

CHAPTER 5

PERSONALITY OF FACEBOOK USERS – RESEARCH REVIEW

INTRODUCTION

Facebook social network has gathered a multi-million, nationally and culturally diversified group of users. The owners of the personal profiles may use the portal to seek and invite people to their groups of friends, publish photos and information about themselves, their preferences or even communicate in an instant mode through chat.

With regards to Facebook becoming an inseparable part of the lives of a good number of people researchers of various fields including psychologists have started to pay close attention to it. Their research aim at i.a. recognising the significance of Facebook for its users, discriminating potentially negative aftermaths among people who use it or indicating specific methods of communication by means of the portal. Present article was designed to review research concerning Facebook portal and is going to comprise the analysis of results of research connected with its users. These analyses included traits of personality, narcissism and self-esteem. The final part shall contain conclusions drawn by the authors.

This paper was meant to present various aspects considered in foreign research over the social network Facebook. What we have focused on has been the research connecting methods of using Facebook and personality variables owing to the fact that they may be a hint and determinant of what Facebook gives people as well as who and to what extent uses it. As a result we may learn what groups is the portal most attractive for with regards to both autopresentation and the forms of communication.

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FACEBOOK AND PERSONALITY TRAITS IN CONNECTION TO THE BIG FIVE THEORY

Five personality traits constitute the basis of the notion of personality within the individual differences paradigm. Such a number of traits – factors has been indicated and confirmed in research conducted all over the world including Poland (McCrae, Terracciano, 2005; Zawadzki Strelau, Szczepaniak, Śliwińska, 1998). These traits are universal, held by all people regardless of the country or culture they originate from. In the following review we have concentrated only on the revelations concerning the five-factor attitude towards personality.

A Canadian research group lead by Craig Ross (Ross et al., 2009), studied the relationship between personality, understood through the Five-Factor Personality Model by Costa and McCrae, and using Facebook. The researchers have also drawn attention to the competence required for communication via modern technology. This does not seem to be a problem for the younger generation as mobile phones and the Internet are an integral part of their everyday life. The situation is quite the contrary as far as the adults are concerned who are not always used to writing sms or e-mail messages. The significance of motivation that pushes individuals towards learning the modern means of communications shall not be omitted in this case.

Ross and associates (2009) have examined students using the Facebook portal. They analyzed their personality profiles and their competence of computer mediated communication. They have checked whether these variables are of any connection with the way Facebook has been used for social purposes. The examination comprised of 97 psychology students from a university in the south-west of Ontario – 15 men and 82 women. The average age of the group was $M=21,69$ years ($SD=5,40$). The data has been collected through a survey concerning Facebook constructed by the authors of the research. It contained questions from the three main categories: basic use of the portal, attitude related to Facebook and publishing information which the users personally identify themselves with. The measurement of the competence related with the use of computers for communication was achieved through the *Computer Mediated Communication Competence* by Spitzberg – in a 13-question version slightly modified by the authors. The answers were spread on the Likert scale where 1 meant totally false about me and 5 – totally true about me. The questions of this tool were grouped into three areas of competence: motivation, knowledge and effectiveness. The value of the Cronbach *alpha coefficients* for the enumerated categories was from $\alpha=0,73$ to $\alpha=0,90$. For the purpose of measuring the personality traits the *Personality Inventory NEO-PI-R* was employed.

The obtained information pointed that 85% among the participants are owners of a profile on Facebook. Within the group, 79% admitted to spending between 10 and 60 minutes a day in the portal. The results of the personality traits measurement have been divided into three groups. Points of minimum and maximum detachment for all the personality traits have been established and analysis has been decided to be applied to those results that were in the part below the minimum detachment point and above the maximum detachment point and above three standard deviations. Similar procedure has been applied with regards to the measurement of the computer mediated communication competence. Significant proved to be the difference concerning membership in groups on the portal characterised by high and low intensity of extraversion. Extroverts were the members of a greater amount of groups. The presumed relationship between the level of extraversion and the number of friends on Facebook, time devoted to the portal or using the communication tools of Facebook proved insignificant. Exploration analyses embracing neuroticism showed that people found in the group of high intensity of this feature prefer *The Wall* among other Facebook tools. Publishing photos, in turn, is favoured by people from the group of a low intensity of neuroticism. The remaining traits of personality were of insignificant relation with the use of Facebook for social purposes. Among the competences of computer mediated communication, people of high motivation spent a lot more time per day on the portal than those of the group of low motivation. Considerable proved also the difference between these groups with reference to the frequency of checking *The Wall* – people of high motivation did it more often. The results of the survey concerning Facebook were examined with factor analysis which revealed the existence of two factors: attitude ($\alpha=0,85$) and Internet sociability ($\alpha=0,74$). The regression analysis was applied to the two factors and the five personality traits. On its basis it has been assumed that the personality traits only discriminate the functions serving the Internet sociability outlined by the Facebook related survey. A great level of exploitation of the functions of Facebook connected with the Internet sociability proved to be significantly connected with the trait of openness to experience ($\beta=0,25$). Additionally, the low level of this trait was associated with greater knowledge (one of the three enumerated competence categories) about computer mediated communication. The remaining traits of character were not predicates for competence – motivation or effectiveness (Ross et al., 2009).

The research disclosed the existence of differences in the exploitation of Facebook for social purposes with regards to such personality traits like: extraversion and neuroticism. Openness to experience was related to the Internet sociability and the competence of computer mediated communication.

Motivation for computer mediated communication was meaningful for the amount of time devoted to everyday use of Facebook (Ross et al., 2009).

The main limitation of this research was the small size of the group (97 people) and the disproportion of gender among the participants (15 men and 82 women). Moreover, the sample was taken from a specific population of psychology students. The authors do not inform about the number of people who were excluded from the analyses of personality data after the employment of the detachment points. Similar objection might be raised concerning the measurement of the computer mediated communication. Despite these allegations the obtained results prove that personality traits and competences necessary to communicate via computers diversify the way Facebook is used for social purposes.

Due to the fact of more and more frequent case of checking job applicants through social networks, Karl, Paluchette and Schlaegl (2010) have made a trial of discovering which traits of personality are related with publishing tactless information on the profiles. Furthermore, they have compared results of students from the USA and Germany with reference to their traits and the publishing of tactless information on their Facebook accounts.

American students who took part in the research came from universities from the central-west part of the country. The group of German students came from the universities from eastern Germany. In the USA the group consisted of 346 people (208 males and 138 females) whereas in Germany – 290 people (126 males and 164 females). The average age for the American group was $M=20,53$ and for the German group – $M=21,5$. The average time of working per week (expressed in hours) equalled: for the group from the USA $M=15,77$ and for the group from Germany, $M=11,21$ (the spread in both cases was between 0 to 60 hours). Information was gathered about gender, age, the field of studies, number of working hours per week, number of hours devoted to using social networks (i.e. how often do they log on the portal, what sort of information are they ready to publish – there was a choice of 36 items on the list including 10 pieces of information defined as being faux pas that constituted a separate scale). The other tools that were used were a shortened version of *Unipolar Big-Five Markers* by Saucier for measuring the traits of personality and the 14-item *Compulsive Internet Use Scale* for measuring the overuse of the Internet (Karl, Paluchetee, Schlaegl, 2010).

All the German participants had their accounts on Facebook whereas in the American the number was 89%. Owning an account for 1-2 years was estimated by 43% of German and 47% by American participants. The most people in the surveyed groups log on their accounts once or twice a day: 51% in the German and 43% in the American group. A statistically significant difference has been

observed that despite German students have had their accounts for a longer period it have been Americans who have logged more frequently on the profiles. The average results of the 36 items of information that students would have been ready to publish on their profile were analysed. The highest results were gained by such options as: interests, field of studies, favourite music, address, photos of friends and the date of birth. The least popular were: the owner's half-naked pictures, their own photo with a sexual requisite, comments concerning the use of illegal substances and personal photo with a fire weapon (Karl, Paluchetee, Schlaegl, 2010).

The results of the *MANOVA* analysis revealed the existence of a statistically significant difference between the average results of the German and American students in 26 out of 36 positions of the list. The average points of the respondents from Germany were meaningfully lower for these items than the average results of the Americans. Only one item gained higher average among Germans – the one concerning the publishing of one's university status. Furthermore, the existence of differences between the groups with regards to the possessed traits of character, the overuse of the Internet and an inclination to publish inadequate content on the profile were checked. The German group presented considerably lower level of the trait of agreeableness and openness to experience as well as the inclination to publish inadequate content on the profile in comparison to the American group. Significant also proved the negative correlations between the inclination to publish inadequate content on a Facebook profile with such personality traits as agreeableness, emotional stability and conscientiousness. The compulsive use of the Internet as a variable obtained low results among the examinees. The longer period of having the account and the frequency of logging on significantly correlated with the level of the Internet overuse. People who overuse the Internet tend to be more introverted, less emotionally stable, less agreeable and less conscientious and, at the same time, more prone to making *faux-pas* on Facebook than the people of a less compulsive use of the Internet. The hierarchic step analysis of regression indicated significance for publishing inadequate content on the profile for such variables as: gender, age, the frequency of logging, country of origin, conscientiousness and compulsive use of the Internet. The percent of the explained variance (dependent variable – inclination to publishing inadequate content on Facebook) was statistically important due to the independent variables. Individual showing a low amount of conscientiousness and agreeableness combined with compulsive use of the Internet present a higher tendency to publish inadequate content on their profiles (Karl, Paluchetee, Schlaegl, 2010).

The conducted research considers an important, from both the candidates' and employers' perspective, notion of publishing problematic content on a social

network profile. Despite the fact that the reference of the research was the selection of employees and checking the content of their profiles by the employers, the possible influence of information published on the Internet on various spheres of life, apart from the potential job, may be extended. A significant difference regarding the inclination to publishing inadequate content between American and German students has been observed. It may derive from the different level of acceptance of a private character content publication in both countries. The American individual attitude may reflect putting less attention to other people's opinions, therefore the results of this group with regards to the tendency of a Facebook *faux-pas* prove to be higher.

The above analysis of research results points out that the personality traits of Facebook accounts owners are considerably connected with the way the portal is used and the preference of its functions. The results of the survey conducted in two different cultures (American and German) indicate that the country of origin is significant in case of the choice of the content published on Facebook. It would be valuable to collect data about Polish population and compare it with other countries. It would enable to learn what data are Polish people eager to publish online or whether they prove to be more or less conservative in comparison with other countries.

SELF – ESTEEM OF FACEBOOK USERS

The self-presentation made through the social network Facebook became a field of research by Mehdizadeh (2010). She presents idea of self-concept formulated by M. Rosenberg and makes use of the categories of self-perception – “I present” and “I possible”, indicated by H. Marcus and P. Nurius. The author assumed a contribution of self-esteem and narcissism – personality variables, in the process of creating their image through Facebook.

A 100 students (50 women and 50 gentlemen) from the University of York took part in Mehdizadeh research (2010). The age spread between 18 and 25 years (the average age $M=22,21$; $SD=1,98$). The whole group was made up by the Facebook users and for the sake of this research they agreed to be accepted for the author's “group of friends”. It was meant to allow further browsing of their profiles and evaluating particular sections of the portal with reference to the auto-promotional content. The basic research tool was a four-part questionnaire. The first part contained demographic data, the second – the activity on Facebook (the number of checks on the profile a day or the time devoted to the Internet during one session). The two remaining parts comprised of two psychological tools, namely *The Self-Esteem Scale SES* by Rosenberg as well as

the 16-question version of the *Narcissistic Person Inventory NPI*. The assessment of the participants' profiles embraced five sections of Facebook: 1) "about me", 2) the main photo, 3) the first 20 photos in the "about me" section, 4) the notes section, 5) the actualizations of the status. Each section was given points from 1 to 5, where 1 meant "not at all" and 5 – "very strong" orientation on auto-promotion. If the section were blocked, they were not taken into consideration.

The level of narcissism had observable positive relationship with the frequency of checking the profile during the day as well as the duration of each session on Facebook. In case of self-esteem, its relation with the activity on Facebook was inversely proportional – people of lower self-esteem more frequently checked their profiles and devoted more time to use Facebook during each session, which remained in contrast with people of high self-esteem. Narcissism positively correlated, on statistically significant level, with such sections as: the main photo, the published photos, notes, actualizations of the status (assessed with regards to the auto-promotional content). Self-esteem correlated significantly negatively with the main photo. The analysis of variance did not reveal any differences concerning gender in the behaviour oriented at promotion among narcissistic people. Both men and women differed, however, within the publication of auto-promotional information on their profiles (in the "about me", notes and the main photo sections). Men published more pieces of information of such character in the section "about me" and notes whereas women promoted themselves more through the main photo (Mehdizadeh, 2010).

To conclude, narcissism and self-esteem play noticeable role in the use of Facebook portal and publishing auto-promotional information. Through the network, narcissistic people may realize their need for being admired and important. People of lower self-esteem are likely to feel more secure in the Internet space that gives them greater opportunity to go beyond their barriers. The main limitations of this research are: one person assessing the profiles, volunteers, students.

Being exposed to public through Facebook proved to have compelling relationship with the increase in self-esteem which has been pointed out in Gonzales and Hancock's experiment (2011). The authors have based the conception of their studies on the theory of Objective Self-Awareness (OSA) and the Hyperpersonal Model. The Objective Self-Awareness theory is a theory that deals with the self. It assumes that human being experiences his or her own self in two ways. It may constitute the matter of the individual's deliberations but it may also be a working subject which does not focus on itself in the undertaken actions which makes it self-unaware. Duval and Wicklund (1972, in: Gonzales, Hancock, 2011) – the authors of this theory, assume that social standards and norms form the main rudiment of human-made self-evaluation. Such evaluation

deals with the state in which self-awareness is active i.e. a person focuses on itself in their actions and becomes the subject of their deliberations. The achievement of such a state is obtained by means of stimuli e.g. a mirror, a video recording. The Hyperpersonal Model indicates the specificity of communication via computer which gives the sender of a message the possibility of influencing the communicated content. Due to not talking face to face and sending the information with delay we can manipulate them in order to achieve a particular impression on the receiver or the participant of the conversation.

The above-mentioned scientists examined 63 students from the north-eastern, American university (47 women and 16 men). The participants have been randomly assigned to three groups (each containing 21 people). The first group was exposed to stimulation by a mirror, the second – by the exposition of their own Facebook profile whereas the members of the third group were not put under stimulation but remained in controlled condition in the same room. The participants were informed that their participation in the research is connected with examining the attitudes of people towards themselves after browsing different web pages. Two offline groups were told they are the control group who have no connection with the web pages. The group who was meant to have access to the Internet was required to use their own Facebook profile for the research. The people were asked to browse all elements of their profiles when the experimenter was not present which lasted 3 minutes. After this period the participants were to fill in the supplied questionnaires having the profile opened. All people were examined in the same room (arranged in a way that suggested an earlier experiment had taken place in it). According to the group the following elements changed in the rooms: in the group browsing their profiles – a computer was turned on, in the group undergoing the stimulation with mirror – there was a mirror opposite the turned on screen whereas in the control group the computer was turned off and the mirror removed. The authors measured the self-esteem with the Rosenberg *SES Self-Esteem Scale*. The group browsing their Facebook profile have also answered two questions concerning their behaviour when being on the portal. The first question was: “Have you left your profile at any point of the research?” and the second: “Have you changed your profile while being on the Internet?” (Gonzales, Hancock, 2011, p. 81). The possible answers were “yes” and “no”.

A difference in the level of self-esteem was demonstrated with regards to the presence of stimulation (by mirror or Facebook profile). Additionally, members of the group that browsed their profiles showed significantly higher level of self-esteem than people exposed to stimulation by mirror. The results of the group using Facebook was separately analysed. This analysis revealed that 1) people who browsed only their profile during the examination showed noticeably higher

level of self-esteem than people who additionally browsed other profiles, 2) the participants who changed some elements of their profiles during the experiment had considerably higher level of self-esteem than those who made no changes. In a sub-group of people changing their profiles it were men who displayed higher self-esteem than women – the authors, yet, call attention to the small number of men taking part in the experiment which hinders a proper interpretation and generalization of the result (Gonzales, Hancock, 2011).

Self-esteem has a lot of influence on the way we perceive ourselves and the world. The results of the Gonzales and Hancock's research indicate that browsing personal profile on Facebook has a significant relation with self-esteem and precisely with its increase. Facebook enables the creation of self-image especially to somebody's advantage. A user may carefully plan what elements are going to be published and when to modify them e.g. in the situation of exposition on order to particularly impress the receiver. If the owner of a profile publishes positive content concerning themselves then certainly browsing of them should make them feel better. It may result from the conviction of having control of the situation of managing personal information and enabling contents that do not threaten the ego. The obtained results should, yet, be treated cautiously due to the only 63 people participating in the experiment. Nevertheless, the use of the experimental model of research against other studies over Facebook deserves appreciation.

THE RELATIONSHIP BETWEEN NARCISSISM AND FACEBOOK

Narcissism is a variable that is frequently taken into consideration in research over Facebook. Scientists from Singapore: Ong and associates (2011) included it in their studies aimed at the aspect of conscious creation of image through Facebook. They suggest that a people may strive for achieving the best possible effect which is a positive image in the eyes of other users. They may achieve it by publishing photos, videos as well as written texts. The researchers have checked a group of adolescents with regards to the existence of a relationship between narcissism, extraversion and auto-presentation through four functions of Facebook.

The research was carried over 275 students of two different junior high schools in Singapore (165 girls and 109 boys, one person did not specify its gender). The participants were between 12 and 18 years old (the average age was $M=14,18$; $SD=1,02$). For measurement purposes a 12-item *Narcissistic Personality Questionnaire for Children – Revised* (NPQC-R) was employed. Extraversion

was checked with the aid of the *Personality Inventory NEO-FFI* (12 questions included in the scale of extraversion were used). The testees were also required to specify the frequency of updating their profiles, the number of friends on the portal and the number of photos in which they are present. Additionally, if a participant had his own photo set as the main, he was asked for estimating his physical appearance. This assessment, through 5-point Likert scale, should have been linked with four aspects described by adjectives: physically attractive, fashionable, charming and cool. Next, the point values for each category were counted together. During the examination the surveyed could use their personal Facebook profile (Ong et al., 2011).

On the basis of the hierarchical analysis of regression it has been stated that narcissism is a variable that significantly better predicts estimations concerning the profile photos than extraversion. The same situation takes place in case of the frequency of updating the Facebook status. Extraversion, in turn, noticeably better predicted the number of friends and photos in which the user was present in comparison to narcissism. (Ong et al., 2011).

The research conducted by Ong and his associates pointed out that narcissism and extraversion are in a significant relation with the activity on Facebook among adolescents. It is important that the researchers decided to test such group of users as the vast majority of studies embraced groups of students. It would be advisable to extend the range of aspects of Facebook that were studied (more than the four considered in the research) in order to learn which elements are important tools for auto-presentation of youth.

The research by Bergman, Ferrington, Davenport and Bergman (2011) is another one that draws attention to the relationship between narcissism and the use of Facebook and other social networks. The authors refer to the statement that people who started their studies in 2000-2010 display higher level of narcissism in comparison with earlier generations.

The tested group consisted of 361 students aged between 18 and 33. The average age was $M=20,77$ years ($SD=1,91$). Men constituted 53,6% and women 46,4%. For the purpose of measuring narcissism the *Narcissistic Personality Inventory NPI* was used in a 40-item version. The testees also answered questions connected with their presence on various social networks. They considered the following issues: the use of social networks, friends on the profiles, the reasons for using a particular portal, the updates of status, publication of photos, focusing on the information published by other users and the image of the profile. The measurement were done through the Internet versions of tools and surveys (Bergman et al., 2011).

The results of the seemingly unrelated regression indicate that narcissism has a significant relationship with: the desire to meet the biggest possible number of

friends over the Internet, the number of friends on the portal, the conviction of interest shown by other towards the activities of the user and a displayed desire for others' urge to know what is the individual bothered with. Moreover, narcissism turned out to be related with published only personal photos and the desire of having a profile which creates a positive image of the owner (Bergman et al., 2011).

Narcissism was not a significant predictor of such variables as: the time devoted daily to using the portal or the frequency of updating the status. The authors try to explain such data in that social networks have become an inseparable part of millennium generation's everyday existence. They enable them to communicate and stay in contact with people which is unavoidable in the times of modern technological changes (Bergman et al., 2011). The limitations to this research are: self-assessment measurements of behaviour on the social network, the correlation model of the research, the use of single-question measurements for studying certain indices and considering only students in the research (there is a lack of data concerning people of different education at the same age).

The manifestation of narcissism through the Facebook portal was taken up by DeWall, Buffardi, Bonser and Campbell (2011). They analysed the Facebook profiles with regards to: the language (paying attention to the use of personal pronouns "I" and "me") and the publication of auto-promotional content, namely photos. They analysed Facebook profiles, especially the "about me" section which contains information about the user and profile photos. The study embraced 80 students – 55 women and 25 men (the average age $M=18,89$ years old; $SD=1,03$). The participants filled in the *Narcissistic Personality Inventory NPI* and then logged on their profiles for the analysis to take place. For this purpose a programme LIWC (Linguistic Inquiry Word Count) was used against the content of the "about me" section. It was meant to estimate the number of the personal pronouns "I" and "Me" used in the text published on Facebook. The photos were assessed by five judges with regards to the degree to which they made the profile draw attention. The following aspects of photographs were assessed: focusing of the user on auto-promotion through the photo (embracing auto-promotion and vanity) as well as how sexy they present themselves (in three categories: sexiness, modesty, clothes). On the basis of the obtained results it was stated that the narcissistic people who use a small number of pronouns in their description present at the same time a high level of the variable that concerns the drawing of attention by the main photo on the profile. A great number of pronouns turned out not to have a significant relationship with narcissism and drawing attention.

An explanation of such results may be the adaptation of the users to the social norms that do not favour individuals concentrated on themselves. Probably

narcissistic people are aware of the fact they would be criticised for publishing text containing too many expressions pointing them and suggesting self-admiration. In order to fulfil the need for being admired they publish visual content that draws attention. Publishing photos is approved by the users of Facebook so it gives a chance to realize the needs and to not expose themselves to social critique. Certain reservations are caused by the small number of participants in the research and not equal division by gender – too big disproportion between the number of men and women. Additionally, only five judges (not specified who were they) assessed the main photo of the participants of the research.

CONCLUSIONS

We have presented the results of researches related to the personality aspects connected with Facebook social network. Extraversion is the trait whose relationship with Facebook is most frequently confirmed. Divergent results are obtained for the traits of neuroticism (with regards to the measurement devices) – in some research it proves significant in other not. Similar is the relation of narcissism and Facebook – general results for the scales of narcissism reveal a significant relationship of this trait with the use of Facebook, however, dissimilar are the results of significance of particular subscales in relation to the use of Facebook. Self-esteem plays a considerable role in the way the portal and the profile are used. The results gathered by the researchers confirm that the construction of personality is an important factor related to the frequency of using Facebook and preferences towards its functions. Personality may influence the way content of the profile is created which reflects the real and ideal self of the user. Social network enable users to shape their image in the eyes of others and present advantageous information at the same time rejecting the negative.

We have managed to divide the personality variables into such that increase the frequency of using Facebook and activity on it. Moreover, we have indicated which of them are of significant relationship with the specific behaviour on Facebook and the preferences of the users towards particular functions. The division of the variables is presented below:

1. Personality variables connected with the increase of frequency of using Facebook and activity on it.

This group consists of such personality traits as: high level of neuroticism and low level of conscientiousness (Ryan, Xenos, 2011). More frequent checking Facebook profile and more time devoted to each session is related to the high level of narcissism and low self-esteem (Mehdzadeh, 2010).

2. Undertaking specific behaviour on the portal

The high level of extraversion is related to the membership in a bigger number of groups than people of lower intensity of this trait. People who are open to experience present the highest tendency to using Facebook for social purposes (Ross et al., 2009). Publishing inadequate content on the profile is related to the low level of conscientiousness and agreeableness (Karl, Paluchette, Schaegl, 2010). Publishing auto-promotional content is related to narcissism and users fulfil this aim with the use of the following sections of Facebook: the main photo, the photos section, notes and the updates of the status (Mehdizadeh, 2010). Narcissistic people publish significantly more personal photos in comparison with individuals characterised by low level of narcissism (Bergman et al., 2011). Additionally, individuals using less personal pronouns in their description and revealing high level of narcissism publish the main photo that draws attention (De Wall et al., 2011).

3. Preferences towards different functions of Facebook

The notice board is a section favoured by neurotic (Ross et al., 2009), narcissistic and extrovert people (Ryan, Xenos, 2011). On the other hand, individuals of a low level of neuroticism like to publish their photos (Ross et al., 2009). Extroverts prefer such functions as: chat, news and comments. The photo section is attractive to narcissistic people (Ryan, Xenos, 2011).

The conclusions of the conducted research review (sorted according to the personality variables) are as follows:

- Extraversion – is a trait of personality that is related to greater activity in groups and the number of friends (the results vary in different research);
- Neuroticism – its low level is related with the publication of photos on the profile and high level – with the preference of using the notice board function of Facebook;
- Agreeableness, conscientiousness, emotional stability – low intensity of these traits is related with the tendency to publish inadequate content, problematic to the user;
- Self-esteem – people of low self-esteem more often (than people of high self-esteem) visit their profile on Facebook, spend more time during each session and publish a photo aiming at promoting themselves as the main photo. Browsing personal profile may as well influence the increase in the level of self –esteem (yet the results of the experiment that lead to such conclusions should be verified);

- Narcissism – the high level of narcissism is related to the frequency of checking personal profile per day and the length of each session on Facebook. Narcissistic people promote themselves through: the main photo on the profile, other published photos, notes and updates of status. What is more, narcissism is related to publishing only personal photos and the desire to have the profile that creates a positive image of a person. The attitude towards auto-promotion is the main conclusion the results from the analyses over this variable.

Facebook social network has undoubtedly become an element of our everyday life. It is not possible to avoid or not spot it. The saying “if you have no Facebook – then you don’t exist” becomes more and more true due to the separate flow of information among the users of the portal. A person who does not own a profile is not able to see what information is published by other users which makes him, in a way, secluded. Nevertheless, Facebook shall not be demonised as it brings a lot of benefits to those who use it – it enables to create their own image, increase self-esteem and gives opportunities of communication with people from the entire world. It is worth investigating how Polish people use Facebook, which functions are the most attractive to them and which personality variables are connected with the Facebook usage. The future research about Facebook conducted on the Polish sample might give different results than those collected in other countries or they might be similar, but it need to be checked.

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