

Does Introverts and Extrovert Express themselves Differently On Social Media?

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Abstract

This study aims was to empirically examine the differences between introverts and extroverts in expressing themselves on social media. This study used a quantitative method with 110 students' in late adolescence aged 17-21 as samples. Hypothesis proposes analyzed using different test analysis t-test independent sample. By comparing $t_{count} = 0,450$ ($t_{table} = 1,982$) with significancy $p = 0,654 (> 0,05)$, which indicated that there is no differences in self-expression between introvert and extrovert on social media.

Keywords : *Self-expression, introvert, ekstrovert, social media, late adolescence*

Background

One of the information technologies that is developing very fast is internet. Without realizing it the internet has become a part of everyday life. According to Manasian (in Bargh & Mckenna, 2004), in 2002 more than

600 million people worldwide accessed the internet. Rapid advance of technology, such as smartphones, can enable individuals to easily access the internet anywhere and anytime. The use of the internet has increased sharply with the presence of social media. According to Heinemann and Gaiser (2015), two-thirds of 2.6 internet users worldwide are active in using social media. The emergence of social media can bridge problems in communication and interaction. Social media encourages individuals to be able to express their thoughts and also share them with others (Bargh & Mckenna, 2004). In Indonesia, from the data obtained by UNICEF Indonesia through research from 2011 to 2012 showed that around 70% of children and adolescents use the internet to access social media.

Adler (in Schultz & Schultz, 2009), believes that establishing relationships with other people is the main task that needed in everyday life. The research conducted by Boyd (2014) stated that social acceptance in



adolescents aged 18 years depends on the ability of a person to be able to socialize with friends in a "cool" place, namely social media. In media or social networks, individuals can form their own identities according to what they want. How individuals express themselves in the online world can be different from expressing themselves in the real world.

Preston (2006) stated the core of self-expression is how to be yourself, by showing actual feelings, desires, thoughts, opinions and actions. According to Kim and Sherman (2007), self-expression value consists of two dimension, which are: (1) Belief, explains how important self-expression is in showing one's individuality; and (2) Behavior, explains how important self-expression is shown in behavior.

Krämer and Haferkamp's research (in Walther, 2011) show that social media allows individuals to be more able to present or express themselves than usual face-to-face interactions, and many people use social media in order to emphasize important aspects from their true self. Freud (in Heejung & Deborah, 2007) states that people who are unable to show or express themselves can lead to mental illness and psychopathology.

Self-expression can be realized in various forms, such as through words or images. The word itself is an idea to show an abstract thing intuitively to support

communication. In social media like Facebook and Twitter, where self-expression is more indicated by words or sentences, it is different from Instagram. Here individuals express themselves with images, one of which is popular lately is selfie.

How individuals show self-expression (expressing themselves) can be influenced by the form of personality they have. Research conducted on personality emphasizes that personality is stable and consistent in social situations, in behavior, attitudes, cognitions and emotions. However, certain things can lead to changes in expressing personality (Sloan & Quan-Haase, 2017). Studies by Amichai, Wainapel, and Fox (2002) found that introverted and neurotic individuals can more easily express themselves in the online world.

The use of social media with the aim of interaction and self-expression will be higher in introverted individuals. Research shows that introverts are easier to express themselves online. Social media provides opportunities and convenience for introverted individuals to first knowing whose before deciding to make friends and show themselves as desired. In social media, introverted individuals can show more extroverted self-character, individuals can build and change their identities in various ways. This can be done because of anonymity and control in expressing oneself (Harbaugh, 2010).

Other studies by Gosling, Augustine, Vazire, Holtzman, and Gaddis (2011) stated that extroverts show more activity in social media than introverted people, such as frequently updating status or profile (updating status) and tend to establish social relationships that can be seen from number of friends, upload (post) pictures and leave comments / respond to other people's posts.

According to Campbell (2016), there is differences showing in the use of social media between introverted and extroverted individuals. Judging from the large number of friends owned on social media, introverted people tend to show fewer numbers than extroverted people, because introverts prefer to be friends and choose to accept (accept) people who really are considered close. Social media is used as a way to establish communication with friends and family who are far from individuals. Introverts basically prefer close friendship circles. On the contrary, extroverts have a principle of " the more and the merrier" and prefer to expand their network of friends.

H1: There are differences between introverts and extroverts of expressing themselves on social media

Methods

Sample

The sampling technique used in this study is nonprobability sampling-purposive sampling. The subjects in this study were late adolescents with age range from 17 (50 participants), 18 (46 participants), 19 (2 participants), 20 (1 participant), and 21 (11 participants). The level of education of the subjects who participated in this study consisted of high school students and college students.

Measures

Self-expression variables are measured using the Value of Self-expression Scale. This scale is adapted from the scale made by Kim and Sherman (2007), there are two aspects measured, belief and behavior. Then researchers also made modifications by adding 8 items from 11 items that existed before, total 19 items. 5 of them (items 12 and 17 on belief and items 5, 8, 11 on behavior) are not valid. Cronbach's alpha coefficient = 0,860 after invalid items are excluded.

The type of introvert and extrovert personality was measured using a scale by Eysenck which was revised by Sato (2005), Eysenck Personality Questionnaire: Brief Version (EPQ-BV) consisting of 24 items valid. Scale reliability shown = 0, 872 for introvert items and 0,878 cronbach's alpha coefficient for extrovert items.

Both scale are using 5 points likert scale.

Results and Discussions

This study aims was to empirically examine the differences between introverts and extroverts in expressing themselves on social media. This study used a quantitative method with 110 students' in late adolescence aged 17-21. The results shown that the Independent Sample T-Test = 0,450 ($p = 0,654, p > 0,05$) which means there are no differences between introverts and extroverts in late adolescence in expressing themselves on social media.

There are many factors that caused different results from previous study. Maldonado (2001) states that individuals with introverted personalities express themselves on messaging or social media pages like individuals with extroverted personalities. In the use of the internet (social media) introverted individuals show behavior that is different from everyday behavior patterns. Online behavior (uncharacteristic online behavior) is in accordance with the theory put forward by Jung.

Jung (in Amichai-Hamburger, 2005) believes that humans have opposite characters, extroverts also can become introverts, where the side of introversion is usually unconscious. Social media can help build that balance by allowing someone to express other parts of his personality, and therefore introverted people can show his side of extroversion on social

media. In addition, Jung (in Feist & Feist, 2010) also states that everyone has both an extrovert and an introverted attitude, although only one is active when the other attitude is not active. Jung also illustrates the relationship between extroverts and introverts as a motive for yin and yang. No person is fully introverted, and vice versa.

The results of research conducted by Amichai-Hamburger and Vinitisky and Hughes, Rowe, Batey, and Lee (2012) found no relationship between personality and social media use. Ross, Orr, Sisic, Arseneault, and Simmering (2009), also stated that the main motivation in using social media is to communicate with other individuals and personality factors do not influence the use of social media.

Based on the calculation of the subject's description according to the age range it is known that self-expression at the age of 19 years is higher than the age of 17, 18, 20 and 21 years. At the age of 17 years, individuals are still in the stage of seeking self-identity, and begin to form at the age of 18-21 years as stated by Maria (in Brown & Prinstein, 2011). The age of 18-19 years can be said to be the beginning where identity is formed and when teenagers want to express their thoughts and affections. While at the age of 20-21 where the age stage has approached the early adulthood (emerging adulthood), adolescents tend to express themselves with different visions, not

anymore to seek identity, but to develop identity and maintain their existence.

According to Livingstone (2008), the widespread use of social media among adolescents is often based on changes from childhood and adolescence, schools and communities. For those who enter the early stages of adolescence, social media becomes a place where they are seen by their peers and avoid parental supervision, a safe medium to carry out their social development tasks (Buchner, Bois-Reymond and Kruger, 1995; Giddens, 1991; in Livingstone, 2008).

Conclusions

This study found that there are no differences between introverts and extroverts in late adolescence in expressing themselves on social media ($t_{\text{count}} < t_{\text{table}}$). It means that the hypothesis is unaccepted. The mean of self-expression in extroverts slightly bigger than introverts ($45,20 > 44,48$).

Suggestions

As we know that nobody is completely introverted or extroverts, measuring self-expression, primarily on social media just using self-report questionnaires, leave us with so much blank space. With technology, we could take advantage of it and using it to analyze the pattern of people's activity on social media.

Also, for future research, applying both quantitative and qualitative method would be great for figuring whether someone is dominant introverts or extroverts.

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