

The Effect of Traditional Personality Traits on Individual
Behavior in Online Social Networks

Non- Refereed Research Abstract

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Abstract

The big-five-factor structure has been used to identify different personality types, traits, and social desirability since late 1980's. These personality characteristics have been used in various settings to help researchers and practitioners describe individual behavior in various social settings.

In this study, we attempt to extend big-five factor structure to help describe online social-networking behavior, particularly on Facebook. Many parties such as companies, non-profit organizations, entrepreneurs, and individuals have been using Facebook for various business endeavors for many years. Through a self-administered personality profile, individuals were categorized into various personality classifications. Additionally, items describing the subject's use and behavior on Facebook were collected. Moreover, other demographic items were collected to and will be used in the study to strengthen the analysis and results. The data will be analyzed to determine if the personality traits identified by the Big-5 factor structure can be applied to individual behavior in online social networks. Conclusions will be offered and suggestions made for future research.