Big Five Personality Dimensions, Motivation to Use Social Media and Perception of Online Advertisement

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ABSTRACT

The popularity of the Internet, and social media have dramatically increased in the last few decades. Facebook especially, is at the top of social websites that has become popular among young people and adults. Thus, online advertisement is becoming a huge part of social media and this deserves attention as to the after-effects and influence on overall motives of using social media in general.

The main aim of this thesis is to examine the relationships between the Big Five and the motives and motions (belongingness and self- presentation) of using Facebook; also the relationship between Big Five and perception of online advertisement. Students of Eastern Mediterranean University were chosen as the respondents. The methodology of the current study is quantitative. Questionnaires were distributed among Turkish and English speaking students. A total of 150 responses were collected and used for further analysis.

The results showed that high Agreeableness and Openness were the best predictors for belongingness; while self-presentational behaviors were best predicted by Agreeableness as well. Neuroticism and Conscientiousness did not show any relationship and effect on belongingness and self- presentation. In the case of perception of online advertisement, dimensions of trust and global; the best predictor was high Openness. Surprisingly, low Conscientiousness and low Neuroticism were predictors of irritation with online advertising. Extraversion did not show any relationship with trust and global perceptions of online advertising.

Recommendations for future researchers is to use the full version of the personality questionnaire. Future studies may combine Big Five personality dimensions, motives of using Facebook and perception of online advertisement using mediation and moderation models.

Keywords: Big Five, Facebook, belongingness, self- presentation, trust and global, perception of online advertisement.

ÖZ

Son yıllarda internet ve sosyal medya kullanımı büyük ölçüde artmıştır. Özellikle Facebook, gençler ve yetişkinler arasında popüler hale gelen sosyal web siteleri arasındadır. Çevrimiçi reklamlar, sosyal medyanın büyük bir parçası haline gelmiştir. Dolayısıyla sosyal medya kullanımını etkileyen kişilik özellikleri ve kişilik özelliklerinin çevrimiçi reklamların algılanmasını nasıl etkilediğinin incelenmesi gerekmektedir.

Bu tezin ana amacı Facebook kullanımında Beş Büyük kişilik özelliğinin, kullanım motivasyonu arasındaki ilişkileri (ait olma ve öz - sunum) incelemek; ayrıca çevrimiçi reklam bakımından Beş Büyük kişilik özelliği ve algı arasındaki ilişkiyi irdelemektir. Katılımcı olarak Doğu Akdeniz Üniversitesi öğrencileri seçilmiştir. Çalışmada analiz yönetimi olarak nicel yöntem izlenmiştir. Anket Türkçe ve İngilizce dilini konuşan öğrenciler arasında dağıtılmıştır ve toplanan 150 yanıtlanmış anket analiz için kullanılmıştır.

"Uyumluluk" ve "Açıklık" kişilik özellikleri sosyal medya kullanım motivasyonu olarak "Aidiyet" boyutunun en iyi belirleyicileri olduğu tespit edilmiştir; sosyal medya kullanım motivasyonu olarak "kendi kendini sunum davranışları" en iyi açıklayan kişilik özelliği de "Uyumluluk" olarak belirlenmiştir. "Nörotik" ve "Sorumluluk" boyutları ve "kendini sunum davranışları" üzerinde herhangi bir ilişki görülmemiştir. Çevrimiçi reklam algısının, "güven" ve "küresel" boyutlarının en iyi göstergesinin "Açıklık" kişilik boyutu olduğu saptanmıştır. Beklenmeyen bir sonuç olarak, düşük "Sorumluluk" ve düşük "Nörotik" kişilik boyutları reklamlarda "rahatsız edicilik"

algısı ile ilişkili çıkmıştır. "Dışadönüklük" kişilik boyutu ve reklam algısının "güven" ve "genel" boyutları arasında herhangi bir ilişki görülmemiştir.

Gelecekteki araştırmacılar kişilik özellikleri anketinin tüm ifadelerini kullanan bir anket çalışması yapabilirler. Ayrıca Beş Büyük kişilik özelliği, Facebook kullanma güdüleri ve çevrimiçi reklam algısı arasındaki ilişkileri aracı değişkenler ve dönüştürücü değişkenler olarak incelenebilir.

Anahtar kelimeler: Beş Büyük (Big Five), Facebook, ait olma, kendini gösterme, güven ve küresel, online reklam algısı.

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LIST OF ABBREVIATIONS

SM   Social media

SP   Self- presentation

GSD   General self- disclosure

ASP   Actual self- presentation

FB   Facebook

FA   Facebook advertisement

Chapter 1

INTRODUCTION

1.1 Relevance of Current Topic

Year after year the popularity of the Internet has been increasing worldwide likewise the rapid growth in the use of social media has drawn the attention of researchers in order to understand the factors, motives and motion for using social media and perception of online advertisement, Facebook as a key example.

Social networking sites is defined as virtual communities where people "hang out" together or for the purpose of specific subject of interest (Murray and Weller 2007). The role of Facebook is increasing year after year hence its top ranking among most used and popular social sites for young people and adults (Duggan and Brenner, 2013; McGough and Salomon, 2013; Lenhart, 2015). The main purpose for using Facebook is to stay in touch or reestablish connection with people who have traveled or moved to another place, as well as checking photos/videos, update information and for self-expression (Dogruer N., Menevis I., Eyyam R., 2011).

Recently, researchers and social scientists have begun looking at Facebook from a different perspective in order to examine social interaction, statistical data and demographic characteristics of Facebook users (Ellison et al., 2007; Sheldon, 2008; Seidman, 2012; McGough and Salomon, 2013; Duggan and Brenner, 2013; Lenhart, 2015; Ross et al., 2009). Other studies have focused more on personal characteristics,

personality, the motion and motives, and their relation to Facebook use (Nadkarni and Hofmann's 2012; Seidman 2012; Ross et al., 2009). Facebook use can be explained and motivated by the dual- factor model which comprises of two needs: self-presentation and belongingness (Nadkarni and Hofmann's 2012). Respectively, discussion of personal traits as a dimension of personality would provide better understanding of relations with use of social media. Personality can be defined as an organized set of intellectual, physical, and spiritual characteristics related to an individual and that make him different from others (Akin, 2011). According to Dursun (as cited in Akin, 2011), personality is a set of fixed features and pattern which help people to suit their environments.

There are few theories for evaluating differences and similarities between individuals. One of the most known and used theory for evaluating and dividing personal traits into dimensions is the five-factor model (Costa and McCrae, 1992). The five- factor model of personality consists of personality traits in terms of five basic dimensions: Extraversion (E), Agreeableness (A), Openness to Experience (O), Conscientiousness (C), and Neuroticism (N); individuals can also be characterized by strong patterns of feelings, thoughts, and actions; and these traits can be assessed quantitatively (McCrae and John, 1992). Neuroticism is a tendency to experience sadness, guilt, hopelessness-dysphoric affect. Neurotic individuals usually seek attention and are afraid to "miss out" from their lives offline (Seidman, 2013). Extraversion is an expression of positive emotions, positivism, energy and preference for companionship. Extraverted people have more friends and tend to use social media mostly for communication purposes, and to stay in touch, in comparison with introverts (Seidman, 2013). Openness to Experience is portrayed as need for actions, curiosity, interests in travel and novelty. Openness to new experience is usually associated with frequency of social media use

(Marshall, Lefringhausen, Ferenczi, 2015). Agreeableness mostly connotes a willingness to protect, cooperate and to defer to others during interpersonal conflict. Agreeable individuals may use social media to present actual self traits. The last model, Conscientiousness is associated with the level and quantity of relationships between persons, in this case this type of individuals may seek for information online and surf through web pages rather than searching for communication or willingness to find new friends online (Seidman, 2013). Conscientiousness is an example of achievement striving (McCrae and Costa, 2008; Amichai-Hamburger et al., 2008; John et al., 2008).

Previous studies have shown strong links between personal traits and the use of social media. While there are not so many researches about interconnection of personal traits with perception of online advertisement, particularly trust and global perception, those who have studied this topic in detail found that personality influences the perception of online advertisement.

Advertising is defined as market information and consists of advertising's basic function: to promote judgment and free choice on the part of the costumer by providing relevant information about product or service (Sandage, 1973). Trust and Global perception are the basic dimensions of perception of online advertisement. Trust includes reliability, affect, and willingness to rely on, usefulness; while global perception is more general and consists of irritating, entertaining, and informative (Wang et al., 2002; Soh, 2006; Dar et al., 2014). Posting and sharing online, virtual flyers, banner ads, and sponsored links are becoming more popular and due to this, social media is becoming less expensive nowadays (Murray and Waller, 2007).

There are not many articles describing and examining the relations between personal traits and perception of online advertisement and motives of using Facebook. Our goal is to reveal and understand the link between personality and perception of online advertisement. The main objective of this study is to identify a link between personality and perception of online advertisement, motives for using social media and how do motives and personality affect the perception of online advertisement. However, there are only a few research that have studied and investigated this from both points i.e. motives of using social media, and relations between perception of online advertisement with personality traits. This investigation could be useful in the future for marketers and managers in analyzing consumer behavior and users of social media, also for promoting product on a new level i.e. according to their needs and personal types.

1.2 Aims and Objectives of the Study

Many theories and concepts have already examined the motives and motion for using Facebook, dual- factor model and perception of online advertisement. However, the detection of a significant overlap in literature and gap in the relevant literature regarding the interrelation between the mentioned variables have led to the decision to conduct a survey that would contribute to presented topic.

The primary aim of this research is to evaluate the relations between personality traits (by using Big Five model) and perception of online advertisement (with Trust and Global perception of advertisement on Facebook as main dimensions of perception); and to identify the effect of the Big Five on the dual- factor model.

In order to address the aim, the following objectives were set:

- To review the relevant literature on the personality traits in order to identify and understand different dimensions of personality and its motions and motives for using Facebook.

- To review the literature on social media and dual- factor model in order to understand how users use social media and which motives are followed.

- To review relevant literature on the perception of online advertisement to examine and develop links between personality and trust and global perception of online advertisement.

- To develop a model that proposes the relationship between the personality traits, motives for using social media and perception of online advertisement.

- To collect data from students through questionnaire in order to test and explore the hypotheses of the influence of personality traits on social media usage, motives for using Facebook and relations between the different types of personality and online advertisement.

- To compare and contrast the research findings with literature and hypotheses.

- To draw conclusion based on the results and make recommendations for future research.

Another aim of this survey is to contribute to the literature gap for further research.

1.3 Outline of the Study

Six chapters are presented in this thesis. The first chapter highlights the relevance of the chosen topic, gives a background of the study, and provide information on the aims and objectives of the current study.

Chapter 2 provides the information about previous studies, definitions and examines the previously studied relations between the variables. In this chapter the role of social media was discussed along with a study on the Big Five model (Extraversion, Agreeableness, Openness to Experience, Conscientiousness and Neuroticism), Dual-factor model (belongingness and self- presentation) and Perception of online advertisement (Trust and Global).

Chapter 3 discusses the theoretical model of this survey and stated the hypotheses based on previous studies and expectations.

Chapter four includes the methodology: provides detailed information about how the data set for the study was collected, the sample as well as a deep description of each parts of the developed questionnaire. The purpose of this method is to collect primary data for further analysis.

Chapter 5 presents the research analysis done in based on the theoretical model and hypotheses. Analysis of the data included descriptive statistics, correlation analysis and linear regression. The relations between dependent and independent variables were analyzed.

The discussions about obtained results and findings, conclusions, implications and limitations are included Chapter 6.

Chapter 2

LITERATURE REVIEW

2.1 Growth of Use of Internet especially Social Media

The rapid growth in the use of social media has drawn the attention of researchers to understand the factors that influence the use of social media, the frequency of doing it and motions for using social media in general.

The Internet is defined as a global and massive network of networks which connects millions of computers in every corner of the world. It connects millions of computers together globally, comprising a network where computers can communicate with any other computer as long as they are connected to the Internet. Over 190 countries are said to be linked in exchange of data, opinions and news. According to Internet Live Stats (http://www.internetlivestats.com/), as of August 2015, there was an estimated number of more than 3,179 billion internet users across the world representing nearly 40 percent of the world's population. From 1991, the total number of websites with unique name exceeded over 1 billion. By 2005, the number of internet users reached the first 1 billion websites with a hostname online. Year after year the popularity of the internet has been increasing worldwide.

Murray and Weller (2007) defined social networking sites as virtual communities where people "hang out" together or for the purpose of specific subject of interest.

It is clearly seen during the past couple of years that social media is the new mass media and this has also been realized by several academics and in the commercial sectors. However, it is becoming increasingly evident particularly in the last two or three years, that social media is a modification of media than an alternative to it (Gelles, 2013). In the educational field, one of the leading voices that affirmed this new implementation was José van Dijck (2013). His work examined how social media has evolved since its initial eminence. Starting as a fragmented ecosystem of user-controlled network, social media turned into a landscape controlled and influenced by a few large players (eg, Facebook, Google and Twitter) which greatly affect the structure of the network users using algorithms driven by economic imperatives as well as many user preferences.

According to the Pew Research Center ("Social Networking Fact Sheet", 2014), about 74% of online adults use social networking websites. The major users of social media are young adults between the ages 18-29 and teens 13 to 17; women are more likely users than men. According to the survey conducted in 2012, undergraduate students are more likely users of social media than graduate students and more than 60% of respondents use social websites to follow other purposes rather than research or study. At the top we may find such websites as Facebook, Twitter, and Instagram with more than 71% of the teens using more than one social network (McGough & Salomon, 2013; Duggan & Brenner, 2013; Lenhart, 2015).

2.2 The Increasing Role of Facebook as a Popular Web Site

Facebook is one of the most popular social sites and was created in 2004 by Mark Zuckerberg with the main idea of fostering communication and interaction online (Murray and Weller, 2007). As it was mentioned in the work of Ross, Orr, Sisic, Arseneault, Simmering & Orr (2009) about motivation for using Facebook, the initial purpose was to allow all university students in their life to maintain and create as well some new social ties which were related to the experience of young population at university.

The motivations for using Facebook can vary, such as maintaining contact with already known friends, developing a new network with other people, reuniting and meeting online with old classmates or friends all over the world regardless of distance and geographical location, meeting people with similar interests and ideas, creating a network for groups and organizations, getting the latest news and sharing recent news about a person's life, learning more about persons' life and so forth. However, some problems with Facebook signify more than its benefits. Some of these weaknesses such as sharing pictures with inappropriate content might cause some problems and accordingly bad reputation for that person and his/her future jobs; access to private information of people from their profiles like phone number, e-mail, address may lead to stalking, sexual harassment and abuse; harmful, bad pictures and information may be uploaded or posted on a person's profile (Dogruer et al., 2011; Bugeja, 2006).

Predictably, the popularity of Facebook.com is rife among the youths and has been noticed by the researchers and psychologists. There has been a lot of studies, and the number of researchers are increasing subsequently that examine and probe to find the

motive for the use of Facebook in different ways. Understanding the reasons students use Facebook or other online social networking sites is very important for the academic community because this use has a great impact and influence on student motivation to acquire knowledge, affective learning and classroom climate (Murray and Weller, 2007; Seidman, 2012).

In addition, the definite breakthrough of Facebook in finding a large number of users might be associated with the fact that this resource is used in an ideology that differs from the approach of traditional style of social networks focused primarily on a high degree of anonymity of the user, the formation of "Profile" or "Personal account". Nowadays, the main purpose for using Facebook for young generation as well as for adults is to stay in touch or reestablish connection with the people who traveled or moved to another place and not only to check photos/ videos, or to improve status in the world, or for self- expression (Dogruer et al., 2011).

According to statistics shared in an official website of Facebook as of September 2015, there are over 1.55 billion monthly active Facebook users around the world which is a 14 percent increase (Company info, 2015). The site is integrated into the everyday media practices of its users: mostly, user spends an average of 20-47 minutes a day on the site, and two-thirds of users log in at least once a day (Ellison et al., 2007; Sheldon, 2008).

2.3 Motives for Using Facebook

People use Facebook and other social media (Instagram, Twitter) for different purposes and different ways. Some motives are more visible and obvious, like talking

to friends and sharing photos, while some are hidden and can be more valuable for users. This motives of using Facebook are shown by the Dual Factor Model.

Dual Factor Model consists of two different dimensions as motivations for using Facebook i.e. belongingness and self- presentation. These two factors can be used together and can co-exist however, each can be the single cause as well for using Facebook (Nadkarni, and Hofmann, 2012). Belongingness is one of the most common and fundamental needs. Facebook users may seek belongingness on willingness to communicate, information seeking, acceptance seeking and connection while self-presentation leads to possibility of users displaying themselves through their profile mostly idealized than accurate picture of themselves (Seidman, 2012).

According to the components of belongingness, Facebook as an example of social media represents one of the fastest way to meet such needs like communication, connection, acceptance, information seeking and telling news etc. Viewings other's profiles, photos, news feed, commenting, supporting by keeping in touch and sending positive warm words are the most descriptive description of belongingness (Seidman, 2012). Most humans are dependent on social support and belongingness to others. There is a positive association between Facebook usage, belongingness to a group and improvement of self- esteem (Nadkarni, and Hofmann, 2012). This argument shows that Facebook is very important for socialization and to those active users of Internet that are trying to be closer to others and become a part of groups and social society.

Seidman (2012) defined the second major motivation as self-presentation which consisted of general self-disclosure (GSD) and emotional disclosure, attention-seeking, actual self-aspects, hidden and ideal self-aspect as a components. All these

components can be measured by a questionnaire which includes parts about users, updating, changing information, constant news posts and posts on user's walls, and friend's wall as well. Facebook is the "mirror" of users' activity, needs, perception, and usually users can express their feelings and perception, attitude toward any person, situation or news by commenting on the wall or under their page, liking posts and photos of friends, creating group chats and events even getting some attention by posting about "drama" from their own life. However, the online picture of the user might be different from the real person as Zhao et al. (2008) found out that users try to idealize and construct their "pictures" online to have more socially desirable identities than in real life. Wang et al. (2010) studied and found how the display of profile picture on Facebook affects the willingness to become friends with the owner of that profile. It shows that physical attractiveness plays a significant role in choosing friends on Facebook.

Further studies examine and suggest that any social profile will reflect the public persona of users, which is motivated by need for "right" self-presentation. This need guides and determines the users' behavior i.e. specific behavior which is conducted by need to be socially accepted. It can be choice of profile picture, number of friends, regularly updating statuses etc.

2.4 "Big Five"

Correspondingly, discussion of personal traits as a nature, the origin of the Big Five Model and dimensions of personality would provide better understanding of the relations with use of social media advertisement.

Collectively, The Big Five are a taxonomy of personal traits i.e. they link some traits to people's descriptions and behavior. The Big Five are known as empirically based development, not a theory of personality. The factors of Big Five model were discovered through statistical analysis called factor analysis. This procedure analyzed the rate of various personality traits and their correlations with humans (John et al., 2008; McCrae et al., 2008).

Sometimes in some articles and journal, the Big Five is replaced with another label: Five-Factor Model. The term "Big Five" originally began to be used by Goldberg and was originally associated with studies about personality traits. The term "Five-Factor Model" has been more associated with studies of traits by using questionnaires. Accordingly, Five-Factor Theory was formulated by Robert McCrae and Paul Costa (John et al., 2008). It is an explanatory theory of the role of the Big Five factors in relations to personality. Five-Factor Theory includes a number of proposal about the nature, and developmental course of personality traits, and about the relation of traits to many of the other personality variables. Five-Factor Theory presents a biological account of personality traits, in which learning and experience play little or if at all any part in influencing the Big Five (Srivastava, 2010).

According to the opinion of one of the founders of the "Big Five Model" Goldberg, this model consists of and considers the most basic (meaningful and the most superficial) measure by which the first information about people around us can be gotten (McAdams, 2000). Although these measurements are not enough for meaningful description of a unique personality, at the same time the main advantage is versatility. As McAdams mentioned, "Big Five is a comprehensive psychology of the unknown individual or stranger. Five factors describe those most general and

overarching characteristics that we seek to attribute to man, when we do not know absolutely anything about it".

2.4.1 Definition of Personality and First Theories about Personal Traits

Personality, according to Keller (2012), is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli, including buying behavior. The problem of classifying personality traits was one of the most interesting and worrying for psychologists since the introduction of the theory of the personal traits in the early 1930s. The author of the theory, Gordon Allport, hypothesized that in native languages, there are some words used to describe the most important and essential personal characteristics. A list of English terms that describe the behaviors of people included almost 18,000 words, the classification of which, according to the authors, is "the work of a whole lifetime" (Allport and Odbert, 1936).

Throughout history, psychology and human resource managers have been trying to generalize and systematize the framework which can explain personality and differences and similarities between individuals. One of the most known and used theory for evaluating and dividing personal traits into dimensions is the five-factor model.

The first five-factor model was created by D. Fiske, who worked with the 22 personal characteristics and showed that the evaluation of these personality characteristics from 3 sources (self-assessment, evaluation of familiar and professional psychologists) have a similar factor structure. Later Tupes & Christal analyzed the correlation matrix of 8 different studies that included data on both self-assessment and peer review of personality traits, and came to the conclusion about the existence of five powerful and consistently reproducible factors. In years 1960-70, these results have been replicated

by several researchers working with a list of 35 characteristics. Later, the "Big Five" was reproduced by Goldberg with the English-language thesaurus consisting of 1710 adjectives denoting personality traits like self-reports on the material and assessments of other people. It allowed the consiveration of the five-factor model ("Big Five" model) as a new common model of personality (Digman, 1990).

2.4.2 Basic Dimensions of the "Big Five Model"

The five- factor model of personality consists of personality traits in terms of five basic dimensions: Extraversion (E), Agreeableness (A), Openness to Experience (O), Conscientiousness (C), and Neuroticism (N); and individuals can be characterized by strong patterns of feelings, thoughts, and actions with these traits being assessed quantitatively. Neuroticism is a tendency to experience sadness, guilt, hopelessness-dysphoric affect; Extraversion is the expression of positive emotions, positivism, energy and preference for companionship; Openness to Experience connotes the need for actions, curiosity, interests in travel and novelty; Agreeableness mostly depicts a willingness to protect, cooperate and defer to others during interpersonal conflict; and Conscientiousness is an example of achievement striving (McCrae and John, 1992; McCrae and Costa, 2008).

Within the methods intended for practical use, primarily in a business environment, the title of factors can vary (especially for the purpose of higher availability for understanding the results of non-specialist). Thus, neuroticism is often inverted and referred to as a factor of emotional stability i.e. the need to avoid unwanted negative associations while extraversion may be referred to as "energy" (John, Naumann, Soto, 2008; McAdams, 2000).

2.4.2.1 Extraversion (E)

The terms introversion and extraversion were used by Carl Jung in 1921 and since then both terms have been used almost in every research or theory about personality and personal traits although, the common understanding and psychological way of usage differs from his original intent. According to Jung, extraversion tends to be revealed in outgoing, talkative, energetic behaviors while introversion is depicted in more reserved and solitary behaviors i.e. trial to understand ourselves from inside (McCrae and Costa, 2008).

Typical extroverts are more sociable and talkatives, they like entertainment and collective team work where they feel free to communicate and share their knowledge with team members. Extraverted people have a big amount of friends and they always feel the need to communicate with people with whom they can talk and have a good time, searching for new exciting impressions; often act very impulsively, recklessly, according to the first impulse. Extroverts are carefree, optimistic and prefer changes because routine life and work make them feel unhappy. They have weakened control over feelings and actions, so they are prone to temper and aggressiveness. During the work, they are usually focused on the speed of the job. Extroverts prefer to work with people. The extroverts act faster than introverts, retrieve the necessary information from memory and better perform difficult tasks in a situation of limited time. Extroverts feel fresher in the evening time and work better in the afternoon. These people are sensitive to promotion (Seidman, 2012; John et al., 2008).

The main features of introverts are lack of confidence in his behavior and lack of attention to events happening around them; preference for abstract ideas and concrete phenomena of reality. Introverts are concerned more about their personal problems

and experiences. Such people are usually restrained, closed, avoid talking about himself, and not interested in the problems of others. Introverts prefer theoretical and scientific activities. Academically they achieve more significant progress than extroverts. Introverted people like to plan for the future, always weigh their actions, do not trust the first impulses and passions, and always strictly control their feelings, rarely intemperate and excited. Introverts easily tolerate the monotony of work, work better in a relaxed atmosphere and in the morning (Seidman, 2012; Gosling et al., 2011; Amichai-Hamburger et al., 2008; John et al., 2008).

Extraverted people have more friends and tend to use social media more for communication purpose, to be accepted by groups using social media and stay in touch in comparison to introverts. As it was mentioned above, extraverts are associated with greater use of Facebook and more related to communication by commenting on friends' walls, viewing others' Facebook pages, and keeping up with friends online. At the same time, they are more likely to upload their own photos alone, update the profile information, which is related more to actual self-presentation, like attention-seeking (Seidman, 2012; Gosling et al.,2011; Amichai-Hamburger et al.,2008).

2.4.2.2 Neuroticism (N)

Emotional stability or Neuroticism is characterizing individuals who are unable to control their emotions and impulsive desire. The behavior is seen as a lack of sense of responsibility, evasion of reality, moodiness. Such people feel helpless, unable to cope with life's difficulties. Their behavior is largely due to the situation. They are anxiously awaiting trouble, in case of failure is easy to fall into despair and depression. These people are worse when working in stressful situations when they experience psychological stress. They tend to be of low self-esteem, they are touchy and failures.

The low response rate for this factor are related to people who are self-sufficient, self-reliant, emotionally mature, bravely looking at the facts, calm, constant in their plans and affections, not susceptible to occasional mood swings. The life of these people look serious and realistic, well aware of the demands of reality, do not hide themselves from their own shortcomings, do not get upset because of trifles, feel well suited to life. Emotionally stable people keep cool and calm even in the most adverse situations. They often are in a good mood, than bad.

Neurotic individuals usually seek attention and are afraid to "miss out" of their lives offline. Neurotic individuals are more sensitive to any rejection, they tend to be emotional and general self-disclosure and trying to present themselves by posting status updates, photographs, and expressing themselves by constantly updating profile. From the other side, these individuals are positively associated with information seeking and communication (Seidman, 2012; Downey and Feldman, 1996). However, some researchers reported no positive relation for people with high scores on neuroticism to the Internet usage in general (Blumer and Doring, 2012).

Neurotic individuals may use Facebook for opportunities to find others like them or like-minded, as well as social support or learn how to deal with their problems. Neuroticism is positively associated with the motion and periodic (frequency) use of Facebook (Correa et al., 2010; Ross et al., 2009; Seidman,2012; Marshall, Lefringhausen, Ferenczi, 2015), while in other research neuroticism was found to be negatively related to use of social media (Blumer and Doring, 2012; Blachnio et al., 2013).

2.4.2.3 Openness to Experience (O)

A person with high scores on this factor satisfies their curiosity showing interest in various aspects of life. He is easily trained, but not seriously in systematic scientific work so rarely achieves success in science. Usually such a person often does not distinguish fiction from reality of life. He often trusts his feelings and intuition than common sense, gives a little look at the current daily tasks and responsibilities and avoids routine work. He is emotional, expressive with well-developed aesthetic taste and artistic people.

However individuals with a low score on the factor of openness are more realistic, well adapted to everyday life. They have a sober and realistic view of life and believe in tangible assets more than abstract ideas. Such persons are often concerned about their financial problems, working hard and showing enviable persistence and engrossed in their plans. Usually inflexible and without a sense of humor in everyday life. They manifest constancy of their habits and interests. Such a person does not like changes in life, he prefers consistency and reliability in all that surrounds him and is difficult to disrupt.

Openness to experience was found positively correlated with social media use (Correa et al., 2010; Blachnio et al., 2013). Openness to new experience usually associated with frequency of social media use, as well as using Facebook for sharing information and updating some intellectual discussion and communication purposes (Marshall, Lefringhausen, Ferenczi, 2015, Correa et al., 2010). In self-presentation online, individuals with high score on openness are more likely to have blogs and update personal information in their profiles on Facebook (Seidman, 2012; Amichai-Hamburger et al., 2010).

2.4.2.4 Agreeableness (A)

This factor usually determines a positive attitude towards peoples' personality. Such individuals have a need to be with other people. Normally they are nice and kind, helpful people, understand other people's sense of personal responsibility for their well-being and tolerant of other people's shortcomings. They know how to empathize, support collective action and responsibility for the common cause, conscientiously and responsibly fulfill their assignments. When interacting with others, these people try to avoid controversy, they do not like competition, increasingly prefer to work with people than to compete. Individuals in this group have respect for rules and order. Low scores on this factor reflects the desire of the person to be independent and autonomous. Such people usually try to keep their distance and prefer having an isolated position during interaction with others. They avoid public orders, negligence in the performance of their duties and promises. They are more concerned with their own problems than the problems around them. They put their own interests above the interests of others and always ready to defend them in the competition. Such people tend to strive for excellence. To achieve their goals they use all available means, ignoring the interests of others. People with these characteristics are rarely democratic and become leaders.

Agreeable individuals may use social media to present actual self traits. The previous researches have shown the link between agreeableness with posting on Facebook for acceptance-seeking, attention- seeking and for connection with other people online for carrying relationships (Seidman, 2012; Marshal et al., 2015). According to the personal traits and characteristics of agreeable people, they use Facebook to meet their need and represent themselves.

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2.4.2.5 Conscientiousness (C)

The last personal trait is conscientiousness associated with quantity and number of interpersonal relationships. In this case, this type of individuals may search for information online and surf through web pages rather than searching for communication or willingness to find new friends online (Seidman, 2012). These people use Facebook less frequently but at the same time they have more friends online and they are less likely to post on Facebook about more "save topics".

The main content of this factor is a strong-willed regulation of behavior. In extreme high values, these individuals mostly have personality traits such as honesty, responsibility, commitment, precision and accuracy. At their workplace they like order and comfort, they are persistent in the activities and usually achieve good results there. They adhere to moral principles do not violate accepted norms of behavior in society and respect them even when rules and regulations seem merely formal. High integrity and awareness are usually combined with good self-control, with the desire for the approval of universal values sometimes at the expense of personal ones. Such people rarely feel completely relaxed enough to afford to give vent to feelings.

The person with a low score on this factor rarely tries to influence or change own life, he lives, trying not to complicate his life and looking for the "light life". This type of person is characterized by natural behaviors, carelessness and tendency to make rash decisions. Such person may be in bad faith relating to work without showing persistence in achieving goals. He doesn't make sufficient effort to fulfill the requirements of social and cultural norms of behavior and can be worn on the contempt for moral values. For their own benefit, they are capable of dishonesty and deception. Such people tend to live from day to day, without looking at the future.

Many research found that conscientiousness was not related to frequent use of Facebook and online contact (Ross et al., 2009; Blachnio et al., 2013).

2.4.3 Personality with Interconnection to Social media

In the early 2000, there were numerous studies and researches showing that personality traits of resource users and web services related to the frequency, quality and other features of the use of the Internet. Published during that period, the researches underlay the negative impact of the Internet by exploiting some personality traits that characterize most asocial individuals. Thus, it was shown that the use of the Internet strictly is related to the presence of such traits like high neuroticism (Bargh et al., 2002; Butt and Phillips, 2008), low extraversion (Amichai-Hamburger & Ben-Artzi, 2003; Bargh et al., 2002), lower conscientiousness (Landers, Lounsbury, 2006; Peters & Malesky, 2008), but also a high openness to experience (Guadagno et al., 2008).

It has been shown that observers can successfully evaluate the personality traits of people they are studying by looking only at their web page on Facebook and from users' side themselves, they can realize what kind of impression they make on observers easily by observing reactions or posting some posts, photos and statuses (Gosling et al., 2007). Behavior on Facebook may itself be a function and reflection of personality traits. First of all, let's highlight extraversion. Extraversion is tightly related, for example, with appearance and preferences for colorful photos (Kramer & Winter, 2008), with the number of groups that entered and joined by the user (Ross et al., 2009), with the number of photos posted on the page (Muscanell and Guadagno, 2012); the statistical characteristics of friends, records on the wall (posts) and comments and checks on their own and other pages; changing profile photo, and the words used in the section "about me" (Gosling et al., 2011). In turn, indicators of expression of neuroticism are associated with the frequency of use of the walls for

communications (Ross et al., 2009) while conscientiousness is with the number of sent personal messages on Facebook (Muscanell and Guadagno, 2012).

2.5 Trust and Global Perception of Online Advertisement

Previous studies have shown strong link between personal traits and use of social media while there are not so many researches about interconnection between personal traits and perception of advertisement. However, those who have studied this topic more detailed found that perception and trust of social media marketing may be influenced by personal traits.

Before the explosion of all the social media websites, for example Facebook, Twitter, YouTube and MySpace etc., advertising was mostly done by normal site owners who wanted to promote their products online for attraction of customer-users around the world. However, nowadays advertising is more commercial and it gets to the far corners of the world easily so, bigger brands were the first to take advantage of this process by spending insane amounts of money just to get supremacy over some of the social media websites. Almost all billboards, newspapers, radio and TV ads now refer the public to Facebook pages, Twitter, and YouTube channels. Most of the social websites nowadays have "like" and "share" bottons. Evidently, social media has now become the new mass media. Daijk emphasizes that in this new environment the idea of social media being separate from mass media no longer completely corresponds to reality. Instead of focusing on getting more followers and likes they should focus more on individual people as they are buying and consuming the advertised product. With the growing of popularity of Facebook, it is becoming more and more like traditional media. Soon it might be time for companies to stop worrying about likes and shares,

number of potential customers and start worrying about how many people are actually buying and using the product (Galles, 2013; Dijck, 2013).

Mulhern (2009) made a conclusion that there is a need for transforming marketing communications into the way that connects consumers and brands in the context of social networking. According to his opinion, the role of social media in marketing communication is changing from message execution to the expansion of better consumer understanding. Russell (2009) mentioned in his research a set of new rules for advertising in the interactive, online context. Nowadays, advertising is taking more valuable place in the marketing sphere and it is not just about the message itself but the way to offer a personal channel and link to other people, contents, and sites so they will not only pass through it but will be more interested. Social networking experience is more important in its impact on attitudes toward shopping for virtual items, which are hedonic experience goods.

Advertising serves many communication functions however, a primary function that society has assigned to advertising is the role of informing consumers about products, services, and ideas, to help them weigh one choice against another. Advertising was defined as market information and its basic institutional function is to promote judgment and free choice on the part of the consumer by providing relevant information (Sandage, 1973).

Mostly, companies use social media like Facebook and MySpace for a variety of advertising-related purposes. Specially created groups, invitations to paid events, sending messages with attractive offer helps reach attention of the biggest part of the users. Posting and sharing online, banner ads, virtual flyers, and sponsored links is

becoming less expensive and more popular nowadays. (Murray and Waller, 2007). With the high growth of social websites, millions of people every year have joined these social networks, and creating their profiles by providing personal information, sharing private photo. Due to policy of some social websites it is quite safe to upload your personal information but from other perspectives, the reputation of some social networking sites are not that strong and has diminished due to some accidents that have happened and published in the news (Read, 2006; Mintz, 2005).

Mayer, Davis, and Schoorman (1995, p.712) defined trust as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party". Trust has been recognized as an important element of communication, relations between humans, and for marketing transactions. We can see that trust is the critical measurement for developing new contacts and relationships on one hand and sharing the necessary information on the other hand. Trust has a significant importance on online interactions (Lewis and Weigert, 1985; Fukuyama, 1995; Piccoli and Ives, 2003).

The perceptions of social media marketing can be divided into trust and global perceptions. Previous studies examined and proposed various components of trust. Among those identified, we can emphasize such components which have most frequently appeared and seem relevant to trust and global perception in advertising i.e. usefulness, reliability, affect, informative, entertaining, irritating and willingness to rely on. Reliability and usefulness reflect the cognitive evaluation of advertising; affect reflects the emotional response of advertising; and willingness to rely on reflects the behavioral intent to use the information conveyed in advertising (Chi, 2011; Soh,

2006). Reliability, usefulness, affect and willingness to rely on advertisement when making purchase decision are most common and widely used parts of trust. These four dimensions will be discussed and considered in the model and are parts of the hypotheses.

Reliability refers to a consumer's belief that advertising keeps its promise. Reliability has been measured using the labels of honest, truthful, dependability, credibility and consistency. If a consumer perceives advertising as reliable, one believes that advertising is sincere about the claims it made for the advertised product or service and that the claims are usually fulfilled (Soh, 2006).

Usefulness reflects consumer evaluation of whether information delivered by advertisement is useful and valuable for making purchase-related decisions. The usefulness component is the consumer's judgment of the practical value of the credible and reliable information that optimizes consumer decision making (Soh, 2006).

The third factor, **Affect** includes items related to positive emotional attitudes of consumers toward advertisement like positive, enjoyable, and likeable (Soh, 2006).

Willingness to Rely On is studied as a behavioral component of trust. Trust includes as well a willingness to take a risk by relying on the words or actions of trustee. In the advertising context, risk consist of undesirable outcomes of relying on advertising for making any purchase decisions; financial loss due to the purchase of unsatisfactory or broken products or services or social-emotional loss due to a peer-group's negative judgments about selection or use of some unwilling, not accepted by society or wrong brand (Soh, 2006).

At the same time, Ducoffe (as cited in Wang et al., 2002) developed a framework and found out that reaction and perception towards online advertisement changes and is dependent on the value and level of entertainment. He separated emotional component from cognitive reaction. This framework helps to predict consumer's value and attitude toward advertising and emphasizes the role of entertainment, informativeness, and irritation.

Informative is one of the forms of global perception of advertisement. Informative refers to groups of skills, expertise, and characteristics required for doing the job successfully. From a consumer's point of view, the primary function of advertising is to provide consumers with product or service related information. Hence, in terms of advertising, competence can be defined as advertising's usefulness as a good source of product information. In other words, customers are familiar with the benefits and disadvantages of the product via the advertisement. Accordingly, consumers want to get information which are relevant and useful to them. Customers also have specific information about unique products or services and it creates in their mind positive picture/ image of the product. On social network sites, information exchange is fast among users and that is a big advantage for advertising products i.e. when the users of the product are users of social network sites interact, it create a positive effect for the product (Soh, 2006; Dar et al., 2014). Informative sites organized well in an entertaining form will provide favorable attitude towards products or services advertising.

Entertaining means how much interest consumers place in the interactive digital advertising. This statements usually make people laugh and have great amusement value, help to know which products reflect the uniqueness of personality and reflect

the interest to the content of media. The best way to attract the customer's attention is to know what makes them laugh and have positive association. Entertaining advertisement usually boosts up the effectiveness in general of the information of the online advertisement. Entertaining is the most critical factor for internet marketing, essentially because consumers' attention will be captured by funny and concise messages. Additionally it can increase loyalty of customers.

Irritation represents how easily consumers are irritated by the interactive digital advertising. In comparison to the previous two elements (informative and entertaining), irritation has a more negative effect on the consumers. Irritation also is associated with "annoying", "deceptive" and "confusing". Most users of social network sites prefer to see advertisements more clear and based on reality i.e. advertisements that do not provide effective messages or themes of messages that are not based on reality most of the time fail to convince consumers and lose the perceived value (Cheng et al., 2009; Dar et al., 2014).

Chapter 3

THEORETICAL MODEL AND HYPOTHESIS

3.1 Hypotheses

Based on previously studied theories, we can make hypotheses about relations between personality of users of social media and their motives for Facebook using the dual-factor model; also, the relations between motions and motives for using Facebook with responses to social media marketing based on trust (reliability, usefulness, affect, and willingness to rely) and global perception (informative, entertaining and irritating) of social media marketing.

3.1.1 The Big Five Model and Dual- Factor Model

The Big Five Model consists of five main factors that categorizes personal traits into groups and each group representing the personality from its perspective. The Big Five Model includes Extraversion, Agreeableness, Openness to Experience (Intelligence), Neuroticism (Emotional stability) and Conscientiousness.

The Dual- factor model as a motivation for the use of Facebook consists of two needs: belonging and self-presentation. Facebook allows users of to meet their needs of being a part of an online community through communication and learning about others. Belongingness considers information seeking, communication, acceptance seeking and connection as major motives for using Facebook (Seidman, 2012). People use social media, Facebook for instance mostly for communication purposes, to learn

about others, connecting with and supporting others through distance and to maintain relationships with friends, coworkers or any person online.

Self-presentation includes general self-disclosure GSD, emotional disclosure, attention-seeking and components of self-presentation i.e. actual, hidden and ideal self-aspects. Self-presentation connotes posting photos online, changing profile pictures and updating walls and news feed (Seidman, 2012). Changing statuses, posting about every events and photographs, and the frequency of doing these can help to understand and see the personality of users.

Extraversion (E) usually includes more talkative people which are more prone to entertainment than others; they have a need to communicate, be in touch, and spend time for pleasure and good leisure time, and search for new exciting impressions. Individuals with high score for the extraversion factors tend to act more impulsively, recklessly and follow their first impulse. Routine life is not attractive for them, so extraverts prefer spending good time within big groups and online as well (McCrae and Costa, 2008). Extraverted people have more friends and tend to use social media mostly for communication purposes and staying in touch, join communities with the big number of groups (Gosling et al., 2011). Additionally, extraverts are associated with greater use of Facebook for entertainment purposes, communication and they are sensitive to promotion (John et al., 2008; Amichai-Hamburger et al., 2008; Seidman, 2012). Extraverts are associated with greater use of Facebook; and more related to communication by commenting on friends' walls, viewing others' Facebook pages, and keeping up with friends online, it is important for them to be accepted by groups online and staying in touch with friends (Gosling et al.,2011; Amichai-Hamburger et al.,2008). At the same time, they are more likely to upload their own photos alone,

update their profile information which is related to a more actual self-presentation (Seidman, 2012). Based on these, I propose the following hypotheses

    H1*: a.* Extraversion will be positively associated with Communication.

    b. Extraversion will be positively associated with Acceptance-seeking.

    c. Extraversion will be positively associated with Actual self-presentation.

Agreeableness (A) is showing positive attitude towards peoples' personality, and excluding any wish to compete. Individuals considered as agreeable usually use social media to present themselves, their actual self traits. They use social media mostly for connection with other people online, for fostering relationships and attention. Agreeable people are very friendly and also try to present themselves online as more accurate to real persona by posting more photographs (Bachrach et al., 2012; Seidman, 2012). The previous researches have shown the link between agreeableness with posting on Facebook for communication, attention-seeking and for connection with other people online for fostering relationships (Seidman, 2012; Marshal et al., 2015). According to the personal traits and characteristics of agreeable people, they use Facebook to meet their needs and present themselves. Usually, they show their express their actual selves on social media (Blachnio et al., 2013). Hence, the hypotheses:

    H2*: a.* Agreeableness will be positively associated with Communication.

    b. Agreeableness will be positively associated with Connection.

    c. Agreeableness will be positively associated to Actual self-presentation.

Openness to Experience (O) comprises a high level of curiosity, intellect and imagination. Emotional, expressive, with well-developed aesthetic taste and artistic people using social media for sharing information and updating some intellectual discussions. They like to learn everything new and very curious. Open people can be

associated with frequency of using social media, and using Facebook mostly for sharing information and updating some intellectual discussions (Marshall, et al., 2015, Correa et al., 2010). In self-presentation online, individuals with high score on openness are more likely to have blogs and update personal information in their profiles in Facebook; they are more self- disclosing (Seidman, 2013; Amichai-Hamburger et al., 2010).

> **H3***: **a.** Openness to Experience will be positively associated with Communication.
>
> **b.** Openness will be positively associated to Emotional disclosure.

Neuroticism (N) or sometimes Emotional Stability, relates to emotional side of individuality, inability to control own emotions and impulsive desire. Usually individuals with high score for this factor use social media for seeking attention and are afraid to "miss out" from their lives. Neurotic individuals are more sensitive to any rejection and tend to use Facebook for the purpose of communication and information as well as social support (Seidman, 2012; Downey and Feldman, 1996). They may find advertisement online more annoying and irritating. Irritation has a negative effect on users of social media and distracts from other purposes like chatting, searching for information, uploading and changing personal information (Dar et al., 2014; Ross et al., 2009). Neurotic individuals may use Facebook for opportunities to find others like them or like-minded, as well as social support or learn how to deal with their problems.

However, in other research neuroticism was found not to be related to use of social media and to Internet usage in general (Blumer and Doring, 2012; Blachnio et al., 2013). Neurotic people prefer to spend time alone rather than in a group i.e. not

belonging. Additionally, openness to experience does not show any relationship with belongingness and self-presentation (Seidman, 2012). Hence,

H4*:* **a.** Neuroticism will be not related to any items of Belongingness.

b. Neuroticism will be not related to any items of Self- presentation.

Conscientiousness (C) is closer to honest, responsible, commitment, and accuracy in individuals who use the Internet to search for information online and academic purposes (Gosling et al., 2011). Hardly do conscientious people search for communication or are they willing to find new friends online or to be accepted online. At the same time this type of personality find social media less attractive and are not frequent users of Facebook (Marshal et al., 2015; Seidman, 2012). Many research found out that conscientiousness is not related to frequent use of Facebook and online contact (Ross et al., 2009; Seidman, 2012; Blachnio et al., 2013).

H5*: a***.** Conscientiousness will not be related to any items of Belongingness

b. Conscientiousness will not be related to any items of Self- presentation.

3.1.2 Big Five and Perception of Social Media Marketing Advertisement

Nowadays the number of advertisement online has increase, so it has affected Facebook and its users as well. Perception of social media advertisement are categorized in two groups: trust and global. Trust includes reliability, usefulness, affect and willingness to rely on; global comprises informative, entertaining and irritating. Trust connotes more cognitive evaluation of advertisement, behavioral intent toward information online. Usefulness, reliability, affect, willingness to rely on are parts of trust (Chi, 2011; Soh, 2006). From the other side, reaction and perception of advertisement online are based not only on the emotional side of users. Ducoffe (as cited in Wang et al., 2002) proposed to consider value and level of entertaining as

dimension for perception and created a framework which emphasizes the role of entertaining and informativeness on users' perception.

Extraverted individuals are associated with greater use of Facebook for entertaining purposes, communication and in the case of media advertisement they are sensitive to promotion (John et al., 2008; Amichai-Hamburger et al., 2008; Seidman, 2012). In accordance with components of trust and global perception of social media advertisement, Affect and Entertaining components represent emotional attitude like enjoyable, positive, and affirmative association with advertisement (Dar et al., 2014; Cheng et al., 2009). Affect is related to positive emotional attitude and extraversion shows strong positive emotions, emotionality and imagination (Soh, 2006).

H6: a. Extraversion will be positively associated with Affect.

b. Extraversion will be positively associated with Entertaining.

The most common traits for agreeableness are trust, morality and cooperation (Seidman, 2012; Marshal et al., 2015). Willingness to rely on is a components of trust. Without beliefs in promises of advertisers and honesty of advertisement, advertisers will lose their current and potential customers. Willingness to rely on considers risk which is taken by users of social media by relying on the words of advertisers (Soh, 2006) while Informative is a part of Global perception and is more about helping users to be aware of advantages and disadvantages of product/service online.

H7: a. Agreeableness will be positively associated with Willingness to rely on.

b. Agreeableness will be positively associated with Informative.

Many articles showed positive correlation between openness to experience and social media use and also to frequency of social media use (Marshall, Lefringhausen,

Ferenczi, 2015, Correa et al., 2010). The main characteristic of individuals with high score on openness is to be aware about new trends and situations around the world. Informativeness will attract them even more to satisfy their curiosity. Informativeness is related to global perception and refers to providing necessary information to customers and advertisement to viewers (Dar et al., 2014; Cheng et al., 2009). At the same time, usefulness of advertisement is one of the most important and valuable part which helps users make decision based on practical value of presented information.

H8: a. Openness will be positively associated with Usefulness.

 b. Openness will be positively associated with Informative.

Neuroticism was found to be negatively associated with overall Internet usage, and use of social media in general (Blumer and Doring, 2012; Blachnio et al., 2013). This was because neurotic individuals prefer to stay alone and spend time as they want, they may find advertisement online more annoying and irritating. Irritating has a negative effect on users of social media, and distracting from other purposes like chatting, searching for information, uploading and changing personal information (Dar et al., 2014; Ross et al., 2009).

H9: Neuroticism will be positively associated with Irritating.

Conscientiousness is associated with individuals who use Facebook less frequently and at the same time they have lots of friends online. This type of personality may seek for online information, surf from one web page to another and use Internet as a way to spend time (Ross et al., 2009; Blachnio et al., 2013; Marshal et al., 2015). They rely more on the informativeness of advertisement, its ability to respond to their needs in searching and answering questions. Advertisement should be useful, informative, and

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related to the interested topic, not distracting from their general search (Soh, 2006; Ryan and Xenos, 2011).

H10: **a.** Conscientiousness will be positively associated with Informative.

b. Conscientiousness will be positively associated with Irritating.

3.2 Theoretical Model

Previous studies have examined the relationship between personality and the motives for using Facebook (Seidman, 2012), and no particular theoretical model has been posited that would cover the issue of relationships between personality and perception of online advertisement.

The theoretical model of this research can be built based on the hypotheses presented above. The theoretical model of this current research (Figure 1 & 2) was created with a purpose to investigate possible relationship between personality types, motives of using Facebook and perception of online advertisement. Figure 1 was based on previous researches of Seidman (2012) about personality (Extraversion, Agreeableness, Openness to experience, Neuroticism and Conscientiousness) and dual factor model (Belongingness and Self- presentation) (Amichai- Hamburger et al., 2010) while figure 2 follows studies about perception of advertisement on social media (Trust and Global perception) and Big Five model (Soh, 2006; Wang et al., 2002; Dar et al., 2014).
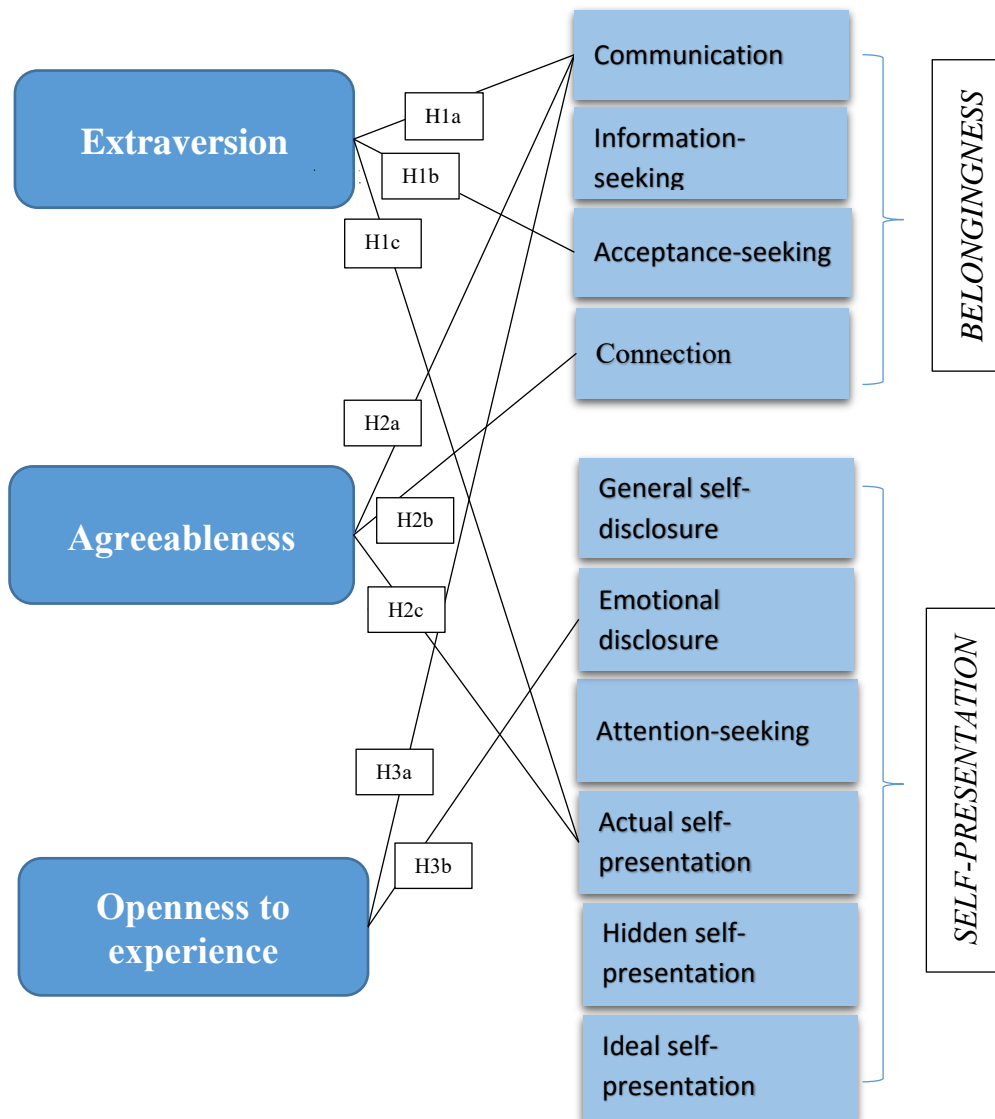
Figure 1: Theoretical model: hypothesized relationships between personality types (Extraversion, Agreeableness and Openness) and motives of use Facebook
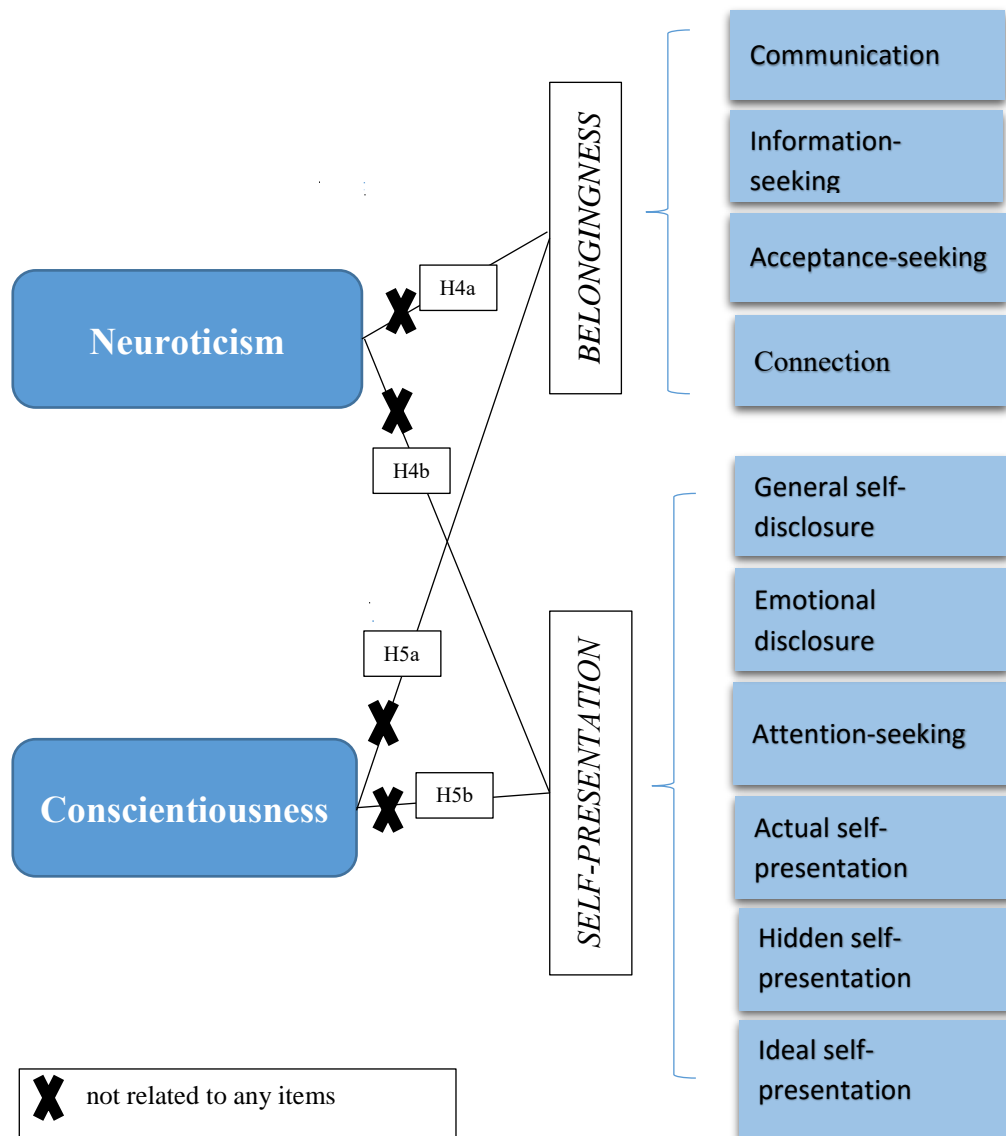
Figure 2: Theoretical model: hypothesized relationships between personality types
(Neuroticism and Conscientiousness) and motives of use Facebook
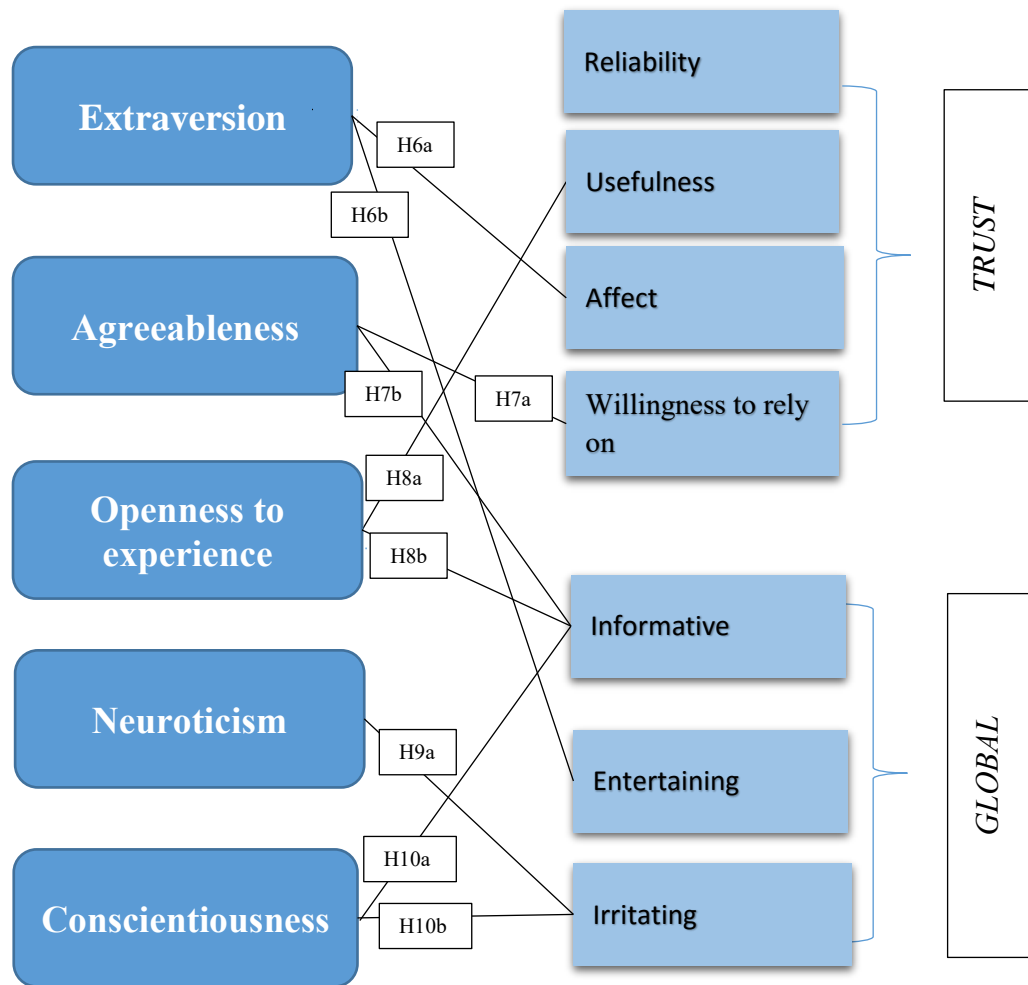
Figure 3: Theoretical model: hypothesized relationships between personality types and perception of online advertisement (Trust and Global)

Chapter 4

METHODOLOGY

4.1 Research Approach

The hypotheses (about dimensions of traits and its link to motives of using Facebook and perception advertisement online) were tested with the aid of questionnaires that were distributed to students and volunteer participants. The questionnaire consist of sets of adjectives for identifying the personality type (Big- Five model) which was created by Goldberg and modified by Saucier (1994) called "Mini-Marker". Questions about the attitude and frequency of using social media (Seidman, 2012) and attitude to advertisements in social media constructed by Soh, Reid, and King's (2006) and adapted by Chi (2011) were also adopted for this study.

The main purpose of the questionnaire was to gather information from respondents about their personality, attitude to Facebook (self- presentation and belongingness to Facebook) and their perception of advertisement online.

Furthermore, survey strategy was used. Among two types of survey, analytical survey was more appropriate for understanding and examining the correlation and testing the hypotheses. Analytical surveys are used generally to test hypotheses or to answer research questions in order to understand the correlation between variables.

4.2 Sample and Data Collection

In order to obtain accurate results, data was collected from international English speaking and Turkish speaking students from Eastern Mediterranean University (EMU). The sample comprised of students from different departments, gender and with no age limitation to get more precise results and to analyze data of the two groups i.e. English speaking students and Turkish speaking students.

4.2.1 Participants and Data Collection Procedures

The survey questionnaire were sent and collected from students of Eastern Mediterranean University (EMU). Two types of questionnaires were used: an online questionnaire was created on web site with the aid of google forms and all answers were available to the creator of the form only. All students followed a link to fill the questionnaire online where they were kindly asked to choose one of the variants closer to them for each question without possibility of skipping any of the questions. Secondly a traditional questionnaire was printed out and was distributed. The online and traditional forms of questionnaire had two versions i.e. English version for English speaking students (Nigerian, students from American schools with good knowledge of language) and a translated Turkish version for Turkish speaking students. The traditional questionnaires were distributed to each student and directly collected after they had been filled. Survey questionnaires were distributed to all participants during 20-31th of December 2016. All the responses were coded from t1 to t76 for Turkish students and from e1 to e74 for English speaking students respectively. Soft copies were printed and distributed between students. However due to missing data, only 150 responses were used (see Appendix A and Appendix B accordingly).

Participants were 150 EMU students: 76 Turkish students and 74 English speaking students (81 males, 69 females, M_{age}= 22.24, SD_{age}= 4.06).

For translation from English to Turkish language the back- translation method for cross cultural researches (Chapman and Carter, 1979) was employed with the help of English- Turkish speaking person who checked, translated and examine the meaning of each word twice i.e. the English and Turkish meaning of each word and sentence.

4.2.2 Confidentiality and Ethical Issues

All information were strictly confident and participation was voluntary and anonymous. Questions about private information were not included in the questionnaire except questions about gender (male/ female) and age of the participants which were free-will to answer. In order to keep the received data secure the data was stored in a safe place and only investigators had access to it when there was a need.

4.3 Materials and Procedure

All the participants were supposed to follow a link sent to them to fill the online survey or choose to fill the printed copy of questionnaire. The questionnaire includes four parts which are divided into groups according to their statement. This partitioning provided better understanding for participants and visually explained the main parts of the survey.

Participants progressed through part of questions:

- Demographic characteristics (personal information) including gender and age of respondents.

- The "Mini- Marker", a brief version of Goldberg's unipolar markers revised by Saucier (1994) supposed to examine the individual personality according to five factors known as "Big Five Model".

- Seidman's (2012) questionnaire about motives for using Facebook such as belongingness and self-presentation.

- Perceptions of social media marketing presented by ADTRUST scale (Chi, 2011) and scale for global perceptions (Cheng et al., 2009) to measure participants' attitude toward social mass media advertisement. More detailed information on these techniques is described below.

4.3.1 Demographic Characteristics

First part (part A) of the questionnaire included some general information about participants like gender and age. Gender was identified by male= 1 and female= 2. Totally 150 students' responses were used (81 males, 69 females). The question about age was an open- question where respondents were meant to write down their age (min_{age}= 17, max_{age}= 46, M_{age}= 22.24). This survey had no age limitation and only students of EMU were allowed and kindly asked to fill this questionnaire regardless age, gender and other personal characteristics.

4.3.2 Big Five

Second part (part B) is based on a brief version of Goldberg's unipolar markers well-constructed by Saucier (1994). In comparison to the full version of Big- Five Markers, Saucier' shorter set require less time in order to keep the interests of participants longer. Participants of the survey were asked to rate themselves on the 40 most robust traits, "Mini-Marker", by using 9-point Likert scales. According to the 9-point Likert scales "1"-is "extremely inaccurate", "2" – "very inaccurate", "3"- moderately inaccurate", "4"- slightly inaccurate", "5"- neither inaccurate nor accurate", "6"- "slightly accurate", "7"- "moderately accurate", "8"- "very accurate" and "9"- is "extremely accurate". Participants of the survey supposed to read very carefully 40 different adjectives related to personal traits (ex. Bold, organized, complex, quiet etc.)

and choose the closest and accurate answer as they see themselves at the moment by selecting most accurate point of Likert scale for each adjective.

The Big Five Model represented by five Factors (α= 0.763, M= 5.78, SD= 30.15). Each Factor (Openness to Experience, Conscientiousness, Extraversion, Agreeableness and Neuroticism) contained their adjectives from 40 set of "Mini Marker" and they were divided into groups related to each one of five factors. This way, openness to experience included creative, imaginative, philosophical, intellectual, complex, deep, uncreative and intellectual adjectives (the results for last two should be reversed due the meaning of the adjective and rules of analyzing the score for each factor). Other adjectives and their belonging to factors are represented in table 1 below.

Table 1: 40 Adjectives with Reversed version for regression analysis

	Extraversion	*Agreeableness*	*Conscientiousness*	*Emotional Stability (Neuroticism)*	*Intellect (Openness)*
Positive:	Talkative	Sympathetic	Organized	Unenvious	Creative
	Extroverted	Warm	Efficient	Relaxed	Imaginative
	Bold	Kind	Systematic		Philosophical
	Energetic	Cooperative	Practical		Intellectual
					Complex
					Deep
Reverse:	Shy	Cold	Disorganized	Moody	Uncreative
	Quiet	Unsympathetic	Sloppy	Jealous	Unintellectual
	Bashful	Rude	Inefficient	Temperamental	
	Withdrawn	Harsh	Careless	Envious	
				Touchy	
				Fretful	

The data from this part shows individual's personality which later showed whether or not the hypothesis about direct relationships between personal traits and perception of online advertisement was accepted. Descriptive statistics is shown in table 2 below.

Table 2: Descriptive statistics of the Big Five Model

	Extraversion	*Agreeableness*	*Conscientiousness*	*Neuroticism*	*Openness*
M	5.78	6.22	5.63	5.55	5.73
SD	1.39	1.21	1.15	1.15	1.31

Agreeableness and Conscientiousness have a lowest SD (1.15), while Extraversion has a higher SD= 1.39. Mean for each personality type is varying between 5.55 and 5.78.

4.3.3 Belongingness and Self- presentation

Part C of the questionnaire included questions about belongingness and self – presentation by using Facebook and frequency of use which were conducted by Seidman (2012). The Seidman's questionnaire is about influence of personality and social media motivations and use.

This part of the questionnaire had two subdivisions: belongingness and self-presentation. In order to understand the intensity to which respondents used Facebook to contribute to belongingness, part four scales were included to evaluate belongingness behavior (information- seeking and communication) and for assessing motives, connection/ caring and acceptance-seeking were used. Belongingness (α= 0.834, M= 4.2, SD=10.9) includes totally 10 statements about frequency of using Facebook and motives where participants rated frequency and motions by using 7-point Likert scales. Questions about information- seeking (α= 0.692, M= 3.33, SD=

1.23) included viewing others profiles, viewing photos of others online and checking feeds of news. Questions about communication (α= 0.843, M= 4.74, SD= 1.55) consisted of two items: writings as well as commenting on others walls. Connection/caring (α= 0.704, M= 4.07, SD= 1.43) consisted of items such as posting to feel closer to others, support others and show caring for others. Acceptance- seeking (α= 0.809, M= 5.13, SD= 1.73) was assessed by items: posting to feel included, posting to make others to feel closer to oneself and posting to feel included.

Self-presentation (α= 0.942, M= 4.4, SD=26.95) included more motives for presenting yourself which involved six scales, where two represented self- presentation behavior (GSD, emotional disclosure), another representing attention-seeking and three scales representing different self- aspects (actual, hidden and ideal self- presentation). To rate this part, a 7-point Likert scale was used. Self- presentation part consisted of 22 statements of frequency of Facebook usage and examined questions about motives of self- presentation. General self- disclosure (α= 0.864, M= 4.33, SD= 1.43) considered updating profile, changing status, posting about daily event, posting about special events, posting of photographs of special events and posting of photographs of daily events as a six major items. Emotional disclosure (α= 0.800, M= 5.04, SD= 1.72) was assessed by two items: venting frustration and posting some information about private life or "drama in life". Attention-seeking (α= 0.852, M= 5.12, SD= 1.83) had two items: getting attention and showing off. For assessing expression of the actual self- presentation (α= 0.830, M= 4.27, SD= 1.41), respondents reported how frequently they posted photographs, posted status updates, used Facebook for expression yourself "who I really am" and updated profile. Hidden self- presentation (α= 0.844, M= 4.48, SD= 1.5) used the similar four items as "aspects of myself that I do not feel confident

and comfortable to express offline". For ideal self- presentation (α= 0.841, M= 4.21, SD= 1.48) represented as "the way I would like to be".

To complete part C participants were to choose the best description according their feelings about frequency of doing represented statements by using 7-point Likert scale (with "1- always", "2- very often", "3- often", "4- sometimes", "5- rarely", "6- very rarely" and "7-never").

4.3.4 Perceptions of Social Media Marketing

In order to measure the level of perception of social media advertisement the ADTRUST scale (Soh et al., 2009) and Global perceptions of Facebook advertising (Cheng et al., 2009) were taken as a basis. The scale consisted of trust items i.e. reliability, usefulness, affect and willingness to rely on; while global included three items: informative, entertaining and irritating.

The trust is measured by ADTRUST scale (α= 0.891, M= 2.89, SD=11.06), which differentiates cognitive, affective as well as behavioral aspects of trust. (Chi, 2011) The four sets of trust: reliability, willingness to rely on social media marketing (SMM), usefulness and affect of SMM included sixteen items totally. Reliability (α= 0.876, M= 2.704, SD= 0.89) represented by six items about Facebook advertisement: Facebook advertisement is reliable, Facebook advertisement is credible, Facebook advertisement is dependable, Facebook advertisement is accurate, Facebook advertisement is truthful and Facebook advertisement is honest. Usefulness (α= 0.724, M= 3.05, SD= 0.91) consisted of three items: Facebook advertisement is valuable, Facebook advertisement is useful, and Facebook advertisement is good. Affect (α= 0.683, M= 3.04, SD= 0.91) was assessed by three items: Facebook advertisement is enjoyable, Facebook advertisement is likable and Facebook

advertisement is positive. Willingness to rely on Facebook advertising (when making purchase decisions) ($\alpha= 0.710$, M= 2.92, SD= 0.78) consisted of four items: to convey information, to make purchase- related decisions, to consider the conveyed information, to recommend the product or service.

Global perceptions ($\alpha= 0.796$, M= 2.9, SD=0.57) of advertising Facebook were conducted for evaluation of the extent to which social media advertisement was informative, irritating and entertaining. (Chi, 2011) A total of 17 statements were parts of global perceptions. Informative ($\alpha= 0.780$, M= 3.03 , SD=0.78) represented by six items on Facebook advertisement (FA), that it is a convenient source of product information, it makes information immediately accessible, advertisement on Facebook informs about latest products, supplies relevant product information, it is a good source of up-to-date information and helps to get special product price news. Entertaining ($\alpha= 0.797$, M= 2.9, SD= 0.74) comprised six items as general statements: FA helps to know product' reflection of persons personality, it take pleasure in thinking about what users see, hear or read in FA, Facebook advertisement is more interesting than other media, and tells about others' preferences, usually makes people laugh, and from FA, users can learn about fashion etc. Last scale, irritating ($\alpha= 0.852$, M= 2.83, SD= 0.96) consisted of five statements: Facebook advertisement is confusing, Facebook advertisement is annoying, Facebook advertisement is irritating, Facebook advertisement is deceptive, users consider them as unwelcome interruption.

Five- point Likert scale was used for assessing this part, where "1 - strongly disagree", "2- disagree", "3- neutral", "4- agree" and "5- strongly agree". Respondents were supposed to select the best option according to their opinion about Facebook advertising.

Table 3: Numbers of items for each scales

		α	M	SD	№ of items
	Big Five	0.763	5.78	30.15	**40**
Belongingness		0.834	4.19	10.9	**10**
	Communication	0.843	4.74	1.55	2
	Information-seeking	0.692	3.33	1.23	3
	Acceptance-seeking	0.809	5.13	1.73	2
	Connection	0.704	4.07	1.43	3
Self-presentation		0.942	4.46	26.95	**22**
	GSD	0.864	4.33	1.43	6
	Emotional disclosure	0.800	5.04	1.72	2
	Attention-seeking	0.852	5.12	1.83	2
	Actual self-presentation	0.830	4.27	1.41	4
	Hidden self-presentation	0.844	4.48	1.5	4
	Ideal self-presentation	0.841	4.21	1.48	4
Trust		0.891	2.89	11.06	**16**
	Reliability	0.876	2.70	0.89	6
	Usefulness	0.724	3.05	0.91	3
	Affect	0.683	3.04	0.91	3
	Willingness to rely on	0.710	2.92	0.78	4
Global		0.796	2.93	0.57	**17**
	Informative	0.780	3.03	0.78	6
	Entertaining	0.797	2.9	0.74	6
	Irritating	0.852	2.83	0.96	5

Chapter 5

DATA ANALYSIS AND RESULTS

This chapter examines the results of the current study. Statistical Package for Social Sciences (SPSS) was used for the analysis of the data collected, the Personality traits were taken as independent variables (Extraversion, Openness to experience, Agreeableness, Neuroticism and Conscientiousness). Dual–factor model (belongingness and self-presentation) and Perception of online advertisement (trust and global) were chosen as dependent variables. Both openness to experience and agreeableness were found strongly correlated with belongingness and self-presentation and at the same time there were positive correlations between Extraversion and belongingness; Conscientiousness and self-presentation. Trust was strongly correlated with Extraversion, Openness to Experience and Agreeableness; while Global was strongly correlated with Openness to Experience and negatively correlated with Conscientiousness and Neuroticism. A positive relations was found between the Dual- factor model (belongingness and self-presentation), Trust and Global perception.

Cronbach alpha, means and standard deviations were calculated in order to determine and conduct reliability test and correlation analysis. The linear regression analyses was implemented in order to investigate the relationships between the set of independent and dependent variables.

5.1 Descriptive Statistics

In descriptive statistics the data was examined to understand their nature and basic characteristics. 190 questionnaires were distributed to Turkish and English speaking students, 180 were returned with a response rate of 96% approximately. Missing data in the returned questionnaire reduced the usable number of questionnaires to 150. Number of male students was higher than the female students (Table 4): 81 (54%) men over 69 (46%) women. No missing data was presented in this survey. The total number of respondents (150 students) included and Turkish and English speaking students.

Table 4: Gender of the respondents

	Gender	Frequency	Percent (%)
1	Male	81	54.0
2	Female	69	46.0
	Missing	0	0
	Total	150	100.0

Age statistics (Table 5) shows that the minimum respondents' age was 17 and maximum was 46 which and also explained that the most common average age for students was between 18- 27. The most frequent age interval started from 18 to 25. The most frequent age of users wass 22 (18%), 20 (14%) and 21 (12.7%).

Table 5: Age distribution of the respondents

Age	Frequency	Percent (%)
17	3	2.0
18	15	10.0
19	17	11.3
20	21	14.0
21	19	12.7
22	27	18.0
23	11	7.3
24	9	6.0
25	6	4.0
26	2	1.3
27	4	2.7
28	3	2.0
29	3	2.0
30	5	3.3
32	2	1.3
33	1	.7
36	1	.7
46	1	.7
Total	150	100.0

Table 6 shows the frequency distribution of the survey responses. Two types of survey were conducted: Turkish and English questionnaires.

Table 6: Survey type distribution of the respondents.

	Frequency	Percent (%)
1. **Turkish**	76	50.7
2. **English**	74	49.3
Total	150	100.0

The Turkish (50.7 %) with 76 responses were higher than the English (49.3 %) with not much difference.

5.2 Hypotheses Testing

To test the hypotheses, the analysis of correlations between personality traits (Extraversion, Openness to experience, Agreeableness, Neuroticism and Conscientiousness), dual–factor model (belongingness and self-presentation) and Perception of online advertisement (trust and global) was conducted, and the second correlation analysis of demographic indicators (age and gender) with personality traits.

5.2.1 Correlation Analysis: Personality Traits, Dual-Factor Model and Perception of Online Advertisement

Tables 7 and 8 presents means, standard deviations and correlations between personal traits, dual-factor model and perception of online advertisement as a group in general. Pearson correlation coefficient was applied to measure the quality of linear relationship between represented variables. Standard deviation and mean of each factors have been calculated and represented in table 8.

Table 7: Correlation between study variables

		Extraversion	Openness to experience	Coscientiousness	Agreeableness	Neuroticism	Belongingness	Self-presentation	Trust	Global
Extraversion	Pearson Correlation	1								
	Sig. (2-tailed)									
	N	150								
Openness to experience	Pearson Correlation	.061	1							
	Sig. (2-tailed)	.455								
	N	150	150							
Coscientiousness	Pearson Correlation	.240**	.227**	1						
	Sig. (2-tailed)	.003	.005							
	N	150	150	150						
Agreeableness	Pearson Correlation	.208*	.304**	.372**	1					
	Sig. (2-tailed)	.010	.000	.000						
	N	150	150	150	150					
Neuroticism	Pearson Correlation	.303**	-.144	.299**	.257**	1				
	Sig. (2-tailed)	.000	.078	.000	.002					
	N	150	150	150	150	150				
Belongingness	Pearson Correlation	.198*	.243**	.085	.297**	.025	1			
	Sig. (2-tailed)	.015	.003	.302	.000	.760				
	N	150	150	150	150	150	150			
Self- presentation	Pearson Correlation	.111	.294**	.173*	.439**	.036	.677**	1		
	Sig. (2-tailed)	.177	.000	.034	.000	.663	.000			
	N	150	150	150	150	150	150	150		
Trust	Pearson Correlation	.028	.137	-.101	.103	-.042	.257**	.182*	1	
	Sig. (2-tailed)	.734	.094	.221	.208	.614	.002	.026		
	N	150	150	150	150	150	150	150	150	
Global	Pearson Correlation	-.002	.273**	-.225**	.074	-.185*	.326**	.186*	.453**	1
	Sig. (2-tailed)	.981	.001	.006	.369	.023	.000	.023	.000	
	N	150	150	150	150	150	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 8: Means and Standard Deviation (SD) of study variables

	Variables	Mean	SD
Personality traits	Extraversion	5.78	1.39
	Openness to experience	5.73	1.30
	Conscientiousness	5.63	1.15
	Agreeableness	6.22	1.21
	Neuroticism	5.55	1.15
Dual-factor model	Belongingness	4.19	1.09
	Self- presentation	4.46	1.22
Perception of online advertisement	Trust	2.89	.69
	Global	2.94	.57

Table 7 shows the correlation between the variables. Presented table shows strong positive correlations between Personality traits and the Dual- factor model. Belongingness, openness to experience (with coefficient .243) and Agreeableness (with coefficient .297) showed strong positive correlations while Extraversion (with coefficient .198) was positively correlated with belongingness. Self-presentation factor, openness to experience, conscientiousness and agreeableness were found to be positively correlated. Openness to experience (with coefficient .294) and agreeableness (with coefficient .439) showed strong positive correlation. However, Conscientiousness (with coefficient .173) was positively correlated with self-presentation.

Three personality traits: Openness to experience, Conscientiousness and Neuroticism, were correlated with regards to the global perception of online advertisement. Although, none of the personality factors showed a significant correlation with trust as a general factor. While Openness to experience (with coefficient amounted at .273) showed strong positive correlation with global perception, negative correlations was found between Conscientiousness (with coefficient amounted at -.225) and Neuroticism (with coefficient amounted at -.185) with global perception.

Any personal traits from the Big Five Model showed any relations to trust as a group which combined all dimensions of trust (reliability, usefulness, affect and willingness to rely on), while Openness to experience was positively correlated with global perception. Conscientiousness and Neuroticism were negatively correlated. Global and openness to experience (with coefficient .273) showed strong positive correlation. Conscientiousness (with coefficient -.225) and Neuroticism (with coefficient -.185) showed negative correlations.

5.2.1.1 Correlation Analysis: Personality Traits and Dual-Factor Model

Tables 9 and 10, presented below, shows more detailed correlations between the studied variables and sub-variables. Table 9 presents the correlation table between personality traits and belongingness, while table 10 shows relations between personality traits and self-presentation

Table 9: Correlations between personality traits and belongingness

	Variables	Mean	SD	1	2	3	4	5	6	7	8	9
Personality traits	1 Extraversion	5.78	1.39	-								
	2 Openness to experience	5.73	1.30	.061	-							
	3 Conscientiousness	5.63	1.15	.240**	.227*	-						
	4 Agreeableness	6.22	1.21	.208*	.304*	.372*	-					
	5 Neuroticism	5.55	1.15	.303*	-.144	.299**	.257**	-				
Belongingness	6 Information- seeking	3.33	1.23	.034	.142	.026	.180*	.029	-			
	7 Communication	4.74	1.55	.130	.235**	-.018	.203*	-.067	.411*	-		
	8 Acceptance- seeking	5.13	1.73	.303*	.275**	.073	.244**	.084	.339**	.555**	-	
	9 Connection	4.07	1.43	.137	.104	.149	.257**	.020	.316**	.281**	.614**	-

Significance of variables at level:

$^*p < 0.05$ (2-tailed).

$^{**}p < 0.01$ (2-tailed).

Table 10: Correlations between personality traits and self-presentation

	Variables	Mean	SD	1	2	3	4	5	6	7	8	9	10	11
Personality traits	1 Extraversion	5.78	1.39	-										
	2 Openness to experience	5.73	1.30	.061	-									
	3 Conscientiousness	5.63	1.15	.240**	.227**	-								
	4 Agreeableness	6.22	1.21	.208*	.304**	.372**	-							
	5 Neuroticism	5.55	1.15	.303**	-.144	.299**	.257**	-						
Self-presentation	6 General self-disclosure	4.32	1.43	.100	.221**	.140	.418**	.065	-					
	7 Emotional disclosure	5.04	1.72	.100	.329**	.181*	.304**	.052	.609**	-				
	8 Attention- seeking	5.12	1.83	.177*	.262**	.135	.391**	.018	.540**	.586**	-			
	9 Actual self- presentation	4.27	1.41	.105	.163*	.078	.271**	-.006	.704**	.519**	.567**	-		
	10 Hidden self-presentation	4.48	1.50	.046	.316**	.210	.387**	.091	.538**	.575**	.459**	.523**	-	
	11 Ideal self- presentation	4.21	1.48	.046	.190*	.110	.322**	-.058	.620**	.534**	.547**	.620**	.602**	-

Significance of variables at level:

* $p < 0.05$ (2-tailed).

** $p < 0.01$ (2-tailed).

Two out of five personal traits indicated positive correlations with communication: Openness to experience and Agreeableness. Information-seeking was positively related to Agreeableness, while acceptance- seeking and connection showed a strong positive correlation to Agreeableness. In the case of acceptance-seeking, it is clearly that there is a positive correlation with Extraversion and Openness. With regards to Extraversion, acceptance-seeking (with coefficient .303) showed positive correlations, which supports H1 (b). Openness to experience had a strong positive correlation with communication (with coefficient .235) which supports H3 (a) and acceptance-seeking (with coefficient .275). Agreeableness indicated strong positive correlation with connection (with coefficient .257), which supports H2 (b) and acceptance-seeking (with coefficient .244); and positive correlation was found with communication (with coefficient .203), as it was stated in H2 (a). However, Conscientiousness and Neuroticism did not show any correlation with the studied variables from belongingness factor, which support H5 (a) and H4 (a) respectively.

Positive strong correlation was found between general self-disclosure and openness to experience (with coefficient .221) and agreeableness (with coefficient .418). Emotional disclosure had strong positive correlation with openness to experience (with coefficient .329), which support H3 (b), and with agreeableness as well (with coefficient .304). Positive correlation was found between conscientiousness and emotional disclosure (with coefficient .181). Agreeableness indicated a strong positive correlation with actual self-presentation (with coefficient .251), which supports H2 (c). Openness to experience had strong positive correlation with emotional disclosure (with coefficient .329) which supports H3 (b) while hidden self-presentation had strong positive correlation with openness to experience (0.316) and agreeableness

(with coefficient .387). No correlation at all was found between Neuroticism and all of other variables, which supports H4 (b).

5.2.1.2 Correlation Analysis: Personality Traits and Perception of Online Advertisement

Table 11 represents the correlation between personality traits and perception of online advertisement. Personality traits include Extraversion, Agreeableness, Openness to experience, Conscientiousness and Neuroticism. Perception of online advertisement consist of Trust and Global. Trust consist of reliability, usefulness, affect, willingness to rely on, while Global includes informativeness, entertaining and irritating.

Three out of four Trust' dimensions: reliability, affect and willingness to rely on did not show any positive or negative correlation with personality traits. Only trust' dimension- Usefulness (0.181) was positively correlated with Openness to experience, which support H8 (a). Additionally, Openness to experience showed strong positive correlations with informativeness (with coefficient .236), which supports H8 (b); there was a strong positive correlation between Openness and irritating (with coefficient .237). Agreeableness was positively correlated with informativeness (with coefficient .173) which gives support to H7 (b). Strong negative correlation was found between irritating (with coefficient -.247) and Neuroticism.

Table 11: Correlations between Personality Traits and Perception of online advertisement

	Variables	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12
Personality traits	1 Extraversion	5.78	1.39	-											
	2 Openness to experience	5.73	1.30	.061	-										
	3 Conscientiousness	5.63	1.15	.240**	.227**	-									
	4 Agreeableness	6.22	1.21	.208*	.304**	.372**	-								
	5 Neuroticism	5.55	1.15	.303**	-.144	.299**	.257**	-							
Trust	6 Reliability	2.70	0.89	-.009	.041	-.109	.044	-.048	-						
	7 Usefulness	3.05	0.91	-.003	.181*	-.070	.048	-.013	.568**	-					
	8 Affect	3.04	0.91	.097	.136	-.048	.124	.025	.494**	.654**	-				
Global	9 Willingness to rely on	2.92	0.78	.032	.137	-.067	.140	-.076	.422**	.395**	.437**	-			
	10 Informativeness	3.03	0.78	.036	.236**	-.152	.173*	-.017	.336**	.509**	.335**	.433**	-		
	11 Entertaining	2.93	0.74	-.028	.058	-.157	.022	-.116	.464**	.411**	.397**	.499**	.569**	-	
	12 Irritating	2.83	0.96	-.012	.237**	-.158	-.040	-.247**	-.106	-.051	-.107	-.014	.049	.056	-

Significance of variables at level:

[*]$p < 0.05$ (2-tailed).

[**]$p < 0.01$ (2-tailed)

5.3 LINEAR REGRESSION

Concerning testing the effects of the studied variables i.e. independent variables and dependent variables, regression analysis was conducted.

Table 12 and 13 shows the results of regression analysis between studied variables and Big Five as predictors. Both tables consist of regression coefficients, standard error and R^2 change. Gender and age the participants reported were entered as control variables in step 1. The Big Five variables were included in 2nd step.

For all variables except general self- disclosure, emotional disclosure, attention-seeking, actual and ideal self- presentation all the Big Five traits were indicated as significant beyond the control variables. Informative and irritating variances of global perception of online advertisement did not show any significance beyond the control variables.

5.3.1 Regression Analysis of the Effects of Big Five Traits on Belongingness and Self-Presentation

In order to explore the effects of Big Five personality types on belongingness and self-presentation, linear regression analysis was conducted.

5.3.1.1 Belongingness and Self- presentation

Table 12 consists of five personality traits: Extraversion, Agreeableness, Openness, Neuroticism and Conscientiousness as predictors and dimensions of belongingness and self- presentation as dependent variables. So, age, gender and Big Five traits explains and shows significant impact on variables of belongingness, for example, control variables and Big Five traits explains 19.8 % of changes in acceptance-seeking, 10.2 % of changes in connection. Addition of information- seeking, it created only 6.5 % of changes, but still showing a significant result. However, no impact of control variables were found on independent variables in case of self- presentation.

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In order to see the effect on self- presentation dimensions (GSD, emotional disclosure, attention- seeking, actual self- presentation, and hidden and ideal self- presentation), predictors and control variables mostly did not create any significant changes, only actual self- presentation can be explained by 9.4% of changes that is not that significant.

Table 12 presents as well changes in coefficients of studied variables. Extraversion showed positive and significant beta and explained changes in acceptance- seeking by 29.9 %. On the other hand, Communication (belongingness) and actual self- presentation (self-presentation) did not show any dependence on changes in Extraversion.

Agreeableness: dependent variables of belongingness: communication, connection and all variables of self-presentation: GSD, emotional disclosure, attention-seeking, actual self- presentation, hidden and ideal self-presentations showed positive and significant betas, and these positive changes in those variables can be explained by changes in Agreeableness by 24.4%, 27.8% (belongingness dependent variableness) and 48.8 %, 26.8 %, 52.5%, 31.8%, 39.5% and 39.9 % (self-presentation variables) respectively.

Openness: Openness showed a positive effect on communication and acceptance- seeking (belongingness) and explained positive changes by 22.1% and 34.1% respectively. Also, openness had effect on emotional disclosure and hidden self- presentation and explained positive changes by 35.9% and 26.1% respectively.

Neuroticism and Conscientiousness did not show significant betas to the studied dependent variables and also didn't show any effect on belongingness and self-presentation variables.

5.3.1.2 Trust and Global Perception of Online Advertisement

Table 13 consists of five personality traits: Extraversion, Agreeableness, Openness, Neuroticism and Conscientiousness as predictors and dimensions of trust and global perception as dependent variables. Thus, age, gender and Big Five traits explained and showed significant impact on variables of trust (reliability, usefulness, affect, and willingness to rely on), for example, control variables and Big Five traits explained 3.6 % of changes in reliability, 5.1 % of changes in usefulness and 5.3% in affect.

In order to see the effect on global dimensions (informative, entertaining and irritating), predictors and control variables mostly did not create any significant change, only entertaining showed positive significant change which can be explained by 8.7%.

Table 12: Regression results of Dual- factor model (belongingness and self- presentation) behaviors and motives

	Criterion variables	Extraversion	Agreeableness	Openness	Neuroticism	Conscientiousness	ΔR^2
				Predictors B (SE)			
Belongingness	Information-seeking	0.023(0.080)	0.159(0.095)+	0.087(0.085)	-0.001(0.106)	-0.112(0.101)	.065*
	Communication	0.155(0.099)	0.244(0.118)*	0.221(0.104)*	-0.119(0.131)	-0.188(0.125)	.109+
	Acceptance-seeking	0.299(0.105)**	0.206(0.124)	0.341(0.110)**	0.109(0.138)	-0.127(0.132)	.198+
	Connection/caring	0.068(0.092)	0.278(0.109)**	0.017(0.096)	-0.063(0.121)	0.119(0.115)	.102+
Self-presentation	General self- disclosure	0.070(0.086)	0.488(0.102)**	0.101(0.091)	-0.099(0.114)	-0.052(0.108)	.205
	Emotional disclosure	-0.021(0.106)	0.268(0.126)**	0.359(0.111)**	0.116(0.140)	0.075(0.133)	.177
	Attention-seeking	0.143(0.111)	0.525(0.132)**	0.205(0.117)	-0.086(0.147)	-0.054(0.140)	.196
	Actual self- presentation	0.101(0.091)	0.318(0.108)**	0.075(0.096)	-0.132(0.120)	-0.044(0.114)	.094+
	Hidden self- presentation	-0.038(0.091)	0.395(0.107)**	0.261(0.095)**	0.020(0.120)	0.078(0.114)	.207
	Ideal self- presentation	-0.015(0.093)	0.399(0.110)**	0.084(0.098)	-0.139(0.123)	0.036(0.117)	.137

ΔR^2 represents ΔR^2 from step 1 to 2nd step.

*$p < 0.05$,
**$p < 0.01$,
+$p < 0.10$.

Table 13 presents as well changes in coefficients of studied variables. In case of trust variables, only openness showed positive and significant beta on usefulness and explained changes in usefulness by 15.3 %. None of the other Big Five personalities showed significance (neither positive nor negative betas).

In case of global perception, Agreeableness showed positive and significant beta and explained changes in informative variable by 11.3 %. The other variables did not show significant betas and dependence on Agreeableness.

Openness: Openness showed positive effect on informative and irritating variables and explained positive changes by 18.2% and 17.3% respectively.

Neuroticism showed negative significant beta and explained negative changes in irritating variable by 22.1%. None of the other variables showed dependence on changes in Neuroticism.

Conscientiousness showed negative significant betas to informative and irritating variables, those informative and irritating dependent variables can be explained by negative changes in Conscientiousness by 18.4 % and 16.3 % respectively.
However, trust dependent variables and global dependent variables did not show any dependence on changes in Extraversion.

Table 13: Regression results of perception of online advertisement

	Predictors B (SE)					
	Criterion variables	**Extraversion**	**Agreeableness**	**Openness**	**Neuroticism**	**Conscientiousness**	**ΔR^2**
Trust	Reliability	0.010(0.059)	0.079(0.070)	0.037(0.062)	-0.030(0.078)	-0.090(0.074)	.036*
	Usefulness	-0.008(0.060)	0.018(0.072)	0.153(0.063)*	0.052(0.080)	-0.105(0.076)	.051*
	Affect	0.048(0.060)	0.078(0.072)	0.097(0.063)	0.048(0.080)	-0.120(0.076)	.053*
	Willingness to rely on	0.027(0.051)	0.119(0.061)+	0.067(0.054)	-0.057(0.068)	-0.079(0.064)	.063+
Global	Informative	-0.004(0.048)	0.113(0.057)*	0.182(0.050)**	0.076(0.063)	-0.184(0.060)**	.184
	Entertaining	-0.005(0.048)	0.065(0.057)	0.048(0.050)	-0.037(0.063)	-0.082(0.060)	.087*
	Irritating	0.097(0.059)	-0.003(0.070)	0.173(0.062)**	-0.221(0.078)**	-0.163(0.074)*	.177

ΔR^2 represents ΔR^2 from step 1 to 2nd step.
    * $p < 0.05$,
    ** $p < 0.01$,
    + $p < 0.10$.

The table below represents the summary of the hypotheses (see Chapter 3), that have

been either supported or not.

Table 14: Summary of hypotheses

Extraversion: H1	a.	Rejected
	b.	Accepted
	c.	Rejected
Agreeableness: H2	a.	Accepted
	b.	Accepted
	c.	Accepted
Openness: H3	a.	Accepted
	b.	Accepted
Neuroticism: H4	a.	Accepted
	b.	Accepted
Conscientiousness: H5	a.	Accepted
	b.	Rejected
Extraversion: H6	a.	Rejected
	b.	Rejected
Agreeableness: H7	a.	Rejected
	b.	Accepted
Openness: H8	a.	Accepted
	b.	Accepted
Neuroticism: H9	a	Rejected
Conscientiousness: H10	a.	Rejected
	b.	Rejected

Chapter 6

DISCUSSIONS AND CONCLUSIONS

This last chapter is divided into few sections: short summary of the current study, the results of the study, discussion of findings, limitation and recommendations. The first part includes a brief content of the current thesis. The second part discusses the findings of the study. The last part discusses limitation and suggestions for future research.

6.1 Summary of the study

The purpose of the current study is to find the effect and relationships between personality types of Big Five model (Extraversion, Agreeableness, Openness, Neuroticism and Conscientiousness) and motives for using Facebook as an example of social media; the second part was to find the relationships between personality types of Big Five model and Perception of online advertisement. The main purpose is to explore these relationships if they link. Does personality affect the use of Facebook and how students perceive online advertisement according their personality types?

6.2 The Results of the Study

Analyses were conducted respectively to support or reject presented hypotheses (see Chapter 3) based on literature review and survey and also examined the relations between Big Five model with motives for using Facebook and perception of online advertisement. Thus, obtained results can be discussed and interpreted as following in this chapter.

6.2.1 How Does Big Five Affect the Use of Social Media (Facebook) and Motives?

Extraversion, according to hypothesis H1 was associated with communication, acceptance- seeking (belongingness) and actual self- presentation (SP), however results show only relations to acceptance- seeking. Contrary to hypothesis H1a and H1b extraversion was not associated with communication and actual self- presentation, as it was explored and studied by Seidman (2012) and Gosling et al. (2011). On the other hand, the relationships between extraversion and actual self- presentation was supported and studied by Seidman (2012) and Amichai-Hamburger et al.,(2008).

Agreeableness was related to communication, connection (belongingness) and actual self- presentation (SP), which is supported by Seidman' (2012), Marshal et al.' (2015) and Bachrach et al.' (2012) studies. While some studies showed a link between Agreeableness and attention- seeking (SP) (Seidman, 2012; Marshal et al., 2015), current findings did not show any relationship between these variables, which can be explained by respondents' purpose and motives for using Facebook.

Openness to experiences was positively associated with communication (belongingness) and emotional disclosure (SP) as shown in hypothesis H3. Correa et al. (2010) and Blachnio et al. (2013) correlated Openness to experience with a greater use of social media with the main need in communication and information- seeking purposes (belongingness) as it was studied by Ross et al (2009) and Correa et al. (2012). Contrary to these predictions, current study shows no relations between Openness and information-seeking, but strong relation to hidden self- presentation which is surprising because none of the found studies were emphasizing this relations

In support of H4 and H5, Neuroticism and Conscientiousness were to belongingness and self- presentation. Blachnio et al. (2013) and Blumer & Doring (2012) found a negative correlation with use of social media and Internet in general for neurotic and conscientiousness people. On the other hand, Seidman (2012), Correa et al. (2010) and Ross et al. (2009) positively associated neuroticism with the motion and frequency use of Facebook. Contrary to these findings Neuroticism did not show any relevance and relationship. Ross et al. (2009) and Blachnio et al. (2013) as well examined relationships between Conscientiousness and Facebook and didn't find any relations with online contact and frequency of using Facebook.

6.2.2 How Does Big Five Affect the Trust and the Global Perception of Online Advertisement?

Big Five model had an effect on trust and global perception. However, not all predictions and hypotheses were supported. Contrary to hypothesis H1 Extraversion was not related to affect (trust) and entertaining (global). Even though Extraversion was associated to greater Facebook use especially for entertaining purposes and this type of personality was related to be sensitive to promotion (John et al., 2008; Amichai-Hamburger et al., 2008), no relationships were indicated.

In support to H7, Agreeableness was positively associated with willingness to rely on (trust) and informative (global). Agreeableness is associated to trust and cooperation (Seidman, 2012; Marshal et al., 2015), however, the relationships with willingness to rely on are not strong.

Openness to experience, in accordance with hypothesis 8 was positively associated to usefulness (trust) and informative (global). Correa et al. (2010) and Blachnio et al. (2013) explored and indicated a strong relations between Openness and use of social

media. As Dar et al. (2014) and Cheng et al. (2009) mentioned, informative perception is more about making users aware and provide necessary information for them, while it will valuable for individuals with high score on Openness.

Neuroticism is negatively associated with general use of Internet and social media (Facebook) respectively. This proves that neurotic people do not use Internet and consider any advertisement online irritating (Dar et al., 2014; Ross et al., 2009) which is contrary to H9. Conscientious people as find advertisement more irritating, but not informative, contrary to H10 (a). Contrary to Soh's (2006) and Ryan & Xenos' (2011) predictions, Conscientiousness showed negative relationship with informative (global) perception.

6.3 Discussion of Findings

Overall, the current study showed positive results and mostly all the predictions and hypotheses were supported. The results showed that different personality types have different motives for Facebook usage, and all these relationships were studied before. Internet and Facebook as example of social media are becoming more popular and becoming part of our lives. The growth of the overall usage of Facebook, online advertisements is increasing their roles and taking more place in online virtual lives.

The current study shows that individuals with high scores on Agreeableness and Openness are the best predictors for belongingness. Motivation to belong is strong in Agreeable individuals which means Facebook helps them to meet their own needs in communication online and connection. Openness was surprisingly highlighted as predictors of acceptance-seeking and communication as well. For self-presentation the best predictor is Agreeableness. Neuroticism and Conscientiousness did not show any

relationship and effect on belongingness and self-presentation. As it was explored by Ross et al. (2009) and Blachnio et al. (2013) conscientiousness was not related to the use of Facebook and Internet in general; for Neurotic individuals as well, general Internet usage and especially frequency of using Facebook was not related (Blumer and Doring, 2012; Correa et al., 2010; Ross et al., 2009).

The relationships between Big Five and perception of online advertisement shows that different individuals perceive online advertisement differently. Extraverted individuals did not show any relationship with trust and global perception, while for trust the best predictor was high Openness. Although, openness did not show strong relationships, high Openness is related to usefulness of online advertisement. Additionally, high Openness was the best predictor for global perception. High Openness showed strong relations with informativeness of online advertisement, but this type of personality find online advertisement irritating. Surprisingly, low Conscientiousness and low Neuroticism were predictors of irritating. Those individuals with low Neuroticism and low Conscientiousness do not find advertisement irritating as it was predicted.

The current study was focused more on motivation and perception and taking into consideration the age of respondents (average age is 22) which did not show strong relationship between personality types and perception of advertisement on social media especially in trust.

6.4 Limitations

There were several limitations to this study. The major limitation is the reliability of correct responses on questionnaire. Two groups of students were asked to fill the

questionnaire: Turkish students responded to the Turkish version of the questionnaire, while English speaking students responded to the English version of the questionnaire. There might be some misunderstanding in last part of the questionnaire about perception of online advertisement due to the length of the questionnaire the respondents felt less interested in answering last part of the questionnaire.

Furthermore, the questionnaire included only questions about personality, motives for using Facebook and the attitude and perception towards advertisement online and there were no questions about frequency of using Facebook.

The Dual- factor model was used as model for belongingness and self- presentation motives for using Facebook. Only proposed motions and motivation were used, while respondents may use Facebook for other purposes, so future researchers may expand the list of variables and ask or make research what else can be important and used as motives for using Facebook.

Another limitation is not using the full version of Goldberg's unipolar markers revised by Saucier (1994) to examine the personality types.

6.5 Implication and Recommendations to Managers

It is very important to study the influence of personality types on online advertisement, because different people react differently to online advertisement. As the result shows, individuals with high Openness pay attention on usefulness and informativeness of advertisement and find online advertisement on Facebook irritating. Those individuals rely on information included in the advertisement, thus it is better to focus on informative, useful information and provide more detailed information about product

or service advertised. However for high Agreeable individuals, it is better to focus on reliability and informativeness of the advertisement.

For attracting attention of users to online advertisement, the best way is to focus on informativeness of advertisement i.e. to provide more information and at the same time not putting the banner or advertisement on the whole page not to distract users.

Neurotic and Conscientious individuals are not frequent users of Facebook and Internet in general and they have negative effect on irritating so, they do not pay attention to the advertisement.

6.6 Suggestions for Future Research

Future researches should continue to expand the list of variables of motivation for using Facebook and focus more on specific content, frequency and time period of using social media.

Future research could adopt the full version of the Big Five model to obtain more detailed and precise information. Brief version is useful for the sake of less time but full version provides better and accurate results.

The present topic could be improved on by using mediation. Motives and motions could be variables as mediators of the relationships between personality types and perception of advertisement on Facebook.

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APPENDICES

Appendix A: English version of Questionnaire Survey

RESEARCH QUESTIONNAIRE

Dear Respondent!

The aim of this research is to investigate the relationship between personal traits of university students as social media users, their perception of online advertisement, their use and motivations to use social media (Facebook). There is no right or wrong replies in this questionnaire. Any sort of information collected during this research will be kept confidential. Participation in this survey is voluntary but encouraged. We really appreciate your time and participation.

Thank you for your cooperation!

Please indicate the following data necessary for research (underline the correct answer):

Section A

Gender: *male* *female*

Age: _____

Section B

Please describe yourself by using the list of common traits below. Choose the closest and accurate answer as you see yourself at that moment.

	1 Extremely inaccurate	2 Very inaccurate	3 Moderately inaccurate	4 Slightly inaccurate	5 Neither inaccurate nor accurate	6 Slightly accurate	7 Moderately accurate	8 Very accurate	9 Extremely accurate
Bashful									
Bold									
Careless									
Cold									
Complex									
Cooperative									
Creative									
Deep									
Disorganized									
Efficient									
Energetic									
Envious									
Extraverted									
Fretful									
Harsh									
Imaginative									
Inefficient									
Intellectual									
Jealous									
Kind									
Moody									
Organized									
Philosophical									
Practical									
Quiet									
Relaxed									
Rude									
Shy									
Sloppy									
Sympathetic									
Systematic									
Talkative									
Temperamental									
Touchy									
Uncreative									
Unenvious									
Unintellectual									
Unsympathetic									
Warm									
Withdrawn									

Section C

In order to assess the rate to which participant used Facebook (frequency) by evaluating the behaviors and motivation, choose one of the best description according to your feelings.

		1 Always	2 Very often	3 Often	4 Sometimes	5 Rarely	6 Very rarely	7 Never
Belongingness: *Information-seeking*	Viewing others' profiles							
	Viewing others' photographs							
	Viewing news feed							
Communication	Writing on others' walls							
	Commenting on others' walls							
Acceptance-seeking	Posting to feel included							
	Posting to make others feel closer to oneself							
Connection/caring	Posting to feel closer to others							
	Show caring for others							
	Support others							
Self-presentation: *General self- disclosure*	Changing status							
	Updating profile							
	Posting about special events							
	Posting about daily events							
	Posting photographs of special events							
	Posting of photographs of daily events							
Emotional disclosure	Posting about "drama in my life"							
	Venting frustration							
Attention- seeking	Showing off							
	Getting attention							
Actual self- presentation (Frequent…)	posting status updates							
	posting photographs							
	update profile							
	use of Facebook to express yourself							
Hidden self-presentation (aspects of myself that I don't feel comfortable expressing offline)	posting status updates							
	posting photographs							
	update profile							
	use of Facebook to express yourself							
Ideal self- presentation (the way I would like to be)	posting status updates							
	posting photographs							
	update profile							

		1 Always	2 Very often	3 Often	4 Sometimes	5 Rarely	6 Very rarely	7 Never
	use of Facebook to express yourself							

Section D

Perception of Social Media Marketing (<u>Facebook advertising or FA</u>)

Select the best option according to your opinion.

		1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
<u>Trust:</u> *Reliability*	Facebook advertising is reliable					
	Facebook advertising is credible					
	Facebook advertising is dependable					
	Facebook advertising is accurate					
	Facebook advertising is truthful					
	Facebook advertising is honest					
Usefulness	Facebook advertising is valuable					
	Facebook advertising is useful					
	Facebook advertising is good					
Affect	Facebook advertising is enjoyable					
	Facebook advertising is likable					
	Facebook advertising is positive					
Willingness to rely on Facebook advertising (when making purchase decisions)	To convey information					
	To make purchase- related decisions					
	To consider the conveyed information					
	To recommend the product or service					
<u>Global:</u> *Informative*	FA is a convenient source of product information					
	FA makes information immediately accessible					
	FA informs about latest products					
	FA supplies relevant product information					
	FA is a good source of up-to-date information					
	FA helps me get special product price news					
Entertaining	FA helps to know product' reflection of my personality					

		1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
	Take pleasure in thinking about what I see, hear or read in FA					
	FA is more interesting than others media					
	FA tells about others' preferences					
	FA usually makes people laugh					
	From FA I learn about fashion etc.					
Irritating	FA is confusing					
	FA is annoying					
	FE is irritating					
	I consider FA as unwelcome interruption					
	FA is deceptive					

Appendix B: Turkish version of Questionnaire Survey

ARAŞTIRMA ANKET FORMU

Sevgili katılımcı

Bu araştırmanın amacı sosyal medya kullanan öğrencilerin kişilik özelliklerini, çevrimiçi reklamcılığa bakış açısını, sosyal medya (facebook) kullanımlarını ve kullanma motivasyonlarını incelemektir. Bu ankette doğru ya da yanlış cevap yoktur. Bu araştırma zarfında toplanan her bilgi gizli tutulacaktır. Bu ankette katılım gönüllüdür. Zaman ayırdığınız ve katılımınız için minnet duyuyoruz.

İş birliği yaptığınız için teşekkür ederiz!

Lütfen araştırma için gerekli olan bilgiyi aşağıda belirtiniz.(doğru cevabın altını çiziniz):

Bölüm A

Cinsiyet: a. erkek   *b.* kadın

Yaş: _____

Bölüm B

Aşağıda ortak özellikler listesini kullanarak kendinizi açıklayın lütfen. O anda kendinize en yakın ve doğru gördüğünüz cevabı seçin.

	1 Son derece yanlış	2 Çok yanlış	3 Orta yanlış	4 Biraz yanlış	5 Ne yanlış ne de doğru	6 Biraz doğru	7 Orta doğru	8 Çok doğru	9 Son derece doğru
Utangaç									
Cesur									
Umursamaz									
Soğuk									
Karmaşık									
Uyumlu									
Yaratıcı									
Derin									
Dağınık									
Verimli									
Enerjik									
Gıpta eden									
Dışa Dönük									
Kaprisli									
Haşin									
Yenilikçi									
Verimsiz									
Enellektuel									
Kıskanç									
Nazik									
Dengesiz									
Düzenli									
Felsefi									
Pratik									
Sessiz									
Rahat									
Kaba									
Çekingen									
Özensiz									
Merhametli									
Sistemli									
Konuşkan									
İsteksiz									
Alıngan									
Yaratıcı olmayan									
Tok gözlü									
Entellektüel olmayan									
Merhametsiz									
Ilımlı									
İçine kapalı									

Bölüm C

Katılımcıların hal, hareketleri ve motivasyonuna göre Facebook'u (ne kadar sıklıkla) kullandıklarını değerlendirebilmek için lütfen sizin için en uygun olan bir tanesi seçin.

		1 her zaman	2 Çok sıklıkla	3 Sıklıkla	4 Bazen	5 nadiren	6 Çok nadiren	7 Asla
Kendini ait hissetme: bilgi arayışı	Başkalarının profillerine bakmak							
	Başkalrının fotoğraflarına bakmak							
	Haber akışını görüntülemek							
İletişim	Başkalarının duvarına yazmak							
	Başkalarının duvarına yorum yapmak							
Kabul arayışı	Kendini dışlanmış hissetmemek için paylaşım yapmak							
	Başkalarını kendine daha yakın hissettirmek için paylaşım yapmak							
Bağlılık/ilgi gösterme	Başkalarına daha yakın hissetmek için paylaşım yapmak							
	Başkalarına ilgi göstermek/önemsemek							
	Başkalarını desteklemek							
Genel olarak kendini ifade etmek	Durum değiştirmek							
	Profilini güncellemek							
	Özel etkinlikler hakkında paylaşımlar yapmak							
	Günlük etkinlikler hakkında paylaşım yapmak							
	Özel etkinlikler hakkında fotoğraflar paylaşmak							
	Günlük etkinlikler hakkında fotoğraflar paylaşmak							
duygusal olarak kendini ifade etmek	"Hayatımdan üzgün anlar" hakkında paylaşımlarda bulunmak							
	Gerginliği gidermek							
İlgi arayışı	Gösteriş yapmak							
	Getting attention dikkat çekmek							
Kendini ifade etmek (sıkça…)	Durum güncellemeleri paylaşmak							
	Fotoğraf paylaşmak							
	Profilini güncellemek							
	Facebook aracılığıyla kendini ifade etmek							
gizlice kendini ifade etmek (kendi yönlerimi çevrimdışı rahat ifade edememe)	Durum güncellemeleri paylaşmak							
	Fotoğraf paylaşmak							
	Profilini güncellemek							
	Facebook aracılığıyla kendini ifade etmek							
İdeal olarak kendini ifade etmek (istetğim durumda olmak)	Durum güncellemeleri yapmak							

		1 Kesinlikle katılmıyorum	2 Katılmıyorum	3 Kararsızım	4 Katılıyorum	5 Kesinlikle katılıyorum
	Fotoğraf paylaşmak					
	Profilini güncellemek					
	Facebook aracılığıyla kendini ifade etmek					

Bölüm D

Sosyal medya pazarlamacılığı görüşleri (facebook or FB).
Kendi fikrinize göre en iyi seçeneği seçiniz.

		1 Kesinlikle katılmıyorum	2 Katılmıyorum	3 Kararsızım	4 Katılıyorum	5 Kesinlikle katılıyorum
Güven: *Güvenilirlik*	Facebook, reklamcılıkta güvenilirdir.					
	Facebook reklamcılıkta inandırıcıdır.					
	Facebook reklamcılıkta emniyetlidir.					
	Facebook reklamcılıkta kesindir..					
	Faceook reklamcılıkta doğrudur.					
	Facebook reklamcılıkta dürüsttür.					
Yararlılık/kullanışlık	Facebook reklamcılıkta değerlidir.					
	Facebook reklamcılıkta kullanışlıdır.					
	Facebook reklamcılıkta iyidir.					
Etkisi	Facebook reklamcılıkta eğlendiricidir.					
	Facebook reklamcılıkta samimidir.					
	Facebook reklamcılıkta pozitiftir.					
Facebook reklamcılığına güvenmek (alım kararı yaparken)	Bilgi yayarken/iletirken					
	Alımla ilgili karar yaparken					
	İletilmiş bilgiyi düşünürken					
	service ürünü ya da servisi önerirken					
Global: *Bilgilendirici*	Facebook reklamcılığında ürün kaynağı olarak elverişlidir.					
	Facebook reklamcılığı bilgiye hemen erişimi sağlar.					
	Facebook reklamcılığı son ürünler hakkında bilgilendirir.					
	Facebook reklamcılığı ürünle ilgili bilgi sağlar.					
	Facebook reklamcılığı güncel bilgilerin iyi bir kaynağıdır.					
	Facebook reklamcılığı özel ürün fiyat haberlerine erişimime yardımcıdır.					
Eğlendirici	Facebook reklamcılığı ürünün, kişiliğimi nasıl yansıttığına yardım eder.					
	Facebook reklamcılığında gördüğüm, duyduğum ya da okuduklarımdan zevk alırım.					
	Facebook reklamcılığı diğer sosyal medyalardan daha ilgi çekicidir.					
	Facebook reklamcılığı diğerlerinin tercihlerini belirtir.					
	Facebook reklamcılığı genellikle insanları güldürür.					
	Facebook reklamcılığından moda gibi konuları öğreniyorum.					
Rahatsız edici	Facebook reklamcılığı kafa karıştırıcıdır.					

	Facebook reklamcılığı sinir bozucudur.					
	Facebook reklamcılığı rahatsız edicidir.					
	Facebook reklamcılığını hoş karşılanmayan rahatsız edici olarak görüyorum.					
	Facebook reklamcılığı aldatıcıdır.					