



## A comparative study on the level of addiction of social networking among introvert and extrovert personality type students

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### Abstract

Present research aims to study the level of Addiction of Social Networking among Introvert and Extrovert personality type students. The sample of the study was selected by Stratified Random Sampling method which includes 200 junior college students of Aurangabad city studying in Junior College. Tool used for the research was "Introversion Extroversion Inventory" by Dr. P.F Aziz and Dr. (Mrs.) Rekha Gupta. Research finding reveals that the level of addiction of Social networking among Introvert students is Average. Also the level of addiction of Social networking among Extrovert students is Average. Further finding reveals that there is No Significant difference in the addiction level of Social Networking among Introvert and Extrovert Students.

**Keywords:** Addiction, social networking, introvert, extrovert, personality type

### 1. Introduction

Social networking addiction is a phrase sometimes used to refer to someone spending too much time using Facebook, twitter, and other forms of social media so much so that it interferes with other aspects of daily life. There is no official medical recognition of social networking addiction as a disease or disorder. Still, the cluster of behaviors associated with heavy or excessive use of social media has become the subject of much discussion and research.

Personality is the special combination of qualities in a person that makes that person different from others, as shown by the way the person behaves feels and thinks. There are mainly two types of personality type viz. Introvert and Extrovert.

#### 1.1 Introvert

The definition of an introvert is someone who prefers calm, minimally stimulating environments. Introverts tend to feel drained after socializing and regain their energy by spending time alone. This is largely because introverts' brains respond to dopamine differently than extroverts' brains. In other words, if you're an introvert, you were likely born that way. Being an introvert or extrovert is largely determined by genes. However, individual is also shaped by life experiences.

#### 1.2 Extrovert

The term 'extrovert' is informally and that too very often used to refer to a person with the ability to socialize with ease. Renowned Swiss psychiatrist, Carl Jung defined extroversion (or extraversion) as the ability of turning the interests and

energies of one's mind toward events, people, and things in the surroundings. In psychology, the term refers to a person who is more concerned about the practical realities of life, instead of being restricted to one's inner thoughts and feelings. A person who loves to socialize, who is talkative, and doesn't give in to inhibitions, and then he is more or less likely to be an extrovert. Extroversion is not just about socializing as it is widely believed. It is also about interacting with people around, i.e., sharing your ideas with them and being open to their ideas.

#### 1.3 Social Networking and Personality type

Personality can be described as distinctive patterns and specific characteristics of thinking, emotion and behavior which determine the style of interaction with the physical and social environment. Personality traits indicate a relatively stable profile in people's morale. These characteristics are appeared as consistent and coherent throughout their life when faced with different situations. It is believed that personality characteristics such as experience acceptance, loyalty, extroversion, harmony, and neurosis affect a wide range of human activities including listening to favorite music, rate of using technologies especially the Internet, by people.

Due to access usage of Cell phones and social networking, people are becoming more and more reserved and self-centered resulting in anti-social behavior or spending less face time affecting the personality. Thus the present research aims to find out the effect of personality type on addiction of social networking.

**2. Objectives of the Study**

1. To find out the level of addiction of Social networking among Introvert students.
2. To find out the level of addiction of Social networking among Extrovert students.
3. To compare the level of addiction of Social networking between Introvert and Extrovert students.

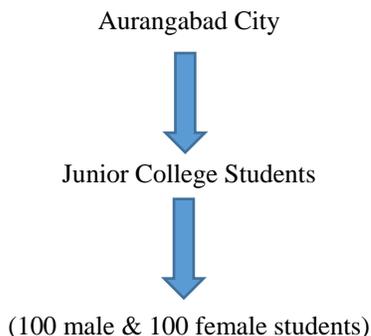
**3. Hypotheses**

1. The level of addiction of Social networking among Introvert students is high.
2. The level of addiction of Social networking among Extrovert students is high.
3. There is No Significant difference in the addiction level of Social Networking among Introvert & Extrovert Students.

**4. Methodology**

- i. **Method:** Survey method of research was employed to study the Social Networking Addiction among Introvert students of junior college Students of Aurangabad City.
- ii. **Sampling Technique:** Stratified Sampling Technique was used.
- iii. **Sample size:** A sample comprises of 200 junior college students from Aurangabad City. The sample was selected by Stratified Random Sampling method.

**iv. Sampling Design**



**Table 3:** Table showing Comparison of Social Networking Addiction among Introvert and Extrovert Junior college Students.

Personality Type	N	Mean	S.D	t value	Difference between mean
Introvert	157	83.19	12.45	1.81	Not Significant
Extrovert	43	79.68	10.90		
df 198 at 0.05 level =1.97					

Table no. 3 reveals that the Mean value of Introvert students is 83.19 and Mean value of Extrovert students is 79.68 respectively. Obtained t-value is 1.81 which is less than the table value 1.97 at 0.05 level of significance. Therefore there is

- v. **Tools:** A standardised “Introversion Extroversion Inventory” by Dr. P.F Aziz and Dr (Mrs.) Rekha Gupta was used.
- vi. **Statistical Analysis:** Mean, SD, and t-test were used to analyze the data.

**5. Analysis and Interpretation of Result:**

**Hypotheses 1:** The level of addiction of Social networking among Introvert students is high.

**Table 1:** Table showing Social Networking Addiction level of Introvert Student.

SNA among Introvert Students.	N	Mean	Range	Interpretation
	157	83.19	78-101	Average

It is inferred from table no.1 that, from the calculation of collected data the Mean value of Addiction level of Introvert Students is 83.19 which lies between the range 78-101.The results indicate that Social Networking Addiction among Introvert Students of Junior college is Average.

**Hypotheses 2:** The level of addiction of Social networking among Extrovert students is high.

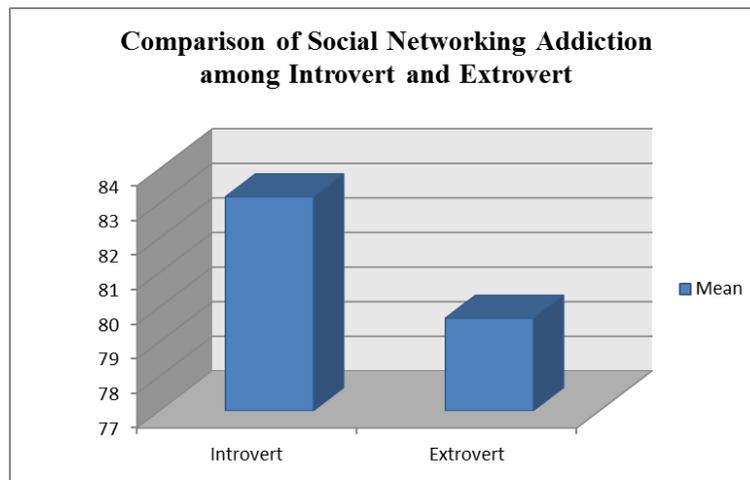
**Table 2:** Table showing Social Networking Addiction level of Extrovert Student.

SNA among Extrovert Students	N	Mean	Range	Interpretation
	43	79.68	78-101	Average

It is inferred from table no.2 that, from the calculation of collected data the Mean value of Addiction level of Extrovert Students is 79.68 which lies between the range 78-101.The results indicate that Social Networking Addiction among Extrovert Students of Junior college is Average.

**Hypotheses 3:** There is No Significant difference in the addiction level of Social Networking among Introvert & Extrovert Students

no significant difference between the mean scores of Introvert and Extrovert students Social Networking Addiction. Hence Null hypothesis is accepted at 0.05 level of significance.



**Graph 1:** Showing significant difference between Social Networking Addiction among Introvert and Extrovert students of Junior College

### 6. Findings

Research finding reveals that Both the Introvert and Extrovert personality type students have Average social networking addiction. Further finding reveals that there is No significant difference in the Addiction level of Introvert and Extrovert personality type Junior college students.

### 7. Discussion

The present research aims to find out the effect of personality type on addiction of social networking. With the help of Introversion Extroversion Inventory scale, the study found that Majority of Junior college students possess Introvert personality type. It was found that the level of addiction of Social networking among Introvert and Extrovert students is Average. No Significant difference was found in the addiction level of Social Networking among Introvert and Extrovert Students.

### 8. Conclusion

Social networking encompasses a certain media outlet that is broadly targeted to all individuals who want to interact and be involved in interpersonal relationships. Thus, social networking cannot be more equip or more satisfying for any certain personality type because it is human nature to want to be involved in many relationships in one’s lifetime. What differs is the amount of time spent on these SNS and what the user’s motivations are. SNS are seen as the “middle ground” between introverted and extroverted activities, because “it provides introverts an opportunity to network with others, on a business or personal level, while remaining in their own comfortable world, while, simultaneously allowing extroverts the ability to stay connected with the outside world at times when they would otherwise be alone.”

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