

AI acknowledgement

I acknowledge the use of Chat GPT on the 24th of March 2026 using the following prompts

1. Please look at the following article [Self-Perception of Extroversion Increases with Social Media Use: A Social Media Induction Task - Hailey J. Dowling, Paige L. Moroney, Thomas A. Daniel, 2024](#) and analyse the results for me please
2. Please look at my research report and tell me what I need to do to improve the structure and tell me if theres anything I've left out

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

How self-perception of extroversion can increase with social media use

By Tiffany Williams

Abstract

The relationship between personality and its effect on social media usage has been prominently researched throughout psychological research and modern day. Extraversion being one of particular interest. This study looks at the relationship between self-perception of extraversion and social media usage. 82 college students were measured on the level of extraversion before and after a guided prompt where they were asked to envision themselves as a social media influencer

Introduction

As proposed by many trait theories throughout Psychological research, the traits in which make up our personality have a major impact on our attitudes and behaviours towards everyday situations. This can be prominent in modern day with the use of social media and how others use it specifically with extraversion.

This research report reveals the studies and findings on the relationship between extraversion and social media use. When examining social media use in extraversion, we will examine areas such as posting and absorbing content, specific characteristics within one's profile.

Previous data and studies suggest that one's level of extraversion is directly linked to a person's behaviour surrounding social media usage. One study conducted in 2021 by the University of Trinidad and Tobago aimed to prove the hypothesis that extraversion "mediates the relationship" (Current Psychology 2023) between self-esteem and problematic

Facebook usage as well as self-esteem. Results showed a significant impact that extroversion has on self-esteem and therefore facebook usage which can be seen on the table below.

Table 6 Indirect and Total Effects of the complex mediation model

Type	Effect	Estimate	SE	95% C.I. (a)		β	z	p
				Lower	Upper			
Indirect	Self_Esteem $\Rightarrow$ Self_Pres $\Rightarrow$ PFUS	0.0113	0.00536	7.59e-4	0.02179	0.0199	2.10	0.036
	Self_Esteem $\Rightarrow$ Extraversion $\Rightarrow$ PFUS	0.0409	0.01775	0.00614	0.07570	0.0723	2.31	0.021
	Loneliness $\Rightarrow$ Self_Pres $\Rightarrow$ PFUS	0.0856	0.03517	0.01668	0.15453	0.0455	2.43	0.015
Component	Self_Esteem $\Rightarrow$ Self_Pres	0.0706	0.01887	0.03365	0.10762	0.1590	3.74	<.001
	Self_Pres $\Rightarrow$ PFUS	0.1596	0.06285	0.03642	0.28277	0.1253	2.54	0.011
	Self_Esteem $\Rightarrow$ Extraversion	0.2527	0.01664	0.22009	0.28531	0.5709	15.19	<.001
	Extraversion $\Rightarrow$ PFUS	0.1619	0.06942	0.02588	0.29799	0.1267	2.33	0.020
	Loneliness $\Rightarrow$ Self_Pres	0.5364	0.06272	0.41348	0.65934	0.3633	8.55	<.001
Direct	Self_Esteem $\Rightarrow$ PFUS	-0.1063	0.03159	-0.16823	-0.04439	-0.1879	-3.36	<.001
	Loneliness $\Rightarrow$ PFUS	0.2175	0.09245	0.03633	0.39874	0.1157	2.35	0.019
Total	Self_Esteem $\Rightarrow$ PFUS	-0.0559	0.02631	-0.10745	-0.00434	-0.0984	-2.12	0.034
	Loneliness $\Rightarrow$ PFUS	0.3293	0.08744	0.15790	0.50067	0.1743	3.77	<.001

Confidence intervals computed with method: Standard (Delta method); Betas are completely standardized effect sizes

The study I will be looking at aims to answer questions about the impact social media has on a persons self-perception of extraversion . My hypothesis is that the study will show thart as engagement with social media increases, peoples self-perception of extroversion will increase. I believe previous studies support this.

Methods

Participants

Through opportunity samples, 82 college students were recruited for this study to get extra credits for their Psychology course. Due to an error in the students ability to follow instructions correctly, 15 students were excluded in their final analysis and 67 students were a part of the results.

Out of these 67, 40 were female, and the average age was 21

Procedure

The procedure included a series of two questionnaires. One was to look at the participants levels of extraversion and the other to discover their attributes in social media usage.

Participants were then guided through an imaginative exercise that put them into the perspective and mind of a social media influencer.

Once completed, participants repeated this exercise by engaging with social media content through a social media platform chosen by the researcher.

Participants were then to self-reflect and were asked to list three to five ways they themselves would incorporate the social media influencers characteristics into their own social media usage.

The BFI was then repeated to measure changes in levels of extraversion, pre-test and post test.

Measures

Participants were asked to complete a self report questionnaire of the Big Five Inventory. This was a subscale questionnaire which aimed to distinctly review the levels of extraversion in participants. Individuals were expected to respond to statements according to how much they agreed or disagreed. One meaning to disagree strongly and five meaning to agree strongly

Another measure was conducted to analyse the participants social media usage. The questions were aimed to collect data on their following, their quantity and duration of usage and which social media platform they used the most .

Both questionnaires were completed online, on a social media choice of their choice.

Results

An average of 2.4 hours was recorded on the time spent on social media platforms.

Participants were asked whether they believed this was an accurate depiction of the time they spent on social media and were then grouped into categories 'yes' or 'no' depending on whether they believed this average to be accurate to them or not. This included 46.5 being in the 'yes category' and 53.5 being in the 'no' category. An independent t-test found there to be no difference in their responses when compared with their level extroversion pre- test and post-test showing a result of $t(65) = -1.68, p = 0.1$.

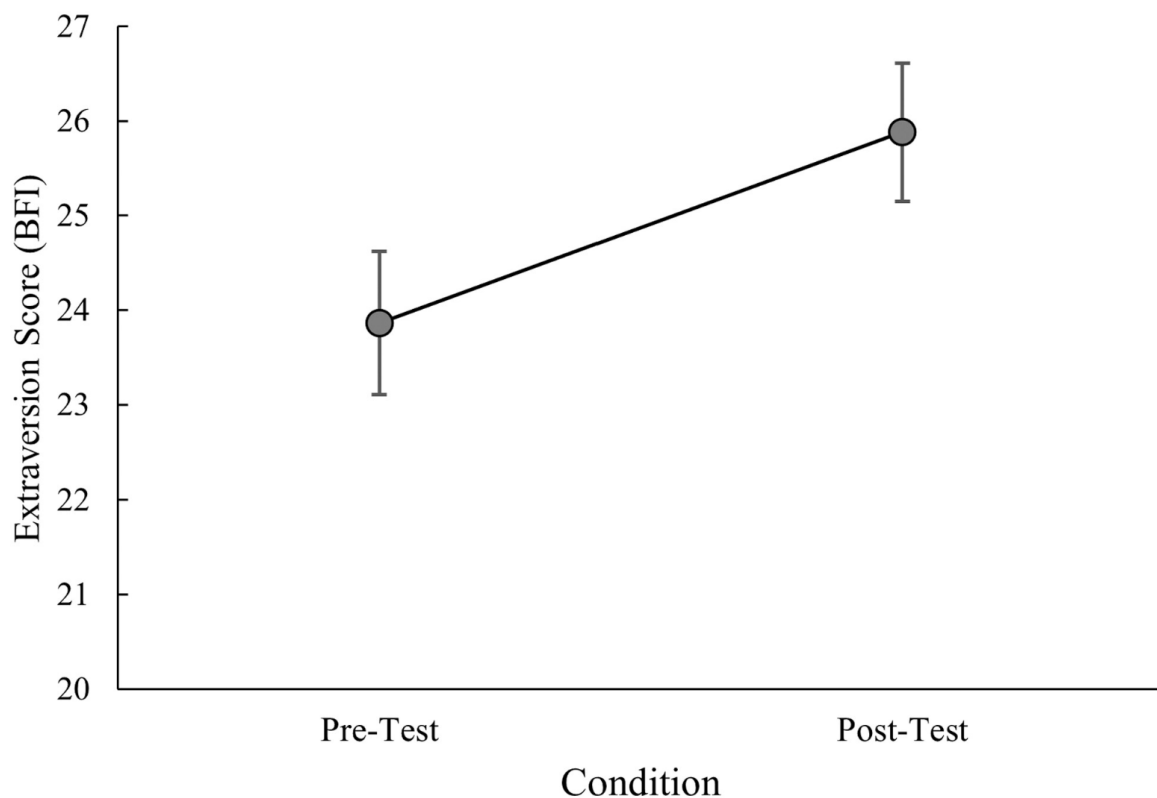


FIG. 1. The before and after effects of social media intervention on extroversion. The error bars represent the 95 percent confidence intervals.

This graph shows their scorings on the Personality Inventory of Extraversion before and after the test. This shows that their levels of extraversion did in fact increase after being exposed to social media and engaging with the exercise of envisioning themselves as an influencer .

Discussion

The findings of this study support the theory that there is a positive correlation between the influence of self-perception of extraversion and the ways in which we use social media.

It suggests that those attributes that correlate with being a social media influencer and that mindset can shift ones one mind into being more extraverted. The findings show that this is not conducive to age nor gender. The same can be said for the latter, that social media usage.

This overall supports the idea that an increase in engagement of social media increases someones feelings and mindset of extraversion.

The study does state that the study included only ten minutes of engaging with social media . This can show how powerful these engagements can be in shifting our perspective, however, this does mean that this study is limited to highlight the relationship between social media usage and self-perception of extraversion in the short term .

This can be explained through what it means to be an extrovert. Extroverts are classified by their want or need to socialise and interact with others, and whether they gain or lose energy

by spending time with others. Social media comes with the intent of connecting to people and their livelihood. Social media influencers connect with others more than most, therefore by envisioning oneself in their position we can expect that we ourselves would begin to adopt that mindset, that joy of interacting with others.

References

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Self-Perception of Extroversion Increases with Social Media Use: A Social Media Induction

Task - Hailey J. Dowling, Paige L. Moroney, Thomas A. Daniel, 2024

An exploratory analysis of the relationship of problematic Facebook use with loneliness and self-esteem: the mediating roles of extraversion and self-presentation - ProQuest

The interplay between neuroticism, extraversion, and social media addiction in young adult

Facebook users: Testing the mediating role of online activity using objective data -

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How is E related to SMU - lit review 2020 (2).pdf

Personality and social media use (1).pdf

