



## **Purpose of online social networking: Introvert and extrovert adolescent boys**

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### **Abstract**

The present study was undertaken to explore and compare the purpose of online social networking of 60 extrovert and introvert adolescent boys. Introversion-Extroversion inventory was utilized for sample selection. An inventory on online social networking was developed and utilized to assess the purpose of online social networking of extrovert and introvert adolescent boys. Percentage, mean percentage and t-test were computed for analysis of data. The results of the study revealed that purpose of online social networking in majority of extrovert and introvert boys was almost similar with little difference in few cases. It was observed that there was significant difference between introvert and extrovert boys with respect to purpose of online social networking.

**Keywords:** online social networking, extrovert, introvert

### **Introduction**

Man cannot live without society. Family is the first place for learning to be in the group. In recent years, new relationships have started with the arrival of man-made machines called computer and internet. The primary tools that enable socialization on internet are social networking sites and instant messages.

Social networking sites can be broadly defined as an internet-based social spaces designed to facilitate communication, collaboration and content sharing across networks of contacts. People use social networking sites for countless activities. Among the most common uses are, connecting with existing networks, making and developing friendships or contacts, viewing content or finding information, creating and customizing profiles and so on.

Online social networking sites 'virtually' link individuals, who may or may not 'know' each other. Facebook, Twitter, Yahoo, Chat Messengers and Skype are examples of online social networking sites. It is through these sites that people talk, share and exchange their joys, sorrows, day-to-day happenings, education, relationship etc with each other.

These websites are gaining popularity in tremendous way among the young generation and students at schools and colleges. They use these sites at an increasing rate and visit on these sites quite frequently. Online social networking are increasingly drawing adolescents into the online world; providing the motivation and purpose to engage in a medium which hitherto held little attraction. It has been found that boys use it more for knowledge sharing, to meet new people and make new friends, to upload online videos, for video chatting, to listen music etc.

Applications such as Facebook appeal to very large audiences and appeal to the inherent inquisitiveness we have about other people and what they are doing with their lives. The use of an online social network then becomes a way of sustaining communication and continued sharing of

experience and learning. Arnold (2014)<sup>[1]</sup> in a recent survey found that in major cities such as Delhi, Mumbai, Kolkata, Chennai and Bangalore; Facebook emerged as the most popular social networking sites for the youths, while LinkedIn is the second most popular site. Almost 90% of the users join such sites to follow or stay in touch with their friends for pictures.

Various Western and Indian researches have been done so far on social networking. But limited Indian researches have been done on impact of introversion and extroversion on purpose of using online social networking among adolescents, the results of which are not explicit. Therefore, further researches need to be undertaken to get clear understanding of the purpose of online social networking among introvert and extrovert adolescents.

### **Research Methods**

#### **Locale**

The present study was conducted in co-educational private schools located within the municipal limits of Udaipur city of Rajasthan.

#### **Sample selection**

Total sample consisted of 60 adolescents (30 boys under each extrovert and introvert categories) between the ages of 15-18 years, selected purposively from two co-educational private schools of Udaipur city.

#### **Tools and its description**

Introversion-Extroversion Inventory developed by Aziz and Agnihotri (2001)<sup>[2]</sup> was used for sample selection. An inventory on online social networking was developed and utilized to assess the purpose of online social networking in extrovert and introvert adolescent boys. It consisted of items related to purpose of online social networking covering five areas in each aspect respectively. There were overall 33

statements. Each statement had four alternative responses i.e. mostly, sometimes, rarely and never which were scored as 3, 2, 1, 0.

**Procedure of data collection**

An inventory on online social networking was administered to all 60 students selected for the study in both the schools on prescheduled date. The filling up of the inventory was preceded by brief introduction and orientation about the process and purpose of administering the inventory. They were requested to give honest responses and were assured that their identity would be kept confidential and information provided by them would be used exclusively for

research purpose. Each respondent was given the inventory individually and was asked to fill out the inventory under the supervision of the researcher.

**Method of analysis of data**

Mean percent scores and t-test was used to analyze the data statistically.

**Research Findings and Discussion**

**Purpose of online social networking**

Table 1 gives the consolidated picture of the purpose of online social networking among extrovert and introvert adolescent boys.

**Table 1:** Purpose of online social networking among extrovert and introvert adolescent boys (MPS) n= 60

S. No.	Purpose of online social networking	Boys (MPS)	
		Extrovert (n=30)	Introvert(n=30)
1.	Social interaction		
1.1.	To make new friends and communicate with them.	82.22	77.77
1.2.	To maintain existing relationship.	76.67	67.78
1.3.	To find people who have similar interests.	75.56	65.56
1.4.	To keep in touch with relatives.	74.44	83.33
1.5.	To share joys and sorrows.	81.11	72.22
1.6.	To share achievements.	74.44	66.67
1.7.	Emotional catharsis.	53.33	34.44
	Overall MPS:	73.97	64.60
2.	Entertainment:		
2.1.	Chatting with friends.	76.67	82.22
2.2.	Playing online games.	62.22	51.11
2.3.	Downloading and sharing videos/ pictures/ music with friends.	83.33	76.67
2.4.	Uploading, liking and commenting on photographs.	37.78	64.44
2.5.	Uploading self-composed videos for publicity.	48.89	40
	Overall MPS:	61.78	62.89
3.	Keep oneself updated with:		
3.1.	Latest news / General knowledge.	87.78	80
3.2.	Fashion trends.	73.33	75.56
3.3.	Movies and their reviews.	77.78	32.22
3.4.	Cinema updates.	70	65.56
3.5.	Latest music.	82.22	85.56
3.6.	Cultural events.	81.11	63.33
3.7.	Sports.	88.89	65.56
3.8.	Latest products.	82.22	67.78
3.9.	Health information.	73.33	61.11
	Overall MPS:	80.42	76.95
4.	Academic enrichment:		
4.1.	To gain and share knowledge related to various academic aspects.	76.67	66.67
4.2.	To use it as a source of information for various assignments and projects.	72.22	63.33
4.3.	To clarify doubts/ queries and get expert advice.	65.56	74.44
4.4.	To add on to the existing pool of knowledge.	78.89	74.44
4.5.	Online learning by solving quizzes and question papers.	58.89	54.44
4.6.	Gaining information through various lectures regarding competitive exams.	54.44	57.78
	Overall MPS:	69.52	64.60
5.	Strengthening one's personality:		
5.1.	Achieving emotional balance.	78.89	64.44
5.2.	Enhancing creativity.	81.11	63.33
5.3.	Developing leadership skills.	78.89	66.67
5.4.	Inculcating good moral values.	81.11	83.33
5.5.	Building optimism.	68.89	75.56
5.6.	Enhancing spirituality.	71.11	66.67
	Overall MPS:	76.67	70

### Social interaction

Social interaction was found to be one of the significant purpose of online social networking in adolescents. Majority of extrovert boys interacted online to make new friends and communicate with them (82.22%), to share joys and sorrows (81.11%) and to maintain existing relationship (76.67%). The other reasons which were slightly less significant were for finding people who have similar interests (75.56%), keeping in touch with relatives and to share achievements (74.44%) while majority of introvert boys interacted to keep in touch with relatives (83.33%), to make new friends and communicate with them (77.77%) and to share joys and sorrows (72.22%). The other reasons which were slightly less significant were maintaining existing relationship (67.78%), sharing achievements (66.67%) and finding people who have similar interests (65.56%). However, emotional catharsis emerged out to be a factor of least significance in both categories of respondents that is extrovert and introvert boys. Overall, it can be concluded from Table 2 that social interaction through online social networking was done by 73.97% extrovert boys and 64.60% of introvert boys. According to Uses and Gratifications theory, both personality styles are drawn towards online communication, but for different reasons. Online social networking fulfills the desires for communication and interpersonal interaction for both the typical introvert and extrovert. Individuals' tendencies to use a particular communication medium to fulfill their needs are shaped by the alternatives they have available.

### Entertainment

Utilization of online social networking was found to be an important source of entertainment among both categories of respondents. Main motive of online social networking for entertainment among extrovert boys was to download and share videos, pictures and music with friends (83.33%). The other less significant motive was uploading liking and commenting on photographs (37.78%) while, main motive of online social networking for entertainment among introvert boys was to chat with friends (82.22%). Downloading and sharing videos, pictures, music with friends (76.67%), uploading liking and commenting on photographs (64.44%) were found to be other significant motives among introvert boys. The other less significant motives were playing online games (51.11%). However, uploading self-composed videos for publicity emerged out to be the least significant motive among extrovert as well as introvert boys. Overall, it can be concluded from Table 2 that, entertainment through online social networking was done maximum by introvert boys (62.89%) followed by extrovert boys (61.78%). Findings of the study are congruent to the findings of Lenhart *et al.* (2007)<sup>[10]</sup> which indicated that boys spend more time on online social networking to upload online videos and use video sharing applications. Introvert boys are more likely to identify with groups on social network sites that differ from their offline peer circles (Gross, 2009)<sup>[5]</sup>. It might be because of their hesitation to speak in face-to-face interaction.

### Keep oneself updated with

Personal updation emerged as a significant purpose of online social networking in adolescents of both categories. Main intentions of online social networking among extrovert boys were to keep themselves updated with sports

(88.89%), latest news and knowledge (87.78%) and latest music and latest products (82.22%). The other less significant reasons were to keep themselves updated with latest fashion trends and health information (73.33%) and cinema updates (70%) while main intentions of online social networking among introvert boys were to keep themselves updated with latest music (85.56%), latest news and knowledge (80%). Keeping themselves updated with fashion trends (75.56%) and health information (61.11%) were found to be other significant intentions of online social networking among introvert boys. The other less significant reason was to keep themselves updated with movies and their reviews (32.22%). Overall, it can be concluded from Table 2, that personal updation through online social networking emerged significant in 80.42% extrovert boys and 76.95% introvert boys. Online social networking provide a supportive environment to explore friendship and social status while also providing teens an opportunity to share and discuss their taste in music, knowledge of television and movies, online videos or games, sports updates and other aspects of teen culture (Ito, 2008)<sup>[7]</sup>.

### Academic enrichment

Academic enrichment emerged as a significant purpose of online social networking in adolescents of both categories. Main motive of online social networking among extrovert boys for academic enrichment was to add on to the existing pool of knowledge (78.89%). Other significant motives of online social networking for academic enrichment were gaining and sharing knowledge related to various academic aspects (76.67%) and using it as a source of information for various assignments and projects (72.22%) while main motive of online social networking among introvert boys for academic enrichment were to clarify their doubts or queries and to add on to the existing pool of knowledge (74.44%). Overall, it can be concluded from Table 2 that, academic enrichment through online social networking emerged significant in 69.52% extrovert boys and 64.60% introvert boys respectively. The result of the present findings get support from Kanagarathinam (2014)<sup>[8]</sup> who conducted a survey and found that most of the adolescents agreed on the fact that social networking sites helped them academically in getting educational materials for their assignments and projects. With the help of internet, it was almost possible to get any kind of subject material at their disposal. The present study further adds to the research findings of Kanagarathinam (2014)<sup>[8]</sup> that adolescents also use online social networking to clarify doubts or queries and to add on existing pool of knowledge. It might be because nowadays, there are various online academic forums well equipped with various subject experts or experienced teaching faculty which act as a source of guidance and information provider in case of any academic queries and doubt and thus enhance existing pool of knowledge.

### Strengthening one's personality

Utilization of online social networking was found to be an important source of strengthening one's personality among adolescents of both categories. Inculcating good moral values emerged out to be the most significant purpose of enhancing one's personality among extrovert as well as introvert boys. Major purpose of online social networking for strengthening their personality among extrovert boys were enhancing creativity and inculcating good moral

values (81.11%). Overall, it can be concluded from Table 2, that strengthening personality through online social networking emerged significant in 76.67% extrovert boys and 70% introvert boys. Findings of the present study is similar to the findings of Greenhow and Robelia (2009) [4] which suggested that teenagers utilize social networking

sites to provide social support to peers, share creative work, and network with others. Participating in communities such as Facebook or MySpace provide new venues through which individuals learn these new media skills. Table 2 below pools categorically the major purpose of online social networking.

**Table 2:** Overall purpose of online social networking among extrovert and introvert adolescent boys (MPS)

S. No.	Purpose of online social networking	Boys (MPS)	
		Extrovert (n=30)	Introvert (n=30)
1.	Social interaction	73.97	64.60
2.	Entertainment	61.78	62.89
3.	Keep oneself updated	80.42	76.95
4.	Academic enrichment	69.52	64.60
5.	Strengthening one's personality	76.67	70

N= 60

Results from Table 2 clearly depicts that in majority of extrovert and introvert adolescent boys, purpose of online social networking was to keep oneself updated. Strengthening one's personality emerged out as second major purpose in sequence in majority of adolescents.

**Comparison of purpose of online social networking amongst**

**Introvert and extrovert boys**

Table 3 highlights the comparison of purpose of online social networking among introvert and extrovert boys.

**Table 3:** Comparative analysis of purpose of online social networking among introvert and extrovert boys N= 60

S. No.	Categories	Mean		Standard deviation		t-value
		Introvert boys	Extrovert boys	Introvert boys	Extrovert boys	
1.	Usage pattern of online social networking	10.4	10.43	2.93	2.70	0.041 N.S.
2.	Purpose of online social networking	66.3	73.03	11.0	10.44	2.431*

\*Significant at 5% level of significance.

N.S. Not significant at 5% level of significance.

Results from Table 3 clearly indicate that there was no significant difference between introvert and extrovert boys in usage pattern of online social networking. Present findings are supported by the findings of Hills and Argyle (2005) [6] who found that usage of social networking sites was not much associated with differences in personality. A significant difference between introvert and extrovert boys was however found in purpose of online social networking. This difference was found to be significant at 5% level of significance. It might be because extrovert boys used online social networking more for keeping themselves updated, strengthening their personality, social interaction and academic enrichment than introvert boys.

**Conclusion**

Adolescents use online social networking for multiple purposes. Introversion and extroversion had its no effect in the usage pattern of online social networking in adolescent boys while vice-versa in case of purpose of online social networking. To get better understanding of the present research it is recommended to extend this investigation to a larger sample size.

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