



© Pasztor, J. Bak, G. (2020): Attitudes of Generation Z towards Instagram & Facebook – A comparative study. In Kelemen-Erdos, A., Feher-Polgar, P., & Popovics A. (eds.): Proceedings of FIKUSZ 2020, Obuda University, Keleti Faculty of Business and Management, pp 154-168
<http://kgk.uni-obuda.hu/fikusz>

Attitudes of Generation Z Towards Instagram & Facebook – A Comparative Study

Judit Pasztor, Gerda Bak

Doctoral School in Management Sciences and Business Administration,
University of Pannonia, Veszprém, Hungary

Institute of Intercultural Psychology and Education, Doctoral School of
Psychology, ELTE Eötvös Lóránd University, Budapest, Hungary
pasztor.judit@ppk.elte.hu

Doctoral School in Management Sciences and Business Administration,
University of Pannonia, Veszprém, Hungary
bak.gerda@gtk.uni-pannon.hu

Abstract: Social media plays a significant role in our everyday lives and shapes our interpersonal relationships and interactions. Millennials and mostly Generation Z spend more time online than any generation before. This study aimed to determine if there any relationship between personality and social media platform preference. Instagram and Facebook users have been compared regarding the motives of usage and the intensity of the attachment.

Keywords: Generation Z, social media, Instagram, Facebook

1 Introduction

Social media sites (SMS) have become unavoidable worldwide for the past nearly 20 years. According to a survey, nearly 4 billion people actively use at least one social media interface, approximately half of the world's population (48%) [1]. Although Facebook's fragility has waned a bit over the past few years, it is still one of the most popular and most used platforms [2]. In terms of social media platforms, Instagram is also taking a unique path, which has started to grow rapidly in the last few years and is still one of the fastest-growing platforms. As a result, it has 1 billion active users, 89% of which are non-US users [1]. However, unlike Facebook, Instagram is mainly popular among the younger age group (18-34 years old) [3]. To understand why these platforms are so popular, we need to know individuals' motivations to use social media [4]. The problematic internet/smartphone use have been studied widely [5;6]. Very few studies investigating the connection between



personality and Facebook or Instagram use motive [7]. The aim of this study was to find answers for the following research questions related to the Generation Z:

- What are the primary motivator factors that affect Instagram and Facebook usage, and are there any significant differences between the two platforms?
- What is the level of attachment to both social media sites?
- Is there any difference in the level of attachment, based on gender?
- What are the main aspects of the attachment to SMS?
- Are there significant differences between any personality dimension between females and males?
- What is the connection between personality traits and SMS intensity and attachment?
- What is the connection between personality traits and motives of SMS use?

2 Social media sites (SMS): Facebook & Instagram

Social media platforms/sites (SMS) been defined as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system” (p. 211) [8]. The most popular SMS in the Western world are Instagram, Facebook, Twitter, Snapchat, WhatsApp, Youtube and Google [9]. The primary motivation includes establishing and maintaining relationships [10].

As mentioned earlier, of the social media platforms, Facebook has the most extensive user base, at about 2.7 billion [2], and is also significantly represented across ages in terms of age groups [3]. Numerous studies address social media platforms’ effects and the motivations behind their use [4;11;12]. Motivations for using social media are diverse: the need for social interactions, information seeking, spending time, having fun, relaxing, expressing opinions, sharing information, observing or getting to know others [13;14]. Besides sharing photos and videos and status updates, there is a strong demand for entertainment-related content when using Facebook (one of the most popular sites) [15]. People use social media to obtain information about others [16] and thus facilitate the maintenance of relationships despite potentially less frequent interactions [17]. While members of Generations Y and Z have socialized in the digital world and are entirely natural to online contact, for example, those over 60 use social media (especially Facebook) mostly to keep in touch with family members, out of compulsion [18]. There are differences in use not only between generations but also in terms of gender. Women join the Facebook and Snapchat community to track family and friends’ lives, while men are encouraged to be members of a network of contacts and meet new people [19].



2.1 Generation Z and social media use

Generation Z already prefers to nurture its relationships online, especially on social media platforms. Its members are open to providing active feedback on the brands or services they use and evaluating others' opinions [20]. In many cases, this generation is already more strongly involved in virtual communities than in offline groups and is also a critical consumer of online content [21]. What significantly differentiates Generation Z from Y is their attitude to the online world: they no longer only want to know everything, they want to share everything, especially their best moments, or at least the edited versions of their experiences [22]. They trust their friends more than their predecessors [23]. They are the first global generation (thanks to technological advances), who can be in regular contact with each other on social media, regardless of geographical affiliation [24]. Looking at the data for the past few years, Generation Y reduced the time spent on social media interfaces, while Generation Z further increased it. Generation Z members have, on average, nearly ten different social media profiles [25]. They prefer Instagram over Facebook, and their lives are more intertwined with social media platforms, they require more attention in online communities, and they are more courageous to express their emotions and problems in a virtual group of peers [26]. This age group is a regular mobile phone user, nearly 40% have a feeling of FoMO (Fear of Missing Out) daily in their lives (so they are reluctant to stay away from their phone for long), and 5.5% are particularly concerned about not being able to check their mobile phone at any time [27].

2.2 “Big Five” personality traits and SMS use

Personality cause relevant individual differences which affect the SMS use motivations [28]. The present study examines personality based on the Big Five personality traits, displayed in Figure 1 [29].

The Big Five personality traits model is based on several independent researchers' results. Allport and Odbert collected 4.500 terms relating to personality traits in 1936 [30]. A few years later, Cattell and his colleagues used factor analysis to reduce the items, and they identified 16 traits. Fiske and his colleagues reduced these dimensions to five factors. McCrae and Costa confirmed the model's validity and the following factors (traits): openness, conscientiousness, extraversion, agreeableness and neuroticism (known by the acronym CANOE or OCEAN). Personality traits are influenced by genes and the environment as well. Each trait represents a continuum and encompasses other facets, as displayed in Figure 1. Most individuals are somewhere between the two polar ends [31].

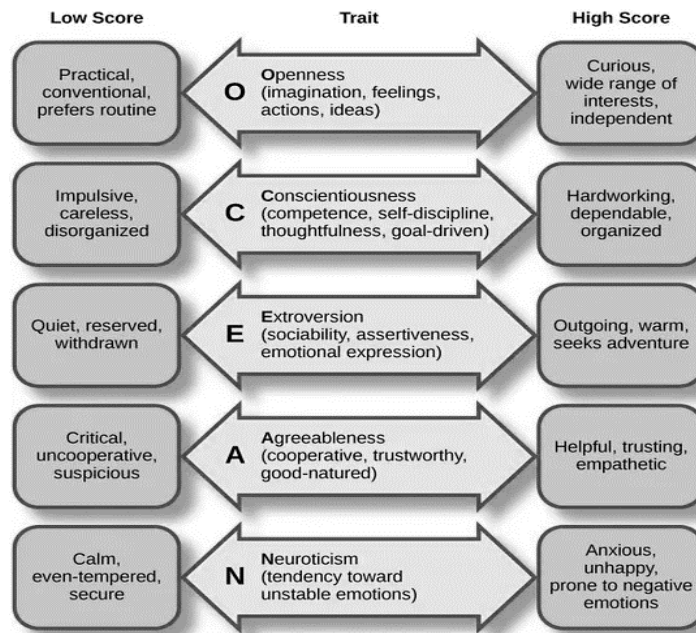


Figure 1
The Big Five personality traits [32]

Previous studies connect personality differences to social media use. For example, neurotic SMS users are more involved in the feedback of others on their selfies [33], spend more time on Facebook [34] and prefer to use SM passively [35]. Extraverted individuals post more photos and selfies [36]. Agreeable individuals are more interested in shared content and comment, and like others' posts more frequently [33]. Unconscientious individuals prefer to use SMS for information and news [35], while individuals scored high on openness to experience, share more content (photos, posts, selfies, location info) [37]. Personality traits related to preferred leisure and social activities [38;39], and notably impact the quantity of time an individual spends on SMS [40]. For example, who scores higher in the extraversion dimension, that is more inclined to initiate phone calls and sends more text messages [41]. Personality traits affect predisposition to problematic or addictive mobile phone behaviour [28;42;43] and have a remarkable influence on social media use as well, based on previous studies [44].



3 Results and discussion

3.1 Measure and Method

The data has been collected anonymously by an online questionnaire, which took 10-15 minutes to fill in. The questionnaire contained demographic questions (gender, age, educational level) and validated scales translated to Hungarian. The respondents were encouraged to share the survey via Facebook. Different statistical tests have been used for the analysis, made in SPSS 26 and ROPStat [45].

Facebook and Instagram attachment was measured by the altered version of Facebook Intensity Scale by Ellison et al. [46]. This scale defines the different aspects of the attachment to Facebook or Instagram (e.g., “I am proud to tell people I’m on Facebook.”). The respondent could answer the six statements on a seven-point Likert scale. In this study, the items related to the time spent online and a number of friends have been excluded. The Cronbach's alpha was 0.86 in the case of Facebook and 0.91 in the case of Instagram. *Facebook and Instagram motivation* was measured by twelve items that were defined by Alhabash and Ma [47]. The respondents had to answer on a seven-point Likert scale, based on their agreement to the item's statement (e.g., “I use [SMS] to share information”). The scale's Cronbach's alpha was 0.82 in the case of Facebook and 0.89 in the case of Instagram. *Personality traits* have been measured by Big Five Inventory [48] which contained 44 items and measures an individual on the Big Five dimensions of personality. The respondent had to apply their answer on a five-point Likert scale (where 1 = strongly disagree and 5 = strongly agree) about characteristics. The dimensions' Cronbach's alpha was between 0.73 and 0.85

3.2 Sample

The number of submitted online forms was 168. Respondents, who were younger than 15 years old, or older than 25 or gave incomplete or inaccurate answers have been excluded (23.22%). After the database cleaning, the final sample contained 129 Hungarians' answer (76.78%). The average age was 19.19 ($SD = 3.197$, $min = 15$, $max = 25$). Based on the result of the Kolmogorov-Smirnov test, the normality of the age variable was not confirmed. The sample contained 116 females (89.9%) and 13 males (10.1%). Due to the disproportioned gender distribution, a robust statistical test (Yuen-Welch test with 20% trim) has been used in the comparative analysis [49;50]. Most of the respondents still hold student status (91.5%), 3.9% studied at primary, 38,8% at secondary, 48.8% at higher education. Our sample is not representative.

3.3 Motives for social media use

Table 1 displays the different motives for SMS use. Significant differences have been found in the motives of Facebook and Instagram. Generation Z prefers to share their personal information via Instagram ($p = 0.009$), but in case of general information (which is essential for anybody else), no significant differences have been found ($p = 0.106$). They frequently use Instagram instead of Facebook when they bored or want to disengage from the environment (the effect size is bigger than 0.408). Facebook and Instagram are equally used if the individual wants to connect to similar people ($p = 0.921$) or establish a connection with others who have similar interests or tastes ($p = 0.566$).

Table 1
Differences in motives in the case of Instagram and Facebook use

Motives for use	Facebook		Instagram		<i>p</i>	Cohen- <i>D</i>
	Mean	SD	Mean	SD		
Share personal information	2.74	1.873	3.35	2.171	0.009	0.327
Record life events	2.29	1.572	4.31	2.117	0.000	1.287
Connect due to similar interests	3.63	1.931	3.57	2.091	0.566	-0.049
Spend time	4.36	1.923	5.37	1.837	0.000	0.520
Share relevant information	2.39	1.699	2.68	1.867	0.106	0.156
Record experiences	1.98	1.493	2.38	1.791	0.024	0.251
Connect to similar people	4.13	1.976	4.03	2.136	0.921	-0.059
Nothing better to do	3.88	2.087	4.75	2.110	0.000	0.408
Express personal interests	2.72	1.861	4.26	2.112	0.000	0.819
Record visited places	2.30	1.811	3.99	2.234	0.000	0.923
Get to know new people	2.60	1.781	3.09	1.966	0.008	0.263
Disengage from environment	3.70	2.067	5.20	2.055	0.000	0.722

When Gen Z wants to record and share experiences, life events, or visited places, the preferred platform is Instagram ($p = 0.000$). The effect size for this analysis ($d = 1.287$) was found to exceed Cohen's convention for a large effect ($d = 0.80$).

3.4 Attachment to social media platforms

The attachment score ranged between 7 and 42. The respondents' average Facebook attachment score was 23.29 ($SD = 8.852$), and their Instagram attachment score was 27.22 ($SD = 10.249$). The difference is significant ($p < 0.001$); the respondents are more attached to Instagram than Facebook. No significant differences have been found between males and females.

Table 2
Differences in attachment items in case of Instagram and Facebook

	Facebook		Instagram		<i>p</i>	Cohen- <i>D</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Part of habitual mobile use	5.22	1.855	5.46	2.000	0.193	0.125
Pride	4.08	1.943	4.64	2.038	0.001	0.291
Base of daily routine	4.43	2.132	4.92	2.071	0.013	0.233
Fear of missing out	2.57	1.806	3.23	2.044	0.000	0.354
Connected to the community	3.00	1.772	3.84	2.083	0.000	0.472
Importance	3.99	2.108	5.19	2.011	0.000	0.565

Table 2 displays the differences between Instagram and Facebook. Both platforms play an important role in the daily, habitual mobile use; no preference has been found. The respondents are more proud to be the user of Instagram ($p < 0.001$) and feel connected to the community of Instagram more than Facebook ($p < 0.01$). Instagram causes more anxiety, because if the respondent cannot connect to the site, they feel FoMO quickly, much quicker than in the case of Facebook ($p < 0.001$). The importance of Instagram is significantly higher than Facebook ($p < 0.001$), and this aspect displays the most significant difference. As the respondents said, life would be more miserable without Instagram than without Facebook. The importance of Instagram over Facebook in case of Generation Z is unambiguous. Instagram became part of their daily routine. It offers more opportunity to quickly check the others' new stories, upload fresh photos, and avoid the text-based posts of Facebook.

3.5 Relationship between SMS use and personality traits

3.5.1 Personality traits differences between males and females

Table 3 displays the five dimensions of the BI5 personality test. Due to the unbalance between males ($N = 13$) and females ($N = 116$) and the small sample size, Yuen-Welch test (with 20% trim) has been used which is the combination of trimmed Means *t*-test and Welch's *t*-test [50;51]. Regarding personality traits, a significant difference has been found between males and females at the *extraversion* dimension, $Y(9,4) = 2.370$, $p = 0.0408$. Males scored higher than females, $CI(95\%) = (0.34; 10.80)$, which means they are more outgoing, sociable and energetic. Regarding the other dimensions, no significant differences have been found.

Table 3
Average personality dimensions scores and their differences based on gender

	Males		Females		<i>p</i>	Cohen- <i>D</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Extraversion	30.38	6.199	25.20	5.905	0.041	1.273
Conscientiousness	30.00	5.276	30.26	6.203	0.819	0.110
Agreeableness	32.23	5.688	31.79	5.635	0.907	-0.047
Neuroticism	22.69	8.469	26.69	5.648	0.194	-1.014
Openness	35.77	6.03	37.49	5.499	0.243	-0.491

3.5.2 Connection between personality traits and SMS intensity and attachment

Extraversion, *conscientiousness* and *openness to experience* dimensions do not correlate with SM attachment or intensity of use, but others show a significant relationship. Those who are high in *agreeableness* can be described as empathic, trusting, forgiving, and enjoying helping others. The higher this sensitivity to the others' need, the higher the intensity of Facebook usage ($r = 0.178, p < 0.05$). Active and symmetrical communication at Facebook is easier than at Instagram because Facebook has plenty of features that help engage with others (e.g., groups). *Neuroticism* shows the overall emotional stability of an individual, how likely they interpret events. Who score high on *neuroticism* often feel irritable, anxious, vulnerable and stressful. *Neuroticism* score significantly correlates with Instagram attachment ($r = 0.174, p < 0.05$) and Instagram use intensity ($r = 0.179, p < 0.05$). Thus, the more anxious and shy a person, the more they attached to Instagram, which allows passive following of others' life events without any engagement, and they use it more intensively.

3.5.3 Connection between personality traits and motives of SMS use

Table 4 displays the significant correlations between the personality traits and motives of Instagram use. *Conscientiousness* shows a person's ability to regulate their impulses in order to engage in goal-directed behaviour. These dimensions' high score describes competence, self-discipline, and dutifulness, while a low score confirms disorganized, careless, impulsive, and incompetent personality. Respondents who scored high on this dimension are less likely to use Instagram for spending time and disengage from their environment. Who scored higher in activities which related to boredom or disengagement, scored higher on *neuroticism* as well. Thus the more emotionally stable and individual, the less time they spend on Instagram while they have the chance to do other activities.

Table 4
 Correlation coefficients based on personality traits and Instagram use

Personality traits	Motives of Instagram use	Spearman rho
Conscientiousness	Nothing better to do	-0.2463**
	Spend time	-0.2221*
Neuroticism	Nothing better to do	0.2512**
	Disengage from environment	0.2292**
	Spend time	0.2163*
Extraversion	Get to know new people	0.1935*
	Share personal information	0.1823*
Openness	Get to know new people	0.1740*
	Express personal interests	0.2525**

Notes: * $p < 0.05$, ** $p < 0.01$

Extraversion shows the tendency to wish someone seeks social interaction. Who scores high in this dimension are excitement seekers, energized by social interactions and sociable persons. The more extrovert a person, the more information they share on Instagram, and they seek new connections with the platform's help. The more reserved, introvert personalities share less personal information and not as brave with new connections. *Openness to experience* refers to a person's willingness to try new things and engage in new activities and intellectual challenges. Individuals who score higher in this dimension express their personal interests more freely and are more open to new connections.

Table 5
 Correlation coefficients based on personality traits and Facebook use

Personality traits	Motives of Instagram use	Spearman rho
Conscientiousness	Nothing better to do	-0.2911**
Neuroticism	Nothing better to do	0.1777*
Extraversion	Share relevant information	0.2533**
	Share personal information	0.2020*
Openness	Connect to similar people	0.1752*
	Connect due to similar interests	0.1922*
	Express personal interests	0.2062*

Notes: * $p < 0.05$, ** $p < 0.01$

In the case of Facebook, small differences can be seen (as displayed in Table 5). The pattern for *conscientiousness* and *neuroticism* is similar to Instagram's. Individuals who score higher in *extraversion* share more personal information and post about information relevant to others. Due to this difference (Instagram is more likely to seek new connections and self-expression), Facebook is the place for symmetrical interactions. The higher the individual's *openness* score, the more active they are foster their social connections via Facebook and express their personal interests.



4 Conclusion and recommendations

In order to explore the motives of Instagram and Facebook use and Generation Z's attachment to these SMSs, quantitative methods have been used. Based on 129 respondents (aged between 15 and 25), significant differences have been found between the two platforms. Generation Z prefers Instagram in case of sharing personal information and record their life events or their travels. When they are bored or want to disengage from the world, Instagram is a better alternative than Facebook, due to the relatively text-free timeline. It consumes less energy to scroll over hundreds or thousands of photos, and Instagram's algorithm helps them by offering accounts with similar content to their interests. This young generation is more attached to Instagram; the platform plays an essential role in their daily routines and provides belongingness as well. Both SMS became part of their everyday habitual mobile phone use, but Instagram is more important for them.

Regarding the personality traits, we found no significant differences between the genders (except the extraversion dimension, which scored higher to males). Individuals who are higher in agreeableness prefer Facebook, which allows easier symmetrical communication between the parties, who are more stressful and anxious, prefer Instagram and use it more frequently than the balanced individuals. This kind of passive SMS use, especially when an individual is bored, is linked to personalities with a lower self-regulation level. Extroverts freely share their most personal moments and interests and do not wait for too much reciprocity. Individuals who are open to new experiences easily engage with establishing new connections, they express their emotions and interests and glad to maintain relationships with others; they prefer Facebook, which is the place for symmetrical interactions.

While both social media sites attract more and more users, Instagram is more important for the Generation Z. They use it against boredom and self-expression, and it is an excellent platform to "stalk" others without real interactions. Facebook is the place for maintaining relationships because it has more features which help symmetrical communications and provide more privacy. Another important (but previously did not mention) aspect is the anonymity. Facebook does not allow to use simple usernames, but on Instagram, anybody can stay anonymous and fake even a whole life for themselves.

Overall, this study's findings with Hungarian Generation Z strengthen the previous findings regarding the significant relationship between personality traits and social media use. Knowing the SMS using patterns of the young users might help to detect their main personality traits, which tremendously helps personalization which is an emerging field of sales and marketing activities [51]. More sophisticated human-computer interactions and personalization of user experience without more comprehensive knowledge of the users' attitudes and traits is unimaginable [52].



There are two major limitations in this study that could be addressed in future research. First, the sample size was small ($n = 129$). Even if Yuen-Welch test - a robust statistical method - has been used, the results are subject to biases. Second, the sample does not reflect the general population due to the lack of balanced gender distribution and the snowball selection method. Thus, the inability to generalize the research findings could be an issue.

References

- [1] Hootsuite, (2019). Digital 2019, global digital overview. <https://datareportal.com/reports/digital-2019-global-digital-overview>. 2019. Retrieved: 05/12/2020.
- [2] Statista, (2020a). Most popular social networks worldwide as of October 2020, ranked by number of active users. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>. Retrieved: 05/12/2020.
- [3] Statista, (2020b). Distribution of Instagram users worldwide as of October 2020, by age and gender. <https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/>. Retrieved: 05/12/2020.
- [4] Kim, B., & Kim, Y. (2019). Facebook versus Instagram: How perceived gratifications and technological attributes are related to the change in social media usage. *The Social Science Journal*, 56(2), 156-167.
- [5] Bak, G., & Pasztor, J. (2020). Generációs különbségek a közösségi média és mobiltelefon használatban. In: Csiszár, B; Hankó, Cs; Kajos, L F; Kovács, O B; Mező, E; Szabó, R; Szabó-Guth, K (szerk.) IX. *Interdiszciplináris Doktorandusz Konferencia 2020 Absztraktkötet: 9th Interdisciplinary Doctoral Conference 2020 Book of Abstracts*. Pécs, Pécsi Tudományegyetem Doktorandusz Önkormányzat, 221.
- [6] Montag, C., Wegmann, E., Sariyska, R., Demetrovics, Z., & Brand, M. (2019). How to overcome taxonomical problems in the study of Internet use disorders and what to do with “smartphone addiction”? *Journal of behavioral addictions*, 1-7.
- [7] Horzum, M. B., & Demirhan, E. (2017). The role of chronotype on Facebook usage aims and attitudes towards Facebook and its features. *Computers in Human Behavior*, 73, 125–131.
- [8] Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230.
- [9] Alexa, (2017). The top 500 sites on the web. <https://www.alexa.com/topsites>. Retrieved: 05/04/2018.



© Pasztor, J. Bak, G. (2020): Attitudes of Generation Z towards Instagram & Facebook – A comparative study. In Kelemen-Erdos, A., Feher-Polgar, P., & Popovics A. (eds.): Proceedings of FIKUSZ 2020, Obuda University, Keleti Faculty of Business and Management, pp 154-168
<http://kgk.uni-obuda.hu/fikusz>

- [10] Kuss, D. J., & Griffiths, M. D. (2017). Social networking sites and addiction: Ten lessons learned. *International Journal of Environmental Research and Public Health*, 14, 311.
- [11] Burke, T. J., & Ruppel, E. K. (2015). Facebook self-presentational motives: Daily effects on social anxiety and interaction success. *Communication Studies*, 66(2), 204-217.
- [12] Kelly, L., Keaten, J. A., & Millette, D. (2020). Seeking Safer Spaces: The Mitigating Impact of Young Adults' Facebook and Instagram Audience Expectations and Posting Type on Fear of Negative Evaluation. *Computers in Human Behavior*, 106333, 1-7.
- [13] Whiting, A. & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16, 362–369.
- [14] Statista, (2019). Most popular reasons for internet users worldwide to use social media as of 4th quarter 2018. <https://www.statista.com/statistics/715449/social-media-usage-reasons-worldwide>. Retrieved: 05/12/2020.
- [15] Joinson, A. M. (2008). Looking at, looking up or keeping up with people?: Motives and use of Facebook. In: *Proceedings of the Twenty-Sixth Annual SIGCHI Conference on Human Factors in Computing*.
- [16] Lampe, C., Ellison, N. B. & Steinfield, C. (2006). A face(book) in the crowd: Social searching vs. Social browsing. In: *Proceedings of the 2006 20th Anniversary Conference on Computer Supported Cooperative Work*, 167–170.
- [17] Seidman, G. (2013). Self-presentation and belonging on Facebook: How personality influences social media use and motivations. *Personality and Individual Differences*, 54, 402–407.
- [18] Jung, E. H. & Sundar, S. S. (2016). Senior citizens on Facebook: How do they interact and why? *Computers in Human Behavior*, 61, 27–35.
- [19] Stanley, B. (2015). *Uses and gratifications of temporary social media: A comparison of Snapchat and Facebook*. Fullerton: California State University, Fullerton.
- [20] Francis, T. & Hoefel, F. (2018). *True Gen: generation Z and its implications for companies*. McKinsey & Company.
- [21] PrakashYadav, G. & Rai, J. (2017). The Generation Z and their Social Media Usage: A Review and a Research Outline. *Global journal of enterprise information system*, 9(2), 110-116.
- [22] Pásztor, J., & Bak, G. (2020). The Urge of Share & Fear of Missing Out - Connection Between Culture Shock and Social Media Activities During Erasmus Internship In: Fehér-Polgár, P. (szerk.) *FIKUSZ 2019 – Symposium for Young*



© Pasztor, J. Bak, G. (2020): Attitudes of Generation Z towards Instagram & Facebook – A comparative study. In Kelemen-Erdos, A., Feher-Polgar, P., & Popovics A. (eds.): Proceedings of FIKUSZ 2020, Obuda University, Keleti Faculty of Business and Management, pp 154-168 <http://kgk.uni-obuda.hu/fikusz>

Researchers Proceedings. Budapest, Magyarország: Óbudai Egyetem, Keleti Károly Gazdasági Kar, 176-191.

- [23] Lazányi, K. & Baimakova, K. (2016). Az alapvető érzelmi beállítottság és a társas támogatás kapcsolata – két felsőoktatási intézmény adatainak tükrében, In: Csiszárík-Kocsir, Á. (szerk.) *Vállalkozásfejlesztés a XXI. században VI.: tanulmánykötet*. Budapest: Óbudai Egyetem, 243-252.
- [24] Kapil, Y. & Rox, A. (2014). Critical Evaluation of Generation Z at Workplaces. *International Journal of Social Relevance Concern*, 2(1), 10-14.
- [25] GlobalWebIndex (2020). Social media by generation. <https://www.globalwebindex.com/reports/social-media-across-generations>
Retrieved: 20/09/2020
- [26] Pásztor, J., & Bak, G. (2020). Folyton online: A közösségi média használat, a társas kapcsolatok és a boldogság összefüggései az Y és Z generáció tekintetében In: Bujdosó, Z.; Dinya, L.; & Csernák, J. (szerk.) *XVII. Nemzetközi Tudományos Napok online konferencia: Környezeti, gazdasági és társadalmi kihívások 2020 után*. Gyöngyös, Magyarország: Károly Róbert Nonprofit Kft., 922-931.
- [27] Pásztor, J., & Bak, G. (2020). Z generáció online: közösségi média használat, FoMO és a társas kapcsolatok közötti összefüggések. In: Barna, B. J., Kovács, P.; Molnár, D.; & Pató, V. L. (szerk.) *XXIII. Tavaszi Szél Konferencia Absztrakt Kötet: "Mi és a tudomány jövője"* Budapest, Magyarország: Doktoranduszok Országos Szövetsége (DOSZ), 278.
- [28] Rubin, A. M. (1993). Audience activity and media use. *Communications Monographs*, 60(1), 98–105.
- [29] McCrae, R. R., Costa, Jr., P. T., Del Pilar, G. H., Rolland, J. P., & Parker, W. D. (1998). Cross-cultural assessment of the five-factor model: The revised NEO personality inventory. *Journal of Cross-Cultural Psychology*, 29(1), 171–188.
- [30] Vinney, C. (2018). Understanding the Big Five Personality Traits. ThoughtCo. <https://www.thoughtco.com/big-five-personality-traits-4176097>. Retrieved: 30/10/2020
- [31] McCrae, R. R., & John, O. P. (1992). An introduction to the five-factor model and its applications. *Journal of Personality*, 60(2), 175–215.
- [32] Gray, R.M, (2017). The Big Five personality trait. PennState. <https://sites.psu.edu/leadership/2017/09/02/the-importance-of-personality-trait-screening-for-todays-organizations-application-of-the-five-factor-model-ffm/>. Retrieved: 30/10/2020
- [33] Choi, T. R., Sung, Y., Lee, J. A., & Choi, S. M. (2017). Get behind my selfies: the Big Five traits and social networking behaviors through selfies. *Personality and Individual Differences*, 109, 98–101.



- [34] Moore, K., & McElroy, J. C. (2012). The influence of personality on Facebook usage, wall postings, and regret. *Computers in Human Behavior*, 28(1), 267–274.
- [35] Ryan, T., & Xenos, S. (2011). Who uses Facebook? An investigation into the relationship between the Big Five, shyness, narcissism, loneliness, and Facebook usage. *Computers in Human Behavior*, 27(5), 1658–1664.
- [36] Kim, J. W., & Chock, T. M. (2017). Personality traits and psychological motivations predicting selfie posting behaviors on social networking sites. *Telematics and Informatics*, 34(5), 560–571.
- [37] Amichai-Hamburger, Y., & Vinitzky, G. (2010). Social network use and personality. *Computers in Human Behavior*, 26(6), 1289–1295.
- [38] Rozgonjuk, D., Sindermann, C., Elhai, J. D., & Montag, C. (2020). Fear of missing out (FoMO) and social media’s impact on daily-life and productivity at work: do WhatsApp, Facebook, Instagram and Snapchat use disorders mediate that association?. *Addictive Behaviors*, 106487.
- [39] Skimina, E., & Ciecuch, J. (2020). Explaining Everyday Behaviours and Situational Context by Personality Metatraits and Higher-order Values. *European Journal of Personality*, 34(1), 29-59.
- [40] Huang, C. (2019). Social network site use and Big Five personality traits: A meta-analysis. *Computers in Human Behavior*, 97, 280-290.
- [41] Harari, G. M., Müller, S. R., Stachl, C., Wang, R., Wang, W., Bühner, M., Rentfrow, P. J., Campbell, A. T., & Gosling, S. D. (2020). Sensing sociability: Individual differences in young adults’ conversation, calling, texting, and app use behaviors in daily life. *Journal of Personality and Social Psychology*, 119(1), 204–228.
- [42] Ryan, T., Chester, A., Reece, J., & Xenos, S. (2014). The uses and abuses of Facebook: A review of Facebook addiction. *Journal of behavioral addictions*, 3(3), 133-148.
- [43] Vaid, S. S., & Harari, G. M. (2020). Who Uses What and How Often?: Personality Predictors of Multiplatform Social Media Use Among Young Adults. *Journal of Research in Personality*, 104005.
- [44] Whaite, E. O., Shensa, A., Sidani, J. E., Colditz, J. B., & Primack, B. A. (2018). Social media use, personality characteristics, and social isolation among young adults in the United States. *Personality and Individual Differences*, 124, 45-50.
- [45] Vargha, A., Torma, B., & Bergman, L. R. (2015). ROPstat: a general statistical package useful for conducting person-oriented analyses. *Journal for Person-Oriented Research*, 1(1-2), 87-98.
- [46] Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook “friends:” Social capital and college students’ use of online social network sites. *Journal of computer-mediated communication*, 12(4), 1143-1168.



© Pasztor, J. Bak, G. (2020): Attitudes of Generation Z towards Instagram & Facebook – A comparative study. In Kelemen-Erdos, A., Feher-Polgar, P., & Popovics A. (eds.): Proceedings of FIKUSZ 2020, Obuda University, Keleti Faculty of Business and Management, pp 154-168 <http://kgk.uni-obuda.hu/fikusz>

- [47] Alhabash, S., & Ma, M. (2017). A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students. *Social Media and Society*, 3(1).
- [48] John, O. P., & Srivastava, S. (1999). The Big-Five trait taxonomy: History, measurement, and theoretical perspectives. In: L. A. Pervin & O. P. John (Eds.), *Handbook of personality: Theory and research*, 2, 102–138. New York: Guilford Press.
- [49] Vargha, A. (2020). *Normális vagy? És ha nem? Statisztikai módszerek nem normális eloszlású változókkal pszichológiai kutatásokban*. Budapest, Magyarország: Pólya Kiadó.
- [50] De Winter, J. C. (2013). Using the Student's t-test with extremely small sample sizes. *Practical Assessment, Research, and Evaluation*, 18(10), 10.
- [51] Bachrach, Y., Kosinski, M., Graepel, T., Kohli, P., & Stillwell, D. (2012). Personality and patterns of Facebook usage. In: *Proceedings of the 4th annual ACM web science conference*, 24-32.
- [52] Farnadi, G., Sitaraman, G., Sushmita, S., Celli, F., Kosinski, M., Stillwell, D., ... & De Cock, M. (2016). Computational personality recognition in social media. *User modeling and user-adapted interaction*, 26(2-3), 109-142.