

Loneliness and Hobby Adoption: Social Networking During the COVID-19 Pandemic

Eric Langstedt^{1*} and Daniel S. Hunt²

¹Division of Arts and Letters, Mount Saint Mary College, Newburgh, NY 12550

²Department of Communication, Worcester State University, Worcester, MA 01602

*Corresponding Author: eric.langstedt@msmc.edu

In this exploratory study, we sought to understand the personality factors and motivations for using social networking sites (SNSs) during the early stages of the COVID-19 pandemic in the United States. We also explore the role of SNSs in hobby adoption and online sharing behavior during a period of isolation and social distancing. Our results indicate that loneliness was the most common motive for social media use. The personality trait, neuroticism, was the most significant predictor of SNS use. Our analysis included social networking platforms such as Instagram, Facebook, Twitter,

and TikTok. Our inclusion of TikTok provides preliminary evidence of why people use this popular new platform. While many respondents adopted a hobby during the pandemic, those scoring high for neuroticism were the most influenced by SNSs to take up a hobby while also being the least motivated to share their new hobby on social media.

Keywords: Uses and gratifications, personality factors, social media, social networking, SNSs, Facebook, Twitter, TikTok, Instagram, loneliness, hobbies

By March 2020, the rapid transmission of the COVID-19 virus led the World Health Organization to classify it as a global pandemic (World Health Organization, 2020). As early news coverage framed the pandemic in terms of social and economic consequences (Hubner, 2021), Social Network Sites (SNSs) saw increased traffic as individuals sought information and wished to discuss COVID-19 (e.g., Chen et al., 2020). Many adults are experiencing more significant mental distress during the pandemic (e.g., Twenge & Joiner, 2020) and use social media for social connection and as a coping strategy (e.g., Drouin et al., 2020). Active and intentional social media use can positively impact well-being during the pandemic, while generic social media use negatively impacts well-being (Yue et al., 2021). Many people began to adopt new hobbies or re-established old ones due to social isolation and quarantining measures and shared their hobbies online.

Uses and gratifications (U&G) research focuses on individuals' active media use and explains how motives impact behavior. Communication scholars working within the U&G paradigm have often studied the role of personality traits in predicting gratifications for both traditional media (e.g., Krcmar & Kean, 2005) and new media platforms (e.g., Orchard et al., 2014). During a time of crisis, SNS use and digital communications may relieve loneliness and increase social connection, which improves mental health (Banerjee & Rai, 2020). Psychological stress increased among lonely people during the pandemic, but interaction with one's online social networks helps decrease loneliness (e.g., Latikka et al., 2022).

The purpose of this research study is to understand people's motivations for using SNSs during the early stages of the COVID-19 pandemic. Furthermore, we seek to understand the role of personality factors and SNS motives in influencing hobby adoption and online sharing about one's hobby during the pandemic.

LITERATURE REVIEW

Hobby Adoption

In the early weeks of the COVID-19 pandemic, with more people working from home, there was a noticeable increase in social media content about new hobbies undertaken during this disruption to people's daily routines. A hobby can be defined as "a voluntary activity engaged in alone, at home, using tools to produce an object" (Daily, 2018, p. 377). Coping behaviors during the pandemic, such as adopting a hobby, can protect people from increased anxiety and depression (Fullana et al., 2020). Leisure activities, such as taking up or participating in a hobby, are associated with positive well-being measures (Pressman et al., 2009). In an attempt to explain the phenomenon of sharing hobbies online, Aiken (2020) noted: "It's a productive form of self-expression and communication, a form of mindfulness, a healthy distraction, and it also fits within a type of therapy known as behavioral activation." Behavioral activation is an adapted behavior that serves as a structured way to reduce depression by engaging in activities that offer enjoyment and allow people to gain mastery within a specific area (e.g., Dimidjian et al., 2011). For example, research in adolescent development has demonstrated that hobbies can improve social engagement among disadvantaged youth (Steinberg & Simon, 2019).

While there is limited research on the role hobbies play in social networking behavior, the abundance of hobby adoption references on SNSs during COVID-19 has prompted the researchers to explore how social media relates to hobby adoption and posting behavior.

The Five-Factor Personality Model

New media-related behavior is more active and intentional than traditional media forms. The myriad of media choices presented to online audiences makes it challenging to determine their effects on individuals. By connecting the study of personality factors to the uses and gratifications paradigm, scholars can better understand the function of the media in their development of social identities (Finn, 1997). The Five-Factor personality inventory or NEO-PI-R includes the personality traits: Neuroticism, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness (Costa & McCrae, 1992). Ross and colleagues (2009) tested the role of the Big Five personality traits and motivations to determine which factors are the most influential in deciding activity on Facebook. Recently, scholars studied how personality factors impact COVID-19 “containment measures,” such as hand washing and social distancing (Carvalho et al., 2020), finding that extraverts are less likely to practice social distancing while conscientiousness people practice both measures. One recent study of people living in the United Kingdom examined how personality factors and U&G motives influenced social media behavior during the pandemic lockdowns (Bowden-Green et al., 2021). The authors found that social media motives change during periods of isolation and social distancing. The current study includes U.S. respondents, which may allow for a comparison of media motives in different geographic locations to explain social media behavior and online interactions during the pandemic.

Extraversion is associated with being gregarious and having a desire for social interaction. Not surprisingly, extraversion is associated with social networking, as it is a means to interact with others. Extraverts often have more extensive social networks (Acar & Polonsky, 2007), are more heavy users of social media (Seidman, 2013; Gosling et al., 2011), and enjoy participating in groups on Facebook (Ross et al., 2009). Furthermore, extroverted individuals disclose more personal information on SNSs when motivated to develop virtual communities online (e.g., Hollenbaugh & Ferris, 2014). As the pandemic

progressed and physical distancing became necessary, extraverts used SNSs for relationship maintenance and exhibitionism purposes (Bowden-Green et al., 2021).

Neuroticism explains one's emotional stability, with a person high in neuroticism experiencing more extreme emotions such as anger, fear, or embarrassment. It has been reported that people high in neuroticism use social media more than most (Liu & Campbell, 2017; Correa et al., 2010) and log onto the Internet to combat loneliness (Amichai-Hamburger & Ben-Artzi, 2003). However, individuals high in neuroticism tend to favor interactive features that offer more control on social networking platforms (Ross et al., 2009). Similarly, trait neuroticism has impeded motivations for self-presentation and online photo sharing (Hunt & Langstedt, 2014). An examination of personality factors during the pandemic showed that neurotic individuals are motivated by exhibitionism (Bowden-Green et al., 2021), a finding presumably unique to the quarantining measures in place.

Conscientiousness is associated with achievement and self-control. Research suggests that people are feeling increased time pressures (Robinson, 2017; Jacobs & Gerson, 2001), and it is likely that people high in conscientiousness will avoid heavy use of social media if it is deemed a distraction or a waste of time (Liu & Campbell, 2017). Trait agreeableness considers one's likability and the cooperative nature of a person. People high in agreeableness use social media for interaction (Gil de Zúñiga et al., 2017). Openness to experience is associated with a willingness to try new things and leave one's comfort zone. People high in openness often use more features within a given SNS platform (Liu & Campbell, 2017; Wang et al., 2012) and are more likely to try new methods of communication (McCrae & Costa, 1997).

The study of personality factors is an essential indicator of why people use specific media platforms and engage in certain online activities. Within the U&G paradigm, individual differences in personality traits affect SNS motivations (e.g., Bowden-Green et al., 2021; Hollenbaugh & Ferris, 2014). Studying the impact of personality factors helps build U&G theory by connecting individual factors to motivations, accounting for the fragmented new media environment and individual needs for media use (Ruggiero, 2000; Finn, 1997).

Uses and Gratifications Perspective

The uses and gratifications perspective (Katz et al., 1974) represents a shift from examining the effects of the media and instead focuses on what people do with media (Bryant & Miron, 2004). Rubin (2002) explained U&G is guided by the following assumptions: media use is goal-directed; media competes with other communication forms for our attention; people initiate their own media use; social and psychological factors mediate behavior; and people are more influential than media in affecting individuals. New media technologies often require active selection, intention, and interactivity of users (Ruggiero, 2000). The application of U&G to new media technology has demonstrated its significance as a robust social scientific framework emphasizing the importance of motives for active media use (Ruggiero, 2000; Charney & Greenberg, 2002).

Research discussing Internet motives informed early studies about motivations for using social media platforms. As a majority of Internet users adopted SNSs, U&G scholars focused on understanding motives for using SNSs. While some of the justifications for using SNSs were the same as Internet motives (e.g., passing time and entertainment), new motives were revealed, including expressive information sharing, social interaction, and professional advancement (Papacharissi & Mendelson, 2010). Specific motives determine the types of activities users engage in on social platforms (Smock et al., 2011); for example, expressive information sharing leads to status updates on SNSs. With online users taking on the role of message source, impression management (Goffman, 1956) or self-presentation is an important motive for using social media (e.g., Hunt, Lin, & Atkin, 2014b).

Recent U&G research studies advocate for adopting the affordance approach when studying social media due to the interactive nature of the platforms and users' ability to act as both content creators and content consumers (e.g., Rathnayake & Winter, 2018). Sundar and Limperos (2013) argue that the affordances offered by emergent media can shape the needs of their users. In comparing Facebook and Instant Messaging, Quan-Haase and Young (2010) found differences in how people use the two platforms; gratifications from instant messaging tend to focus on relationships while gratifications from using Facebook are related to enjoyment and social activities. A recent study analyzing the uses and gratifications of Facebook, Twitter, and Instagram found

significant differences in how each platform is used (Pelletier et al., 2020). In their study, Twitter was most likely used for informational purposes, while motives for using Instagram included entertainment and brand engagement.

Use motives may be general or specific to a platform, based on the platform's features. For example, one research study revealed that Instagram motives include creativity, social interaction, documenting, diversion, and self-promotion (Sheldon et al., 2017); these motives may be attributed to the visual nature of that platform. We would expect gratifications to be different for Twitter, which is mostly used for information seeking. Each SNS has attributes that may drive users' motivations to fulfill a specific gratification. As such, we explored three legacy platforms (Facebook, Twitter, and Instagram) and one newer platform, TikTok. For the legacy platforms, we hope to understand better the role of SNS motives during the COVID-19 pandemic. For TikTok, this is a starting point, with very few studies using U&G to examine this increasingly popular platform. Communication scholars have made significant links between personality factors and uses and gratifications for various media forms. For this study, within the context of social media use during the COVID-19 pandemic, we expect associations between loneliness, relationship maintenance, self-presentation motives, and SNS use.

Loneliness

Loneliness can be defined as “the negative outcome of a cognitive evaluation of a discrepancy between (the quality and quantity of) existing relationships and relationship standards” (de Jong Gierveld et al., 2006, p. 495). The Centers for Disease Control and Prevention (2021) report many health risks associated with loneliness, such as increased depression and anxiety. In terms of well-being, social media activity can produce both positive and negative effects (Baker & Perez Algorta, 2016). Pittman and Reich (2016) distinguished between image-based platforms such as Instagram and text-based platforms like Twitter. They concluded that the intimacy offered by image-based social media might reduce loneliness, while text-based social media messages do not.

Social distancing has required many people to change their communication behaviors, often moving away from face-to-face communication to alternative communication channels, including social media. Loneliness is inevitable when asked to

remain socially distant and/or in isolation. From the perspective of social media use, as noted by Fang et al. (2017), SNSs have the favorable attributes of offering perceived social support and improving people's moods. A meta-analysis revealed that lonely people, especially when shy or lacking social support, demonstrate increased Facebook use (Song et al., 2014). Concerning loneliness, there are conflicting findings on whether lonely people fare better or worse in the socially-mediated environment (see Xu and Takai, 2020). Preliminary research during the COVID-19 pandemic discovered that although SNS use did not increase happiness for lonely adolescents, it did increase SNS use for keeping up with families and friends during the lockdowns (Cauberghe et al., 2021). In their longitudinal research study of SNS use before and during the pandemic, Latikka et al. (2022) determined social media bubbles of like-minded individuals help lower feelings of loneliness. Each social networking platform has its own identity (Langstedt & Hunt, 2017), with Facebook and Instagram being two of the most popular social platforms (Auxier & Anderson, 2021). For these reasons, we predict that loneliness will increase SNS use for interpersonal interaction on popular platforms, Facebook and Instagram.

H1: Loneliness will be positively associated with Facebook use during the COVID-19 pandemic.

H2: Loneliness will be positively associated with Instagram use during the COVID-19 pandemic.

Relationship Maintenance

In the study of interpersonal communication, the concept of relationship maintenance has provided scholars with a thorough understanding of how behaviors impact relationships. Canary and Yum (2015) explain that relationship maintenance is about keeping a relationship stable while preserving the relationships existing conditions. Relational maintenance strategies may include sharing tasks, being positive, and openly discussing the relationship (Canary & Yum, 2015). Several scholars have identified relationship maintenance as an important aspect of computer-mediated communication. For example, instant messaging offers relational partners opportunities for routine communication (e.g., Ramirez & Broneck, 2009), relationship maintenance motives increase online photo sharing frequency (Hunt, Lin, & Atkin, 2014a), and relational maintenance behaviors via SNSs can be used to bridge social capital (Ellison et al., 2014).

Facebook is one of the oldest SNS platforms and has the most users giving it certain advantages for maintaining relationships within different social groups (Pew, 2019). Early research on Facebook identified maintaining relationships as one of the most common uses of the platform (e.g., Ellison et al., 2011). Facebook also has a variety of communication tools for interpersonal communication. As such, we hypothesized that relationship maintenance would influence using Facebook during the early stages of the pandemic.

H3: Relationship maintenance will be positively associated with Facebook use during the COVID-19 pandemic.

Self-presentation

Impression management (Goffman, 1956) and online self-presentation (Van House & Davis, 2005) explore how people choose to present themselves to others. When considering their audience, people elect to intentionally alter their self-presentation behavior (DeAndrea & Walther, 2011). Hogan (2010) contends that online self-presentation performances can be either a synchronous “situation” or an asynchronous “exhibition.” Specific social networking interfaces and their features may determine how users present themselves on the platform, e.g., Facebook may be used for personal expression. In contrast, LinkedIn may be used more for professional promotion (van Dijck, 2013). Instagram is a visual platform with options to enhance photographs to improve users’ appearance. Young adults, particularly women, are the most likely to use the Instagram platform (Auxier, 2020). Self-presentation is one of the primary motives for selfie creation and posting behavior (e.g., Bij de Vaate et al., 2018). Motivations for photo sharing are driven by self-presentation and self-expression (Hunt et al., 2014b); therefore, we hypothesize:

H4: Self-presentation will be positively associated with Instagram use during the COVID-19 pandemic.

Research Questions

Twitter is the most widely used SNS for obtaining news (Hughes & Wojcik, 2019). Twitter is unique in that it is a platform to engage with news stories and increase cognitive processing (Oeldorf-Hirsch, 2018), though used less for interpersonal communication. One study (Hughes et al., 2012) found that Twitter use for information-seeking purposes was negatively correlated with neuroticism and extraversion personality

traits and positively correlated with conscientiousness. At the same time, conscientiousness and openness were also significantly associated with Twitter use for social purposes (Hughes et al., 2012). Twitter users may be motivated to share information with followers and to seek information on the platform (e.g., Holton et al., 2014). It is important to understand how Twitter use may have changed during the early stages of the pandemic.

The video-based social media platform TikTok has emerged as a fast-growing platform with a 75% increase in use in 2020 (Kotsier, 2020). The Pew Research Center reports that 21% of U.S. adults adopted the TikTok platform during 2021, with a much higher adoption among young adults (Auxier & Anderson, 2021). Deviating from the long-form videos allowed on YouTube, TikTok videos were initially limited to 15 seconds. After growing in popularity, TikTok began to allow longer videos for content creators. TikTok videos do not disappear like Snapchat videos and are comparatively longer than the now-defunct Vine videos, which were limited to six seconds. The TikTok platform became an “information hub” during the COVID-19 pandemic (Li et al., 2021). While there is very little research on the TikTok platform, a recent study by Omar and Dequan (2020) demonstrated that motivations, specifically self-expression, escapism, and social interaction, are better indicators of TikTok engagement than users’ personality traits. We pose the following research question to understand the role of personality factors and motives in how people use Twitter and TikTok:

RQ1: Which personality traits and motives will predict a) Twitter and b) TikTok use during the COVID-19 pandemic?

With many people’s work routines disrupted, news reports have suggested that people are adopting new hobbies during the pandemic (White, 2020). In turn, in the early months of the COVID-19 pandemic, there was noticeably more discussion and presentation of new hobbies on social media. There is preliminary evidence that people will share their pandemic-related coping behaviors, such as alcohol consumption, on social platforms (e.g., Litt et al., 2021). Our second and third research questions address the role social media might have played in inspiring and communicating the adoption of a new hobby during the pandemic.

RQ2: Did exposure to hobby adoption messages on SNSs influence hobby adoption during the COVID-19 pandemic?

RQ3: Which personality traits and motives predict posting about a hobby on SNSs during the pandemic?

METHODS

Sample and Procedure

An online Qualtrics survey was used to collect the data for this study. Respondents were recruited through Amazon Mechanical Turk (MTurk) and paid 45 cents (U.S.) to take the survey. Participation was limited to people 18 years or older with a valid U.S. IP address. Potential respondents were directed to an IRB-approved informed consent page before proceeding to the survey. The survey took approximately eight minutes to complete. The sample ($N = 284$) included 167 males and 116 females, with one respondent not stating his or her sex. The age range for respondents was between 21 and 70, with a median age of 32 and an average age of 35.

Measures

Measures for personality traits came from the International Personality Item Pool (Goldberg, 1999). For each of the five personality factors, five items were asked of survey participants. The five factors were analyzed using SPSS, and demonstrated acceptable measures of fit (Extraversion, $\alpha = .73$; Neuroticism, $\alpha = .72$; Openness to Experience, $\alpha = .71$; Agreeableness, $\alpha = .73$; Conscientiousness, $\alpha = .75$). SNS motives were adopted from previous U&G scales (Langstedt, 2011), with reliability estimates for self-presentation (e.g., "to show people what I have accomplished," $\alpha = .84$), personal expression (e.g., "to update information about myself," $\alpha = .85$), relationship maintenance (e.g., "to maintain personal relationships," $\alpha = .73$), and entertainment (e.g., "because it amuses me," $\alpha = .73$). Loneliness (e.g., "when there is no one to talk or be with," $\alpha = .79$) was measured with three items (Ritner, 2013; Langstedt, 2011). Three questions addressed hobby adoption in this study. The first question asked participants if they had "taken up any new hobbies during the COVID pandemic," which was followed by a section where participants could write in the type of hobby practiced. This yes/no question distinguished between respondents that did and did not take up a hobby. For those that answered "yes," they

were then asked if they “were inspired to do so by other people’s social media posts?” and if they “have you shown/discussed this new hobby on social media?” These responses were then dummy coded for use in the analysis.

To measure levels of social media use, the respondents were asked: “In terms of my social media use during the COVID pandemic, I use the following social media platforms.” For a given platform, the respondents could answer, “I don’t use it” or, for the users of that platform, assess their use on a five-point scale from “minimally” to “extensively.” Additional predictors included in the analysis were age, sex, and whether participants worked at home or away from their homes.

RESULTS

Our first and third hypotheses focused on the motives that predict Facebook use. H1 stated that loneliness would positively predict Facebook use. Regression analysis did not find loneliness a predictor of Facebook use, therefore H1 was not supported. Our third hypothesis stated that relationship maintenance motives would predict Facebook use. A multiple regression analysis demonstrated that Facebook use was predicted by relationship maintenance ($\beta = .285, p < .01$) and entertainment motives ($\beta = .211, p < .01$), explaining 14.5% of the variance, and supporting hypothesis three.

Our second and fourth hypotheses predicted that loneliness and self-presentation would predict Instagram use. With 22% of variance explained, motives for using Instagram during the pandemic included loneliness ($\beta = .290, p < .01$), self-presentation ($\beta = .210, p < .01$), and female sex ($\beta = .147, p < .01$), supporting hypotheses two and four.

Our first research question assessed the role of personality traits and motives on Twitter and TikTok use during the pandemic. With 19% of variance explained, Twitter use during the pandemic was predicted by personal expression ($\beta = .190, p < .01$), and loneliness ($\beta = .150, p < .05$). The personality traits openness to experience ($\beta = .240, p < .01$) and conscientiousness ($\beta = -.120, p < .05$) also predicted Twitter use during the pandemic. Twenty-four respondents indicated that they used TikTok for the first time during the COVID pandemic, and 158 respondents reported using TikTok. Results of our regression analysis found self-presentation ($\beta = .301, p < .01$), loneliness ($\beta = .234, p < .01$) and neuroticism ($\beta = .154, p < .01$) predicted TikTok use, and explained 30.5% of the variance.

Table 1

Regression Models for Social Media Sites

	Predictors	β	Sig.	R ²
Facebook (H1&H3)	Loneliness		ns	
	Relationship			
	Maintenance	.285	$p < .01$	
	Entertainment	.211	$p < .01$.145
Instagram (H2&H4)	Loneliness	.290	$p < .01$	
	Self-Presentation	.210	$p < .01$	
	Female Sex	.147	$p < .01$.220
Twitter (RQ1)	Openness to			
	Experience	.240	$p < .01$	
	Personal Expression	.190	$p < .01$	
	Loneliness	.150	$p < .05$	
	Conscientiousness	-.120	$p < .05$.190
TikTok (RQ1)	Self Presentation	.301	$p < .01$	
	Loneliness	.234	$p < .01$	
	Neuroticism	.154	$p < .01$.305

Our second research question focused on hobby adoption and sharing behaviors during the pandemic. In our sample, 151 out of 285 respondents reported taking up a new hobby during the pandemic. The most common hobbies mentioned in this direct-response question were: art, education/reading, cooking/baking, exercising, gardening, and playing games. Of the 151 hobby respondents, 85 suggested they were inspired to take up a hobby because of social media posts by others, and 79 reported that they, themselves, were posting about their new hobby on social media.

A multiple regression analysis was conducted to assess the factors that influenced hobby adoption during the pandemic. For those inspired to take up a hobby by SNS posts, neuroticism ($\beta = .179, p < .05$) and people working from home ($\beta = .172, p < .05$) positively predicted being influenced by SNSs to take up a hobby. The model also included a negative predictor, age ($\beta = -.209, p < .01$).

Our third research question assessed the factors that predict whether people will post information about their new hobby on SNSs. Our multiple regression analysis results suggest that the strongest predictor of posting about your new hobby was personal expression ($\beta = .382, p < .001$). The model also included two negative predictors, neuroticism ($\beta = -.216, p < .05$) and people working outside the home ($\beta = -.337, p < .01$), and the complete model explained 25% of the variance.

DISCUSSION

Social distancing, mandated quarantines, and closures provided the impetus for increased SNS interaction during the COVID-19 pandemic. When social isolation presents many potential adverse health and well-being outcomes, social media and online interaction play a prominent role in people's everyday lives. While the research community has presented conflicting findings concerning how SNS use affects well-being (see Wu, 2021), the results of this exploratory study provide the scholarly community with a framework for how motives, and loneliness, in particular, influenced SNS use during the unique circumstance presented by the COVID-19 pandemic. Our analysis provides preliminary findings about how personality traits, particularly neuroticism and motives impact the fast-growing social platform, TikTok. Furthermore, our findings on sharing hobbies online contribute to the growing body of research on sharing coping behaviors online.

Social distancing during the pandemic undoubtedly increased feelings of loneliness for many, and research has previously suggested that lonely people are more likely to use social media (Primack et al., 2017; Correa et al., 2010). In our model, loneliness increased Instagram, Twitter, and TikTok use; loneliness did not predict Facebook use. Higher levels of neuroticism are associated with using social media to decrease a person's feeling of loneliness (Amiaï-Hamburger & Ben-Artzi, 2003). These relationships between loneliness and social media indicate that SNS use in a time of crisis might differ from SNS use during other times. One of the more interesting results was that the single most significant predictor of Instagram use during COVID-19 was loneliness, a platform known for self-presentation. This finding supports the work of Pittman and Reich (2016) and

suggests visual stimulus best combats loneliness during social distancing and periods of isolation.

In our study, TikTok use was predicted by neuroticism. This finding is contrary to a recent study (Omar & Dequan, 2020) that found personality traits do not predict TikTok use during the pandemic, although the authors of the TikTok study suggest that the broadness of the personality scale may have impacted their results. The well-being of individuals considered high in neuroticism may be less susceptible to the influence of social media (e.g., Bunz, 2021); however, the pandemic conditions changed how people engage with content online. Another recent study of personality and motives during the pandemic (Bowden-Green et al., 2021) found a small significant effect between neuroticism and “exhibitionism” motives, attributing this finding to the pandemic. With previous research indicating heightened social media use by people high in neuroticism (e.g., Liu & Campbell, 2017), it is possible that people high in this trait sought a new platform for mood-management purposes during quarantine. Our results indicate that loneliness, self-presentation, and neuroticism increase TikTok use. While the loneliness motive for TikTok may be a condition of the pandemic, it also highlights the critical role of impression management while communicating using a visual SNS platform. When considering the features available on TikTok, self-presentation is understandable and likely to be an enduring gratification for this platform.

Twitter use was predicted by the conscientiousness and openness to experience personality traits in this study. Previous studies have found conscientiousness to negatively predict social media use (e.g., Liu & Campbell, 2017), particularly if considered time-consuming. Our finding supports past research directly relating trait conscientiousness and openness to Twitter use (e.g., Hughes et al., 2012; Holton et al., 2014). We also found personal expression and loneliness motives positively predicted Twitter use. These findings demonstrate, in part, that Twitter users are more intentional in how and why they use the platform. These findings make sense since Twitter is a platform for information seeking and sharing (e.g., Holton et al., 2014).

Regarding our research questions concerning hobby adoption, some of the results we explored seem intuitive. It is possible that people working from home are disproportionately impacted by social media for lack of other communication taking place

and “living” their lives through social media to a greater extent than people working outside of their homes. If this is the case, the positive relationship between taking up a hobby viewed on social media and working from home makes sense. The negative relationship between taking up a hobby seen on social media and age may simply be that older people may have established hobbies and routines and do not see a benefit to taking on a new hobby. In terms of sharing hobbies on SNSs, people working outside of the home were negatively associated with sharing a new hobby on social media. Because working outside of the home likely affords people more non-SNS communication opportunities, this form of communication may be less attractive to them. Likewise, the result that indicated people scoring high on using SNSs for “personal expression” would share their new hobbies via SNSs is understandable.

Perhaps one of the most interesting findings in this study related to hobby adoption was neuroticism's role in social media use and hobbies. Neuroticism was positively associated with being influenced by SNS content to take up a hobby and negatively predicted one's willingness to discuss their activity on SNSs. Effectively, people scoring high on this trait prefer to be information consumers rather than information providers.

While well-being was not directly measured in this study, our novel findings regarding how people seek information about hobbies and share their hobby activities on SNSs contribute to the growing body of literature about SNS coping behaviors during times of isolation. Research suggests that the conditions associated with the pandemic can negatively affect well-being (e.g., Latikka et al., 2022; Yue et al., 2022). Coping strategies during the pandemic can help prevent anxiety and depression (Fullana et al., 2020), and engaging in a hobby positively influences well-being (e.g., Pressman et al., 2009). People use social media to post their coping behaviors (e.g., Litt et al., 2021) or as a coping measure to regulate their moods (Cauberghe et al., 2021). Planned, focused social networking activities, such as sharing about a hobby, are likely to positively impact one's well-being (e.g., Yue et al., 2021). The practical implications of these findings highlight how SNSs can be used for coping with loneliness associated with extended periods of social isolation.

Limitations and Future Research

The findings in this study may be a starting point for future research on SNS use during times of crisis. This study relied on cross-sectional survey data, which presents certain limitations. While relationships appear to exist, whether they are causal will require additional studies. We were able to survey U.S. citizens in various demographic groups. Still, due to survey time limitations and the implementation of short-form questionnaires, some of our scale reliabilities could have been stronger. When comparing our findings to Pittman & Reich (2016), a relationship between loneliness and use of the visual platform Instagram was found in both studies. In contrast to the findings of Pittman & Reich (2016), we found a positive relationship between loneliness and Twitter use. Loneliness was more evident in this study than other social media use. Future uses and gratifications studies conducted after the pandemic might see whether loneliness remains a strong predictor of SNS use or was a product of the quarantines. Further research should continue to explore the motives and effects of using the TikTok platform, as use motivations may differ when not in a pandemic environment.

Conclusion

This exploratory study investigated the role of personality traits and users' SNS motives during the early stages of the COVID-19 pandemic. Our results indicate loneliness increases Instagram use but not Facebook use, while typical SNS motives were similar to prior research. We found the personality characteristic of neuroticism was associated with increased TikTok use and hobby adoption but lowered the likelihood of sharing about hobbies on social media platforms. These findings begin to shed light on how social media may showcase coping behaviors, such as engaging with a hobby during the pandemic. The results also help provide the scholarly community with a better understanding of how SNS motives have changed due to the extraordinary circumstances presented by the COVID-19 pandemic.

References

- Acar, A.S., & Polonsky, M. (2007) Online social networks and insights into marketing communications. *Journal of Internet Commerce*, 6, 55-72.
<https://doi.org/10.1080/15332860802086227>
- Aiken, K. (2020, July 2). Why people baked so much bread during quarantine: An

- Explanation. *Huffington Post*. https://www.huffpost.com/entry/people-explain-why-baked-bread-quarantine_1_5ec73570c5b6698f38f5035c
- Amichai-Hamburger, Y. & Ben-Artzi, E. (2003). Loneliness and internet use. *Computers in Human Behavior*, *19*, 71-80. [www.doi.org/10.1016/S0747-5632\(02\)00014-6](http://www.doi.org/10.1016/S0747-5632(02)00014-6)
- Auxier, B. (2020, October 21). 8 facts about Americans and Instagram. Pew Research Center: Fact Tank. <https://www.pewresearch.org/fact-tank/2020/10/21/8-facts-about-americans-and-instagram/>
- Auxier, B., & Anderson, M. (2021, April 7). Social media use in 2021. Pew Research Center. <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>
- Baker, D. A., & Perez Algorta, G. (2016). The relationship between online social networking and depression: A systematic review of quantitative studies. *Cyberpsychology, Behavior, and Social Networking*, *19*, 638-648. <https://doi.org/10.1089/cyber.2016.0206>.
- Banerjee, D., & Rai, M. (2020). Social isolation in Covid-19: The impact of loneliness. *International Journal of Social Psychiatry*, *66*(6), 525-527. <https://doi.org/10.1177/0020764020922269>
- Bij de Vaate, A.J.D., Veldhyis, J., Alleva, J.M., Konijn, E.A., & van Hugten, C.H.M. (2018). Show your best self(ie): An exploratory study on selfie-related motivations and behavior in emerging adulthood. *Telematics and Informatics*, *35*(5), p. 1392-1407. <https://doi.org/10.1016/j.tele.2018.03.010>
- Bowden-Green, T., Hinds, J., & Joinson, A. (2021). Personality and motives for social media use when physically distanced: a uses and gratifications approach. *Frontiers in Psychology*, *12*, 1-14. <https://doi.org/10.3389/fpsyg.2021.607948>
- Bryant, J., & Miron, D. (2004). Theory and research in mass communication. *Journal of Communication*, *54*, 662-674.
- Bunz, U. (2021). Investigating the relationship between social media use, big five personality, and subjective well-being. *Journal of Communication Technology*, *4*(3), 25-52. <https://doi.org/10.51548/joctec-2021-016>
- Carvalho, L.F., Pianowski, G., & Goncalves, A.P. (2020). Personality differences and COVID- 19: Are extroversion and conscientiousness personality traits associated with engagement with containment measures? *Trends in Psychiatry Psychotherapy*, *42*(2), 179-184. <http://dx.doi.org/10.1590/2237-6089-2020-0029>
- Cauberghe, V., Van Wesenbeeck, I., De Jans, S., Hudders, L., & Ponnet, K. (2021). How adolescents use social media to cope with feelings of loneliness and anxiety during COVID-19 lockdown. *Cyberpsychology, Behavior, and Social Networking*, *24*(4), 250-257. <https://doi.org/10.1089/cyber.2020.0478>
- Centers for Disease Control and Prevention (2021). Loneliness and social isolation linked to serious health conditions. <https://www.cdc.gov/aging/publications/features/lonely-older-adults.html>
- Charney, T., & Greenberg, B. (2002). Uses and gratifications of the Internet. In C. Lin, & D. Atkin (Eds.), *Communication, technology and society: New media adoption and uses* (pp. 379-407). Hampton Press.
- Chen, E., Lerman, K., & Ferrara, E. (2020). Tracking social media discourse about the COVID-19 pandemic: Development of a public coronavirus Twitter data set. *JMIR Public Health and Surveillance*, *6*(2). <https://doi.org/10.2196/19273>
<https://doi.org/10.1177/026540752111029378>

- Correa, T., Hinsley, A. W., and De Zuniga, H. G. (2010). Who interacts on the web?: the intersection of users' personality and social media use. *Computers in Human Behavior, 26*, 247–253. <https://doi.org/10.1016/j.chb.2009.09.003>
- Costa, P. T., & McCrae, R. R. (1992). The five-factor model of personality and its relevance to personality disorders. *Journal of Personality Disorders, 6*(4), 343–359. <https://doi.org/10.1521/pedi.1992.6.4.343>
- Daily, L.Z. (2018). Towards a definition of “hobby”: An empirical test of a proposed operational definition of the word hobby. *Journal of Occupational Science, 25*(3), 368–382. <https://doi.org/10.1080/14427591.2018.1463286>
- DeAndrea, D.C., & Walther, J.B. (2011). Attributions for inconsistencies between online and offline self-presentations. *Communication Research, 38*(6), 805–825. <https://doi.org/10.1177/0093650210385340>
- de Jong Gierveld, J., van Tilburg, T.G., & Dykstra, P.A. (2006). Loneliness and social isolation. In D. Perlman & A. Vangelisti (Eds.), *The Cambridge handbook of personal relationships* (pp. 485–500). Cambridge University Press.
- Dimidjian, S., Barrera, M., Jr, Martell, C., Muñoz, R. F., & Lewinsohn, P. M. (2011). The origins and current status of behavioral activation treatments for depression. *Annual Review of Clinical Psychology, 7*, 1–38. <https://doi.org/10.1146/annurev-clinpsy-032210-104535>
- Drouin, M., McDaniel, B.T., Pater, J., & Toscos, T. (2020). How parents and their children used social media and technology at the beginning of the COVID-19 pandemic and associations with anxiety. *Cyberpsychology, Behavior, and Social Networking, 23* (11), 727–736. <https://doi.org/10.1089/cyber.2020.0284>
- Ellison, N.B., Steinfield, C., & Lampe, C. (2011). Connection strategies: Social capital implications of Facebook-enabled communication practices. *New Media & Society, 13*(6), 873–892. <https://doi.org/10.1177/1461444810385389>
- Ellison, N.B., Vitak, J., Gray, R., & Lampe, C. (2014). Cultivating social resources on social network sites: Facebook relationship maintenance behaviors and their role in social capital processes. *Journal of Computer-Mediated Communication, 19*, 855–870. <https://doi.org/10.1111/jcc4.12078>
- Fang, L., Chao, C. C., & Ha, L. (2017). College students' positive strategic SNS involvement and stress coping in the United States and China. *Journal of Intercultural Communication Research, 46*(6), 518–536.
- Finn, S. (1997). Origins of media exposure: Linking personality traits to TV, radio, print, and film use. *Communication Research, 24*(5), 507–529. <https://doi.org/10.1177/009365097024005003>
- Fullana, M.A., Hidalgo-Mazzei, D., Vieta, E., & Radua, J. (2020). Coping behaviors associated with decreased anxiety and depressive symptoms during the COVID-19 pandemic and lockdown. *Journal of Affective Disorders, 275*, 80–81. <https://doi.org/10.1016/j.jad.2020.06.027>
- Gil de Zúñiga, H., Diehl, T., Huber, B., & Liu, J. (2017). Personality traits and social media use in 20 countries: How personality relates to frequency of social media use, social media news use, and social media use for social interaction. *Cyberpsychology, Behavior, and Social Networking, 20*(9), 540–552. <https://doi.org/10.1089/cyber.2017.0295>
- Goffman, E. (1959). *The presentation of self in everyday life*. Doubleday.

- Goldberg, L.R. (1999). International Personality Item Pool: A scientific collaboratory for the development of advanced measures of personality traits and other individual differences. <http://ipip.ori.org/newBigFive5broadKey.htm#Extraversion>
- Gosling, S. D., Augustine, A. A., Vazire, S., Holtzman, N., & Gaddis, S. (2011). Manifestations of personality in online social networks: Self-reported Facebook-related behaviors and observable profile information. *Cyberpsychology, Behavior and Social Networking*, *14*(9), 483–488. <https://doi.org/10.1089/cyber.2010.0087>
- Hogan, B. (2010). The presentation of self in the age of social media: Distinguishing performances and exhibitions online. *Bulletin of Science, Technology & Society*, *30*(6), 377–386. <https://doi.org/10.1177/0270467610385893>
- Hollenbaugh, E. E., & Ferris, A. L. (2014). Facebook self-disclosure: Examining the role of traits, social cohesion, and motives. *Computers in Human Behavior*, *30*, 50–58. <https://doi.org/10.1016/j.chb.2013.07.055>
- Hubner, A. (2021). How did we get here? A framing and source analysis of early COVID-19 media coverage. *Communication Research Reports*, *38*(2), 112–120. <https://doi.org/10.1080/08824096.2021.1894112>
- Hughes, A., & Wojcik, S. (2019, August 2). 10 facts about Americans and Twitter. Pew Research Center: Fact Tank. <https://www.pewresearch.org/fact-tank/2019/08/02/10-facts-about-americans-and-twitter/>
- Hunt, D.S., & Langstedt, E. (2014). The influence of personality on digital photo sharing. *The Journal of Social Media in Society*, *3*(2), 42–64. <https://thejsms.org/index.php/JSMS/issue/view/6>
- Hunt, D.S., Lin, C.A., & Atkin, D. J. (2014a). Communicating social relationships via the use of photo-messaging. *Journal of Broadcasting & Electronic Media*, *58*(2), 234–252. <https://doi.org/10.1080/08838151.2014.906430>
- Hunt, D.S., Lin, C.A., & Atkin, D. J. (2014b). Photo-messaging: Adopter attributes, technology factors and use motives. *Computers in Human Behavior*, *40*, 171–179. <https://doi.org/10.1016/j.chb.2014.07.030>
- Jacobs, J. A., & Gerson, K. (2001). Overworked individuals or overworked families? Explaining trends in work, leisure, and family time. *Work and Occupations*, *28*(1), 40–63. <https://doi.org/10.1177/0730888401028001004>
- Katz, E., Blumler, J.G., & Gurevitch, M. (1974). Utilization of mass communication by the individual. In J. G. Blumler & E. Katz (Eds.), *The Uses of Mass Communication: Current Perspectives on gratifications Research* (pp. 19–32). Sage.
- Kotsier, J. (2020, September 14). Massive TikTok growth: up 75% this year, now 33x more users than nearest direct competitor. *Forbes*. <https://www.forbes.com/sites/johnkoetsier/2020/09/14/massive-tiktok-growth-up-75-this-year-now-33x-more-users-than-nearest-competitor/?sh=81ff5554fe46>
- Krcmar, M., & Kean, L.G. (2005). Uses and gratifications of media violence: Personality correlates of viewing and liking violent genres. *Media Psychology*, *7*, 399–420. https://doi.org/10.1207/S1532785XMEP0704_5
- Latikka, R., Koivula, A., Oksa, R., Savela, N., & Oksanen. (2022). Loneliness and psychological distress before and during the COVID-19 pandemic: Relationships with social media identity bubbles. *Social Science & Medicine*, *293*, 114674. <https://doi.org/10.1016/j.socscimed.2021.114674>
- Langstedt, E. (2011). *An exploration of the Five Factor Personality Traits as Predictors of*

- Online Social Network Use*. (Publication No. 3472652) [Doctoral dissertation, University of Connecticut]. ProQuest Dissertations Publishing.
- Langstedt, E., & Hunt, D.S. (2017). An exploration into the brand personality traits of social media sites. *The Journal of Social Media in Society*, 6(2), 315-342. <https://thejsms.org/index.php/JSMS/issue/view/13>
- Li, Y., Guan, M., Hammond, P., & Berrey, L.E. (2021). Communicating COVID-19 information on TikTok: A content analysis of TikTok videos from official accounts featured in the COVID-19 information hub. *Health Education Research*, 36(3), 261-171. <https://doi.org/10.1093/her/cyab010>
- Litt, D.M., Rodriguez, L.M., & Stewart, S. H. (2021). Examining associations between social networking site alcohol-specific social norms, posting behavior, and drinking to cope during the COVID-19 pandemic. *Cyberpsychology, Behavior, and Social Networking*, ahead of print. <https://doi.org/10.1089/cyber.2020.0568>
- Liu, D., & Campbell, W.K. (2017) The big five personality traits, big two meta-traits and social media: A meta-analysis. *Journal of Research in Personality*, 70. <https://doi.org/10.1016/j.jrp.2017.08.004>
- McCrae, R. R., & Costa, P. T., Jr. (1997). Personality trait structure as a human universal. *American Psychologist*, 52(5), 509–516. <https://doi.org/10.1037/0003-066X.52.5.509>
- Oeldorf-Hirsch, A. (2018). The role of engagement in learning from active and incidental news exposure on social media. *Mass Communication and Society*, 21(2), 225-247. <https://doi.org/10.1080/15205436.2017.1384022>
- Omar, B., & Dequan, W. (2020). Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. *International Journal of Interactive Mobile Technologies*, 14(4), 121-137. <https://doi.org/10.3991/ijim.v14i04.12429>
- Orchard, L.J., Fullwood, C., Galbraith, N., Morris, N. (2014). Individual difference as predictors of social networking. *Journal of Computer-Mediated Communication*, 19, 388-402. <https://doi.org/10.1111/jcc4.12068>
- Papacharissi, Z., & Mendelson, A. (2010). Toward a new(er) sociability: Uses, gratifications and social capital on Facebook. In S. Papathanassopoulos (Ed.), *Media perspectives for the 21st century* (pp. 212–230). Routledge.
- Pelletier, M.J., Krallman, A., Adams, F.G., & Hancock, T. (2020). One size doesn't fit all: a uses and gratifications analysis of social media platforms. *Journal of Research in Interactive Marketing*, 14(2), 269-284. <https://doi.org/10.1108/JRIM-10-2019-0159>
- Pew Research Center (2019, June 12). Social media fact sheet. <https://www.pewresearch.org/internet/fact-sheet/social-media/>
- Pittman, M., & Reich, B. (2016). Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words. *Computers in Human Behavior*, 62, 155–167. <https://doi.org/10.1016/j.chb.2016.03.084>
- Pressman, S.D., Matthews, K.A., Cohen, S., Martire, L.M., Scheier, M., Baum, A., & Schulz, R. (2009). Association of enjoyable leisure activities with psychological and physical well-being. *Psychosomatic Medicine*, 71(7), 725–732. <https://doi.org/10.1097/PSY.0b013e3181ad7978>
- Primack, B.A. et. al. (2017) Social media use and perceived social isolation among

- young adults in the U.S. *American Journal of Preventative Medicine*. 53(1) 1-8.
<https://doi.org/10.1016/j.amepre.2017.01.010>
- Quan-Haase, A., & Young, A.L. (2020). Uses and gratifications of social media: A comparison of Facebook and Instant Messaging. *Bulletin of Science, Technology & Society*, 30(5), 350-361. <https://doi.org/10.1177/0270467610380009>
- Ramirez, A., & Broneck, K. (2009). 'IM me': Instant messaging as relational maintenance and everyday communication. *Journal of Social and Personal Relationships*, 26(2/3), 291-314. <https://doi.org/10.1177/0265407509106719>
- Rathnayake, C., & Winter, J. S. (2018). "Carrying forward the Uses and Grats 2.0 agenda: An affordance-driven measure of social media uses and gratifications." *Journal of Broadcasting and Electronic Media*, 62(3), 371-389.
<https://doi.org/10.1080/08838151.2018.1451861>
- Ritner, C. (2013). Facebook: use, personality, and well-being. Thesis, Pacific University. <https://core.ac.uk/download/pdf/48859969.pdf>
- Robinson, B. E. (2017, December 16). Time famine: How to satisfy your hunger for more. *Psychology Today*. <https://www.psychologytoday.com/us/blog/the-right-mindset/201712/time-famine>.
- Ross, C., Orr, E.S., Sisic, M., Arseneault, J.M., Simmering, M.J., & Orr, R. R. (2009). Personality and motivations associated with Facebook use. *Computers in Human Behavior*, 25, 578-586. <https://doi.org/10.1016/j.chb.2008.12.024>
- Rubin, A.M. (2002). The uses-and-gratifications perspective of media effects. In J. Bryant & D. Zillman (Eds.), *Media Effects: Advances in Theory and Research* (pp. 525-582). Lawrence Erlbaum Associates.
- Ruggiero, T.E. (2000). Uses and gratifications theory in the 21st century. *Mass Communication and Society*, 3 (1), 3-37.
https://doi.org/10.1207/S15327825MCS0301_02
- Seidman, G. (2013). Self-presentation and belonging on Facebook: How personality influences social media use and motivations. *Personality and Individual Differences*, 54(3), 402-407. <https://doi.org/10.1016/j.paid.2012.10.009>
- Sheldon, P., Rauschnabel, P., Antony, M. G., & Car, S. (2017). A cross-cultural comparison of Croatian and American social network sites: Exploring cultural differences in motives for Instagram use. *Computers in Human Behavior*, 75, 643-651.
<https://doi.org/10.1016/j.chb.2017.06.009>
- Smock, A. D., Ellison, N.B., Lampe, C., & Wohn, D.Y. (2011). Facebook as a toolkit: A uses and gratification approach to unbundling feature use. *Computers in Human Behavior*, 27, 2322-2329. <https://doi.org/10.1016/j.chb.2011.07.011>
- Song, H., Zmyslinski-Seelig, A., Kim, J., Drent, A., Victor, A., Omori, K., & Allen, M. (2014). Does Facebook make you lonely?: A meta-analysis. *Computers in Human Behavior*, 36, 446-452. <https://doi.org/10.1016/j.chb.2014.04.011>
- Steinberg, D.B., & Simon, V.A. (2019). A comparison of hobbies and organized activities among low-income urban adolescents. *Journal of Child and Family Studies*, 28, 1182-1195. <https://doi.org/10.1007/s10826-019-01365-0>
- Sundar, S. S., & Limperos, A.M. (2013). Uses and Grats 2.0: New gratifications for new media. *Journal of Broadcasting & Electronic Media*, 57(4), 504-525.
<https://doi.org/10.1080/08838151.2013.845827>

- Twenge, J.M., & Joiner, T.E. (2020). Mental distress among U.S. adults during COVID-19 pandemic. *Journal of Clinical Psychology*, 76 (12), 2170–2182. <https://doi.org/10.1002/jclp.23064>
- van Dijck, J. (2013). ‘You have one identity’: Performing the self on Facebook and LinkedIn. *Media, Culture, & Society*, 35(2), 199-215. <https://doi.org/10.1177/0163443712468605>
- Van House, N. & Davis, M. (2005). The social life of camera phone images. Paper presented at the Seventh International Conference on Ubiquitous Computing in Tokyo, Japan.
- Wang J. L., Jackson L. A., Zhang D. J., Su Z. Q. (2012). The relationships among the Big Five Personality factors, self-esteem, narcissism, and sensation-seeking to Chinese University students’ uses of social networking sites (SNSs). *Computers in Human Behavior*, 28(6), 2313–2319. <https://doi.org/10.1016/j.chb.2012.07.001>
- White, D. (2020, April 9). Need a new hobby during coronavirus isolation? Here are some of the most popular. *Miami Herald*. <https://www.miamiherald.com/news/coronavirus/article241889651.html>
- World Health Organization. (2020, June 29). World Health Organization. Data Reports. <https://covid19.who.int/region/amro/country/us>
- Wu, L. (2021). Well-being in the digital age: Introducing the special issue of communication technology and well-being (Part I). *Journal of Communication Technology*, 4(1), i-iv. <https://doi.org/10.51548/joctec-2021-001>
- Xu, W., & Takai, J. (2020). Why do people experience loneliness while using social media? *Intercultural Communication Studies*, 29 (2), 99-115. <https://www-s3-live.kent.edu/s3fs-root/s3fs-public/file/7-XU-TAKAI.pdf>
- Yue, Z., Lee, D.S., Xiao, J. & Zhang, R. (2021): Social media use, psychological well-being and physical health during lockdown. *Information, Communication & Society*. <https://doi.org/10.1080/1369118X.2021.2013917>
- Yue, Z., Zhang, R., & Xiao, J. (2022). Passive social media use and psychological well-being during the COVID-19 pandemic: The role of social comparison and emotion regulation. *Computers in Human Behavior*, 127, 107050. <https://doi.org/10.1016/j.chb.2021.107050>

Funding and Acknowledgements

The authors declare no funding sources or conflicts of interest.

Online Connections

To follow these authors in social media:

Eric Langstedt: @EricLangstedt

Daniel S. Hunt: @newmediaprof