STUDY OF PERSONALITY TRAITS &ONLINE PLATFORM USAGE OF INSTAGRAM & SNAPCHAT

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BSTRACT:

Personality Trait is defined as individuals' feelings, emotions, thought. This study implies online platform usage among different personality traits of Instagram & Snapchat. The research is trying to examine usage rate of different personalities active on social media. The current research explores the differences Instagram, and Snapchat in terms of use intensity, time spent daily on the platform, and use motivations. Findings show that participants spent the most time daily on Instagram, followed by Snapchat. They also indicated the highest use intensity for Snapchat and Instagram (nearly equally).

Keywords: Explore, Platform, Active, Personality, Intensity

1.INTRODUCTION:

Each person has unique personality which is characterized by their feelings, emotions and thoughts. Personality Traits is strategy to inspect and measure personality. Snapchat/Instagram surveys or questions can be referenced as a mainstream model for comfort examining.

Personality Traits is that where you can examine the most readily accessible essential information source (through social media or internet) which will be make use for the exploration without extra necessities. The Big Five character which is also known as five-factor

model (FFM) and the OCEAN model, is a gathering, for character qualities. These are five categories described as follows:

Openness to experience: This trait includes imagination & insights. People with high openness holds a broad range of interests. They are interested to know about the world & other individuals. They are eager to enjoy new experiences and to learn new things. An individual who holds high openness tend to be more adventurous and creative, focuses on

tackling new challenges. People who hold low openness may struggle with broad thinking and are much more traditional, not very much imaginative & resists to new ideas.

Conscientiousness: It includes thoughtfulness at higher level, good impulse control & goal-directed behaviour. Higher conscientiousness leads to be organized & mindful of details. People with high conscientiousness plan ahead, think about how their behaviour affect others, and are mindful of deadlines. In spite of short-term obstacles they may encounter. Other people usually perceive a

conscientious personality type as a responsible and reliable person. People with low conscientiousness have no routine & scheduling. They are relatively unorganized & have less energy and internal motivation.

Extraversion: Extraversion means excitability,sociability, talkativeness, assertiveness and high emotional expressiveness. People who tend to have high extraversion tends to gain energy in social situations and are outgoing. High extrovert people feel energized and excited being around other people and people with low extraversion have less energy in social situations and they are tend to be more reserved. They required a period of solitude and quiet in order to "recharge". They find it difficult to starts conversations and dislikes being the center of attention.

Agreeableness: Agreeableness leads to trust, altruism, kindness, affection and other volunteer behavior (prosocial behavior).People with high agreeableness has a great deal of interest in other people. They tend to be more cooperative, cares about others. They feel empathy and concern for other people. They enjoy helping & contributing to the happiness of other people. While people with low agreeableness takes little interest in others. They tend to be more competitive and even manipulative sometimes. They don't care about how other people feel. They insult and belittles others.

Neuroticism: - Neuroticism is all about sadness, moodiness & emotional instability. People who tend to be high in this trait have anxiety, experience mood swings and sadness. They are worried about many different things. They experience a lot of stress and they struggle to bounce back after stressful things. Those who are low in this trait tend to be more stable. They deal well with the stress. They rarely feel sad or depressed. They are not worry much about things & they are very relaxed.

ONLINE MEDIUM

- **Instagram:**

Instagram (casually IG or Insta) is a photograph and video-sharing app of America administrated by Facebook, Inc. It was developed by Kevin Systrom and Mike Krieger, and propelled in the year October 2010. The app allows their users to share photos & videos (upload media) which can be edited by filters and organized by hashtags and geographical tagging. In Instagram, post can be shared publicly or with pre-approved followers (privately with people who you allow to follow). It was originally launched for iOS in October 2010 and then Instagram rapidly increased their popularity, with 1 million registered users in two months, 10 million in a year & 1 billion as of June 2018. In the starting, Instagram only allowed content to be framed in a square (1:1) aspect ratio with 640 pixels to match the display width of iPhone at the time. These restrictions were eased with an increase to 1080 pixels in the year 2015.

On April 2012, the android version was released followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014 & for Windows 10 in October 2016. Instagram is available in 32 languages & Instagram became the 4TH most downloaded mobile app of the 2010s.

- **Snapchat:**

Snapchat is a social media mobile app that lets users send and receive time-sensitive photos and videos, which expire after viewing. Snapchat was developed by Evan Spiegel, Bobby Murphy & Reggie Brown former students at Stanford University. It was released on September 2011and is available in 37 languages. Snapchat has 265 million daily active users as of December 2020. On ana average 4 billion snaps are sent each day. Snapchat is popular among the younger ones, mostly those below the age of 16, leading to many privacy concerns for parents. Evan Spiegel, Bobby Murphy & Reggie Brown work hard closely together for several months & launched Snapchat as " Picaboo" on iOS on July 8, 2011. Reggie Brown was removed from company months after it was launched.

Snaps can be privately shared with selected contacts or to a semi-public "Story or a Public Story called "Our Story". The feature to share video snaps was added in December 2012. Private message snaps can be viewed for 1-10 seconds as set by the sender. In 2017, the app added "Snap Map" which is a feature that shows users location on a map. This caused concern over privacy & safety.

2. LITERATURE REVIEW:

This study presents a review of the literature of Online Platform usage among different personality traits ofInstagram & Snapchat. Yi-Ting Huang and Sheng-Fang Su (2018) recognized that with gender as the free factor, female understudies utilized Instagram "to get away from ungainly circumstances" more regularly than male understudies, while male understudies utilized Instagram to showoff themselves more frequently than female understudies. The female students use Instagram to escape awkward situations & the male students use Instagram to promote themselves.

Kagan Kircaburun and Mark D. Griffiths (2018) relates its relationship with single variable utilizing path analysis. With regard to the association between agreeableness, conscientiousness, and Instagram addiction, the study found that agreeableness was related to addictive use of Instagram both directly and indirectly. Individuals who were less open to experience, agreeable, extraverted, conscientious, and more neurotic reported higher levels of Internet addiction. In the research the big five model has been used to evaluate the relationship between personality and general social media use, as well as specific SNS use.

Prof. Dr. V. Aslihan Nasir & Mustafa Can Akbas (2019) SNSs users have diverse character characteristics are is utilized to share particular snaps.There was relationship between what snap *types and user'spersonality traits* which was later investigated in the research. Also, the study showsthat conscientiousness is the only *trait* that indicates relationship with *sharing* snaps of food.

Luka Perkovic, Wilburn & Karen C. Miller (2018) examines the relationship between age, gender, ethnicity, agreeableness, conscientiousness, openness to experience & neuroticism. The consequences of the investigation affirm that age, ethnicity and the extraverted character are significant variables identifying with the utilization of Snapchat.

Alixe Lay & Bruce Ferwerda (2018) looked at the forecast of character from pictures, it might be an advantageous valuable for future examinations to investigate the utilization of other social parameters inside Instagram to survey character.

Tiany A. Sousa Garnica (2017) analyzed the character characteristics and thought processes that anticipate mentalities toward and commitment with non-supported & supported substance in Snapchat. This research has examined the personality traits & motives depend on the uses that forecast attitudes with regards to and engagement with non-sponsored and sponsored content in Snapchat.

Aoife O'Sullivan (2017) learned and examine how well character qualities affected the implies by which the understudies of The National College of Ireland used SNS and their offered highlights for social purposes.

3.RESEARCHMETHODOLOGY:

The study was conducted among 109 students of UG & PG. A random sampling method was used for data collection. A total of 167 forms were circulated and 109 completely filled forms were used for analysis. An arbitrary scale questionnaire was designed to study the online platform usage among different personality traits of Instagram & Snapchat.

4. OBJECTIVE:

To find out impact of 5 personality traits on Instagram and Snapchat usage in terms of
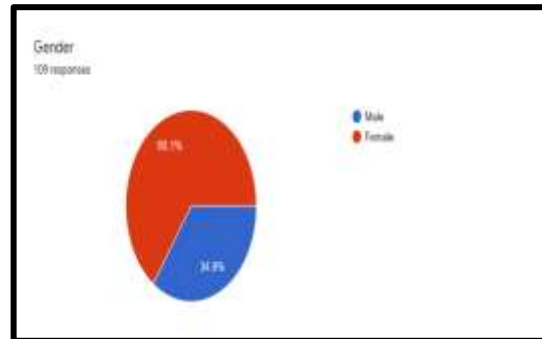**Instagram:**
- o The intensity of use.
- o The number of people you follow & people who follow you.
- o The frequency of usage.

o   The time spends.
o   Photo sharing.
o   Commenting on others photos.
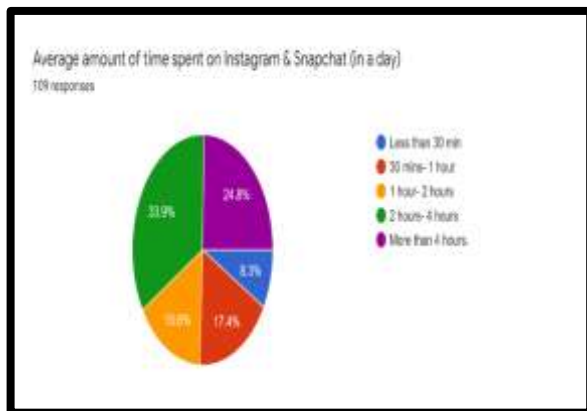o   Sharing stories on Instagram
o   Checking other's profile

SNAPCHAT:
o   Take a picture or videos with various filters.
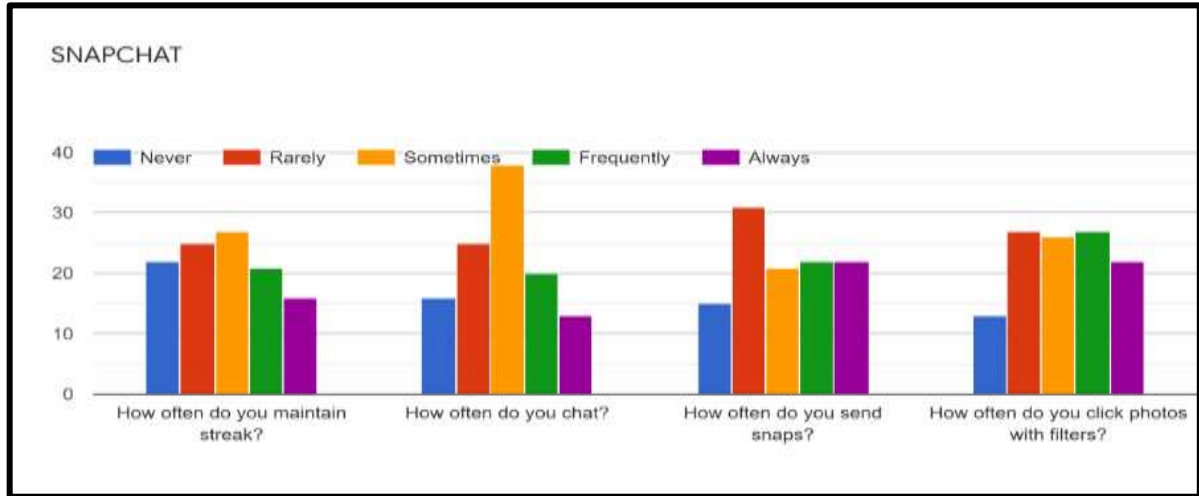o   Send your Snap.
o   Maintaining Streak.

5. GRAPHS:

Out of the total respondents, 65% are female and 35% are males

From the graph above we find that 34% spend 2-4 hours on Instagram and Snapchat. 25% spend more than 4 hours.


With reference to the questions asked related to Snapchat, we find that people frequently use Snapchat for photos with filters and second for sending of photos. But Snapchat is rarely used for chat or for maintaining streaks.
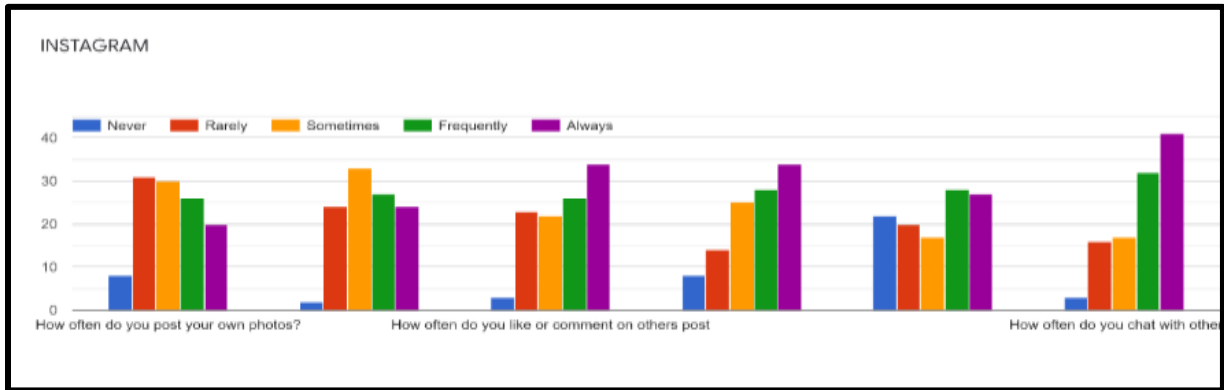
The following questions were asked to the respondents related to Instagram usage:

How often do you post your own photos?
How often do you post stories?
How often do you like or comment on others post
How often do you send memes/photos via message/ chat?
How often do you share others memes/photos on your own profile page?
How often do you chat with others?

With respect to Instagram usage, respondents use Instagram for chatting with others, second for liking and commenting on others' photos, third for sending memes/photos via message or chat.

The following questions were asked to the respondents related to Personality traits:
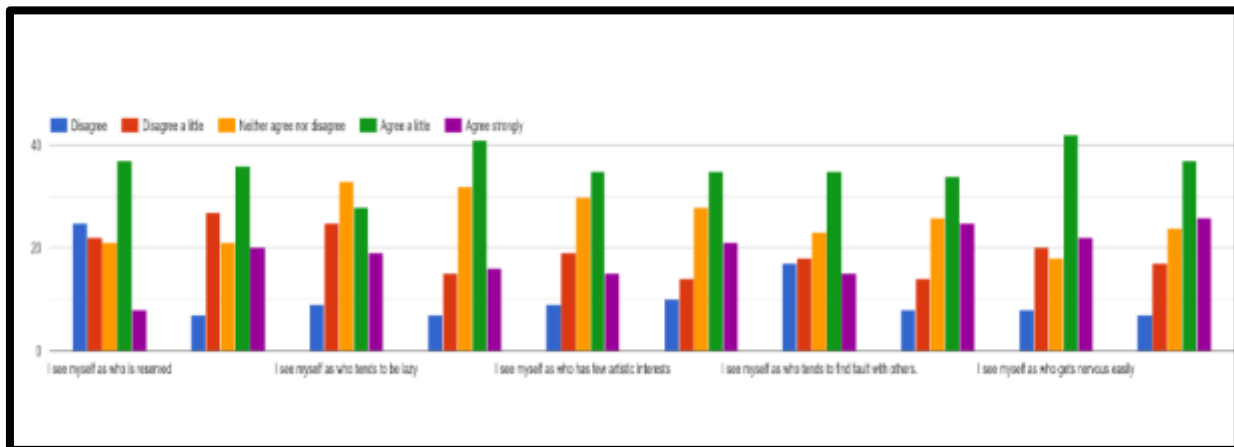
I see myself as someone who is reserved
I see myself as someone who is generally trusting
I see myself as someone who tends to be lazy
I see myself as someone who is relaxed, handles stress well
I see myself as someone who has few artistic interests
I see myself as someone who is outgoing, sociable
I see myself as someone who tends to find fault with others
I see myself as someone who gets nervous easily

With respect to the personality traits we find that people who are lazy or who is relaxed tend to use social media for longer hours.

6. CONCLUSION:

Instagram and snapchat use of university students is related with personal traits of openness to experiences, agreeableness and conscientiousness. There is a significant relation between Instagram and Snapchat use and students who have personality traits of openness to experiences, agreeableness and conscientiousness. It further concludes that openness to experience type of personality are more active on social media. It has moderate positive relationship with creativity, intelligence &knowledge. The present study is also bounded by few limitations and is subject to cautious interpretation. The relatively small sample size of 109 may be a limitation and also there is age limit because our respondents are only under graduates and post graduates' students of our college. In future research, researcher can increase the sample size and also they can conduct research on university level.

7. REFERENCES:

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