounts preferred to use Instagram (56%) slightly more than Snapchat (44%). Users were slightly more satisfied with Instagram ($M = 3.90$, $SD = 0.81$) than Snapchat ($M = 3.80$, $SD = 0.86$). In addition, most users reported having private (vs. public) Instagram (60%) and Snapchat (76%) accounts, meaning only accepted followers and friends can view their posts and stories. The favorite social media platform overall is Facebook (27%) with Instagram coming in at a very close second (26%) (see Figure 1). Snapchat (12%) ranks similarly in popularity to YouTube (12%) and Twitter (10%).

Instagram

On average, respondents reported spending 60 minutes on Instagram per day ($SD = 69$) (see Figure 2 for specific breakdown). When users are not posting on Instagram, they are scrolling through their feed, liking posts, and commenting on posts, and viewing stories. Users report posting to Instagram about once a month (26%) or once every few months (27%). Interestingly, almost half of Instagram users said they never post Instagram stories (45%) or do so every few months (16%). The new Instagram story feature is similar to Snapchat in that the story (either a photo or video) is only visible to followers for 24 hours. The purpose of these stories is to share content with followers more frequently, therefore, one would expect users to post Instagram stories more often. However, these results suggest users post more often to their Instagram profiles than to their stories.

Most users edit Instagram photos before posting (62%), add captions to posts (79%), and tag other users in posts (61%). On average, Instagram users report having a total of 261.94 posts on Instagram, 452.56 followers, and 439.27 accounts followed. Their Instagram posts typically receive 69.71 likes and 7.54 comments. Regarding activity on Instagram, users “like” Instagram posts by others a few times throughout the day (25%), but, comment less often on posts by others (less than once a week, 33%).

The data supported the study’s first hypothesis that users would have more followers on Instagram than on Snapchat, but that they will use Snapchat more frequently than Instagram. Respondents did have significantly fewer friends on Snapchat ($M = 98$, $SD = 142$) compared to the number of Instagram followers ($M = 452.56$, $SD = 705$). On Instagram, the number of followers was positively correlated with the time spent on Instagram, $r(129) = .23$, $p < 0.008$. On average, Instagram users say they know about half or 50% of their followers (44%) and following (39%) in real life.

The type of content posted to Instagram is mainly of the user (selfies, 15%), friends (12%), family (12.3%), pet(s) (9%), and significant others (7%) (see Figure 3). Similarly, the top four types of Instagram accounts followed are friends (17%), family (15%), celebrities/famous people (11%), and health/fitness (7%) (see Figure 4). Overall, attitudes towards Instagram are generally positive. Most respondents agree that Instagram is one of the most popular social media platforms today ($M = 4.89$, $SD = 1.16$), that they use it to follow people they know in real life ($M = 4.87$, $SD = 1.33$), and that they enjoy using the platform ($M = 4.73$, $SD = 1.06$) (see Table 2).

Snapchat

In contrast to Instagram, respondents report using Snapchat more often, with many using the platform constantly throughout the day (27%) or a few times throughout the day (17%). On average, respondents use Snapchat for approximately 182 minutes or about 3 hours each day ($SD = 503$) (see Figure 5 for specific breakdown). Most users report sending pictures throughout the day (35%) versus videos (once or twice a week, 23%). Most Snapchat users add text (87%) and emoji's/gifs (78.6%) to their snaps. The type of content sent on Snapchat is primarily funny things (15%), selfies (14%), what they are up to (12%), and food (11%) (see Figure 6).

Participants reported using Snapchat more often than Instagram. They spent significantly more time (in minutes per day) on Snapchat ($M = 182$, $SD = 503$) than on Instagram ($M = 60$, $SD = 69$) (Figure 2 & Figure 6). The amount of time spent on one platform also positively correlated with the amount of time spent on the other platform, $r(65) = .53$, $p < 0.000$, despite the discrepancy in the number of followers. Similar to Instagram, stories on Snapchat are posted less frequently. Users report posting Snapchat stories several times a week (18%), once or twice a week (19%), or less than once a week (27%).

On Snapchat, the median number of friends was 50 ($M = 98$, $SD = 142$), however, the range varied greatly with some users having as few as 2 to as many as 1,200 friends. In contrast to Instagram, most Snapchat users know all of their Snapchat friends in real life (52%). In addition, similar attitudes were found towards Snapchat. Respondents agreed that Snapchat is one of the most popular social media platforms today ($M = 4.82$, $SD = 1.29$), that they use it to follow people they know in real life ($M = 4.89$, $SD = 1.42$), and that they enjoy using the platform ($M = 4.62$, $SD = 1.27$) (see Table 3).

The second hypothesis was that the primary motivation for using both Instagram and Snapchat is to gain knowledge about others, given the social nature of both platforms. This hypothesis was also supported by the data. Using Sheldon and Bryant's (2016) motivation categories for Instagram use, results showed that surveillance/knowledge about others was the primary motivation for using both Instagram (62%) and Snapchat (57%). The second highest ranked motive for both platforms was documentation (Instagram 25% and Snapchat 23%). The motivation of medium appeal was added for Snapchat, given the uniqueness of the platform and was found to be a slight motivation for respondents to use Snapchat (10%).

The final hypothesis focused on the relationship between personality, Instagram use, and Snapchat use. The measurement used in this study (EPQ-R) evaluated extroversion and introversion on a continuum scale, meaning higher scores reflected extroversion and lower scores reflected introversion. The data did not support the social enhancement prediction that individuals who score higher on extroversion would (a) interact with others (e.g., liking, commenting, messaging) more frequently, (b) use both platforms more frequently, (c) post content more frequently, (d) have more followers, (e) know more of their followers in real life, and (f) have more positive views towards Instagram and Snapchat. Instead, the data displayed a social compensation effect. The above factors (a-f) differed slightly between Instagram and Snapchat due to the differences between each platform.

Instagram Correlations

Table 4 displays the Pearson correlations between personality and the Instagram use factors. Those who scored lower, compared to higher, on the EPQ-R scale (e.g., were more introverted) (a) interacted significantly more with others by liking posts ($r(190) = -.254, p < 0.000$), commenting on posts ($r(190) = -.250, p < 0.001$) and sending direct messages ($r(190) = -$

.269, $p < 0.000$). Second, introverted individuals also (b) used Instagram more often ($r(190) = -.236, p < 0.001$) and had more total Instagram posts ($r(190) = -.226, p < 0.002$). Similarly, those who leaned more introverted (c) posted content to Instagram more frequently ($r(190) = -.262, p < 0.001$) and posted Instagram stories more frequently ($r(190) = -.286, p < 0.001$). There was also a significant correlation between introversion and the (e) number of Instagram followers ($r(190) = -.193, p < 0.008$) and following ($r(190) = -.261, p < 0.000$) known in real life. However, there was no statistically significant correlation between (d) the number of followers and personality. Lastly, most of the attitude statements towards Instagram were significantly negatively correlated with the personality score, suggesting that introverts had more positive views towards Instagram than extroverts (see Table 5).

Snapchat Correlations

To a lesser extent, similar results were also found with Snapchat. Table 6 displays the Pearson correlations among personality and the Snapchat use factors. In contrast to extroverts, those who were more introverted (a) interacted with others on Snapchat more frequently by sending text/chatting ($r(117) = -.194, p = 0.036$) and viewing stories on the Discover page ($r(117) = -.239, p = 0.009$). Introverts also reported (c) posting content on Snapchat significantly more frequently: sending pictures ($r(117) = -.277, p = 0.003$), sending videos ($r(117) = -.234, p = 0.011$), and posting stories ($r(117) = -.213, p = 0.201$). Those who were more introverted also had significantly (d) more friends on Snapchat ($r(117) = -.301, p < 0.001$). There were no statistically significant correlations between personality and (b) the frequency of using Snapchat or (e) the number of Snapchat friends known in real life. As with Instagram, most of the attitude statements about Snapchat were negatively correlated with the personality score, suggesting that introverts have more positive views toward Snapchat (see Table 7).

Lastly, the survey also asked a few questions about preferred news sources and frequency of viewing/reading news. About 31% of respondent's reportedly watch/read/hear the news (in television, print, online, and radio format) several times a day, 23% do about once a day, and 17% do several times a week (see Figure 7). Participants learn the most about the news from online news sources (42%) and social media (30%) compared to television (12%), paper news sources (7%), and radio (6%) (see Figure 8). The most highly preferred news sources are social media (34%) and online newspapers (32%), although television is also preferred (23%) (see Figure 9). In contrast, radio (7%) and print news (3%) rank much lower in preference. Participants reportedly learn the most from online news sources but prefer to use social media as their primary new source. Specifically, the most highly rated news sources are CNN (16%), Twitter (11%), Facebook (7%), and FOX (6%). Clearly, social media and online news sites are surpassing traditional news sources, like print and radio, in popularity.

Discussion

The goal of the present study was to expand upon the existing social media literature, that narrowly focuses on Facebook, to include other, newer social media platforms like Instagram and Snapchat, and explore the relationship between Instagram use, Snapchat use, and personality. As a side interest, this study also collected information on participants preferred news sources. In addition to collecting data on people's general Instagram and Snapchat use, this study also examined account statistics, attitudes toward each platform, and motives for using each platform. In general, results showed that Instagram is slightly more popular than Snapchat. This may be due to the wider variety of features offered by Instagram, such as posting permanent photos, sending direct messages, posting temporary stories, nonreciprocal following of users, and viewing public posts. In contrast, the features on Snapchat are limited to sending disappearing

photos, chatting, and posting stories. When ranking overall favorite social media platforms, Facebook came out on top, but only beat Instagram by a very small percentage.

Consistent with the first hypothesis, users did have significantly more followers on Instagram (450 followers on average) compared to Snapchat (98 friends on average). This may be due to the fact that Instagram is a more popular, versatile, and public platform. In contrast, Snapchat is a more private platform. Instagram allows for nonreciprocal following of other users, whereas the relationships on Snapchat are strictly reciprocal. On Snapchat users must mutually friend each other in order to share content, versus on Instagram people can follow an unlimited number of users and view their content, without being mutual followers. This may explain why users have more followers and follow more accounts on Instagram.

This observation is consistent with previous research conducted by Piwek and Joinson (2016) and Utz, Muscanell, and Khalid (2015), who also found that users have small social networks on Snapchat, suggesting Snapchat is primarily used to reciprocally communicate with close friends and family. The current results support this finding, as the highest-ranked attitude statement was that respondents use Snapchat to follow people they know in real life, rather than to make new friends. In addition, the majority of Snapchat users know most of their Snapchat friends in real life, suggesting once again that Snapchat is primarily used for private communication.

In contrast, despite users having smaller social networks on Snapchat, results revealed that Snapchat is used more frequently than Instagram. Most Snapchat users report sending snaps a few times throughout the day, in contrast to Instagram users who post less often (a few times a month or once a month). This finding corroborates Alhabash and Ma's (2017) results that participants reported using Snapchat with greater intensity than Facebook and Twitter. In contrast

to Facebook and other social media platforms where posts are persistent and often visible to a large audience, Snapchat offers opportunities for less persistent and more private communication (Alhabash & Ma, 2017). Thus, the more frequent use of Snapchat may be due to the disappearing nature of the images and enhanced privacy, which encourages frequent back-and-forth communication (Pittman, 2017; Piwek & Joinson, 2016).

Since Snapchat reduces the need for self-censorship (because images are sent privately) users may feel more inclined to share more intimate content that they would otherwise not share on social media (Piwek & Joinson, 2016). Perhaps, people feel they can show their unfiltered, real self on Snapchat due to the enhanced privacy and vanishing photos. Whereas, on more public platforms with permanent photos, like Facebook and Instagram, users may feel the need to present their best, aspirational, edited self. Furthermore, Snapchat acts as an alternative to text messaging, because it allows for relaxed communication with others through images. As a result, users may be more inclined to Snapchat a friend rather than text, leading people to use Snapchat more regularly.

As predicted, surveillance/knowledge about others was found to be the primary motive for using both Instagram and Snapchat. This supported Sheldon and Bryant's (2016) research which found surveillance to be the strongest motivation for Instagram usage. Most of the time this includes connecting with close friends and family, but it may also include strangers. As suggested by Piwek and Joinson (2016), Snapchat is primarily used to communicate with a single person rather than a group of people, and this person is likely a close friend, partner, or family member. Given that both Instagram and Snapchat are social platforms used to share visual content and communicate with others, it is no surprise that most people use these platforms to gain knowledge about others through the visual updates others post/share.

The second most influential motive reported for using Instagram and Snapchat was documentation, also supporting Sheldon and Bryant's (2016) results. Given that both Instagram and Snapchat are photo-sharing platforms, people will likely want to document moments of their lives through images, rather than text. Therefore, it is no surprise that people are motivated to use Instagram and Snapchat to document visual memories. Snapchat even has a memories feature, wherein users can save the snaps they send to memories in order to view the photos and videos again in the future. However, the content shared on Snapchat differs from the content shared on Instagram due to the differences in the nature of each platform. Snapchat allows for private photo sharing; users can specifically select which friend(s) receive their photo or video, whereas Instagram photos and videos are posted publically on the user's profile. Thus, Snapchat is viewed as more informal than Instagram, given the temporary nature of the content sent on Snapchat.

Results from the correlations between social media usage and personality found statistically significant correlations between a higher level of introversion and social media usage and attitudes, on both platforms. Thereby, providing support for a social compensation effect, wherein introverted individuals use social media as a compensative environment (Amichai-Hamburger & Vinitzky, 2010). Users high in introversion interacted with others and posted content more frequently on both platforms, suggesting greater social dominance online.

In contrast to previous research (Peter et al., 2005), our results show that on Instagram, introverts were more likely to interact with others, use the platform, and post content more frequently, know more of their followers in real life, and have more positive views towards Instagram, thereby providing support for the social compensation effect. The endorsement for the social compensation effect may be due to the fact that introverts generally spend more hours per

week online than extroverts (Kraut et al., 1998; Peter et al., 2005). Introverts may be more inclined to communicate online rather than in person, given their personality type. In contrast, people who are extroverted spend more time interacting in real life with others, consequently, they may need to spend less time communicating online or using social media. Lastly, similar to Ross et al. (2009), who found no association between the number of Facebook friends and personality, no significant correlations were found between personality and number of Instagram followers.

On Snapchat, introverts were found to interact with others more often, post content more frequently, have more Snapchat friends, and more positive views towards Snapchat. Thus, displaying a social compensation effect. Papacharissi and Rubin (2000) have suggested that the Internet and social media, especially Snapchat, may serve as an alternative forum to communicate, especially for individuals, who are fearful of speaking in public settings. This is consistent with previous evidence indicating pictures serve a communicative purpose that allows for needs of social interaction to be met (Punyanunt-Carter, De La Cruz, & Wrench, 2017). These findings may explain why those who are more introverted may be more likely to communicate on visual social media platforms via pictures, rather than text.

This social compensation view showcases how certain characteristics of social media allow introverted individuals to overcome certain social barriers and gratify communication needs. In many interpersonal settings (e.g., education/classroom) it might be beneficial to incorporate features similar to Snapchat for introverted individuals high in communication apprehension. For example, allowing students to incorporate visual components into assignments. In general, this study demonstrates a social compensation effect, in that introverted individuals benefitted socially from Instagram and Snapchat usage.

Results also support the rising popularity of digital news and social media as top news sources. Participants report getting most of their news from online news sources and social media, and prefer these two types of news sources over traditional forms of news media (television, print, and radio). Digital news sources are highly convenient and can be individualized to the user's interests. For example, on Snapchat's Discover page, users can scroll through thumbnails of news stories and only click on and view only the stories they are interested in. This customization, plus the convenience of social media likely contributes to the increasing popularity of digital and social media news.

Limitations and Future Research

As with all research, there were some limitations to the current study. The first was the lack of diversity in the collected convenience sample. The sample consisted primarily of Caucasian young adults, the majority of which were female, thus generalizations cannot be made to the whole population. Future studies should strive to obtain a more diverse sample to better represent the population of social media users. As the Pew Research Center (2018) has reported, the demographic profiles of social media users differ among platforms. For example, Facebook is used by a majority of Americans across a wide range of demographic groups, whereas other platforms appeal more strongly to certain subsets of the population (Pew Research Center, 2018). For example, both Instagram and Snapchat appeal more to women, non-Caucasian, and those younger than 30 (Shearer & Gottfried, 2017). Therefore, future studies should aim to collect data from samples that match the demographic profiles of each unique social media platform.

Due to the reliance on self-report measures, it is also difficult to determine whether respondents may have intentionally inflated or deflated reports of their behaviors and account statistics, thus, not accurately representing real social media statistics and habits. More objective

methods of measuring social media usage are needed to precisely track the amount of time spent on social media. For example, participants could download a smartphone app (e.g., BreakFree) to record the amount of time spent on social media apps or respondents could be required to check the app-usage feature in the settings on their smartphones, to provide more accurate usage data.

Given the increasing popularity of newer social media platforms, like Instagram and Snapchat, validated scales that objectively measure social media use intensity are needed. These scales would ideally be distributed in an online-survey format that could be shared via social media or even a smartphone application could be developed. Currently, most studies have utilized Ellison et al.'s (2007) Facebook Use Intensity Scale adapted to certain social media platforms, such as Snapchat or Instagram. However, there are numerous features that set Instagram and Snapchat apart from Facebook (Sherlock & Wagstaff, 2018), so, it is not suitable to continue adopting a Facebook scale for other platforms. Additionally, the types of questions asked in these social media scales should be extensive in order to tap into all aspects of social media usage.

Future studies should also continue exploring specific motivations for why people use different social media platforms. This study only explored the four main motivations proposed by Sheldon and Bryant (2016): surveillance/knowledge about others, documentation, coolness, and creativity. The reasons for using certain visual social media platforms, like Snapchat and Instagram, may differ from the reasons for using other sites, like Facebook and Twitter. Therefore, additional, more specific categories for social media use motives should be explored. For example, this study found that most users tend to post photos of themselves on both Snapchat and Instagram, therefore, a motivation for using both platforms may specifically be self-promotion, self-documentation, or self-expression. Exploring the reasons why different

people use particular social media platforms may better inform marketing and advertising strategies to target certain kinds of people who use specific social media platforms. Many businesses are now turning to social media as an advertising vehicle and distribution channel (Moore & McElroy, 2012). Therefore, the relationship between personality and social media usage offers companies insight into the different types of users on different social media sites. This improved targeting may be beneficial for a range of services, such as business advertising and news delivery.

These differing motivations for social media usage may also be influenced by certain personality variables, thus, future research should continue to study the relationship between motivations, personality, and social media behaviors in order to determine whether people use social media as an extension of their real life self or create an alternate online persona. One possibility could be to investigate the correlation between frequency or quantity of selfies posted to Instagram and narcissism personality scores. Moreover, given that the current study solely focused on the extroversion-introversion continuum, future research should explore all of the big five personality traits using the NEO Personality Inventory (NEO-PI-R) (Costa & McCrae, 1992). Studies should also compare social media habits across difference cultures to determine whether individualistic versus collectivistic societies exhibit different social media usage patterns. It would also be interesting to compare personality and behavioral differences between individuals who are and who are not social media users.

Overall, social media is definitely a double-edged sword. It can bring about many positive benefits, such as enhanced social connections, but also bring about many negative outcomes such as lowered self-esteem, increased depressive symptoms, general anxiety, and body image disturbance (Stapleton et al., 2017; Sherlock & Wagstaff, 2018). Given that social

media is a relatively new phenomenon, future research needs to explore the long term impact of social media use on users. It is not healthy for anyone to be spending hours on social media every day and we do not know how intense social media usage is affecting people psychologically, socially, and emotionally. Users need to be aware of the consequences of excessive social media usage. In conclusion, this evolving field of social media research will only continue to expand given the rising popularity of digital media, hence, it is critical to investigate its influence, impact, and power.

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Appendix A

Demographic Questionnaire

- 1) What is your age?
 - [fill in the blank]
- 2) What is your sex?
 - Male
 - Female
 - Other [fill in the blank]
- 3) What is your race/ethnicity?
 - Caucasian
 - Hispanic/Latino
 - African American
 - Asian American
 - Native American/Pacific Islander
 - Multiracial
 - Other [fill in the blank]
- 4) What is your marital status?
 - Single
 - Relationship (not co-habiting)
 - Relationship (co-habiting)
 - Divorced
 - I prefer not to say
- 5) What is your working status? [select all that apply]
 - Full Time
 - Part Time
 - Not Employed
 - Student
 - I prefer not to say
- 6) If student, what is your class year?
 - First year
 - Sophomore
 - Junior
 - Senior
 - Graduate student
 - Other [fill in the blank]
- 7) If student, what is your major(s)?
 - [fill in the blank]
- 8) If student, what is your current GPA?
 - [fill in the blank]

Appendix B

Instagram Questionnaire

- 1) Do you currently have an Instagram account?
 - Yes [Continue to Instagram survey]
 - No [Skip to first Snapchat question]

Basic Use of Instagram. *This section of the questionnaire is to assess your basic use of Instagram.*

- 2) Do you have a mobile phone?
 - Yes
 - No
- 3) Do you access Instagram via the mobile app on your phone?
 - Yes
 - No
- 4) Do you receive notifications from Instagram on your mobile phone?
 - Yes
 - No
- 5) Is your Instagram account public or private?
 - Public
 - Private
 - I don't know
- 6) How often do you use Instagram?
 - Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day*
 - A few times throughout the day*
 - Once every couple of hours*
 - About once an hour*
 - Several times an hour*
 - Constantly throughout the day*
- 7) *Approximately, how many minutes do you spend on Instagram each day?
 - [fill in the blank] minutes
- 8) How often do you browse through Instagram when you are bored?
 - Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day

- 9) How often do you post on Instagram?
- Never
 - Every few months
 - About once a month
 - Several times a month
 - About once a week
 - Several times a week
 - About once a day
 - Several times a day
- 10) How often do you post Instagram stories?
- Never
 - Every few months
 - About once a month
 - Several times a month
 - About once a week
 - Several times a week
 - About once a day
 - Several times a day
- 11) Do you edit photos before posting them to Instagram?
- Yes*
 - No
- 12) *If yes, how long do you typically spend editing photos before posting?
- [fill in the blank] minutes
- 13) Do you add captions to your posts?
- Yes
 - No
- 14) Do you add hashtags to your posts?
- Yes
 - No
- 15) Do you add locations to your posts?
- Yes
 - No
- 16) Do you tag other users in your posts?
- Yes
 - No
- 17) Is your Instagram account linked to your other social media accounts (e.g. Facebook, Twitter)?
- Yes
 - No

- 18) How often do you “like” Instagram posts by others?
- Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day
- 19) How often do you comment on Instagram posts by others?
- Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day
- 20) How often do you send direct messages in Instagram?
- Never
 - Every few months
 - About once a month
 - Several times a month
 - About once a week
 - Several times a week
 - About once a day
 - Several times a day
- 21) How often do you check the activity of the people you follow?
- Never
 - Every few months
 - About once a month
 - Several times a month
 - About once a week
 - Several times a week
 - About once a day
 - Several times a day
- 22) How many of your Instagram followers do you know in real life?
- None (0%)
 - Some (25%)
 - Half (50%)
 - Most (75%)
 - All (100%)

23) How many of the people you follow on Instagram are people you know in real life?

- None (0%)
- Some (25%)
- Half (50%)
- Most (75%)
- All (100%)

24) What do you post pictures of on Instagram? [select all that apply]

- Myself
- Friends
- Family
- Significant Other
- Pets
- Animals
- Parties
- Events
- Travel
- Food
- Health/Fitness
- Sports
- Fashion
- Beauty/Makeup
- Products
- Art
- Photography
- Comedy
- Other [fill in the blank]

25) What types of Instagram accounts do you follow? [select all that apply]

- Friends
- Family
- Celebrities/Famous People
- Social Media Influencers
- Businesses
- Non-Profits
- Animals/Pets
- Food
- Travel
- Health/Fitness
- Fashion
- Beauty/Makeup
- Art
- Photography
- Comedy
- Other [fill in the blank]

Instagram Account Statistics. *This section of the questionnaire is to report on your Instagram account statistics. It may be helpful to open the Instagram app for reference.*

- 26) How many Instagram followers do you have?
 ○ [fill in the blank] followers
- 27) How many accounts do you follow on Instagram?
 ○ [fill in the blank] accounts
- 28) How many posts do you have on Instagram?
 ○ [fill in the blank] posts
- 29) How many likes, on average, do your posts receive on Instagram?
 ○ [fill in the blank] likes
- 30) How many comments, on average, do your posts receive on Instagram?
 ○ [fill in the blank] comments

Attitudes Towards Instagram. *This section of the questionnaire is to assess your attitudes towards Instagram. Please rank each of the following according to the scale: (1) strongly disagree, (2) disagree, (3) slightly disagree, (4) slightly agree, (5) agree, (6) strongly agree.*

Question	(1)	(2)	(3)	(4)	(5)	(6)
31) Instagram is part of my every day activity.	1	2	3	4	5	6
32) I am proud to tell people I'm on Instagram.	1	2	3	4	5	6
33) I feel out of touch when I haven't logged on to Instagram for a while.	1	2	3	4	5	6
34) I feel I am part of the Instagram community.	1	2	3	4	5	6
35) I would be upset if Instagram shut down.	1	2	3	4	5	6
36) I use Instagram to make new friends.	1	2	3	4	5	6
37) I use Instagram to follow people I know in real life.	1	2	3	4	5	6
38) I feel happy when I receive a lot of likes on my Instagram posts.	1	2	3	4	5	6
39) I feel like I have to present my "best self" on Instagram.	1	2	3	4	5	6
40) I enjoy using Instagram.	1	2	3	4	5	6
41) Instagram has had a positive impact on society.	1	2	3	4	5	6
42) Instagram is one of the most popular social media platforms today.	1	2	3	4	5	6

- 43) How satisfied are you with Instagram, overall?
- Very dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very satisfied
- 44) Why do you have an Instagram account? [select all that apply]
- To interact with my friends
 - To provide “visual status updates” for my friends
 - It is fun
 - To follow my friends
 - To see what other people share
 - To “like” my followers' photos
 - To creep through other people's posts
 - To depict my life through photos
 - To remember special events
 - To share my life with other people
 - To document the world around me
 - To commemorate an event
 - To become popular
 - It is cool
 - To self-promote
 - To find people with whom I have common interests
 - To create art
 - To show off my photography skills
 - Other [fill in the blank]

Appendix C

Snapchat Questionnaire

- 1) Do you currently have a Snapchat account?
 - Yes [Continue to Snapchat Survey]
 - No [Thank and End]

Basic Use of Snapchat. *This section of the questionnaire is to assess your basic use of Snapchat.*

- 2) Do you receive notifications from Snapchat on your mobile phone?
 - Yes
 - No
- 3) How often do you use Snapchat?
 - Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day*
 - A few times throughout the day*
 - Once every couple of hours*
 - About once an hour*
 - Several times an hour*
 - Constantly throughout the day*
- 4) * Approximately, how many minutes do you spend on Snapchat each day?
 - [fill in the blank] minutes
- 5) How often do you browse through Snapchat when you are bored?
 - Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day
- 6) How often do you send pictures on Snapchat?
 - Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day

- 7) How often do you send videos on Snapchat?
- Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day
- 8) Do you add text to your snaps?
- Yes
 - No
- 9) Do you add emoji's or gifs to your snaps?
- Yes
 - No
- 10) Do you add a location to your snaps?
- Yes
 - No
- 11) How often do you chat (send text) on Snapchat?
- Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day
- 12) How often do you post stories on Snapchat?
- Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day

- 13) How often do you view your Snapchat friend's stories?
- Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day
- 14) How often do you view the Discover page stories/videos?
- Never
 - Less than once a week
 - Once or twice a week
 - Several times a week
 - About once a day
 - A few times throughout the day
 - Once every couple of hours
 - About once an hour
 - Several times an hour
 - Constantly throughout the day
- 15) Do you save stories and snaps to Memories?
- Yes
 - No
- 16) Do you submit stories to Our Story (Snapchat's public stories)?
- Yes
 - No
- 17) Do you share your location with friends on Snapchat with Snap Map?
- Yes
 - No
 - I don't know
- 18) Are your Snapchat stories public or private?
- Public
 - Private
 - I don't know
- 19) How many of the people you follow on Snapchat are people you know in real life?
- None (0%)
 - Some (25%)
 - Half (50%)
 - Most (75%)
 - All (100%)

- 20) What type of content do you send via Snapchat? [select all that apply]
- Funny things
 - Myself
 - What I'm up to
 - Events
 - Food
 - People
 - Animals
 - Drunk Photos
 - Beautiful things
 - Joke sexting
 - Legally questionable activities
 - Sexting
 - Other [fill in the blank]

Snapchat Account Statistics. *This section of the questionnaire is to report on your Snapchat account statistics. It may be helpful to open the Snapchat app for reference.*

- 21) Approximately, how many friends do you have on Snapchat?
 - [fill in the blank] friends
- 22) Approximately, how many accounts do you subscribe to on the Discover page?
 - [fill in the blank] accounts
- 23) How many points do you have on Snapchat?
 - [fill in the blank] points

Attitudes Towards Snapchat. *This section of the questionnaire is to assess your attitudes towards Snapchat. Please rank each of the following according to the scale: (1) strongly disagree, (2) disagree, (3) slightly disagree, (4) slightly agree, (5) agree, (6) strongly agree.*

Question	(1)	(2)	(3)	(4)	(5)	(6)
24) Snapchat is part of my every day activity.	1	2	3	4	5	6
25) I am proud to tell people I'm on Snapchat.	1	2	3	4	5	6
26) I feel out of touch when I haven't logged on to Snapchat for a while.	1	2	3	4	5	6
27) I feel I am part of the Snapchat community.	1	2	3	4	5	6
28) I would be sad if Snapchat shut down.	1	2	3	4	5	6
29) I use Snapchat to make new friends.	1	2	3	4	5	6
30) I use Snapchat to follow people I know in real life.	1	2	3	4	5	6
31) I feel happy when I receive a lot of snaps on Snapchat.	1	2	3	4	5	6
32) I feel like I can express myself however I want on Snapchat.	1	2	3	4	5	6
33) I use Snapchat because the pictures disappear immediately.	1	2	3	4	5	6
34) I enjoy using Snapchat	1	2	3	4	5	6
35) Snapchat has had a positive impact on society.	1	2	3	4	5	6
36) Snapchat is one of the most popular social media platforms today.	1	2	3	4	5	6

- 37) How satisfied are you with Snapchat, overall?
- Very dissatisfied
 - Dissatisfied
 - Neutral
 - Satisfied
 - Very satisfied
- 38) Why do you have a Snapchat account? [select all that apply]
- To interact with my friends
 - To provide “visual status updates” for my friends
 - It is fun
 - To follow my friends
 - To see what other people share
 - To creep through other people's posts
 - To depict my life through photos
 - To remember special events
 - To share my life with other people
 - To document the world around me
 - To commemorate an event
 - To become popular
 - It is cool
 - To self-promote
 - To find people with whom I have common interests
 - To create art
 - To show off my photography skills
 - To sext (send explicit/nude/sexual pictures)
 - To keep streaks going with my friends
 - Because the pictures disappear
 - Other [fill in the blank]

Additional Social Media Questions

- 1) Which platform do you prefer to use? [asked of those who had both]
 - Instagram
 - Snapchat
- 2) Which platform do you use more often? [asked of those who had both]
 - Instagram
 - Snapchat
- 3) Compared to a year ago, would you say you are using social media sites/apps?
 - A lot less frequently
 - A little less frequently
 - About the same
 - A little more frequently
 - A lot more frequently
- 4) Select all other social media apps you use:
 - Facebook
 - YouTube
 - Twitter
 - Reddit
 - Pinterest
 - Ask.fm
 - Tumblr
 - Flickr
 - Google +
 - LinkedIn
 - Other [fill in the blank]
- 5) What is your favorite social media platform overall? (select one)
 - Instagram
 - Snapchat
 - Facebook
 - YouTube
 - Twitter
 - Reddit
 - Pinterest
 - Ask.fm
 - Tumblr
 - Flickr
 - Google +
 - LinkedIn
 - Other [fill in the blank]

News Source Questions

- 6) How often do you watch/hear/read the news in print, online, or on TV?
- Never
 - Every few months
 - About once a month
 - Several times a month
 - About once a week
 - Several times a week
 - About once a day
 - Several times a day
- 7) What is your preferred source for news reports? (select all that apply)
- Television
 - Online Newspapers/News Magazines
 - Paper Newspapers/News Magazines
 - Social Media
 - Radio
 - Other [fill in the blank]
- 8) From what news source do you most learn about the news? [fill in the blank]

Appendix D

Eysenck Personality Questionnaire-Revised (EPQ-R)

Please answer yes or no to the following questions. There are no right or wrong answers, and no trick questions. Work quickly and do not think too long about the exact meaning of the questions.

Question	Yes	No
1. Do you have many different hobbies?	Yes	No
2. Are you a talkative person?	Yes	No
3. Do you take much notice of what people think?	Yes	No
4. Are you rather lively?	Yes	No
5. Can you usually let yourself go and enjoy yourself at a lively party?	Yes	No
6. Do you enjoy meeting new people?	Yes	No
7. Do you sometimes talk about things you know nothing about?	Yes	No
8. Do you tend to keep in the background on social occasions?	Yes	No
9. Do you like going out a lot?	Yes	No
10. Are you a worrier?	Yes	No
11. Do you prefer reading to meeting people?	Yes	No
12. Do you have many friends?	Yes	No
13. Would you call yourself happy-go-lucky?	Yes	No
14. Have you ever broken or lost something belonging to someone else?	Yes	No
15. Do you usually take the initiative in making new friends?	Yes	No
16. Are you mostly quiet when you are with other people?	Yes	No
17. Can you easily get some life into a rather dull party?	Yes	No
18. Do you like telling jokes and funny stories to your friends?	Yes	No
19. Do people tell you a lot of lie?	Yes	No
20. Do you like mixing with people?	Yes	No
21. Have people said that you sometimes act too rashly?	Yes	No
22. Are your feelings easily hurt?	Yes	No
23. Do you nearly always have a 'ready answer' when people talk to you?	Yes	No
24. Do you like doing things in which you have to act quickly?	Yes	No
25. Do you often make decisions in the spur of the moment?	Yes	No
26. Do you often take on more activities than you have time for?	Yes	No
27. Do you try not to be rude to people?	Yes	No
28. Can you get a party going?	Yes	No
29. Do you like plenty of bustle and excitement around you?	Yes	No
30. Do other people think of you as being very lively?	Yes	No

Table 1

Demographic Data

	% (N)
Sex	
Female	69 (140)
Male	31 (63)
Age	
< 25	43 (87)
26 – 35	29 (59)
36 – 45	20 (40)
46 – 55	5 (11)
56 +	3 (6)
Ethnicity	
Caucasian	73 (149)
African American	10 (20)
Hispanic/Latino	6 (13)
Multiracial	5 (10)
Asian American	3 (7)
Other	2 (4)
Native American/Pacific Islander	0
Relationship Status	
Relationship (Co-Habiting)	41 (84)
Single	39 (80)
Relationship (Not Co-Habiting)	19 (38)
Divorced	.5 (1)
I prefer not to say	0
Working Status	
Full Time	48 (110)
Part Time	20 (45)
Not Employed	6 (13)
Student	26 (60)
I prefer not to say	.5 (1)
Student Class Year	
First Year	8 (5)
Sophomore	20 (12)
Junior	22 (13)
Senior	37 (22)
Graduate Student	12 (7)
Other	2 (1)

Figure 1

Percent of Participants Reporting Most Popular Social Media Platforms (N = 203)

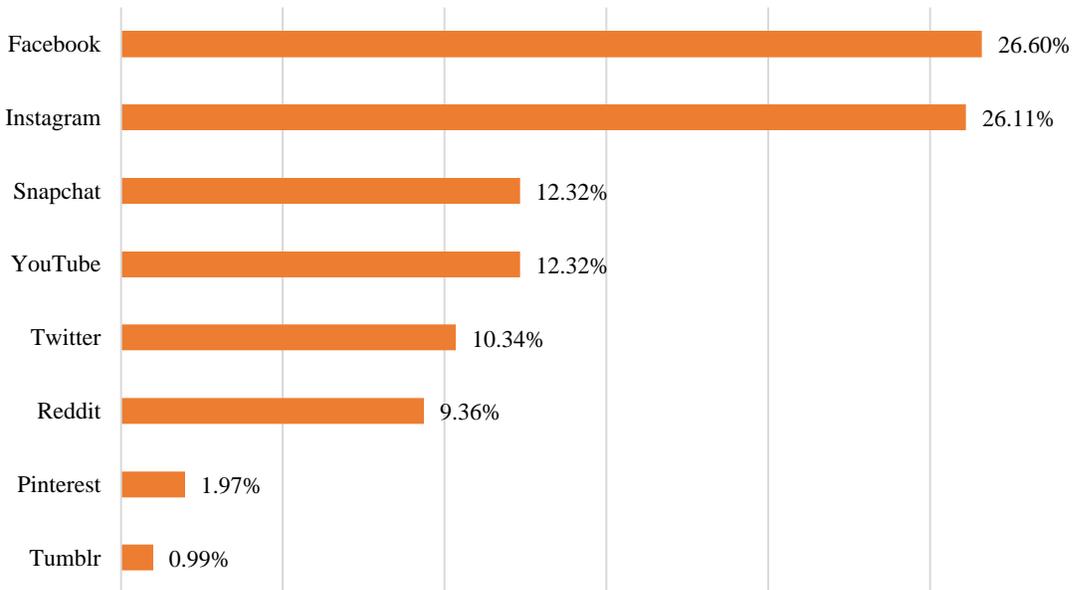


Figure 2

Time Spent on Instagram Each Day (in minutes) (N = 129)

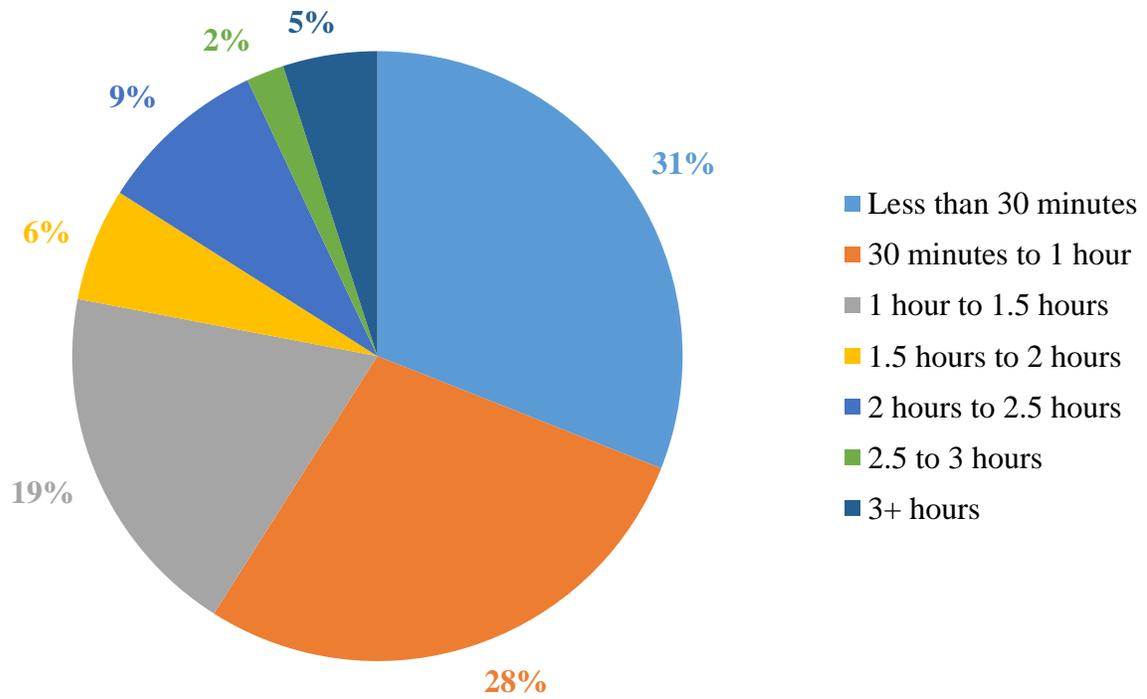


Figure 3

Content Posted to Instagram

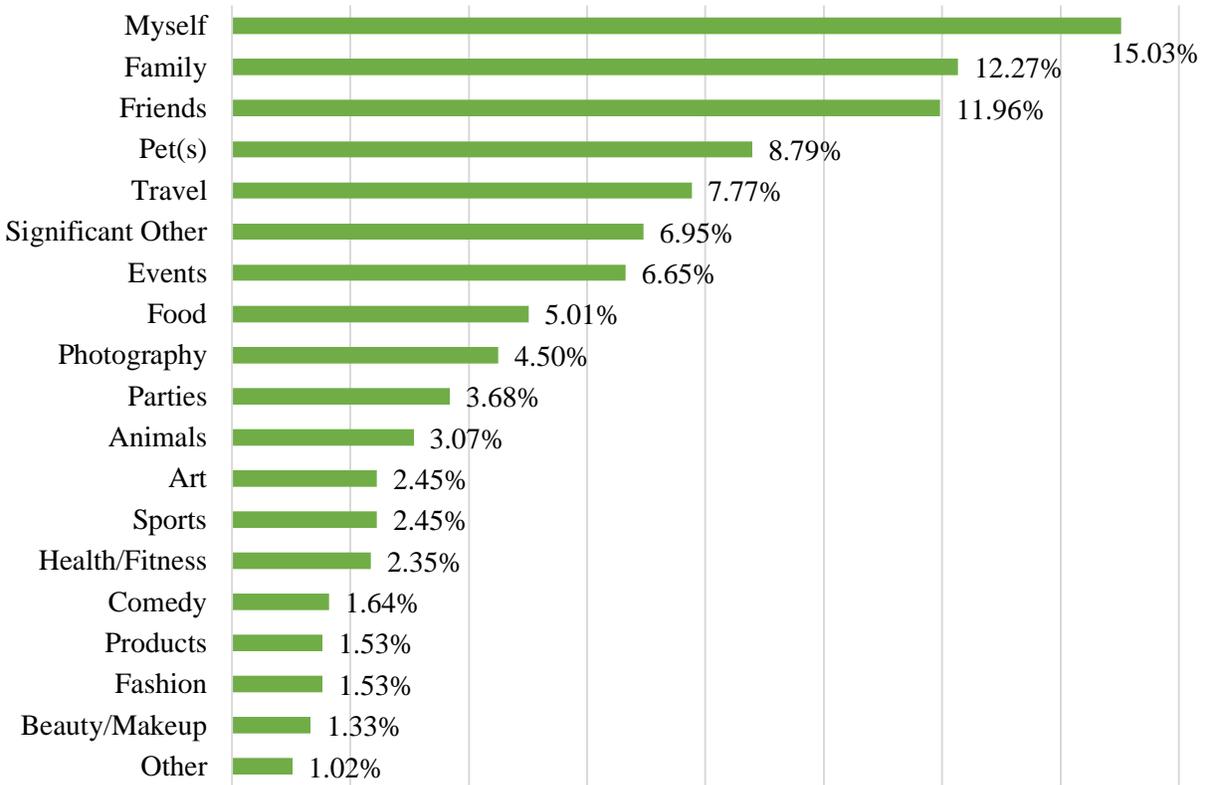


Figure 4

Content Followed on Instagram

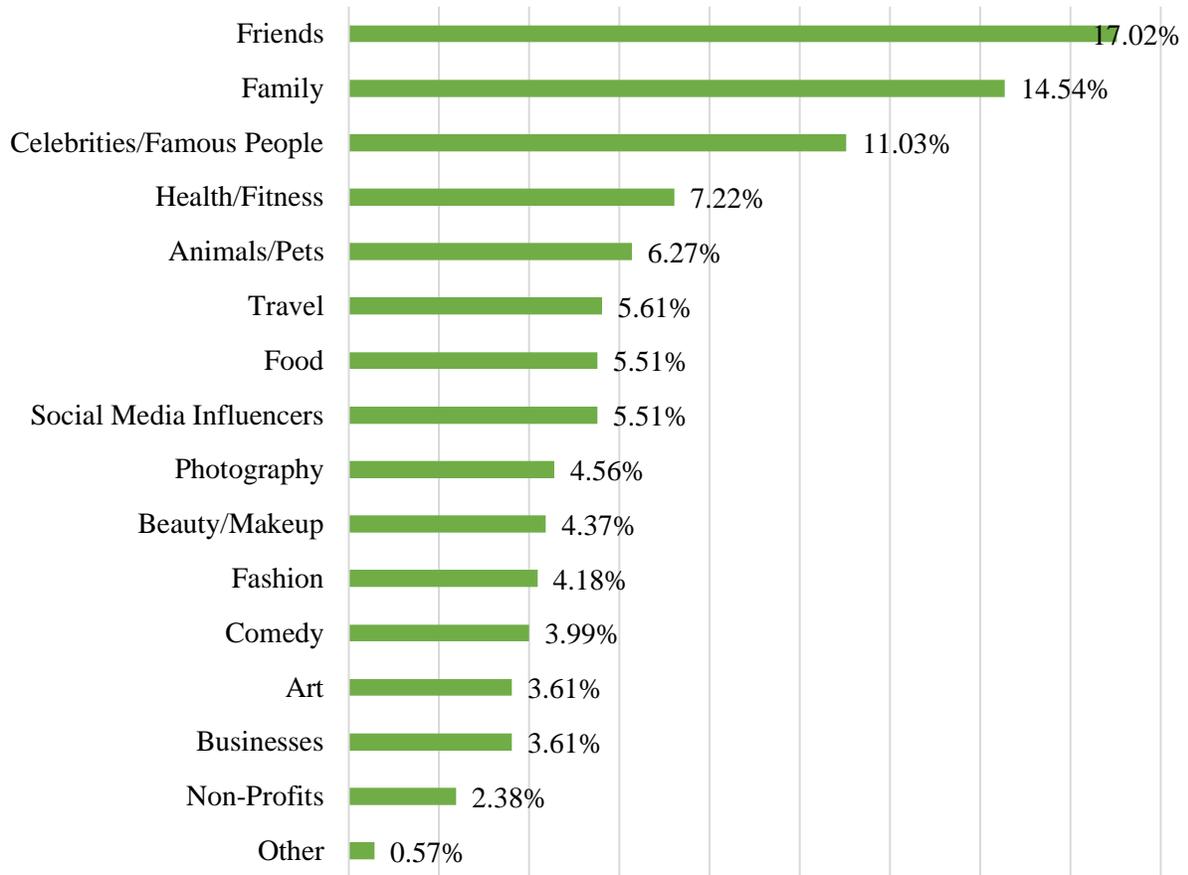


Table 2

Summary of Instagram Attitudes (1 = strongly disagree to 6 = strongly agree)

Scale Items	<i>M</i>	<i>SD</i>
Instagram is one of the most popular social media platforms today.	4.89	1.16
I use Instagram to follow people I know in real life.	4.87	1.33
I enjoy using Instagram.	4.73	1.06
I feel happy when I receive a lot of likes on my Instagram posts.	4.45	1.32
I am proud to tell people I'm on Instagram.	4.06	1.35
Instagram is part of my everyday activity.	4.04	1.59
I feel like I have to present my "best self" on Instagram.	3.95	1.54
Instagram has had a positive impact on society.	3.78	1.43
I would be sad if Instagram shut down.	3.72	1.69
I feel I am part of the Instagram community.	3.62	1.46
I feel out of touch when I haven't logged on to Instagram for a while.	3.18	1.66
I use Instagram to make new friends.	2.64	1.50

Figure 5

Time Spent on Snapchat Each Day (in minutes) (N = 83)

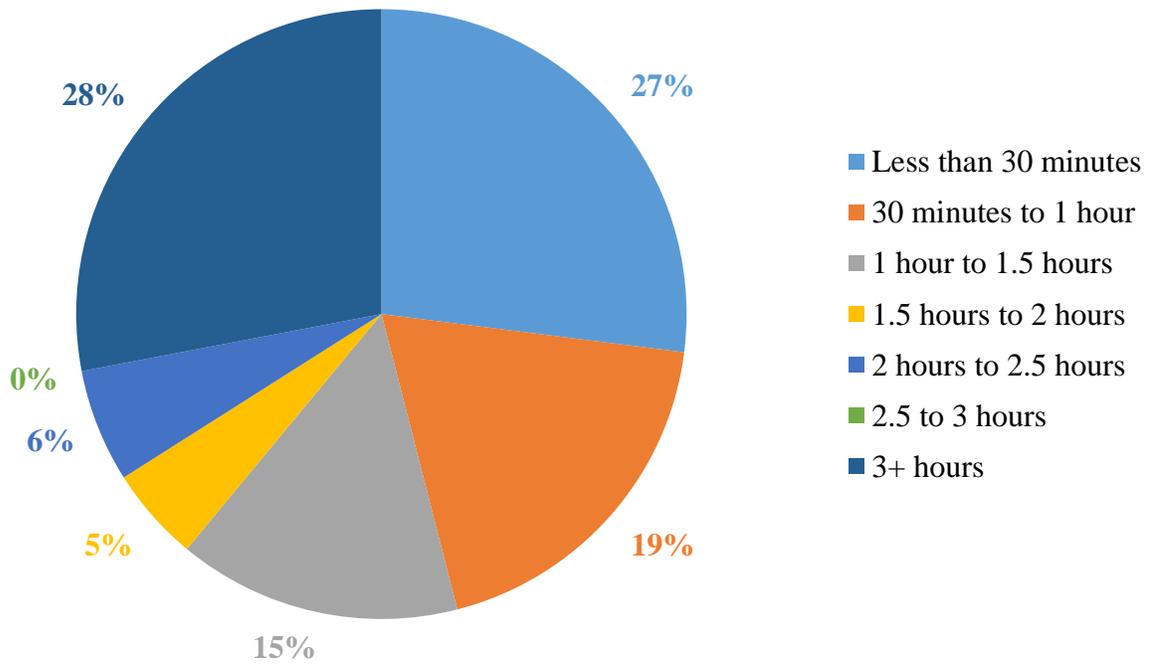


Figure 6

Content Sent on Snapchat

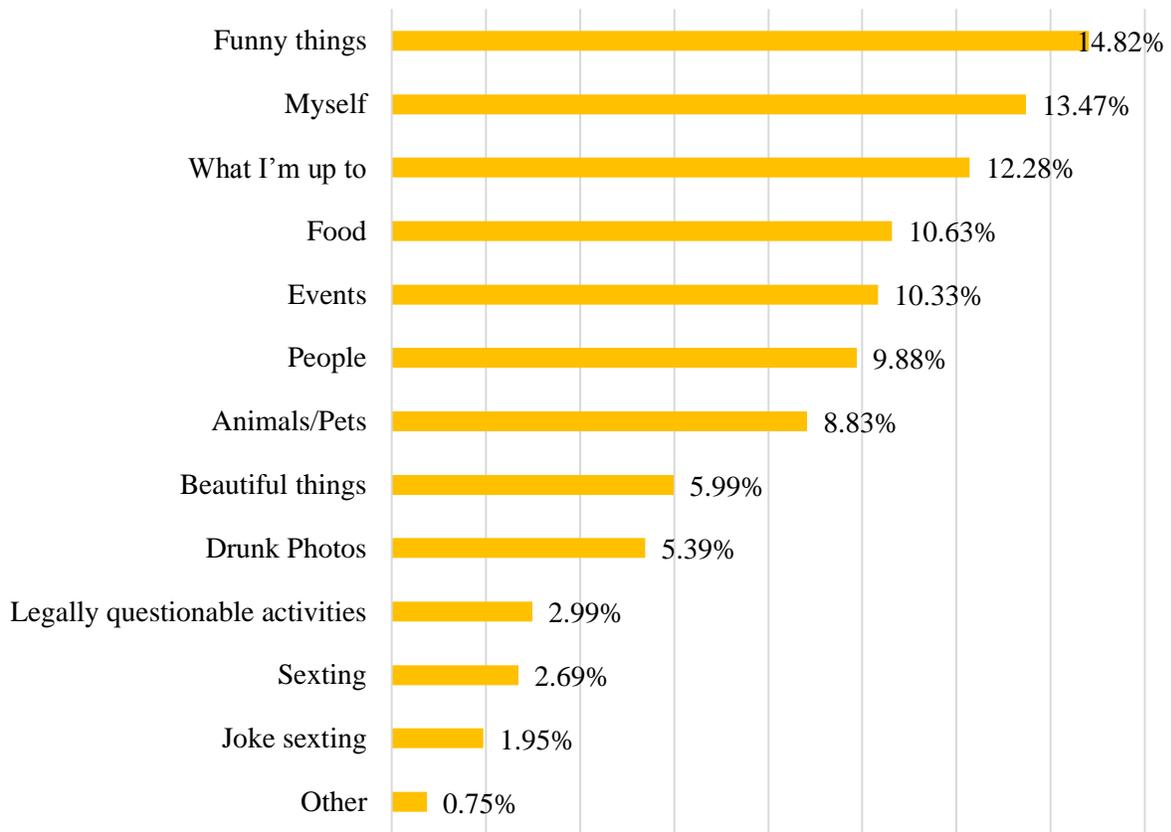


Table 3

Summary of Snapchat Attitudes (1 = strongly disagree to 6 = strongly agree)

Scale Items	<i>M</i>	<i>SD</i>
I use Snapchat to follow people I know in real life.	4.89	1.42
Snapchat is one of the most popular social media platforms today.	4.82	1.29
I enjoy using Snapchat.	4.62	1.27
Snapchat is part of my everyday activity.	4.17	1.76
I am proud to tell people I'm on Snapchat.	4.07	1.55
I feel like I can express myself however I want on Snapchat.	4.07	1.44
I feel happy when I receive a lot of snaps on Snapchat.	3.91	1.52
I would be sad if Snapchat shut down.	3.61	1.85
I use Snapchat because the pictures disappear immediately.	3.60	1.63
Snapchat has had a positive impact on society.	3.56	1.48
I feel I am part of the Snapchat community.	3.55	1.67
I feel out of touch when I haven't logged on to Snapchat for a while.	3.20	1.76
I use Snapchat to make new friends.	2.71	1.72

Table 4

Pearson Correlations Between Personality Score and Instagram Use

Instagram	EPQ-R Score	
(a) Interact with others		
Frequency of liking posts	-.254**	(p < 0.001)
Frequency of commenting on posts	-.250**	(p < 0.001)
Frequency of sending direct messages	-.269**	(p < 0.001)
(b) Use Instagram		
Frequency of using Instagram	-.236**	(p < 0.001)
Minutes spent on Instagram (each day) (N = 129)	-.120	(p = 0.174)
Number of total Instagram posts	-.226**	(p = 0.002)
(c) Post content to Instagram		
Frequency of posting to Instagram	-.262**	(p < 0.001)
Frequency of posting Instagram stories	-.286**	(p < 0.001)
(d) Instagram followers		
Number of Instagram followers (N = 189)	-.122	(p = 0.094)
Number of Instagram accounts followed (N = 189)	-.080	(p = 0.276)
(e) Instagram followers known in real life		
Followers known in real life	-.193**	(p = 0.008)
Following known in real life	-.261**	(p < 0.001)

Table 5

Pearson Correlations Between Personality Score and Instagram Attitudes

Instagram Attitude	EPQ-R Score (<i>N</i> = 190)
I use Instagram to follow people I know in real life.	-.292** (p < 0.001)
I feel I am part of the Instagram community.	-.255** (p < 0.001)
I am proud to tell people I am on Instagram.	-.245** (p < 0.001)
Instagram is part of my everyday activity.	-.240** (p < 0.001)
I feel happy when I receive a lot of likes on my Instagram posts.	-.219** (p < 0.001)
I enjoy using Instagram.	-.211** (p = 0.003)
Instagram has had a positive impact on society.	-.207** (p = 0.004)
I feel like I have to present my best self on Instagram.	-.186* (p = 0.010)
I would be upset if Instagram shut down.	-.179* (p = 0.013)
Instagram is one of the most popular social media platforms today.	-.179* (p = 0.013)
I use Instagram to make new friends.	-.163* (p = 0.024)
I feel out of touch when I haven't logged on to Instagram for a while.	-.120 (p = 0.098)

Table 6

Pearson Correlations Between Personality and Snapchat Use

Snapchat	EPQ-R Score
(a) Interact with others	
Frequency of chatting on Snapchat	-.194* (p = 0.036)
Frequency of viewing Snapchat friend's stories	-.161 (p = 0.082)
Frequency of viewing Discover page stories	-.239** (p = 0.009)
(b) Use Snapchat	
Frequency of using Snapchat	-.176 (p = 0.058)
Minutes spent on Snapchat (each day) (N = 83)	-.137 (p = 0.216)
(c) Post content on Snapchat	
Frequency of sending pictures	-.277** (p = 0.003)
Frequency of sending videos	-.234* (p = 0.011)
Frequency of posting Snapchat stories	-.213* (p = 0.201)
(d) Snapchat friends	
Number of Snapchat friends (N = 115)	-.301** (p < 0.001)
(e) Snapchat friends known in real life	
Friends known in real life	-.028 (p = 0.766)

Table 7

Pearson Correlations Between Personality and Snapchat Attitudes

Snapchat Attitude	EPQ-R Score (N = 117)
I feel out of touch when I haven't logged on to Snapchat for a while.	-.301** (p < 0.001)
I would be sad if Snapchat shut down.	-.300** (p < 0.001)
Snapchat is one of the most popular social media platforms today.	-.286** (p = 0.002)
I use Snapchat to make new friends.	-.281** (p = 0.002)
Snapchat has had a positive impact on society.	-.266** (p = 0.004)
I am proud to tell people I am on Snapchat.	-.260** (p = 0.005)
I feel I am part of the Snapchat community.	-.258** (p = 0.005)
Snapchat is part of my everyday activity.	-.251** (p = 0.006)
I feel like I can express myself however I want on Snapchat.	-.243** (p = 0.008)
I feel happy when I receive a lot of snaps on Snapchat.	-.240** (p = 0.009)
I enjoy using Snapchat.	-.149 (p = 0.109)
I use Snapchat because the pictures disappear immediately.	-.139 (p = 0.135)
I use Snapchat to follow people I know in real life.	-.109 (p = 0.240)

Figure 7

Frequency of watching/reading/hearing the news in print, online, or on television

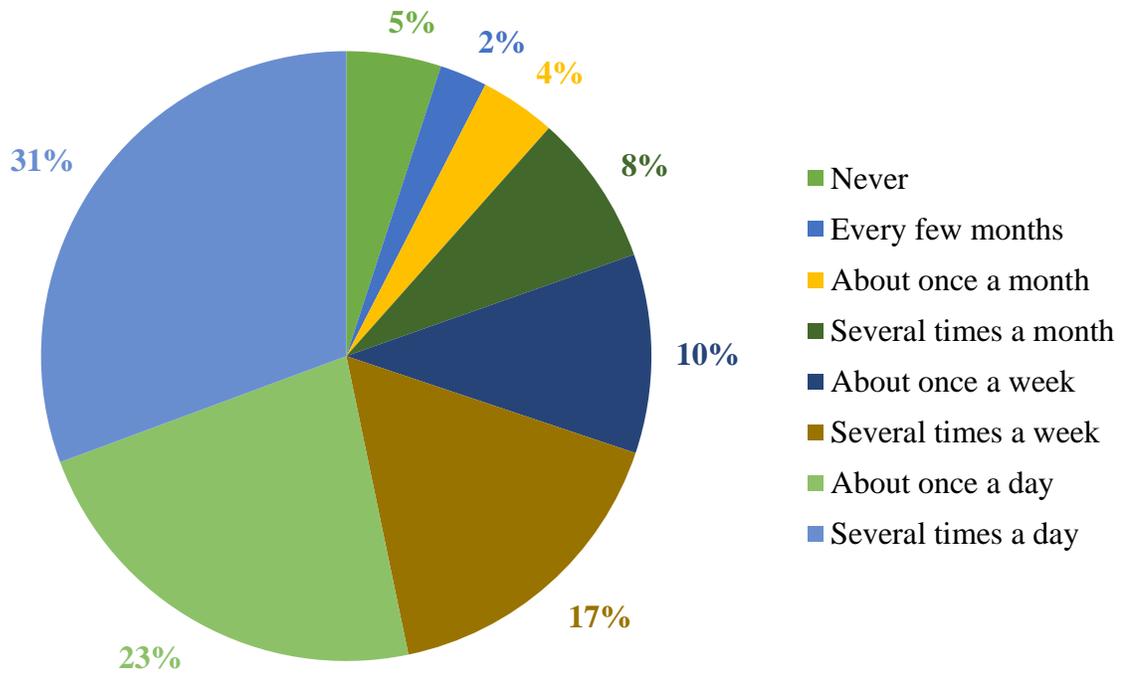


Figure 8

From what news source do you most learn about the news?

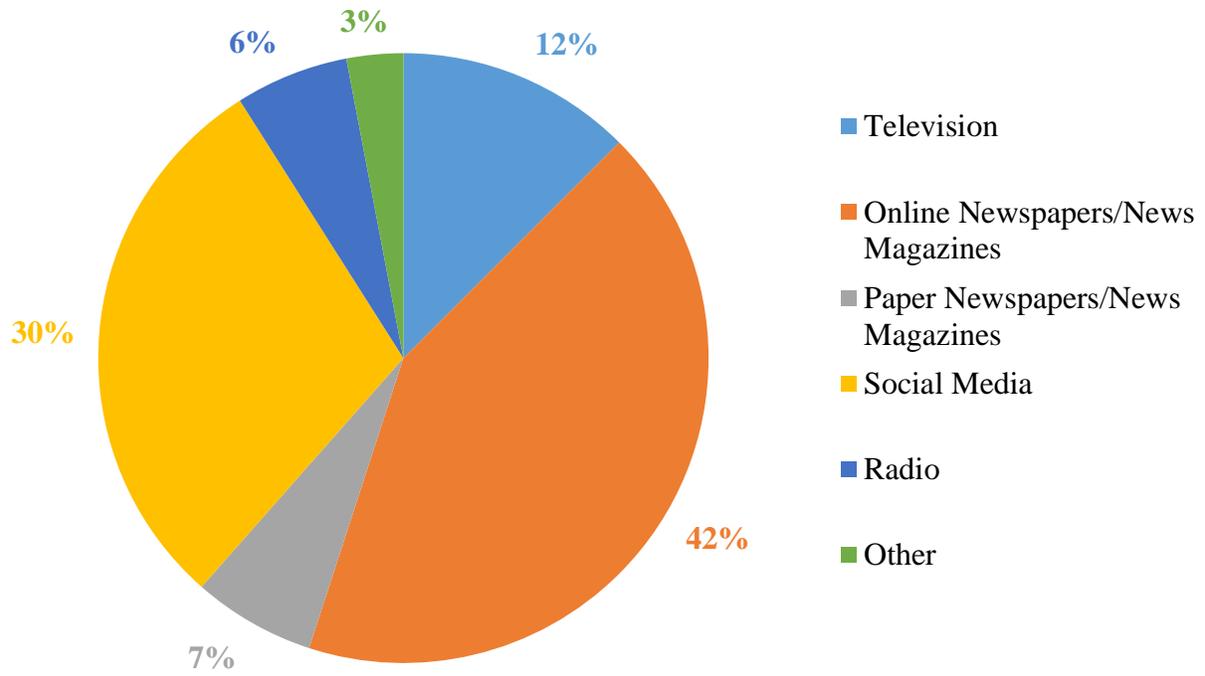


Figure 9

What is your preferred source for news reports?

