عنوان فارسی مقاله:
شخصیت و انگیزه‌های مرتبط با استفاده از فیسبوک

عنوان انگلیسی مقاله:
Personality and motivations associated with Facebook use

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
4. Discussion

The purpose of the present study was to examine the influence of personality and competency factors on Facebook use. Consistent with previous research, our findings indicated that personality variables were associated with some aspects of Facebook use. For example, individuals high on the trait of Extraversion were found to belong to significantly more Facebook groups. Since extraverts are more likely to engage in social activities (Costa & McCrae, 1992a, 1992b), it is reasonable to assume that these individuals maintain ties to their groups through Facebook. Surprisingly, levels of Extraversion were not associated with number of “Facebook Friends,” or communicative functions of Facebook. These results suggest that although those high on the trait of Extraversion may utilize Facebook as a social tool, they do not use Facebook as an alternative to social activities. This is consistent with research by Amiel and Sargent (2004) who found that extraverts do not use the Internet as a substitute for real-world interactions, but rather are more likely to use forms of CMC to voice their own opinions, conduct research and share music with others. Since Facebook does not allow the same kind of immediate communication as other forms of CMC such as instant messaging, it may be that extraverts find Facebook to be lacking in the type of immediate social contact they desire.