

Does Reading Comments Depend on Personality? - Results of an Empirical Study

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Abstract: Internet-usage has visibly become the part of our everyday life – especially because of the widespread usage of social network sites and relatively high penetration of computers/laptops and smart phones. From a marketing-communication point of view its great advantage is the chance to inform potential customers on a very precisely targeted way at a relatively low cost, but on the other hand, internet-users has the same possibility to give information and share their opinion on products, events or on services by writing comments. And, as sometimes they are more believable sources of information than the producer or the seller for the customers, their opinion really count and should be taken into consideration.

However, it is not clear who are those who are ready to write and read these opinions and to what extent can these comments influence the readers. The aim of this study is to understand more the attitude toward and personality behind comment-reading activity. Using the personality scale identified by Isabel Briggs Myers, we can differentiate the respondents based on four aspects: (1) their flow of energy, (2) how they take in information, (3) how they prefer to make decisions, and finally, (4) the basic day-to-day lifestyle that they prefer. As a result of that we can compare the attitudes toward comment reading of the different temperament types defined by Keirse (the Artisans, the Guardians, the Idealists and the Rationals). In this study we tested the hypothesis that men read more comments than women and that Rationals and Idealist read more comments and have more positive attitude toward comment-reading activity than Artisans and Guardians.

Due to the intensive field work in February, 2014, we can analyze the responses of 992 university students of Óbuda University, Budapest, Hungary in order to get closer to the understanding the nature of comment-reading.

Keywords: Myers Briggs Type Indicator, Keirse's four temperaments, comment reading

1 Introduction

The Internet means a real revolution within the society as it is a tool for expressing opinions without extra costs and in this way of communication physical distance

means no problem. If we read news on a news portal, we have the chance to add comments to it – on this way we can express agreement or disagreement with the statements in the article or we can add some factual data to it or can highlight other aspects of the situation mentioned in the article. In this way we have the feeling that the world is more democratic than in the reality. (Of course moderation itself can decrease this “democratic” belief.) We can also post comments related to products or services to help others in their buying decisions. We can express satisfaction or even happiness if we got more what we expected from the product but we also have the chance to share negative comments on products which could not fulfil our expectations.

However posting a comment supposes an active action from the consumer side – and sometimes the commenter has to make a registration-process before posting a comment which may decrease the motivation to share his/her opinion. (The Avatar phenomenon and the direct connection to social network sites or e-mail systems can make it simpler.) But reading comments is a much more passive activity than writing them: a really convenient way to know the opinion of others or others’ information on products and services.

2 Research design

2.1 Literature review

In the marketing literature, e-WOM is a very popular topic nowadays; therefore it is worth to make clear the different meanings of e-WOM and comments. In many regards, e-WOM is a special case of word of mouth. One widely used definition refers to "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" [4, p. 39].

The term ‘comment’ has a broader meaning: it provides a platform to website’s visitors to communicate with the operator and other readers.¹ It allows them to add their input on the topic, express negative or positive opinion, ask questions, and provide feedback. It allows community interaction around the given content. It relates to any negative or positive statements shared by the visitors of a given homepage – it does not need to be related to a product or a company. Writing a comment gives the feeling for the members of the digital society that they are free to express their opinions and feelings connected to any topic all over the world.

¹ <http://www.wpbeginner.com/glossary/comment/>

However lack of knowledge of different languages and possibility of moderation² decrease the real potential to it.

In the last decade lots of researchers tried to understand the process of generating or forwarding content on the Internet [5] [8]. Ahluwalia (2000) turned attention to the two-phase nature of using negative or positive reviews in decision making: first, a visitor has to decide whether he or she will pay attention to and read the review. Second, the visitor has to make a decision on whether this review will be used for the original decision-making intention. [1]

Different methods of information processing can influence how people view e-WOM. According to Areni et al. (2000), “The amount of thought can range from diligent consideration of topic relevant information (the central/systematic route of persuasion) to the less cognitively taxing method of association of the focal object with some positive or negative peripheral/heuristic cue“ [3, p. 1043].

Experts [5] investigated the forwarding motivation of internet users, with a special focus on personality traits and on the amount of internet consumption. Moldovan et al. [8] highlighted in their research that product originality, its uniqueness, is responsible for the amount of WOM, which can be either positive or negative, while its usefulness primarily determines the valence of WOM, though it can improve the amount of WOM communication as well.

Those respondents who showed a higher need for cognition spent more time on considering the different products; in practice: the more e-WOM available, the more time was spent on the consideration of the alternatives (they manipulated the amount of e-WOM at three levels: none, one or ten). In contrast, when need for cognition is lower for respondents, they can rely more on e-WOM than factual information; therefore they are ready to make suboptimal product choices. Moreover, e-WOM proved to be able to shift product choice from stated preference to another product attribute-level (in the study laptop screen size was manipulated). Interestingly, a change in preference was also experienced among those who had high motivation for information processing [3].

However, it is still a lot to learn about who are those who are ready to write and read these opinions and to what extent can these comments influence the readers. It would be very useful to understand: who rely more on these comments? Why do they read the opinions and comments of others?

This study is focusing only on one part of the questionnaire we used for understanding the comment writing and reading activity of the young adults.

² Comment moderation allows the operator of the website to approve or delete comments posted by visitors on their website.

2.2 Aim of the research

The main aim of the research is to identify personality differences which can be connected more to comment-reading activity. On the other hand, we would like to understand the attitude toward comment-reading activity.

In this explorative study we have to distinguish “private comments” and “public comments”. Private comments are comments posted mainly on social network sites – they are partly replacing phone-calls, sms-s, and shared among specific – mainly already known- groups of people. In the social network we ourselves generate the content and we can flexibly react to information and opinion shared by others. Of course, we have chance to control the access of these contents. Public comments are shared among people we don’t know, it is more a reaction to something we read, heard, seen – we can comment a video on YouTube or a news on a news portal or we can recommend the comments of others.

This article focuses more on reading public comments, because it is less likely the way of replacing face-to-face communication, and because it is probably less common than posting comments on social network sites.

We would like to understand the attitude toward reading public comments: is it a source of information, is it for get to know the thoughts of the majority or is it more for entertaining – especially when we follow how different people recommend each others’ comments.

2.3 Personality types – the Myers-Briggs Type Indicator and Keirsej’s temperaments

The Myers-Briggs Type Indicator (MBTI) is a valid and reliable personality test which has been used widely in the last 40 years. [9] „The purpose of the MBTI personality inventory is to make the theory of psychological types described by C. G. Jung understandable and useful in people’s lives. The essence of the theory is that much seemingly random variation in the behaviour is actually quite orderly and consistent, being due to basic differences in the ways individuals prefer to use their perception and judgment. Perception involves all the ways of becoming aware of things, people, happenings, or ideas. Judgment involves all the ways of coming to conclusions about what has been perceived. If people differ systematically in what they perceive and in how they reach conclusions, then it is only reasonable for them to differ correspondingly in their interests, reactions, values, motivations, and skills.”³

³ <http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/>

Dimensions of preference	Preference dichotomies by MBTI		Meaning of the technical terms in Keirsey Temperament Sorter II.	
	Preference of stimulating sources /flow of energy	Extraversion (E)	Introversion (I)	Expressive
Preference of information in taking	Sensing (S)	Intuiting (N)	Observant	Introspective
Decision making preference	Thinking (T)	Feeling (F)	Tough-Minded	Friendly
Day-to-day lifestyle preference	Judging (J)	Perceiving (P)	Scheduled	Probing

Table 1

Dimensions of preferences used for identification of personality types by MBTI⁴ and Keirsey Temperament Sorter II.⁵

(Source: own construction)

Extraversion reflects to the preference that respondent likes to spend his/her time in the outer world of people and things, while the Introversion term shows the preference of spending time in the inner world of images and ideas. As it is defined as attitudes people use to direct their energy, it has somewhat different meaning in psychology than in the everyday language. Sensing expresses the preference for paying more attention to information that comes in through our five senses, while Intuition reflects to the way of paying more attention to the patterns and possibilities that the person sees in the information she/he receives. If a person prefers taking into consideration objective principles and impersonal facts, she/he is more a Thinking type, but if - in decision making - he puts more weight on personal concerns and the people involved it is called: Feeling preference. The fourth preference relates to the outer life-style: a Judging type personality prefers a more structured and decided lifestyle while the person with Perceiving type shows more flexible and adaptable way of life.⁶ [9] Based on these four preferences, 16 different personality groups can be defined by MBTI (e.g. ISTJ, ENFP and so on).

David Keirsey has developed another scheme to identify personality types based on the ancient works of Hippocrates and Platon and he divided the four basic types (Rationals, Idealists, Guardians and Artisans) into other 4 categories, so finally he's got also 16 different types which strongly correlate with the MBTI types. The four basic types were distinguished alongside the abstract-concrete and cooperative-utilitarian dimensions. [6.]

⁴<http://lektanitipusok.net/ismeretek/preferencia> based on http://www.personalitypathways.com/type_inventory.html

⁵ www.keirsey.com/aboutkts2.aspx

⁶ <http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/>

Artisans are concrete and adaptable what means that in their everyday life they are seeking stimulation and virtuosity and concerned with making an impact. They excel at troubleshooting, agility, and the manipulation of tools, instruments, and equipment. Guardians are concrete and organized, so they are seeking security and belonging, they are concerned with responsibility and duty. Idealists can be defined as abstract and passionate people, therefore they are seeking meaning and significance, and concerned with personal growth and finding their own unique identity, while Rationals are abstract and objective – that means, they are seeking mastery and self-control, they are concerned with their own knowledge and competence, so their greatest strength is strategic thinking. [6]

Majority of people are Guardians (40-45%), the second largest temperament group is the Artisans (30-35%), the Idealists represent 15-20% of the population, and the smallest group is the Rationals with 5-10% of presence.⁷

2.4 Hypotheses of the research

Based on the eNET online research (sample size: 1000, 18+ Hungarian adults), computer had became the part of the life of men earlier than of women. One third of men has been using internet for more than 15 years, this data for women is only 27%. However, internet-usage has been spreading over women at the same speed while among men the pace of increase has slowed down. That would result in the near future same Internet-user proportion in both gender groups.⁸ We suppose that spending more time on the Internet means more time for reading comments as well. Therefore our first hypothesis focuses on the relationship between gender and comment-reading activity.

H1: Taking into consideration that men use Internet still more frequently, they read more public and private comments than women.

In Keirsej's theory, the first level of distinguishing temperaments is the information in taking preference: the Observants prefer information which can be experienced by senses, therefore they are more realist types: receptive to details and focus on the presence. In the Introspective group we can find people who prefer intuition: they rather see the whole picture than the details, they focus more on the future. Comments are not objective or factual source of information but can influence behaviours; therefore we created another hypothesis based on this preference dichotomy:

H2: Rationals and Idealists are Introspective, therefore **(H2a)** they read more comments and **(H2b)** have more positive attitude toward comment reading than Guardians and Artisans have.

⁷ <http://lelektanitipusok.net/tipusok>

⁸ <http://www.enet.hu/hirek/vege-a-ferfias-internetnek-magyarorszagon/?lang=hu>

According to Keirse, people who are cooperative, pay more attention to other people's opinions and are more concerned with doing the right thing [6]. Therefore we supposed that cooperative types of people read more public comments in order to know what other people think about different things. Cooperative temperament types are the Idealists and the Guardians – but Idealists are Introspective ones while Guardians are Observants. Based on the former hypothesis (H2) defined by Keirse, we could verbalize the following hypothesis:

H3: As Idealists not only Introspective, but Cooperative temperaments as well, **(H3a)** they read more public comments and **(H3b)** show more positive attitude toward comment reading activity as they pay more attention to other people's opinion, than the utilitarian type Introspective Rationals.

2.5 Design of the questionnaire

As I have mentioned in the previous part, the questionnaire was designed to measure comment writing and reading activities and attitude towards them, but in this study we focus on the comment reading part of the questionnaire.

Introducing the structure of the questionnaire, after short demographic questions, the internet usage frequency were asked for different activities: news reading, product searching, visiting social network sites, using twitter, writing/reading e-mails, listening to music/watching films, playing games, writing/reading blogs, chatting/using Skype, reading/writing on forums. Then the personality variables came: for that a very short form was used: respondents had to choose four times between two statement-lists – each statement-list pairs represented one aspect of personality.

The statements used for identifying the four preferences were borrowed from, http://lelektanitipusok.net/tesztek/teszt_4 website, which is a detailed page for introducing and testing the MBTI in Hungarian. The page offers questionnaires with various lengths for identifying the personality type of the respondent: they offer 4, 20, 72, 88 and 94 question-long alternatives. For this study, the shortest version has been selected - based on a practical reason: as the other parts of questionnaire were long enough and a too long questionnaire would have decreased respondents' intention to answer and also the quality of the answers. To know whether it is good enough or not, in the pre-test of the personality questions we asked students to answer these four questions and then we showed them the description of their personality type according to the test and we asked them to judge how much the description similar to their personality. Only one student out of the 20 mentioned it did not fit to his own personality based on his self-perception, so it was convincing that the task itself understandable for the students and the result of the test may be reliable.

In the last part of the questionnaire they had to express the level of agreement with seven attitude statements connected to comment-reading on a 7 point Likert-scale.

2.6 Sample description

We wanted to focus on the Y generation [10], who are in their 20's and 30's, and they are the children of the digital age. For them using Internet and social network sites are the parts of their everyday lives. Their social life is partly virtual - they belong to more groups than the members of the older generation but their attention is more fragmented as a consequence.

1108 students of the Óbuda University, Budapest, Hungary were asked to fill in the questionnaire within the period of 11-27. February, 2014. We asked students from each faculty of the University (business administration and management, mechanical and safety engineering, electrical engineering, informatics, light industry and environmental protection engineering); bachelor and master students and also full-time, part-time and distance-learning students were in the sample. After data cleaning process we could use 990 questionnaires for further analysis.

The nature of these faculties shows the dominance of male students – although in the Hungarian higher education proportion of women is 50,44 %⁹. It is clear, that the dominance of informatics and engineering faculties at our university modifies this ratio. Therefore in our sample 72% is male, and 28% is female. The mean of age is 23,93 years (St. Dev. 5,28).

3 Results of the study

3.1 Personality types in the sample

Using the four pairs of blocks of statements to identify preferences of the respondents, we were able to use both the Myers-Briggs Type Indicator and the Keirsey's temperament list. 46% of our sample was Guardians, who are Conservators and Administrators, which reflect to their supporting and regulating role. In this group, gender distribution was exactly the same as in the total sample.

The second biggest proportion belongs to the Artisans with 23,7%, who are Entertainers and Operators, so their typical roles are improvising and expediting.

⁹ http://www.felvi.hu/pub_bin/dload/FeMu/2011_03/FEM_2011_3_79-96.pdf

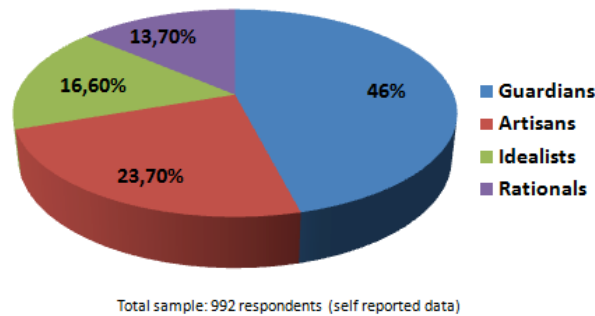


Figure 1
Distribution of personalities in the total sample (%)

Among Idealists, women are overrepresented – every third person in this group is a female (33%) - compared it to the total sample, in which almost every fourth is a female (28%). Their role-groups according to Keirsej are the Advocates and the Mentors, who are good in developing and mediating others. [6]

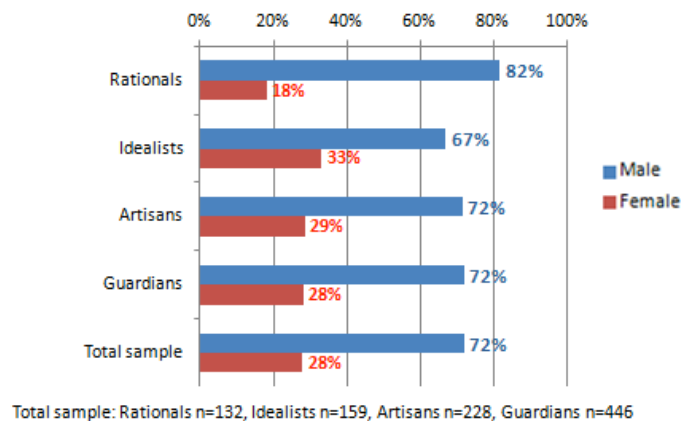


Figure 2
Gender distribution in personality groups (%)

The smallest group in our sample is the Rationals (13,7%), which is not surprising, because in the population their ratio is only 5-10 %. The slightly higher proportion in our sample can be explained by the fact that engineers, and IT specialists are typically said to be very rational people in their everyday life – and in our sample 48,6 % of the respondents belonged to the faculties of electrical engineering, mechanical and safety engineering and informatics. In parallel with that, the proportion of male is the highest among them (82%).

According to the result of the Chi-square test, there is a very weak stochastic relationship between gender and personality types (Chi-square 8,214, df=3, p<0,05, contingency coefficient: 0,092).

By and large we can say that the distribution of different temperament types in our sample is very close to the distribution experienced in the population, which supports the reliability of the shorter personality test we used in the questionnaire.

3.2 Difference in Internet usage

Data shows that the respondents in the sample use Internet very intensively. It is not a surprise, as that was our original intention: to analyze the member of the Y generation as for them usage of Internet is a part of their everyday life - not only as an information-source but also as a tool for realizing social contacts.

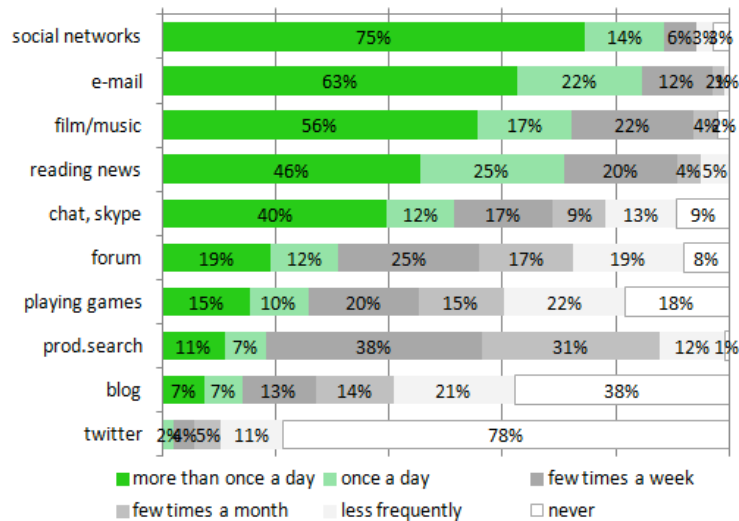


Figure 3
 Frequency distribution of Internet usage for different activities in the total sample

Three quarter of the respondents uses Internet for visiting social network sites, writing/reading e-mails, listening to music or watching films and reading news portals at least once a day. Product search by default is not a regular activity, but 56% of our respondents use the Internet for this action at least weekly. What definitely different from western-European trends is that Twitter as a micro blog is not popular among our students.

We can compare these results with Hungarian data – the NOK research in the third quarter of 2013, on 25.000 Hungarian citizens showed that three quarter of both

men and women use Internet every day, moreover, 47 % of men and 43% of women visit the worldwide web more than once a day.¹⁰ In our sample these proportions are higher as we asked university students (1) who are younger than the Hungarian citizens in general and (2) probably their level of education will be higher than the average as well.

However we could not detect significant differences in usage frequency of Internet for different reasons by temperament types – except frequency of Skype and chat. Here the difference in frequency is slight: Idealists use Internet slightly more frequently for this active way of keeping contact with others than the other three temperament types. It can be explained with their healer, teacher and counsellor role variants, which need more interaction to achieve.

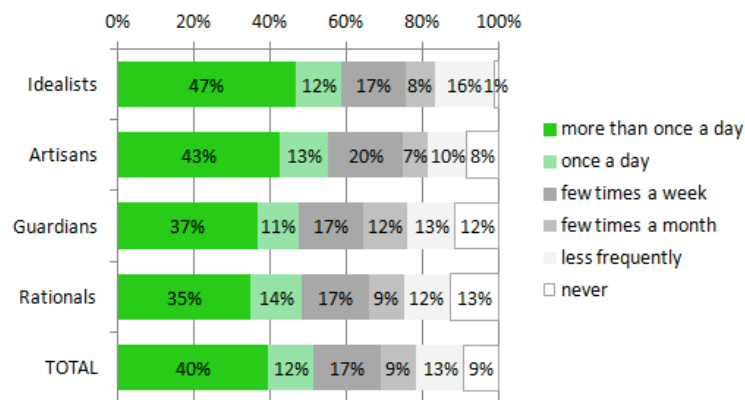


Figure 4

The frequency distribution of using internet for chatting and Skype by temperament types
(Total sample: 992 respondents, self-reported data)

We could identify significant gender differences in using Internet for reading news, visiting forums and playing games. For each of these activities men show higher frequencies. For the other activities there were no significant differences within gender groups.

¹⁰ <http://www.enet.hu/hirek/vege-a-ferfias-internetnek-magyarorszagon/?lang=hu>

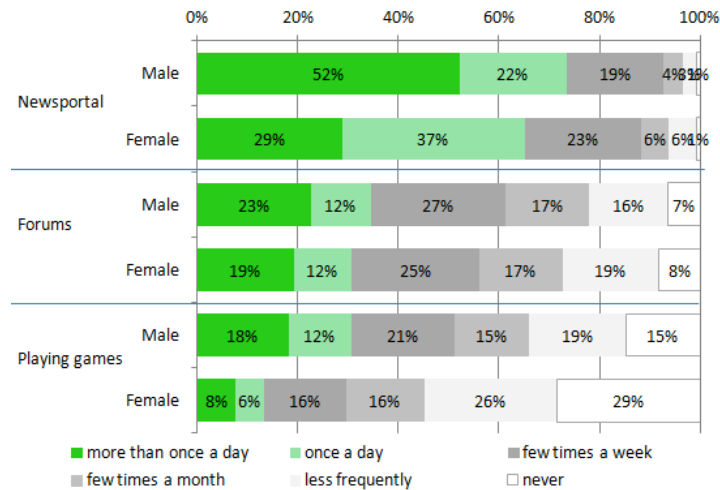


Figure 5

The frequency distribution of using internet for reading news, visiting forums and playing games – by gender groups

(Total sample: 992 respondents, self-reported data)

3.3 Difference in the amount of comment read

Respondents were asked to try to remember the number of comments read on the previous week on different sites. Hopefully this one week period was not too difficult to remember and the aim was to include the weekend as well because it may let people to spend more time on activities they like (e.g. surfing on the net).

Sharing opinion on social network sites is the basic nature of this phenomenon – the main aim of these networks are to help people to keep contact with each other on a flexible and easy way. Therefore the highest mean of the comments read were experienced on social sites. In parallel with our hypothesis, the average number of comments read on different sites was significantly higher for men than for women. We must remember that in the previous part we made it clear that men use Internet more frequently than women so it has a consequence related to the amount of comments they read.

At this point, it is important to separate private comments – such as comments on Facebook - from public comments, because in the case of the former we have more prior information on the potential source of the information. Perhaps the comment-writers themselves are more conscious when they post a comment, because they may feel they will be judged based on it as well- so to some extent social control can work in these smaller groups. But, if a comment is written on a

digital newspaper site under a nickname, we probably don't know anything about the writer.

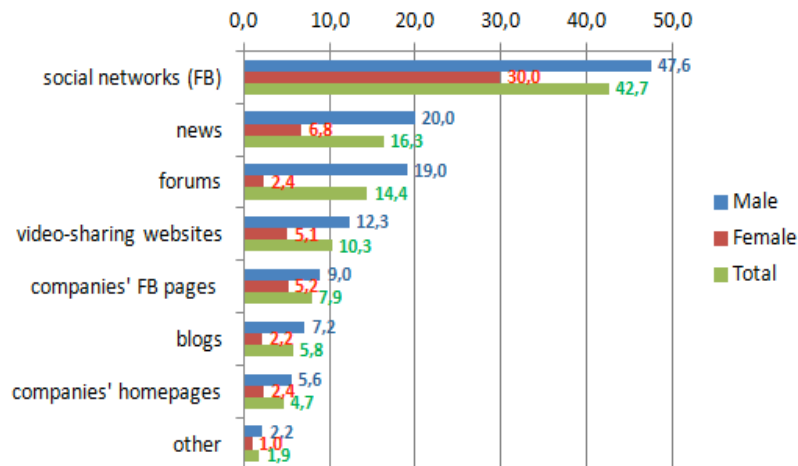
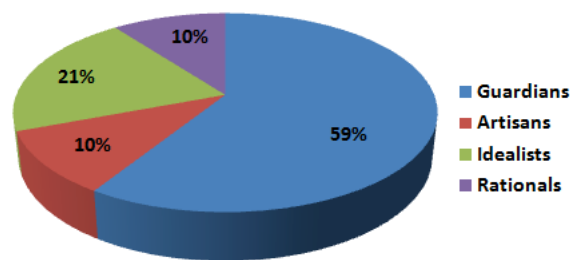


Figure 6

The average number of comments read previous week by the respondents on different sites (Total sample: 992 respondents, self-reported data) (All means differ significantly $p < 0,05$, except for 'other')

3.3.1 Who didn't read any public comments

Altogether there were 79 people in the sample who didn't read any public comment during the previous week. Majority of them (66,7%) were male, which is slightly lower proportion than in the total sample. Their distribution by age (74,7% is younger than 25) was not significantly different from the total sample.



Sample size: 79 respondents (self reported data)

Figure 7

Personality distribution of those who read no public comment (%)

However the proportion of different personality types differed significantly from the total sample. Guardians are overrepresented (59% versus 46%), Artisans are underrepresented (10% versus 23,7%).

It highlights the basic feature of the Guardian temperament: they prefer practical matters, to provide food for the household; they are responsible for the safety of the family, which would mean they are busier with these things so perhaps they have less time for reading public comments.

3.3.2 Number of comments read by temperament types

The existence of Internet and social network sites create a special mixture of private and public sphere. Lange (2007) examined publicly private and privately public behaviour on YouTube. She found that some participants exhibited “publicly private” behaviour, in which video makers’ identities were revealed, but content, was relatively private because it was not widely accessed. In contrast, “privately public” behaviour involved sharing widely accessible content with many viewers, while limiting access to detailed information about video producers’ identities. [7]

As we have already found, vast majority of students in the sample use social network sites at least once a day. Frequent interactions among Facebook users are natural, so it was not surprising, that independently of temperament types, students read approximately 50 comments during one week. However the number of public comments read differs significantly by temperament types: one-way ANOVA test shows significant difference ($F=2.77$, $df=963$, $p<0,05$ and Levene statistic= 7.273 , $df1=3$, $df2=960$, $p<0,01$).

Rationals read 85 public comments in a week, what is the highest value among the different groups. Rationals are introspective and pragmatic. “People who are generally introspective are more 'head in the clouds.' They are more abstract in their world view and tend to focus on global or theoretical issues such as equality or engineering.”¹¹

According to Keirsey, people who are cooperative pay more attention to other people's opinions and are more concerned with doing the right thing [6]. Therefore we supposed that cooperative types of people read more public comments in order to know what other people think about different things.

¹¹ http://en.wikipedia.org/wiki/Keirsey_Temperament_Sorter (download: 23.04.2014)

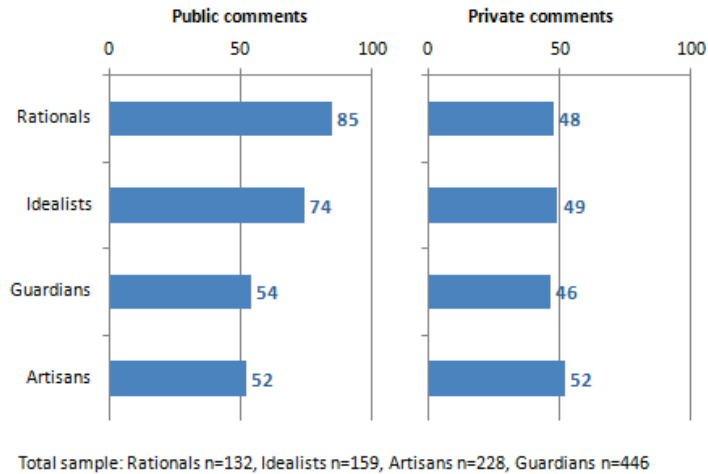


Figure 8

The average of public and private comments read previous week by personality groups (self-reported data)

Our data were able to support this assumption partly: the Idealists read above average public comments on the given week, but for Guardians the number of comments read was definitely lower than in the total sample (mean=61,1 comment on the given week). We can explain this lower mean of Guardians with their concrete worldview which tends to focus more on practical matters such as food, shelter, and their immediate relationships – according to Keirsey.

3.4 Attitude toward comment-reading

In order to understand the respondents' attitude toward comment-reading, we used the responses of those respondents who read at least one public comment on the previous week of the fieldwork for the analysis, what means 880 respondents as total sample.

7 statements were used – related to usefulness of comment reading, reliability of these comments and informational effect of comments, and the respondents had to evaluate on a 7 point Likert scale their level of agreement with the statements (-3 meant totally disagree, 3 meant totally agree).

3.4.1 Difference in attitude toward comment reading by gender

Public comments – especially if the commenter identity is not known – give the chance to express extreme opinions – sometimes the content of these comments are even not related to the original topic what had been posted by the first commenter. Comment style can be criticized based on its content (e.g. too extreme, exaggerated), its vulgarism, or when the message itself cannot be

understood. Not surprisingly, female readers' level of agreement with the statement "Style of comments are often disappointing" is significantly higher than their male counterparts'. The mean for men was also relatively high (1,7), so it seems that disappointing comment style is a real problem. That raises again the question of the need for moderation.

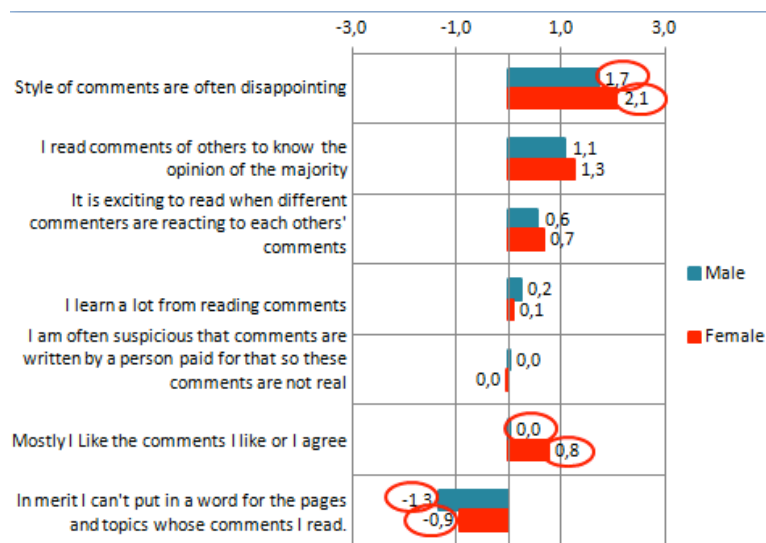


Figure 9

The average level of agreement by different attitude statements toward comment reading – by gender groups (circles show significant difference at $p < 0,05$ level)

One of the other two statements which evaluated differently by male and female respondents was about the feedback-giving activity: whether they Like the comments they agree with or not. Women have significantly more positive attitude toward giving feedback in form of Likes – and the other, negatively formed statement may give some support for this result: women think they are less able to put in a word on the topics they read than men.

According to the results, reading comments and recommends are rather entertaining for both gender groups than being real source of information.

3.4.2 Difference in attitude toward comment reading by temperaments

The analysis of data by temperament types resulted in surprising evidence: we found no significant differences among group means. Although Idealists have the more positive attitude toward comment reading, (they show the highest values for 6 statements out of the 7), this difference is not significant.

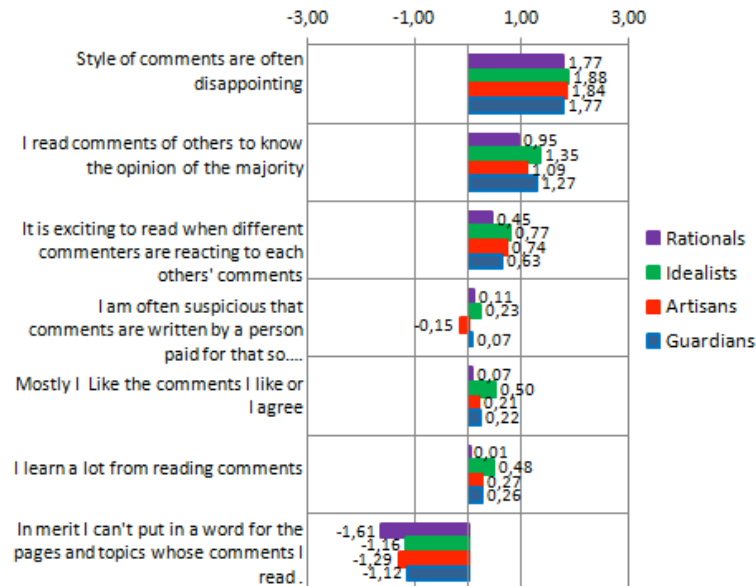


Figure 10

The average level of agreement by different attitude statements among those who read at least one public comment – by personality groups (total sample: n=880)

Realizing the lack of significant difference in attitude among temperament types, we wanted to have a closer look on the four preferences behind personality types. Therefore we examined the means of the attitude statements by energy flow (extravert/introvert), by information in taking (sensing/intuiting), by decision making (thinking/feeling) and by everyday lifestyle (judging/perceiving).

These data shed more light on the decision making preference: along this dichotomy we could experience the more differences in attitude among preference types: respondents with thinking preference Like comments less frequently, agree less that comment reading is a good source of the opinion of the majority, find less exciting to read the comment-recommend flow and they think they would be able to put in a word to the topics they read than respondents with feeling preference.

Alongside the preference of stimulation sources, extravert respondents showed definitely more positive attitude toward Like-ing the comments they agree with and they are less suspicious on the originality of the comment writer.

Preference dichotomies	I am often suspicious that comments are written by a person paid for that so these comments are not real	I learn a lot from reading comments	Style of comments are often disappointing	I read comments of others to know the opinion of the majority	Mostly I Like the comments I like or I agree	It is exciting to read when different commenters are reacting to each others' comments	In merit I can't put in a word for the pages and topics whose comments I read
Extravert	-0,1671	0,1523	1,8305	1,2064	0,5553	0,6708	-1,3022
Introvert	0,2319	0,3423	1,7909	1,1781	-0,029	0,6273	-1,1763
Sensing	-0,0129	0,2633	1,7823	1,2048	0,2161	0,6677	-1,179
Intuiting	0,1754	0,2799	1,8358	1,1903	0,291	0,6269	-1,3783
Thinking	0,1344	0,1631	1,7406	1,066	-0,0425	0,5307	-1,3844
Feeling	-0,017	0,3617	1,866	1,3043	0,4809	0,7617	-1,1023
Judging	0,1095	0,2698	1,7792	1,2657	0,2298	0,6212	-1,1562
Perceiving	-0,0478	0,2687	1,8507	1,0776	0,2418	0,7134	-1,3743

Table 2

The average level of agreement by different attitude statements among those who read at least one public comment – by personality dichotomies (total sample: n=880) (Bold boxes show significant difference between means at $p < 0,05$)

Conclusions

In our study we tried to identify relationship between temperament types and comment-reading activity. Our university student sample has proved to be relevant from this topic in two ways: first, they represent the Y generation whose members handle Internet as a part of their everyday lives; second, they showed almost the same distribution in temperament types as the whole population.

First we supposed that male respondents – thankful to the fact they started to use Internet sooner than women – read more comments, independently of the type of the comment (private or public). This hypothesis (H1) has been proven by our data.

Second, we supposed that temperament types have different attitudes toward comment reading activity and they read different amount of comments – both on

social network sites and on public sites (e.g. news portals, forums, video-sharing sites). Based on Keirsey Temperament Sorter, we thought that the Introspective and Cooperative Idealists will be busier with reading comments, and they will be followed by Rationals in the row. Rationals and Idealists read significantly more public comments than Guardians and Artisans – so H2a was partly supported, but we found no significant difference in the average number of private comments read by temperament types. We suppose that the high penetration of attendance on social network sites is the best explanation for that among the members of the Y generation. Unfortunately, we found no significant difference alongside the attitude statements; therefore H2b has not been proven in our study.

Idealists read less public comments than Rationals, although Idealists showed slightly more positive attitude toward comment-reading than the other temperament types, these differences were not statistically significant, so data cannot support H3.

In connection attitude statements we found more significant differences by gender groups: women showed more positive attitude toward comment reading activity.

From a marketing point of view, with comments people can influence each other's opinions on products and services and as a consequence, purchasing decisions as well. As people read comments regularly, for marketing managers it is a crucial challenge to keep an eye on these comments on their own products and services. It is good source of information on what is satisfying for the customers and what they are complaining for – it can help us in market research and getting ideas for further improvements.

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