The impact of big-five personality traits on self-disclosure behavior on social network sites users

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Abstract

As the result of information through Social Network Sites which are needed to lock inside the diary, most of the crisis have emerged and the content that they have shared, uploaded and tagged have changed according to the persons' personality type. As a quantitative study complemented by explanatory research design, this study intended to identify the impact of big five personality traits on self-disclosure behavior through investigating data collected from 235 Social Networking Sites used by snowball sampling techniques, employing a self- designed questionnaire and observation method. As per the result of the study revealed that there is significant impact between the individual's personality traits on self-disclosure behavior on Social Networking Sites while Individuals who are with higher in conscientiousness, openness to experience, extraversion and agreeableness propensity to positively and individuals who are higher in neuroticism are negatively correlated with self- disclosure behavior. Further, results highlighted that people with conscientiousness traits is shared and uploaded messages that is not harmful to others, openness to experience people represented lower intention to reveal their information on public because they feel it may cause damage to their image and post higher in political and religious view and extraverted people uploaded more things. Persons who are with agreeableness traits do not try to hurt others' feelings through their posts. Corresponding with the research findings it was recommended that the Social Networking Sites owners can create a framework to generate some restrictions to the persons who have bad personality with bad self-disclosure behavior on the Social Networking Sites and users should be careful with the wall post when they disclose something on the wall and add new friends.

Keywords: Personality traits, self-disclosure behavior, social networks