

Tweet, Watch, Repeat: Neuroticism, Conscientiousness, and the Quest for Belonging on Social TV

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This study examined the motivations individuals have for using Social TV and looked at the relationship between personality traits and Social TV use. Extending upon previous work on the Big Five, Facebook, and Social TV by examining the relationship between belonging and self-presentation that was proposed by Nadkarni and Hofmann (2012) and extended by Seidman (2013). A survey was used to examine the motivations respondents (N = 311) have for using Social TV via Facebook and Twitter, how they presented themselves through social media when talking about a television program, the Big Five Personality traits (Gosling, Rentfrow & Swann, 2003), how using

Social TV might tie into individual's psychological need for belongingness (Baumeister & Leary, 1995; Nadkarni & Hoffman, 2012), and how using Social TV might be motivated by the need for self-expression and self-disclosure (Nadkarni & Hoffman, 2012; Seidman, 2013; 2014; Sun & Wu, 2012). The primary results of a multivariate multiple regression analysis indicate that Social TV use was positively predicted by neuroticism ($p = .046$) and negatively predicted by conscientiousness ($p = .001$).

Keywords: Social TV, social media, Big Five, Neuroticism, Conscientiousness, Belongingness

The act of watching television has often been a shared experience that is enhanced by communal viewing (Katz & Lazarsfeld, 1955). In decades past, this experience was facilitated largely via co-viewing the same program in the same room at the same time. The now commonplace use of social media and portable touchscreen devices (e.g., smartphones, tablets, etc.) has given television program viewers the ability to interact in real time, even if they do not share a physical space (Nielsen Social, 2014). This communicative technological phenomenon, which has continued to rise in use and popularity, is the use of a “second-screen” device to share their reactions to television shows instantly through what is called “Social TV” (Nielsen Social Guide, 2014). So much so, that Nielsen Insights (2015, para. 1) declared Social TV to be “a

bellwether for general audience engagement.” Social TV is the growing set of technologies that enable synchronous social interaction between television viewers at a distance, and the use of those technologies during television program viewing (Ji & Raney, 2014). The result has been less in-person co-viewing, along with increased tendencies to watch live megaevents (e.g., Super Bowl, Academy Awards, Emmys, etc.) in real-time to enable second screen and Social TV experiences.

The use of Social TV increased during the Covid-19 pandemic, as people largely avoided in-person gatherings, but still yearned for the social connection that co-viewing a television show or event can bring (Nielsen, 2020). There is a growing body of research in second-screen phenomena and Social TV (e.g., Auverset & Billings, 2016; Blake, 2016; Conlin, Billings & Auverset, 2016; Giglietto & Selva, 2014; Krämer et al., 2015; Pittman & Tefertiller, 2015; etc.). Previous researchers have also examined the effects that second screen experiences have on viewers (e.g., Bredl et al., 2013; Brown-Devlin et al., 2021; Giglietto & Selva, 2014; Johns, 2012; Merceron & Atkin, 2020; Nielsen Social, 2013; Smith & Boyles, 2012), as well as viewers’ use of a second screen while viewing a television program, but further research is needed to expand upon this knowledge and better understand the second-screen phenomenon. Little research has examined how personality relates to Social TV use, and how personality traits may influence motivations to engage in Social TV. This study begins to address that gap in the literature by examining the motivations people have for using Social TV and sheds light on what personality traits may be associated with Social TV use.

The current study administered a questionnaire to examine the motivations respondents have for using Social TV via Facebook and Twitter, how they presented themselves through social media when talking about a television program, the Big Five Personality traits (Gosling, Rentfrow & Swann, 2003), how using Social TV might tie into individual’s psychological need for belongingness (Baumeister & Leary, 1995; Nadkarni & Hofman, 2012), and how using Social TV might be motivated by the need for self-expression and self-disclosure (Nadkarni & Hofman, 2012; Seidman, 2013; Seidman, 2014; Sun & Wu, 2012).

LITERATURE REVIEW

The Second Screen and Social TV

The act of watching television has always, in part, been a social experience that is often enhanced by synchronous viewing (Katz & Lazarsfeld, 1955). Eventually, as technology developed, it became less necessary to watch television programs as they aired in real time. The early 21st Century saw the invention and widespread adoption of video streaming websites such as Netflix and Hulu, and cable subscribers quickly became accustomed to being able to record and play back their favorite shows on a whim with digital video recording (DVR) technology (Manes, 2001). Television streaming services became increasingly more popular throughout the 2010s, as audiences began using these platforms to facilitate their television viewing (Nielsen Company, 2014).

The Covid-19 pandemic turbo-boosted American consumer's use of streaming platforms, as nearly 7 million American households dropped their cable television subscriptions in favor of streaming services in 2020 (Pressman, 2020). In 2021 Nielsen launched a new metric system called "The Gauge" to measure how many people and how much they are watching streaming platforms (Koblin, 2021), and reported that in 2021 television streaming usage rose to 26% of all time spent watching TV (Nielsen Company, 2021).

Several studies have shown that television viewing has moved from being primarily a group experience to a more individualized experience (Han & Lee, 2014; Harboe, 2010; Klym & Montpetit, 2008; Nathan, Harrison & Yarosh, 2008; Spigel, 1992). This shift in television viewing behavior is partially due to the introduction of social media, and partially because of the technological advances in devices that are capable of recording and watching television (Harboe, 2010; Nathan, Harrison & Yarosh, 2008). This, plus frequent forced, social isolation during the pandemic has led to an increase in virtual group viewing (Nielsen Company, 2021), evidenced by the increase in the use of social networking sites, instant messaging, and text messaging during television viewing (Boyd & Ellison, 2007; Kim & Merrill, et al., 2021).

The Big Five Personality Traits

The Big Five model broadly classifies personality traits into five major dimensions: (a) *neuroticism*, (b) *extraversion*, (c) *agreeableness*, (d) *openness* to experience, and (e)

conscientiousness (Costa & McCrae, 1992). Each of these five major dimensions represents a range of more specific personality traits (Goldberg, 1990). The basic premise of the Big Five model states that an individual's personality can accurately be assessed by examining how they rank on each of the five major personality trait dimensions (McCrae & John, 1992). For example, people who rank high in openness are also usually creative and curious; conversely, people ranking low in openness tend to be more conventional, grounded, and cautious (Costa & McCrae, 1992).

Neuroticism describes individuals often perceived as unstable, but reactive and excitable, and also encompasses traits associated with emotional instability, such as anxiety, depression, and nervous tension (Costa & McCrae, 1992). Extraversion is the Big Five trait associated with sociability, high energy, outgoingness, expressiveness, dominance, and positive emotions (McCrae & John, 1992). Agreeableness represents the tendency to be prosocial, friendly, compassionate, altruist, trustworthy, modest, and cooperative with others (McCrae & John). Openness to experience reflects an individual's level of imagination, inventiveness, and sense of adventure; it also describes the complexity of their intellectual curiosity (McCrae & John). Conscientiousness is associated with organization, dependability, a socially prescribed self-discipline and impulse control, and high functioning goal-directed behavior (Costa & McCrae).

The Big Five Model and SNSs

The Big Five model has been validated by many researchers through empirical testing across disciplines and cultures, shown to be both reliable and replicable (McCrae & John, 1992). Prior application to both media use (Rosengren, 1974) and social behavior (Asendorpf & Wilpers, 1998), the groundwork was laid for use of the Big Five model to examine how people use social networking sites (e.g., Amichai-Hamburger, 2002; Amichai-Hamburger & Vinitzky, 2010; Buffardi & Campbell, 2008; Correa, Hinsley & de Zúñiga, 2010; Mehdizadeh, 2010; Orr et al., 2009; Ross et al., 2009; Ryan & Xenos, 2011; Sheldon, 2008; Skues et al., 2012), and is one of the most frequently-used models for media use and personality studies (e.g., Ehrenberg, Juckes, White & Walsh, 2008; Landers & Lounsbury, 2006; Swickert, Hittner, Harris & Herring, 2002; Tuten & Bosnjak, 2001). The relationship between the Big Five personality traits and Facebook, in particular, has been examined thoroughly, and two of the most-cited studies of this type are those by Ross et al.

(2009) and Amichai-Hamburger and Vinitzky (2010). Results from these studies showed that several of the Big Five traits are associated with specific types of Facebook use.

Ross et al. (2009) found that participants with higher levels of extraversion were members of more Facebook groups than were participants with lower levels of extraversion, but, other than that, no significant differences were found between the two groups in other Facebook features (e.g., mean number of friends, time spent using Facebook, sending messages on Facebook, etc.). Ross et al. suggested this may be because extraverts engage similarly online as they do offline--that is, they engage in more social activities, and do not use Facebook as an alternative to social activities. They also found that participants with higher levels of neuroticism shared less personal information on Facebook, preferring to post a status update to their wall instead of uploading photos. Ross et al. believes that a reason for this may be that posting to one's Facebook wall allows those with high levels of neuroticism to take their time in crafting their message, allowing them control of the image that they present. Seidman's (2013) research similarly found that high neuroticism was a significant predictor of self-presentational motivations.

Seidman's (2013) research found that low conscientiousness was a significant predictor of self-presentational motivations; these results specifically suggested that conscientious individuals exhibit more cautious self-presentation behavior online. Additionally, Seidman suggests that by focusing on motivations for social media use may help to understand the relationship between personality and behavior, as results showed that motivations mediated the relationship between personality and behavior. While conscientiousness has been found to be positively correlated with an individual's interpersonal relationships (Asendorpf & Wilpers, 1998), this personality trait has been found to be negatively associated with social network site use (Ryan & Xenos, 2011). Moore and McElroy (2012) found that conscientious individuals were more likely to regret posting something inappropriate to a social networking site, and consequently were more likely to be cautious in their social networking site self-presentation.

Amichai-Hamburger and Vinitzky's (2010) study partially replicated Ross et al.'s (2009) study, confirming some aspects while also finding that participants with higher levels of extraversion reported having more friends than those who were lower in extraversion. The researchers confirmed that individuals tend to act similarly online as

they do offline and suggested that this may be the reason why extraverts tend to have more Facebook friends than introverts.

Contrary to the Ross et al. (2009) study, Amichai-Hamburger and Vinitzky (2010) found that participants with high levels of neuroticism were more inclined to post pictures than those with low levels of neuroticism. As one may expect, individuals with high levels of openness used more features of Facebook than were those with low levels of openness (Amichai-Hamburger & Vinitzky). Another study suggests that individuals with high levels of openness may have a wider number of interests -- and are more open to pursuing those interests -- than are those with lower levels of openness (Skues, Williams & Wise, 2012).

The Dual-Factor Model of SNS Use

The Dual-Factor Model of Facebook use, proposed by Nadkarni and Hoffman (2012), states that Facebook use is primarily motivated by (a) *the need to belong*, and (b) *the need for self-presentation*. These two motivational social needs can simultaneously, or individually contribute to an individual's level of Facebook use (Nadkarni & Hoffman). Specifically, the need to belong is defined as "the intrinsic drive to affiliate with others and gain social acceptance," and the need for self-presentation is defined as "the continuous process of impression management" (Nadkarni & Hoffman, 2012, p. 245). Each of these items will be defined in detail below.

Belongingness

Social support and in-group inclusion are necessary components of many aspects of our health and well-being (Baumeister & Leary, 1995), including self-esteem, sense of belonging, self-efficacy, and self-worth, among others (Baumeister & Tice, 1990; Stillman, Baumeister, Lambert et al., 2009; Zadro, Boland & Richardson, 2006). Belongingness is closely linked to healthy levels of both self-worth and self-esteem (Nadkarni & Hoffman, 2012). Self-esteem acts as a sociometer, a sort of gauge that monitors one's acceptability into a group (Leary, 2007; Leary, Tambor, Terdal & Downs, 1995). Nadkarni and Hoffman (2012) suggest that Facebook use is partially "motivated by sociodemographic and cultural factors" (p. 245). Prior studies have shown that social acceptability is a causal determinant of self-esteem (e.g., Srivastava & Beer, 2005; Denissen, Penke, Schmitt & Van Aken, 2008; Nadkarni & Hoffman, 2012). Another study

(Kim & Lee, 2011) examined whether the number of Facebook friends as college student has, along with either a selective, or positive self-presentation on Facebook, could impact one's subjective well-being. Kim and Lee (2011) determined that both the number of Facebook friends, and the type of self-presentation on Facebook were positively correlated with participant's subjective well-being. Consequently, it can be inferred that the visual representation of social connections that Facebook facilitates allows for the validation and enhancement of Facebook users' self-esteem (Kim & Lee).

Belongingness is described by social psychologists Baumeister and Leary (1995) as a basic and fundamental drive that all people possess to form and maintain social relationships. Seidman (2013) amends this description by asserting that it is also a major motivator of Facebook use. Seidman explains that the two primary components to belongingness are (a) *motivations*, and (b) *behaviors*.

Belongingness motivations. There are two types of belongingness-related *motives* (Seidman, 2013): (a) *acceptance-seeking* (e.g., social acceptance), and (b) *connection* (e.g., connecting with or supporting others). Sheldon, Abad, and Hirsch (2011) demonstrate that if a person is feeling socially disconnected, Facebook may effectively facilitate by helping connect them with peers to gain acceptance, develop relationships (Yu et al., 2010), and consequently increase self-esteem (Gonzales & Hancock, 2011; Steinfield, Ellison & Lampe, 2008). Davenport et al.'s (2014) study investigated the relationship between narcissism and preference for Twitter or Facebook use. Results from Davenport et al.'s study supported a strong, positive relationship between narcissists and active Twitter use as compared to active Facebook use. Thus, leading to the formulation of RQ1:

***RQ1:** Which of the Big Five personality traits influence (a) acceptance-seeking motivations and (b) connection motivations to use Social TV?*

Belongingness behaviors. Likewise, there are two types of belongingness-related *behaviors* (Seidman, 2013): (a) *information-seeking* (e.g., using Facebook to learn about others), and (b) *communication* (e.g., using Facebook to communicate with others). Facebook, Seidman explains, “allows users to fulfill belonging needs through communicating with and learning about others” (p. 402). Thus, leading to the formulation of RQ2:

RQ2: Which of the Big Five personality traits influence (a) acceptance-seeking and (b) communication Social TV behaviors?

Self-presentation. The other part of the Dual-Model of Facebook Use is *self-presentation* (Nadkarni & Hoffman, 2012). In contrast to face-to-face communication, a social networking site, allows for more control over how people present themselves, as computer mediated communication (CMC) gives one the opportunity to pause and think about which aspects of themselves they would like to present (Ellison, Heino & Gibbs, 2006). Selective self-presentation via CMC allows people to craft and maintain a desired image by only disclosing the personal details and images that they wish to embody (Walther, Slovacek & Tidwell, 2001). When communicating with someone face-to-face, one typically does not have the opportunity to plan ahead, editing or deleting their comments and stories shared with others, making self-presentation via CMC highly curated in contrast.

Self-presentation is a behavior used to communicate information about oneself, or to craft or establish an image of oneself to others (Baumeister & Hutton, 1987). Self-presentational behaviors are dependent on the social situation in which an individual finds themselves; in turn, self-presentational motivations are influenced by the presence of others (Baumeister & Hutton, 1987). The computer mediated environment of social networking sites create a unique atmosphere for self-presentation behaviors and motivations. Seidman offers two types of *self-presentational motives*: (a) *attention-seeking*, and (b) *presentation of self-aspects*. Similarly, there are two types of self-presentational related *behaviors* (Seidman, 2013): (a) *general self-disclosure* (e.g., disclosing information about oneself), and (b) *emotional self-disclosure*.

Self-presentation motivations. Seidman (2014) demonstrated that an increase in the frequency of social networking site posting was indicative of the first type of self-presentation motivation, attention-seeking. Individuals who were more likely to use frequent posting behavior to seek the attention of others were also more likely to present their actual self (i.e. the self that others would view if they were meeting face-to-face) (Seidman, 2014). In short, Seidman found that individuals who expressed actual self-aspects on SNSs were significantly more likely to post personal information and to disclose emotional content as well.

The second type of self-presentational motivation is the *presentation of self-aspects*. There are three types of self-presentational aspects: (a) *actual*, (b) *hidden*, and (c) *ideal* (Seidman, 2013). Many people assume that social networking site profiles are often used to display the *idealized self* (Manago, Graham, Greenfield & Salimkhan, 2008). This idea, called the “virtual-identity hypothesis” (Manago et al., 2008), states that social networking site users craft profiles to display self-idealized versions of themselves that does not necessarily represent their actual personality. Conversely, the “extended real-life hypothesis” (Back et al., 2010) proposes that people actually use SNSs to communicate their true personality. Back et al. explained that SNSs operate on an extended social context in which it is difficult to create a self-idealized identity because SNS profiles frequently include aspects that are difficult to control (e.g., wall posts and comments from friends/followers), and friends, followers, and family members provide subtle kinds of accountability and feedback on the self that is presented.

Back et al. (2010) measured the extent to which Facebook profiles represented participants’ actual self, assessed through Rammstedt and John’s (2007) ten-item Personality Inventory, with results compared to observer ratings of their Facebook profiles. If the extended real-life hypothesis were incorrect, there should be a significant difference in the personality characteristics observed on their Facebook profiles and those reported by participants. Observer ratings of participant’s FB profiles accurately identified the personality characteristics of the study’s participants, suggesting that one’s FB profile is a type of extended real-life representation of the self (Back et al., 2010). Therefore, RQ3 is presented:

RQ3: *Which of the Big Five personality traits influence (a) attention-seeking motivations and (b) presentation of self-aspects motivations to use Social TV?*

Self-presentational behaviors. As mentioned previously, there are two types of self-presentational related *behaviors* (Seidman, 2013): (a) *general self-disclosure* (e.g., disclosing information about oneself), and (b) *emotional self-disclosure*. A good example of the effects of self-presentational behaviors via computer mediated communication have on people can be found in Mazer, Murphy and Simonds’ (2007) study of how teacher’s self-presentation behaviors on Facebook may influence student perception, examining what effect teachers’ general self-disclosure on Facebook had on anticipated college student

motivation, affective learning, and classroom climate (Mazer et al., 2007). They found that the amount of self-disclosure teachers chose to display on FB did not significantly affect whether students thought the teacher's use of FB was appropriate; in fact, the majority of students reported a positive perception of the teachers that used FB (Mazer et al., 2007). Specifically, when a teacher self-disclosed personal details from their lives (e.g., pictures, messages with friends and family, and opinions on current events), students were more likely to notice similarities between themselves and the teachers, exerting a positive influence on student participation levels and affective learning (Mazer et al., 2007).

Along the same lines, Forest and Wood (2012) demonstrated the effects of self-presentational behaviors in their study of emotional self-disclosure on social networking sites and self-esteem. They found that negative emotional self-disclosure on social networking sites can be related to low self-esteem (Forest & Wood, 2012). Seidman (2013) found that both general and emotional self-disclosure were mediated by self-expression, suggesting that this type of behavior is largely influenced by self-presentational needs. In another study, Seidman (2014) found that "true" or actual self-expression online was associated with a higher frequency of Facebook use to facilitate self-presentational needs, to communicate with others, and to express emotions. Therefore, RQ4 is presented:

***RQ4:** Which of the Big Five personality traits influence (a) general self-disclosure and (b) emotional self-disclosure when using Social TV?*

METHODS

Upon receiving approval from the Institutional Review Board, a cross-sectional, self-administered survey was used to collect data from the target population to answer the aforementioned research questions. The primary research objectives were to determine the relationship between (a) the Big Five personality traits and motivation to participate in Social TV, (b) the Big Five personality traits and self-presentation motivations and behavior through using Social TV, (c) the Big Five personality traits and belongingness motivations and behavior through using Social TV, and (d) the Big Five personality traits and self-expression and self-disclosure through using Social TV.

Research Design and Sample/Respondents

Survey responses were gathered using a non-probability snowball sample of social media users. A cross-sectional, self-administered survey was developed via Qualtrics to collect data from the target population of respondents who were aged 18 or older and who were active users of either Facebook and/or Twitter at the time the survey was administered. A basic assumption of snowball sampling is that there exists a link between the initial respondents and likeminded others within the same target demographic (Atkinson & Flint, 2001). This was advantageous in the current study, as respondents shared the survey with the very social media circles that they used to facilitate their Social TV habits, which, in turn, helped garner more respondents who actively use Social TV. The survey questions focused on belongingness-related behaviors and motivations, self-presentation behaviors and motivations, the Big Five personality traits, and demographic data. A total of 311 respondents were included in the final analysis.

Instrumentation and Measures

Survey questions were modeled after research performed by Nadkarni and Hoffman (2012) on the 2-Factor Model of Facebook Use and also after Seidman's (2013) research that examined belongingness and self-presentation motivations for using Facebook. The Big Five personality survey questions are from Gosling, Rentfrow, and Swann's (2003) Ten-Item Personality Inventory (TIPI). The purpose of this survey was to gather informative data to allow the researcher to analyze why respondents are motivated to use Social TV, and what personality traits may be associated with Social TV use.

Measurement

Statements for each concept measured were developed for the survey on a seven-point Likert scale. Concepts measured as dependent variables include belongingness behaviors, belongingness motivations, self-presentation behaviors, self-presentation motivations, which were measured using a modified version of Nadkarni and Hoffman's (2012) 2-factor model of Facebook (FB) use.

Belongingness behaviors and motivations. Two scales were used to assess the extent to which respondents used Social TV to facilitate belongingness behaviors: (a) *information seeking* (e.g., using SNS to learn about others), and (b) *communication* (e.g., using SNS to communicate with others). Two scales were computed to assess the extent to

which respondents used Social TV to facilitate belongingness motivations: (a) *acceptance-seeking* (e.g., social acceptance), and (b) *connection/caring* (e.g., connecting with or supporting others).

Respondents were asked to indicate how often, on average, they use Facebook and/or Twitter just before, during, or shortly after watching a TV program for 10 items (five items for each SNS) for belongingness behaviors, and for five actions (with five motivation-items for each SNS) for belongingness motivations. All items were measured using a 7-point Likert scale.

Self-presentation behaviors and motivations. Two scales were used to assess the extent to which respondents used Social TV to facilitate self-presentation behaviors: (a) *general self-disclosure* (e.g., posting information about oneself), and (b) *emotional self-disclosure*. Two scales were used to assess the extent to which respondents used Social TV to facilitate self-presentation motivations: (a) *attention-seeking* and (b) *self-expression (actual, hidden, ideal)*.

Respondents were asked to indicate how often, on average, they use Facebook and/or Twitter just before, during, or shortly after watching a TV program for 10 items (five items for each SNS) for self-presentation behaviors, and for five actions (with five motivation-items for each SNS) for self-presentation motivations. All items were measured using a 7-point Likert scale.

Big Five personality traits. The Big Five personality traits served as independent variables for the present study and were measured using a shortened version of the Big Five Inventory called the Ten-Item Personality Inventory (TIPI) (Gosling, Rentfrow & Swann, 2003). Respondents rated themselves on ten traits (two per Big Five trait), using 7-point Likert scales. The Big Five traits are: extraversion, agreeableness, conscientiousness, neuroticism, and openness.

ANALYSIS & RESULTS

Descriptive statistics were used to summarize the demographic information of the survey's respondent sample. Regression analyses were used to examine the effects that the Big Five personality traits may have on respondents' motivations for Social TV use and Social TV behaviors. In order to answer RQ 1-4, a multiple regression analysis was used.

Demographics

A total of 311 respondents completed the survey. Two respondents were eliminated from the sample because they reported that they did not actively use either Facebook or Twitter (*screening question*), and nine respondents were eliminated from the sample due to incomplete data, leaving the total analyzed sample at 300 respondents. Of the respondents sampled, 70% reported that they primarily used Facebook to talk about a TV show they are watching ($n = 71$), and 76% reported that they primarily used Twitter to talk about a TV show they are watching ($n = 91$). The gender distribution for the study was predominately female (71.2%). The age of respondents ranged from 18 to 66, with the median age being 29 years, and the racial makeup was predominately Caucasian ($n = 230$, 78.8%), with African Americans making up the second largest ethnicity group ($n = 44$, 15.1%).

Scale and Survey Analysis

2-Factor Model of Facebook Use

All scales used to measure the dependent variables were tested for reliability using *Cronbach's alpha*. The dependent variables modeled after Nadkarni and Hoffman's (2012) 2-factor model of Facebook (FB) use were tested for reliability for both Facebook and Twitter use. All scales were found to have a high level of internal consistency, with a Cronbach's alpha value of 0.8 or higher.

Belongingness behaviors. Respondents rated how frequently they engaged in a behavior using a 7-point Likert scale. *Information-seeking* ($M = 2.775$, $SD = 1.573$, $\alpha = 0.847$) consisted of two items: (a) viewing the official social media fan page or account of the TV show being watched, and (b) viewing comments or tweets made by others about the TV show being watched. *Communication* ($M = 3.139$, $SD = 1.649$, $\alpha = 0.898$) was assessed by three items: (a) commenting on others' posts about the TV show being watched, (b) posting/updating their status about the TV show being watched, and (c) "liking" or "favoriting" others' posts, comments, or tweets about the TV show being watched.

Belongingness motivations. Respondents rated how often their Facebook activity was inspired by each motive, using a 7-point Likert scale. *Acceptance-seeking* ($M = 3.249$, $SD = 1.598$, $\alpha = 0.947$) had two items: posting to feel included and posting to make others

feel closer to oneself. *Connection/caring* ($M = 3.649$, $SD = 1.598$, $\alpha = 0.955$) consisted of three items: posting to feel closer to others, show caring for others, and support others.

Self-presentation behaviors. Respondents rated how frequently they engaged in a behavior using a 7-point Likert scale. *General self-disclosure* ($M = 3.251$, $SD = 1.461$, $\alpha = 0.837$) consisted of three items: (a) to update their status/tweet about the TV show being watched, (b) to post/share a link about the TV show being watched, and (c) to post/share pictures or videos about the TV show being watched. *Emotional self-disclosure* ($M = 2.357$, $SD = 1.325$, $\alpha = 0.919$) was assessed by two items: (a) to vent a strong emotion about the TV show being watched, (b) to post their reaction to the TV show being watched.

Self-presentation motivations. Respondents rated how often their Facebook activity was inspired by each motive, using a 7-point Likert scale. *Attention-seeking* ($M = 2.365$, $SD = 1.351$, $\alpha = 0.935$) had two items: posting to show off, and posting to get someone else's attention. *Self-expression (actual, hidden, ideal)* ($M = 3.246$, $SD = 1.565$, $\alpha = 0.943$) consisted of three items: posting to express who a person really is, posting to express aspects of oneself they are not comfortable expressing offline, and to express how one ideally wants to be.

Ten-Item Personality Traits

The Big Five model was used to measure the independent variables in this study and has been validated by many researchers through empirical testing across disciplines and cultures, shown to be both reliable and replicable (McCrae & John, 1992), as well as the most widely accepted model of personality (Woods & Hampson, 2005). Gosling, Rentfrow, and Swann's (2003) Ten-Item Personality Inventory (TIPI) was used to measure the Big Five personality traits. The alpha reliabilities and correlations between the two items composing each TIPI scale are comparable to those found in the original development of the TIPI scale by Gosling et al. (2003): Extraversion ($\alpha = 0.641$), Agreeableness ($\alpha = 0.306$), Conscientiousness ($\alpha = 0.312$), Neuroticism ($\alpha = 0.530$), and Openness ($\alpha = 0.233$). Even though these alpha values are low compared to the acceptable standard alpha of ≥ 0.7 , this is an understandable and arguably acceptable shortcoming for a brief instrument (Thørrisen & Sadeghi, 2023) that uses only two items per dimension (Ehrhart et al., 2009). In their scoping review of the TIPI Thørrisen & Sadeghi (2023, p. 14) "support that the TIPI may represent a feasible compromise in instances where it is

necessary to strike a balance between maximizing psychometric properties and minimizing survey length.”

Research Question 1

Acceptance-seeking motivations. A multiple regression analysis was run to predict the belongingness motivations of *acceptance-seeking 1* (“...to make others feel close to me”) and *acceptance-seeking 2* (“...to feel included”) from the Big Five personality traits. The multiple regression model statistically significantly predicted the dependent variable of belongingness motivation *acceptance seeking 1*, $F(5, 294) = 9.950$, $p = .001$, and of *acceptance seeking 2*, $F(5, 294) = 9.159$, $p = .001$. Only the independent variable of conscientiousness added statistically significantly to the prediction for both dependent variables of *acceptance seeking* ($p = .001$, $p = .001$).

Connection/caring motivations. A multiple regression analysis was run to predict the belongingness motivations of *connection/caring 1* (“...to show others that I care”) and *connection/caring 2* (“...to show others that I support them”) and *connection/caring 3* (“...to feel closer to others”) from the Big Five personality traits. The multiple regression model statistically significantly predicted the dependent variable of belongingness motivation *connection/caring 1*, $F(5, 294) = 8.338$, $p = .001$, *connection/caring 2*, $F(5, 294) = 5.175$, $p = .001$, and of *connection/caring 3*, $F(5, 294) = 6.592$, $p = .001$. Only one of the independent variables added statistically significantly to the prediction for all three dependent variables of *connection/caring*: conscientiousness $p = .001$. Additionally, the independent variable neuroticism ($p = .046$) added statistically significant prediction to the dependent variable of *connection/caring 1*.

So, in answer to RQ1, the Big Five personality trait of conscientiousness ($p = .001$) was found to influence the belongingness motivations of *acceptance-seeking* and *connection/caring* while using Social TV, and the Big Five personality trait of neuroticism ($p = .046$) was found to significantly influence the belongingness motivation of *connection/caring 1* only. Regression coefficients and standard errors can be found in Tables 1-5.

Table 1*Summary of Multiple Regression Analysis for Acceptance-seeking 1*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	6.079	.772	
Agreeableness	-.034	.074	-.026
Conscientiousness	-.439	.074	-.330*
Extraversion	-.005	.056	-.005
Neuroticism	.055	.066	.049
Openness	-.121	.086	-.083

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Table 2*Summary of Multiple Regression Analysis for Acceptance-seeking 2*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	6.105	.825	
Agreeableness	-.047	.079	-.034
Conscientiousness	-.436	.079	-.308*
Extraversion	-.039	.060	-.036
Neuroticism	.102	.070	.085
Openness	-.086	.092	-.055

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Table 3*Summary of Multiple Regression Analysis for Connection/caring 1*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	4.988	.809	
Agreeableness	.070	.078	.052
Conscientiousness	-.344	.078	-.252*
Extraversion	.028	.059	.028
Neuroticism	.138	.069	.120*
Openness	-.100	.090	-.066

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Table 4*Summary of Multiple Regression Analysis for Connection/caring 2*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	5.208	.816	
Agreeableness	.071	.078	.052
Conscientiousness	-.305	.079	-.224*
Extraversion	.023	.059	.022
Neuroticism	.115	.070	.100
Openness	-.111	.091	-.074

Note. * $p < .05$; B = unstandardized regression coefficient; SE_B = standard error of the coefficient; β = standardized coefficient

Table 5*Summary of Multiple Regression Analysis for Connection/caring 3*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	5.389	.812	
Agreeableness	.052	.078	.038
Conscientiousness	-.421	.078	-.303*
Extraversion	-.008	.059	-.008
Neuroticism	.119	.069	.102
Openness	-.078	.090	-.051

Note. * $p < .05$; B = unstandardized regression coefficient; SE_B = standard error of the coefficient; β = standardized coefficient

Research Question 2

Information-seeking behaviors. A multiple regression analysis was run to predict the belongingness behavior of *information-seeking* (“...to view other’s comments/tweets about and/or the official fan page/tweets with the official hashtag of the TV show that I am watching”) from the Big Five personality traits. The multiple regression model statistically significantly predicted the dependent variable of the belongingness behavior *information-seeking*, $F(5, 294) = 2.546$, $p = .028$. The Big Five traits of agreeableness ($p = .018$) and extraversion ($p = .013$) added statistically significantly to the prediction for the dependent variable. Regression coefficients and standard errors can be found in Table 6.

Table 6*Summary of Multiple Regression Analysis for Information-seeking*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	3.940	.826	
Agreeableness	-.188	.079	-.141*
Conscientiousness	-.112	.079	-.083
Extraversion	.149	.060	.147*
Neuroticism	-.031	.070	-.028
Openness	-.038	.092	-.025

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Communication behaviors. A multiple regression analysis was run to predict the belongingness behavior of *communication* (“...to comment on posts by others, and/or to post/tweet, and/or to ‘like’ or ‘favorite’ other people’s comments or posts”) from the Big Five personality traits. The multiple regression model did not statistically significantly predict the dependent variable of the belongingness motivations *communication*, $F(5, 294) = 2.048$, $p = .072$. Regression coefficients and standard errors can be found in Table 7.

Table 7*Summary of Multiple Regression Analysis for Communication*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	2.983	.870	
Agreeableness	-.089	.083	-.064
Conscientiousness	-.124	.084	-.088
Extraversion	.155	.063	.146*
Neuroticism	.028	.074	.024
Openness	.083	.097	.053

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

So, in answer to RQ2, the Big Five personality traits of *agreeableness* and *extraversion* were found to significantly influence the belongingness behavior of *information-seeking* while using Social TV. The Big Five personality traits were not found to significantly influence the belongingness behavior of *communication* while using Social TV, however, the Big Five trait of *extraversion* ($p = .014$) added statistically significantly to the prediction for the dependent variable, suggesting that those who are more

extroverted may use Social TV for communication behaviors more than those who are not extroverted.

Research Question 3

Attention-Seeking Motivations. A multiple regression analysis was run to predict the self-presentation motivations of *attention-seeking 1* (“...to show off”) and *attention-seeking 2* (“...to get someone’s attention”) from the Big Five personality traits. The multiple regression model statistically significantly predicted the dependent variable of the belongingness motivations *acceptance seeking 1*, $F(5, 294) = 9.397, p = .001$, and of *acceptance seeking 2*, $F(5, 294) = 10.075, p = .001$. Only the Big Five trait of *conscientiousness* ($p = .001$) added statistically significantly to the prediction for both dependent variables, and *agreeableness* ($p = .010$) added statistically significantly to the prediction, but only for the dependent variable *attention-seeking 1*. Regression coefficients and standard errors can be found in Tables 8 and 9.

Table 8

Summary of Multiple Regression Analysis for Attention-seeking 1

Variable	<i>B</i>	<i>SE_B</i>	<i>B</i>
(Constant)	5.646	.673	
Agreeableness	-.167	.064	-.146*
Conscientiousness	-.354	.065	-.306*
Extraversion	.020	.049	.023
Neuroticism	-.021	.057	-.021
Openness	-.119	.075	-.093

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Table 9

Summary of Multiple Regression Analysis for Attention-seeking 2

Variable	<i>B</i>	<i>SE_B</i>	<i>B</i>
(Constant)	5.287	.762	
Agreeableness	-.080	.073	-.061
Conscientiousness	-.477	.073	-.362*
Extraversion	.047	.055	.047
Neuroticism	.050	.065	.045
Openness	.021	.085	.014

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Presentation of Self-Aspects: Actual, Ideal, and Hidden. A multiple regression analysis was run to predict the self-presentation motivations of *actual self* (“...to express who I really am”), *hidden self* (“...to express aspects of myself I am not comfortable expressing offline”), and *ideal self* (“...to express how I want to be”) from the Big Five personality traits. The multiple regression model statistically significantly predicted the dependent variable of the belongingness motivations *actual self*, $F(5, 294) = 7.851, p < .0005$, of *hidden self*, $F(5, 294) = 8.409, p < .0005$, and of *ideal self*, $F(5, 294) = 9.682, p < .0005$. Only the Big Five trait of *conscientiousness* ($p < .0005$) added statistically significantly to the prediction for all three dependent variables, and *neuroticism* ($p = .048$) added statistically significantly to the prediction, but only for the dependent variable *actual self*. Regression coefficients and standard errors can be found in Tables 10, 11 and 12.

Table 10*Summary of Multiple Regression Analysis for Self-expression of the Actual Self*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	5.629	.789	
Agreeableness	-.094	.076	-.071
Conscientiousness	-.308	.076	-.229*
Extraversion	-.090	.057	-.089
Neuroticism	.134	.067	.118*
Openness	-.073	.088	-.049

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Table 11*Summary of Multiple Regression Analysis for Self-expression of the Hidden Self*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	5.238	.722	
Agreeableness	-.131	.069	-.107
Conscientiousness	-.322	.069	-.261*
Extraversion	-.061	.052	-.066
Neuroticism	.075	.062	.072
Openness	-.072	.080	-.053

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Table 12*Summary of Multiple Regression Analysis for Self-expression of the Ideal Self*

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	5.477	.720	
Agreeableness	-.137	.069	-.111
Conscientiousness	-.371	.069	-.299*
Extraversion	-.025	.052	-.027
Neuroticism	.084	.061	.080
Openness	-.052	.080	-.038

Note. * $p < .05$; B = unstandardized regression coefficient; SE_B = standard error of the coefficient; β = standardized coefficient

So, in answer to RQ3, the Big Five personality trait of *conscientiousness* ($p < .0005$) was found to influence the self-presentation motivations of *attention-seeking* and *self-expression of actual, hidden, and ideal self* while using Social TV. Additionally, the Big Five personality trait of *agreeableness* ($p = .010$) was found to influence the self-presentation motivation of *attention-seeking 1* (“...to show off”) and *neuroticism* ($p = .048$) was found to influence the self-presentation motivation of *self-expression of the actual self*.

Research Question 4

General Self-Disclosure. A multiple regression analysis was run to predict the self-presentation behavior of *general self-disclosure* (“...to update my status/tweet, to post/share a link, to post/share pictures or videos about the TV show I am watching”) from the Big Five personality traits. The multiple regression model did not statistically significantly predict the dependent variable of the self-presentation behavior *general self-disclosure*, $F(5, 294) = 1.656$, $p = .145$. However, the Big Five trait of *agreeableness* ($p = .034$) added statistically significantly to the prediction for the dependent variable. Regression coefficients and standard errors can be found in Table 13.

Table 13

Summary of Multiple Regression Analysis for General Self-disclosure

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	3.479	.586	
Agreeableness	-.034	.063	-.034*
Conscientiousness	-.151	.071	-.127
Extraversion	.007	.071	.006
Neuroticism	.091	.053	.101
Openness	-.056	.082	-.042

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

Emotional Self-Disclosure. A multiple regression analysis was run to predict the self-presentation behavior of *emotional self-disclosure* (“...to vent a strong emotion/to post my reaction about the TV show I am watching”) from the Big Five personality traits. The multiple regression model statistically significantly predicted the dependent variable of the self-presentation behavior of *emotional self-disclosure*, $F(5, 294) = 3.196$, $p = .008$. The Big Five traits of *agreeableness* ($p = .005$) and *extraversion* ($p = .036$) added statistically significantly to the prediction for the dependent variable. Regression coefficients and standard errors can be found in Table 14.

Table 14

Summary of Multiple Regression Analysis for Emotional Self-disclosure

Variable	<i>B</i>	<i>SE_B</i>	<i>β</i>
(Constant)	3.149	.683	
Agreeableness	-.091	.073	-.076*
Conscientiousness	-.232	.082	-.165
Extraversion	-.011	.083	-.008*
Neuroticism	.131	.062	.123
Openness	.151	.096	.097

Note. * $p < .05$; *B* = unstandardized regression coefficient; *SE_B* = standard error of the coefficient; *β* = standardized coefficient

So, in answer to RQ4, only the Big Five personality trait of *agreeableness* ($p = .034$) was found to significantly influence the self-presentation behavior of *general self-disclosure* while using Social TV, suggesting that those who are more agreeable in nature may tend to self-disclose more general information more often while using Social TV than

those who are less agreeable in nature. Additionally, the Big Five personality traits of *agreeableness* ($p = .005$) and *extraversion* ($p = .036$) were found to significantly influence the self-presentation behavior of *emotional self-disclosure* while using Social TV, suggesting that those who are more agreeable and extraverted in nature may tend to self-disclose more emotional information more often while using Social TV than those who are less agreeable and more introverted.

Lastly, Table 15 shows the Pearson r coefficients between Big Five Traits, Belongingness Motivations, and Belongingness Behaviors, while Table 16 shows the Pearson r coefficients between Big Five Traits, Self-Presentation Motivations, and Self-Presentation Behaviors.

Table 15 Correlation Table between Big Five Traits, Belongingness Motivations, and Belongingness Behaviors

Variable	1	2	3	4	5	6	7	8	9	10	11	12
1.BM Acceptance 1	--											
2.BM Acceptance 2	.878**	--										
3. BM Care/ Connection 1	.834**	.782**	--									
4. BM Care/ Connection 2	.788**	.758**	.915**	--								
5. BM Care/ Connection 3	.897**	.897**	.820**	.798**	--							
6. BB Information Sharing	.312**	.296**	.266**	.309**	.273**	--						
7. BB Communication	.396**	.401**	.352**	.386**	.393**	.719**	--					
8. Extroversion	-.061	-.088	-.011	-.014	-.049	.115*	.138*	--				
9. Agreeableness	-.084	-.097*	-.006	.000	-.024	-.126**	-.049	.143**	--			
10. Conscientiousness	-.356**	-.342**	-.281**	-.250**	-.331**	-.082	-.078	.093	.104*	--		
11. Neuroticism	.154**	.181**	.184**	.160**	.178**	.018	.030	.073	.209**	.224**	--	
12. Openness	-.151**	-.140**	-.126*	-.124**	-.123**	-.020	.054	.212**	.156**	.147**	.308**	--

Note. BM = Belongingness Motivation, BB = Belongingness Behavior, * = significant at the $p < .05$ level (1-tailed)
 ** = significant at the $p < .01$ level (1-tailed)

Table 16
Correlation Table between Big Five Traits, Self-presentation Motivations, and Behaviors

Variable	1	2	3	4	5	6	7	8	9	10	11	12
1.SPM Attention Seeking 1	--											
2. SPM Attention Seeking 2	.795**	--										
3. SPM Actual	.544**	.598**	--									
4. SPM Ideal	.576**	.603**	.639**	--								
5. SPM Hidden	.664**	.707**	.721**	.781**	--							
6. SPB General Self-Disc.	.258**	.342**	.403**	.314**	.328**	--						
7. PB Emotional Self-Disc.	.305**	.392**	.406**	.334**	.372**	.825**	--					
8. Extroversion	-.005	.004	-1.39**	-.122*	-.084	.072	.114*	--				
9. Agreeableness	-.232	-.099*	-.140**	-.167**	-.169**	-.125*	-.149**	.143**	--			
10. Conscientiousness	-.315**	-.372**	-.279**	-.303**	-.337**	-.011	-.017	.093	.104*	--		
11. Neuroticism	.152**	.131*	.206**	.174**	.178**	.184**	-.074	.073	.209**	.224**	--	
12. Openness	-.179**	-.052	-.149**	-.144**	-.130*	-.050	.073	.212**	.156**	.147**	.308**	--

Note. SPM = Self-Presentation Motivation, SPB = Self-Presentation Behavior, * = significant at the p < .05 level (1-tailed), ** = significant at the p < .01 level (1-tailed)

DISCUSSION

The purpose of this study was to examine why participants are motivated to use Social TV, and to understand what personality traits may be associated with Social TV use. Respondents were recruited using a snowball sampling procedure, in which survey links were posted to the author’s Facebook and Twitter accounts, along with requests for followers to share and re-tweet the survey link (i.e., disseminate the link to their own friends and followers). Scales were computed to assess respondent’s belongingness and self-presentation motivations and behaviors of Social TV use (modified from Nadkarni &

Hoffman, 2012). The Big Five personality traits of extraversion, agreeableness, conscientiousness, neuroticism, and openness were measured using a shortened version of the Big Five Inventory called the Ten-Item Personality Inventory (TIPI) (Gosling, Rentfrow & Swann, 2003).

The primary results of a multivariate multiple regression analysis indicate that Social TV use was positively predicted by neuroticism ($p = .046$) and negatively predicted by conscientiousness ($p = .001$). Respondents who scored high in the Big Five personality trait of conscientiousness were significantly likely to be motivated to use Social TV to satisfy social acceptance-seeking needs, and a need to connect with or support/care for others. Respondents who scored high in the Big Five personality trait of neuroticism were significantly likely to be motivated to use Social TV to satisfy the specific connection/caring belongingness motivation of showing others that they care. While the Big Five personality traits were not found to significantly influence the general communication behavior of respondents while using Social TV, all elements of the Big Five personality traits yielded some significant relationships with Social TV usage and the likelihood of sharing information regarding favorite TV programs.

Summary of Research Question Findings

The first research question asked which of the Big Five personality traits influence the belongingness motivations of (a) acceptance-seeking motivations and (b) connection/caring motivations to use Social TV. Respondents who scored high in the Big Five personality trait of conscientiousness were significantly likely to be motivated to use Social TV to satisfy social acceptance-seeking needs, and a need to connect with or support/care for others. Respondents who scored high in the Big Five personality trait of neuroticism were significantly likely to be motivated to use Social TV to satisfy the specific connection/caring belongingness motivation of showing others that they care.

The second research question asked which of the Big Five personality traits influence the belongingness behaviors of (a) information-seeking and (b) communication while using Social TV. Respondents who scored high in the Big Five personality traits of agreeableness and extraversion were significantly more likely to use Social TV to seek out information about the TV show they were watching. The Big Five personality traits were not found to significantly influence the general communication behavior while using Social

TV. However, those respondents who scored higher in extraversion were significantly more likely than respondents scoring high in the other Big Five personality traits to report using Social TV specifically to communicate with others also watching the TV show. This suggests that those who are more extroverted may use Social TV for communication behaviors more than those who are not extroverted.

The third research question asked which of the Big Five personality traits influence the self-presentation motivations of (a) attention-seeking and (b) the presentation of self-aspects to use Social TV. Respondents who scored high in the Big Five personality trait of conscientiousness were significantly likely to be motivated to use Social TV to satisfy the self-presentation needs of attention-seeking and self-expression of actual, hidden, and ideal self through using Social TV. Respondents who scored high in the Big Five personality trait of agreeableness were significantly likely to be motivated to use Social TV to satisfy the specific attention-seeking self-presentation motivation of showing off to others, and respondents who scored high in the Big Five personality trait of neuroticism were more likely to be motivated by the opportunity to express their actual self via Social TV.

The fourth research question asked which of the Big Five personality traits influence the self-presentation behaviors of (a) general self-disclosure and (b) emotional self-disclosure when using Social TV. Respondents who scored high in the Big Five personality trait of agreeableness were significantly more likely to use Social TV to disclose general information about themselves while using Social TV, suggesting that those who are more agreeable in nature may tend to self-disclose more general information more often while using Social TV than those who are less agreeable in nature. Additionally, respondents who scored higher in agreeableness and extraversion were more likely to self-disclose emotional information about themselves while using Social TV, which suggests that those who are more agreeable and extraverted in nature may tend to self-disclose more emotional information more often while using Social TV than those who are less agreeable and more introverted.

Theoretical Implications

This study contributes to the area of research devoted to examining behaviors and motivations of Social TV use, and personality traits by providing a new context for

investigation. From an academic perspective, this research clarified use motivations through survey methodology to explore the phenomenon of Social TV. A deeper understanding of such motivations will widen our understanding of Social TV and will help scholars perform relevant future research. Additionally, these findings contribute to the growing body of knowledge regarding the motivations for using Social TV, and resulting behaviors as correlated with specific personality traits.

Contrary to Seidman's (2013) results, but consistent with Moore and McElroy (2012) and Ross et al.'s (2009) research, this study found that none of the Big Five personality traits were found to significantly influence general communication behavior while using Social TV. Agreeableness was found to be significantly related with actual self-disclosure and attention-seeking behaviors, also consistent with Seidman's findings. Agreeable individuals may be more likely to use Social TV to gain acceptance and to maintain a connection with others.

Consistent with previous similar studies (Bibby, 2008; Seidman, 2013), extraversion was found to be positively related with the belongingness behavior of general communication. Also in line with Seidman's findings, extroverts were significantly likely to use Social TV to emotionally disclose personal information or feelings than were other personality types. Additionally, extroverted individuals may be more likely to use Social TV to gain acceptance from others and to maintain connections.

Individuals who displayed strong neuroticism were more likely to portray actual self-disclosure, as also found by Amichai-Hamburger et al. (2002) and Seidman's (2013) studies on the same topic. Consistent with Seidman (2013), neuroticism was not associated at all with the belongingness motivation of acceptance-seeking, and neuroticism was negatively associated with information-seeking, which suggests that more neurotic individuals may use Social TV as a way to covertly learn about others. This finding is congruent with the above findings of extraversion and agreeableness being positively associated with both communication and information-seeking behavior.

Respondents who displayed higher levels of conscientiousness were significantly associated with the belongingness motivations of social acceptance-seeking and connection/caring, which is consistent with Seidman's (2013) findings as well. Interestingly, conscientiousness was not at all associated with the belongingness

behaviors of information-seeking or communication, nor with the self-presentation behaviors of emotional or general self-disclosure; these findings are also in line with previous research (Seidman, 2013).

Practical Implications

There are some practical implications of this study as well. First, the primary story within the dataset is the negative beta yielded when testing conscientiousness against Social TV usage. The secondary story seemingly is the positive beta rather consistently found in terms of neuroticism and Social TV usage. Regarding the former, conscientious people may be more likely to regard Social TV engagement as superfluous or something that can be engaged with if there is time, but not to the point of accomplishing tasks viewed as more essential. Regarding the latter, neuroticism is often considered a compulsion and is sometimes correlated with attention-seeking, meaning that it is possible that Social TV engagement involves similar presumed needs: compulsive tendencies to share, engage, and interact with TV content in a meaningful way. In a sense, Social TV participants feel they have little choice but to share information and insights about a program, often finding approval and positive reinforcement as a whole through their participation.

Additionally, factors were identified that TV broadcasters should consider when developing social TV applications that connect viewers in real time. Knowing why certain types of viewers are motivated to use Social TV will be of great help to those who wish to develop applications that viewers will be more likely to actually use. Also, the results of this study show that viewers are using Facebook and Twitter to talk about television programs, which emphasizes the need for TV broadcasters to work with social media platforms to develop a mutually beneficial plan to both exploit the increasing use of viewer's Social TV activity, and also to enrich the viewing experience.

Limitations

Several limitations should be considered when interpreting the results of this research. First, respondents were recruited via snowball sampling, a non-probability sampling technique which limits our ability to generalize the results to a larger population. Future studies should use a probability sampling technique to enable

researchers to determine both the potential sampling error and to make statistical inferences from the sample to the general population.

Second, while previous studies (e.g., Mark & Ganzach, 2014; Mehdizadeh, 2010; Seidman, 2013) have effectively incorporated the Ten-Item Personality Inventory (TIPI) (Gosling, Rentfrow & Swann, 2003), the use of the TIPI in this study presents limitations regarding measurement reliability, as noted by prior research on brief personality assessments (e.g., Ehrhart et al., 2009; Thørrisen & Sadeghi, 2023). While the TIPI offers practical advantages in reducing survey length and participant fatigue, its reliability is lower than that of more comprehensive instruments like the 44-item Big Five Inventory (BFI) (Mastrascusa et al., 2023; Rammstedt & John, 2007). Future research could consider separating the examination of personality traits and social TV use into a distinct line of research, allowing for the use of longer versions of the BFI, which have demonstrated higher reliability and validity (Laros et al., 2018). However, in contexts where brevity is necessary—such as studies with multiple variables or large-scale surveys—the TIPI remains a feasible compromise (Thørrisen & Sadeghi, 2023). This study acknowledges these trade-offs and recommends that future investigations with a narrower focus prioritize more robust measures of personality traits to strengthen reliability and precision. Such an approach could yield deeper insights into how individual traits influence social TV behaviors, while also ensuring that measurement reliability is robust.

Finally, the use of self-report measures for both the predictor and outcome variables may potentially have resulted in a response bias (Austin et al., 1998). Future research should conduct more objective measures of Social TV use in order to avoid this methodological bias. A third important limitation is that this study only focused on two social networking sites – Facebook and Twitter. Future studies should expand to other social networking sites and other types of text-based communication such as instant messaging applications (e.g., Instagram, TikTok, WhatsApp, Facebook Messenger, Line, etc.).

The purpose of this study was to examine what motivations individuals have for using Social TV and looked at the relationship between personality traits and Social TV use. This research extends upon previous work on the Big Five, Facebook, and Social TV by examining the relationship between belonging and self-presentation that was proposed

by Nadkarni and Hofmann (2012) and extended by Seidman (2013). This theoretical framework shows great promise in helping to understand how the Big Five personality traits are connected to Social TV use.

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Online Connection

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