

Journal of Economics and Business

Lee, Yu-Ping, Tsai, Hsin-yeh, and Wu, Jheng-Sian. (2020), Exploring the Impact of User Personality and Self-Disclosure on the Continuous Use of Social Media. In: *Journal of Economics and Business*, Vol.3, No.4, 1324-1343.

ISSN 2615-3726

DOI: 10.31014/aior.1992.03.04.284

The online version of this article can be found at:
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Published by:
The Asian Institute of Research

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Exploring the Impact of User Personality and Self-Disclosure on the Continuous Use of Social Media

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Abstract

In the beginning, telecommunications started from telegraph and television, and then entered the Internet era, As the Internet evolves to Web 2.0, online communities are emerging where users can communicate with each other, start socializing online by interacting with others through video sharing sites, blogs, Facebook and more. Smartphones, PCs allow users to communicate via social media with anyone from anywhere in the world who is close to them, get more followers, shares, likes, interactions and love counts, users get the social aspect of needs and identity, Users with a large number of fans can engage in mutually beneficial behavior with manufacturers and social media platforms, For example, more Openness to Experience people create through applications such as retouching and video editing, or if a more extroverted person uses more interactive applications such as video recording or live streaming applications, To attract more people to join the platform for exchange. Social media is now used by nearly half of the world's population, and the number of users is growing, and most people have smartphones, Social media has become part of people's daily lives, common social media platforms are Facebook, Instagram, Twitter, Youtube, etc. The different personality traits of the users, observing the Persistence of Different Personality Traits in Social Media through Self-Disclosure, find social media to retain and attract more people to operate and use social platforms. 464 valid samples were collected for this study, Analysis using SmartPLS 3, Learn that Extraversion, Openness to Experience and Neuroticism are positively significant for Self-Disclosure, analyzing personality traits after Self-Disclosure, continued use is intended to have a positive and significant impact, Users Increase Continuity of Social Media Use from Self-Disclosure, give reference to future research directions.

Keywords: Social Media, Big Five Personality Traits, Self-Disclosure, Continuance Intention

1. Introduction

1.1 Introduce the Problem

The development of communication began with newspapers and then television, and then entered the Internet age for online social networking, and through anonymity and attracting users with the same values to form online communities, also known as social media (Bargh & McKenna, 2004). The Internet has become a social media that is part of people's daily lives, including news, interactions and information sharing (Hamburger & Vinitzky, 2010). At first the Internet was just about searching for information, now it's about socializing online and bringing together people who share a common interest far away (Hamburger & Artzi, 2000; McKenna & Bargh, 2000). Connects individuals with others and facilitates the development of social media (Obar et al., 2015). While social media encompasses identity, conversation, sharing, presence, interpersonal, reputation, and community, self-disclosure encompasses the disclosure of personal information in social media settings. (Kietzmann & Kristopher, 2011).

Nowadays, with the spread of information and smartphones, social media has become a platform for most people to exchange information. According to NCC's Q2 2019 mobile market statistics, there were 29.25 million mobile phone users at the end of the second quarter, and some users had more than an odd number of phones and numbers (NCC, 2019). 3.2 billion social media users worldwide - nearly 42% of the world's population - are using social media and the number of users is still growing (Emarsys, 2019). Take Facebook for example, as of September 2019, Facebook has more than 2.45 billion monthly active users worldwide Compared to 2.38 billion active users in the first quarter, the number of active users grew to 70 million, accounting for 2% of all active users, social media is very influential in today's society. (ZEPHORIA, 2019).

Most young people in the U.S. rate Instagram highly on many social media outlets, with good viewability, creativity, interaction with friends, updates on their personal lives, and the psychological need for popularity, attention, and recognition through more love and sharing! The social media company saw a business opportunity to create user-requested software, including retouching, animation settings, and video editing, as well as a communication channel between users and manufacturers. Instagram users take selfies, live-stream, and interact with friends of similar age. Instagram differs from Facebook in that Facebook is more family-focused, but study points out that Instagram users are less satisfied with their real lives (Sheldon & Bryant, 2016).

In the Big Five personality study, extraversion actively presents itself through social media, and neuroticism communicates more easily with others through social media. (Blackwell et al., 2017). Users with higher agreeableness will display their information more frequently. Highly conscientiousness people spend less time on social media for leisure, but more time participating in online academic activities (Moore & McElroy, 2012). Openness to experience users often post their ideas on social media, sharing information and discussions (Saef et al., 2018). In the area of self-disclosure, there is a significant relationship with other people (Solano & Dunnam, 1985). continuance intention positive and significant in terms of benefits to the user. Self-disclosure in social media also has social benefits in terms of attention (Huang, 2016). Exploring the relevance of variables through the Big Five personality traits, self-disclosure and continuance intention and social media related literature, questionnaire collection and SmartPLS 3.

This study first examines the influence of the Big Five personality traits, self-disclosure, and continuance intention on social media. The second study examines the impact of self-disclosure on the Big Five personality traits, continuance intention, and the ability of social media platforms to increase traffic. In the midst of competition from many social media outlets, this study provides recommendations for future researchers and social media professionals to improve their social media presence.

2. Literature research

This chapter is divided into two sections to explore the relevant literature: the first section is about the Big Five personality traits and how they influence users' self-disclosure in social media; The second section explores whether self-disclosure is a continuance intention to influence social media among users and social media.

2.1 Social Media

Broadly speaking, social media refers to the act of socializing through the Internet and online. 3.2 billion social media users worldwide, or nearly half of the world's population (Emarsys 2019). Some users are unable to communicate further with others in reality. The anonymity of social media avoids the weaknesses of real-life communication, such as appearance and interpersonal factors, which cause the problem of social media addiction (Blackwell et al., 2017). In many social media platforms, there are usually interactive features such as "Like" and "Love" to encourage users to post, share, like and interact with each other more actively (Saef et al., 2018). Allow other users to re-examine themselves through anonymity, etc. The more interactive and relational a social media user is, the more he or she will gradually disclosure information about himself or herself, effectively increasing the user base's continuance intention the network (Huang 2016). Table 1 shows the research on social media:

Table 1: Social media-related studies

Authors	Research Topic
Blackwell et al. (2017)	Extraversion, Neuroticism, attachment style and fear of missing out as predictors of social media use and addiction.
Bibby (2008)	Dispositional factors in the use of social networking sites: Findings and implications for social computing research.
Saef et al. (2018)	Fostering socio-informational behaviors online: The interactive effect of Openness to Experience and Extraversion.
Huang (2016)	Examining the beneficial effects of individual's Self-Disclosure on the social network site.

2.2 Big Five personality traits

When investigating the role of personality traits in social media use, researchers tend to use the Big Five personality traits (Goldberg, 1990). Big Five personality traits are extraversion, agreeableness, openness to experience, neuroticism, conscientiousness. Although the theoretical and methodological underpinnings of the model are not entirely uncontroversial, it is thought to acknowledge at least some fundamental aspects of the Big Five personality traits (McCrae & Costa, 1999). Table 2 shows that the Big Five personality traits are related to social media.

2.2.1 Extraversion

Extraversion are good at interpersonal communication, showing empathy and self-confidence (Akee et al., 2018), and are more likely to use social media because they crave social interaction (Blackwell et al., 2017). Extraversion means adopting a positive attitude towards the real world, including being social, active, self-confident, and positive behaviors (Kerr et al., 2017). And, extraversion is associated with more self-revelation on social media (Bibby, 2008). This can be explained by the fact that: extraversion are likely to post photos of other people and are less likely to post a single photo of themselves to update their profile page. (Gosling et al., 2011; Moore & McElroy, 2012).

2.2.2 Agreeableness

Agreeableness tends to be cooperative and selfless, and excels at enhancing the intimacy of social behavior, including altruism, gentleness, trust and modesty (Akee et al., 2018; Kerr et al., 2017). Agreeableness is a personality trait, which is an understanding, usually with the personal behavioral characteristics of kindness, compassion, cooperation, enthusiasm and consideration (Thompson, 2008). More agreeableness users had

negative feelings about social media misconduct, but more agreeableness people presented their messages more frequently than less agreeableness people (Moore & McElroy, 2012). Positively correlated with self-disclosure and not far removed from behavior in reality and in social media. Of the five personality traits, agreeableness is more positive in group performance to maintain relationships with others, control their anger and negative emotions when confronted with conflict, thereby reducing the conflict of negative interactions. (Graziano et al., 1996).

2.2.3 Openness to Experience

Openness to experience user with bold ideas and experiences, high curiosity and a love of adventure (Akee et al., 2018). Openness of experience describes breadth, depth, originality, and a preference for complexity of experiments (Kerr et al., 2017). Openness to experience: fantasy, aesthetics, emotions, values, rich imagination, aesthetic intuition, unforgettable feelings about certain things, and curiosity about different things (Costa & McCrae, 1992). Therefore, openness of experience in social media provides a platform for the exchange and sharing of knowledge, expressing the love of learning and experience. (Saef et al. 2018).

2.2.4 Neuroticism

Neuroticism is also known as emotional instability, such as anxiety, stress and grief (Akee et al., 201; Kerr et al., 2017). People with high neuroticism are actually more introverted and isolated in their behavior. (Butt & Phillips, 2008). It is easy to become angry in an anxious or critical situation because of feelings of offense (Möttus et al., 2016). To be able to express oneself in social media by getting feedback of recognition and interest (Blackwell et al., 2017).

2.2.5 Conscientiousness

Conscientiousness has a tendency to be responsible and hard-working, to control one's social time, and to promote behaviors to accomplish personal tasks, tasks, goals, etc (Akee et al., 2018; Kerr et al., 2017). Although conscientiousness is positively correlated with mental health, theory and research confirm that extreme or excessive conscientiousness may lead to obsessive compulsive disorder, resulting in less positive correlation with mental health, and that higher conscientiousness is positively correlated with the negative effects of social media (Moore & McElroy, 2012). Table 2 shows the research on the Five Personality Traits and Social Media:

Table 2: Research on the Five Personality Traits and Social Media

Authors	Research Topic
Goldberg (1990)	An alternative "description of personality": the big-five factor structure.
McCrae & Costa (1999)	An introduction to the five-factor model and its applications.
Akee et al. (2018)	How does household income affect child personality traits and behaviors?.
Blackwell et al. (2017)	Extraversion, Neuroticism, attachment style and fear of missing out as predictors of social media use and addiction.
Kerr et al. (2017)	Personality traits of entrepreneurs: A review of recent literature (No. w24097).
Hamburger & Vinitzky (2010)	Social network use and personality.
Gosling et al. (2011)	Manifestations of personality in online social networks: Self-reported Facebook-related behaviors and observable profile information.
Moore McElroy (2012)	The influence of personality on Facebook usage, wall postings, and regret.
Thompson (2008)	Development and validation of an international English big-five mini-markers.
Graziano et al. (1996)	Perceiving interpersonal conflict and reacting to it: the case for Agreeableness.
Butt & Phillips (2008)	Personality and self reported mobile phone use.
Möttus et al. (2016)	Personality traits below facets: The consensual validity, longitudinal stability, heritability, and utility of personality nuances.

2.3 Self-Disclosure

Privacy has an adverse effect on self-disclosure, which is defined as the disclosure of personal information to others (Dienlin & Metzger, 2016; Derlega & Chaikin, 1977). In social media, self-disclosure can reduce stress and build relationships. (Wang et al., 2016).

Self-disclosure is related to happiness, identity, and self-worth, and the role of self-disclosure in relationship building has been a major focus of research over the past 40 years (Pennebaker & Chung, 2007). According to the theory of social penetration, self-disclosure in the initial social interaction will be superficial and superficial; after deepening the relationship, self-disclosure will relatively increase in breadth and depth, while the opposite will happen when the relationship deteriorates (Altman & Taylor, 1973). Self-disclosure implies that the intimacy between community users decreases significantly as the size of the target group increases (Solano & Dunnam 1985). Table 3 shows the relationship between Self-Disclosure and social media:

Table 3: Self-Disclosure and Social Media Related Studies

Authors	Research Topic
Dienlin & Metzger 2016	An extended privacy calculus model for SNSs: Analyzing Self-Disclosure and self-withdrawal in a representative US sample.
Derlega & Chaikin (1977)	Privacy and self-disclosure in social relationships.
Wang et al. (2016)	What drives electronic word-of-mouth on social networking sites? Perspectives of social capital and self-determination.
Pennebaker & Chung 2007	Expressive writing, emotional upheavals, and health.
Altman & Taylor (1973)	Social penetration: The development of interpersonal relationships.
Solano & Dunnam (1985)	Two's company: Self-Disclosure and reciprocity in triads versus dyads.

2.4 Continuance Intention

Continuance intention means that trust in the thing is motivated by satisfaction with its continued use and behaviour means that trust in the thing is sustained by satisfaction of the motivation and behavior (Susanto et al., 2016). Where the matter is fraught with uncertainty and risk, it may reduce the continuance intention (Yuan et al., 2016). Continuance intention for innovations such as new social media mini-games, customized personal pages, managing groups and travel location, most people prefer practicality over entertainment features. (Hong et al., 2017). Self-disclosure is useful in social media and can increase the motivation to continuance intention (Huang, 2016). Table 4 shows a study of the Continuous Intention and social media:

Table 4: Continuous Intention and Social Media Related Studies

Authors	Research Topic
Susanto et al. (2016)	Determinants of Continuance Intention to use the smartphone banking services.
Yuan et al. (2016)	An investigation of users' Continuance Intention towards mobile banking in China.
Hong et al. (2017)	The effect of consumer innovativeness on perceived value and Continuance Intention to use smartwatch.
Huang (2016)	Examining the beneficial effects of individual's Self-Disclosure on the social network site.

3. Results

Integrating the literature in Chapter 2, this study proposes a thesis structure as shown in Figure 1. This study investigates the five personality traits of social media users and whether self-disclosure affects social media users' continuance intention social media.

This study uses Google online questionnaire for convenient, anonymous sampling. In order to increase the sample recovery rate, we will prepare 10 16GB flash drives for the lucky draw, and delete the questionnaires with incomplete answers. Using SmartPLS3, the software analyzes 434 samples for the partial least square method PLS (Partial Least Square), including path analysis, confidence analysis, and validity analysis, to obtain the analysis results..

3.1 Research Assumptions

Extroverts are social, talkative and pleasant, and tend to use social media as a communication and socialization tool. (Seidman, 2013). This is reflected in their more frequent use of social media and their preference for social media that allows the community to contribute positively to functions such as updating their personal information (Gosling et al., 2011; Ryan & Xenos, 2011). Hence the hypothesis H1 :

H1: "Extraversion" of social media users positively and significantly affects "Self-Disclosure".

Highly agreeableness people tend to be cooperative, helpful, and successful in relationships. Agreeableness to communicate and connect with others on social media and to seek attention with postings (Seidman, 2013), More active use of social media. Hence the hypothesis H2:

H2: "Agreeableness" of social media users positively and significantly affects "Self-Disclosure".

Conscientiousness describes people who are organized, responsible, and hard-working. People who are more Conscientiousness use social media, less frequently and are less likely to post on social media to seek attention and acceptance. (Gosling et al., 2011; Seidman, 2013). Hence the hypothesis H3:

H3: "Conscientiousness" of social media users negative and significantly affects "Self-Disclosure".

Highly openness of experience people tend to be creative, intellectual and curious. Openness of experience with the frequency of social media use, and uses social media to find and disseminate information rather than for social networking (Correa et al., 2010; Hughes et al., 2012). Hence the hypothesis H4:

H4: "Openness of Experience" of social media users positively and significantly affects "Self-Disclosure".

Neuroticism individuals use social media to seek attention and social support that they may lack in real life, using social media for social purposes (Ross et al., 2009; Hughes et al., 2012). Therefore, neuroticism is positively correlated with the frequency of social media use (Correa et al., 2010). Hence the hypothesis H5:

H5: "Neuroticism" of social media users positively and significantly affects "Self-Disclosure".

Self-disclosure plays an important role in establishing and maintaining intimate relationships. At the beginning of a relationship, people usually only talk about what they see in their lives, but as the relationship develops, the breadth and depth of self-disclosure grows. On the contrary, when the relationship deteriorates, the self-disclosure relationship with others becomes shallow and narrow. Self-disclosure implies an intimate relationship between two people, but decreases as the group size increases (Solano & Dunnam, 1985). Hence the hypothesis H6:

H6: "Self-Disclosure" of social media users positively and significantly affects "Continuance Intention".

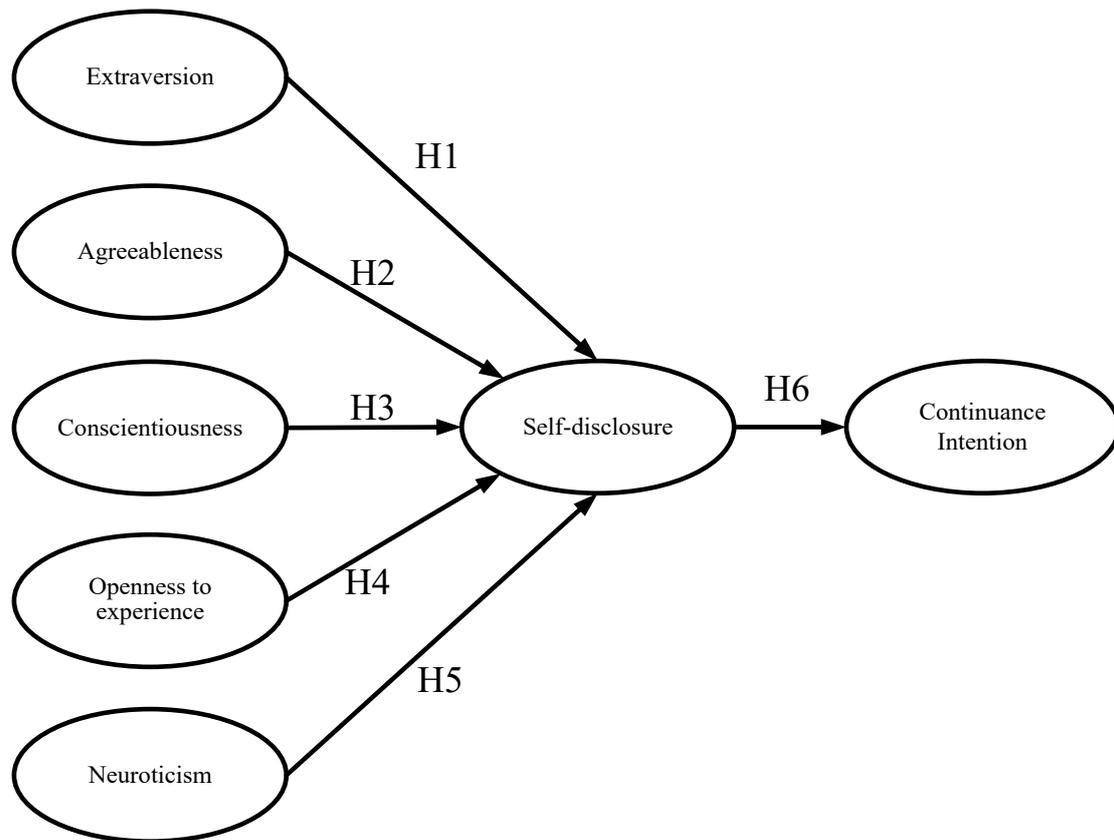


Figure 1: Theoretical Framework

3.2 Operational definitions

This section described seven constructs in this study and showed their operational definitions (as shown in Table 5).

Table 5: Operational definitions

Measurements	Variable operation definition	Reference source
Extraversion	A personality trait that refers to an individual's comfort level in relating to others.	Saucier (1994), Soto & John (2017), McCrae & John (1992)
Agreeableness	A personality trait that refers to the degree to which an individual follows the norms set by others.	Saucier (1994), Soto & John (2017), McCrae & John (1992)
Conscientiousness	It is the personality trait of an individual's degree of concentration and focus in pursuit of a goal.	Saucier (1994), Soto & John (2017), McCrae & John (1992)
Neuroticism	A personality trait that refers to the degree of positive emotional stimulation required by an individual.	Saucier (1994), Soto & John (2017), McCrae & John (1992)
Openness to Experience	A personality trait that refers to the degree to which an individual is tolerant of new things and actively pursues them.	Saucier (1994), Soto & John (2017), McCrae & John (1992)

Measurements	Variable operation definition	Reference source
Self-Disclosure	Social media users use social media to expose information about themselves.	Kwak et al. (2014)
Continuance Intention	Users will continue to use social media intent in the future.	Bhattacharjee (2001)

3.3 Questionnaire Design

According to the purpose of the study, thesis structure, and operational definitions, this study's questionnaire was designed with reference to relevant literature and questionnaire content. During the design process of the questionnaires and items, we had many discussions with the professor and made many revisions. Table 6 presents the Questionnaire Design:

Table 6: Questionnaire Design

Structure	Title	Measurements	References and Sources
Extraversion	EXTR1	Bold.	Saucier (1994), Soto & John (2017), McCrae & John (1992)
	EXTR2	lively	
	EXTR3	chatty	
	EXTR4	Socially inclined	
	EXTR5	shy	
	EXTR6	Quietly.	
	EXTR7	introverted	
	EXTR8	lonely	
Agreeableness	AGR1	humane	Saucier (1994), Soto & John (2017), McCrae & John (1992)
	AGR2	Gentle	
	AGR3	Happy to cooperate	
	AGR4	sympathetic	
	AGR5	calm	
	AGR6	crude	
	AGR7	nonsensical	
	AGR8	aloof	
Conscientiousness	CONS1	Actual	Saucier (1994), Soto & John (2017), McCrae & John (1992)
	CONS2	systematic	
	CONS3	effective	
	CONS4	Organized	
	CONS5	careless	
	CONS6	disordered	
	CONS7	sloppy	
	CONS8	not efficient	
Openness to Experience	OTE1	Smart.	Saucier (1994), Soto & John (2017), McCrae & John (1992)
	OTE2	complicated	
	OTE3	deep	
	OTE4	philosophical	
	OTE5	imaginative	
	OTE6	Creative	
	OTE7	Not smart	
	OTE8	Lack of Creativity	
Neuroticism	NEUR1	suspect	Saucier (1994),

Structure	Title	Measurements	References and Sources
	NEUR2	irritable	Soto & John (2017), McCrae & John (1992)
	NEUR3	jealous	
	NEUR4	Fretful.	
	NEUR5	sloppy	
	NEUR6	prone	
	NEUR7	unfettered	
	NEUR8	Not jealous of others'	
Self-Disclosure	SD1	I have a full profile on social media	Kwak et al. (2014)
	SD2	I will take the time to keep updating my profile	
	SD3	By updating my social media, I let my family and friends know what I'm up to every day	
	SD4	When I have something to say, I share it through social media	
Continuance Intention	CI1	I will continue to use social media in the future	Bhattacharjee (2001)
	CI2	I would recommend social media to my friends	
	CI3	I use social media when I need to	

Extraversion is based on Saucier's (1994) literature and is modified as a positive factor question for this study's exclusive extraversion based on the personality traits of social media users. This construct uses a Likert Scale 7-foot scale with a score of 7 to 1, with questions containing strongly agree, agree, slightly agree, have no opinion, slightly disagree, disagree and strongly disagree

Agreeableness is based on Saucier's (1994) literature and is modified to the affinity positive factor question based on the personality traits of social media users in this study. This construct uses a Likert Scale 7-foot scale with a score of 7 to 1, with questions containing strongly agree, agree, slightly agree, have no opinion, slightly disagree, disagree and strongly disagree

Conscientiousness is based on Saucier's (1994) and other relevant literature, and is modified as a negative factor question for this study to address the personality characteristics of the social media users. This construct uses a Likert Scale 7-foot scale with a score of 7 to 1, with questions containing strongly agree, agree, slightly agree, have no opinion, slightly disagree, disagree and strongly disagree

Openness to Experience is based on Saucier's (1994) and other relevant literature, and is modified to the positive factors of empirical openness for the personality characteristics of the social media users in this study. This construct uses a Likert Scale 7-foot scale with a score of 7 to 1, with questions containing strongly agree, agree, slightly agree, have no opinion, slightly disagree, disagree and strongly disagree.

Neuroticism Based on Saucier (1994) and other relevant literature, the positive factors of neuroticism were modified to be questions specific to the personality traits of the social media users in this study. This construct uses a Likert Scale 7-foot scale with a score of 7 to 1, with questions containing strongly agree, agree, slightly agree, have no opinion, slightly disagree, disagree and strongly disagree. As shown in Table 6 for extraversion.

Self-disclosure is based on literature such as Kwak et al. (2014), and the self-disclosure level of social media users in this study was revised to a self-disclosure question for this study. This construct uses a Likert Scale 7-foot scale

with a score of 7 to 1, with questions containing strongly agree, agree, slightly agree, have no opinion, slightly disagree, disagree and strongly disagree.

Continuance intention is based on Bhattacharjee (2001) and other relevant literature, and has been revised to include questions specific to the continuance intention of social media users in this study. This construct uses a Likert Scale 7-foot scale with a score of 7 to 1, with questions containing strongly agree, agree, slightly agree, have no opinion, slightly disagree, disagree and strongly disagree.

4. Data Analysis Results

In this chapter, we will analyze the sample data collected and the total number of data collected is 464, mainly using SmartPLS 3 as the analysis tool. There are two stages in the analysis process: 1. Outer Model Analysis, which mainly examines whether the internal consistency, content validity, convergent validity, and discriminant validity of the data meet the criteria; 2. Inner Model Analysis, which mainly examines whether the hypothesis of the path proposed by the research model is valid or not.

4.1 Partial Least Squares Structural Equation Modeling (PLS-SEM)

Partial least squares structural equation modeling (PLS-SEM) is a method of Structural Equation Modeling (SEM), which is based on regression analysis and is particularly suitable for predictive modeling, measurement of potential variables, and unassigned regression analysis of small samples. It is not affected by the traditional multivariate common linearity problem and has good reflectivity and formability. It can also explain the variation and verify the causality of the inference through the evaluation of the path coefficient and the explanatory power (R square) model. In Management Information Systems Quarterly and Information Systems Research, this structural equation model is gaining more and more attention, and its number of publications is showing a significant growth trend (Hsiao, 2018).

4.2 OUTER MODEL ANALYSIS

According to Hair et al. (2010), standardized factor loading must be at least 0.5 to be acceptable. Therefore, the deleted questions are OTE7, OTE8, EXTR5, EXTR6, EXTR7, EXTR8, AGR5, AGR6, AGR7, AGR8, CON1, CON5, CON6, CON7, CON8, NEUR7, NEUR8, and the factor loadings of the indicator variables in each of the constructs of this study are higher than 0.5 (as shown in Table 7).

Table 7: Matrix of factor load correlation coefficients.

	AGR	CI	CON	EXTR	NEUR	OTE	SD
AGR1	0.921						
AGR2	0.863						
AGR3	0.656						
AGR4	0.838						
CI1		0.906					
CI2		0.882					
CI3		0.865					
CONS2			0.850				
CONS3			0.898				
CONS4			0.926				
EXTR1				0.790			
EXTR2				0.845			
EXTR3				0.849			

EXTR4	0.866	
NEUR1		0.700
NEUR2		0.739
NEUR3		0.814
NEUR4		0.825
NEUR5		0.688
NEUR6		0.834
OTE1		0.716
OTE2		0.585
OTE3		0.587
OTE4		0.786
OTE5		0.716
OTE6		0.736
SD1		0.791
SD2		0.816
SD3		0.846
SD4		0.797

Note: EXTR=Extraversion, AGR=Agreeableness, CON=Conscientiousness, OTE=Openness to Experience, NEUR=Neuroticism, SD=Self-Disclosure, CI=Continuance Intention

4.2.1 Composite Reliability

Composite Reliability was proposed by Werts et al. (1974). Assume that both indexes are values between 0 and 1, with higher values indicating better reliability of the construct, and that any index has an acceptable range of 0.7 or higher (as shown in Table 8).

Table 8: Composite Reliability

	EXTR	AGR	CON	OTE	NEUR	SD	CI
Composite Reliability	0.904	0.894	0.921	0.845	0.896	0.886	0.915

Note: EXTR=Extraversion,AGR=Agreeableness,CON=Conscientiousness,OTE=Openness to Experience,NEUR=Neuroticism,SD=Self-Disclosure),CI=Continuance Intention

4.1.2 Convergent validity

The method emphasizes the importance of using both discriminant and convergent verification techniques when evaluating new tests. In other words, in order to establish structural validity, we must demonstrate both convergent and discriminant validity.

AVE (Average Variance Extracted) is a calculation of the explanatory power of the variation of the potential variables for each measured item (as shown in Table 9). The higher the AVE, the higher the confidence and convergent validity of the potential variables. If the AVE of each component is above 0.5, the factor loadings must be above 0.7, and the OTE is only 0.478 (Fornell & Larcker, 1981; Hair et al., 2010).

Table 9: average variance extracted

	EXTR	AGR	CON	OTE	NEUR	SD	CI
AVE	0.702	0.682	0.796	0.478	0.591	0.660	0.782

Note: EXTR=Extraversion,AGR=Agreeableness,CON=Conscientiousnes),OTE=Openness to Experience,NEUR=Neuroticism,SD= Self-Disclosure,CI=Continuance Intention

According to the criterion of discriminant validity, the square root of the AVE of each component must be greater than the correlation coefficient of the pairwise variables, and Table 10 shows that this study has the criterion of discriminant validity test (Fornell & Larcker, 1981).

4.2.3 Discriminant validity

Discriminant validity examines the degree of difference between the OUTER MODEL ANALYSIS components, the larger the difference, the lower the correlation between the components (as shown in Table 10), the standard factor load is higher than the cross-load, which represents the discriminant validity.

Table 10: Loadings and Cross-Loads by Standard Factor

	AGR	CI	CON	EXTR	NEUR	OTE	SD
AGR1	0.921	0.244	0.338	0.254	0.083	0.241	0.152
AGR2	0.863	0.254	0.320	0.214	0.097	0.207	0.120
AGR3	0.656	0.196	0.332	0.320	-0.060	0.088	0.027
AGR4	0.838	0.248	0.379	0.356	0.081	0.246	0.123
CI1	0.317	0.906	0.171	0.302	0.092	0.172	0.350
CI2	0.177	0.882	0.179	0.302	0.112	0.121	0.430
CI3	0.283	0.865	0.127	0.223	0.107	0.134	0.273
CONS2	0.329	0.121	0.850	0.355	-0.096	0.477	0.149
CONS3	0.345	0.197	0.898	0.424	-0.064	0.403	0.182
CONS4	0.388	0.168	0.926	0.511	-0.051	0.521	0.202
EXTR1	0.133	0.209	0.393	0.790	-0.021	0.403	0.280
EXTR2	0.313	0.272	0.493	0.845	-0.044	0.407	0.310
EXTR3	0.339	0.250	0.421	0.849	0.012	0.405	0.311
EXTR4	0.276	0.320	0.349	0.866	0.009	0.337	0.377
NEUR1	0.025	0.033	-0.097	-0.043	0.700	0.189	0.117
NEUR2	-0.002	0.054	-0.074	0.016	0.739	0.103	0.082
NEUR3	0.002	0.090	-0.066	0.002	0.814	0.179	0.195
NEUR4	-0.041	0.088	-0.115	-0.068	0.825	0.098	0.142
NEUR5	0.270	0.139	0.027	0.013	0.688	0.178	0.168
NEUR6	0.096	0.104	-0.058	0.010	0.834	0.166	0.243
OTE1	0.317	0.173	0.546	0.461	-0.060	0.716	0.244
OTE2	0.009	0.099	0.143	0.144	0.469	0.585	0.204
OTE3	0.047	0.053	0.205	0.079	0.288	0.587	0.175
OTE4	0.209	0.077	0.442	0.307	0.053	0.786	0.251
OTE5	0.255	0.163	0.329	0.412	0.138	0.716	0.183
OTE6	0.195	0.093	0.431	0.449	0.041	0.736	0.210
SD1	0.159	0.301	0.177	0.324	0.174	0.257	0.791
SD2	0.104	0.230	0.192	0.281	0.173	0.291	0.816
SD3	0.121	0.336	0.158	0.368	0.141	0.222	0.846
SD4	0.094	0.433	0.137	0.277	0.236	0.244	0.797

Note: EXTR=Extraversion, AGR=Agreeableness, CON=Conscientiousness, OTE=Openness to Experience, NEUR=Neuroticism, SD=Self-Disclosure, CI=Continuance Intention

The second test of discriminant validity (as shown in Table 11) is that the square root of the AVE value of each component must be greater than the correlation coefficient of the pairwise variables to qualify for the discriminant validity test (Fornell & Larcker, 1981).

Table 11: Correlation coefficients and square roots of AVE for each component.

	AGR	CI	CON	EXTR	NEUR	OTE	SD
AGR	0.826						
CI	0.284	0.884					
CON	0.399	0.184	0.892				
EXTR	0.320	0.318	0.489	0.838			
NEUR	0.090	0.118	-0.076	-0.011	0.769		
OTE	0.258	0.159	0.523	0.458	0.203	0.692	
SD	0.147	0.410	0.202	0.385	0.225	0.310	0.813

Note: EXTR=Extraversion, AGR=Agreeableness, CON=Conscientiousness, OTE=Openness to Experience, NEUR= Neuroticism, SD= Self-Disclosure, CI=Continuance Intention

4.2.4 Coefficient of determination R square

If R square is 0, it means there is no linear relationship. Generally speaking, if R square is greater than 0.5, it has good explanatory power. Self-disclosure R square is 0.211, continuous intention R square is 0.168. Adjusted self-disclosure R square is 0.171, continuous intention R square is 0.226.

4.2.5 Blindfolding

This analysis evaluates the quality of the model using other potential variables to predict observed variables, re-estimating the path model of PLS after each elimination group, and calculating Stone-Geisser's Q square as a criterion for predicting correlation (Stone 1974; Geisser 1974; Hair et al. 2017). Q square greater than 0 means that the PLS path model has a predictive correlation with this structure, and the closer it is to 1, the closer it is to a complete reset. The Q square value for the assessment measurement model is 0.487 for agreeableness, 0.564 for conscientiousness, 0.497 for extraversion, and 0.497 for neuroticism. 0.427, openness to experience Q square value of 0.273, self-disclosure Q square value of 0.429, continuance intention Q square value of 0.533. And evaluate the structural model on self-disclosure with a Q square value of 0.131 and continuance intention with a Q square value of 0.120 (As shown in Table 12).

Table 12: Predicted Phase Criteria Q²-value

	Q ² Redundancy	Q ² Communality
EXTR		0.497
AGR		0.487
CON		0.564
OTE		0.273
NEUR		0.427
SD	0.131	0.429
CI	0.120	0.533

Note: EXTR=Extraversion, AGR=Agreeableness, CON=Conscientiousness, OTE=Openness to Experience, NEUR=Neuroticism, SD=Self-Disclosure, CI=Continuance Intention

4.3 INNER MODEL ANALYSIS

It is used to examine the model path coefficients and verify the influence of the path coefficients between components through SmartPLS (INNER MODEL ANALYSIS), also known as Structural Equation Model (SEM).

4.3.1 Path Coefficient and Intermediary Analysis

From Table 15, The coefficient of extraversion path is 0.340 with a T-value of 3.180, which is significant, the coefficient of agreeableness path is -0.008 with a T-value of 0.021, which is non-significant, and the coefficient of conscientiousness path is -0.008 with a T-value of 0.021, which is non-significant. The path coefficient of

openness of experience was 0.118 and the T-value was 2.080, which was significant. Significance, with a self-disclosure path coefficient of 0.410 and a T-value of 4.663 (as shown in Figure 2 and Table 13).

Table 13: PLS Analysis Results

Research Hypotheses	Path Coefficient	T-value	Results
H1: Positive and significant impact of "Extraversion" by social media users "Self-Disclosure".	0.340**	3.180	Yes
H2: Positive and significant impact of "Agreeableness" by social media users "Self-Disclosure".	-0.008	0.021	No
H3: Negative and significant impact of "Conscientiousness" by social media users "Self-Disclosure".	-0.008	0.013	No
H4: Positive and significant impact of "Openness to Experience" by social media users "Self-Disclosure".	0.118*	2.080	Yes
H5: Positive and significant impact of "Neuroticism" by social media users "Self-Disclosure".	0.205*	2.282	Yes
H6: Positive and significant impact of "Self-Disclosure" by social media users "Continuance Intention".	0.410***	4.663	Yes

Note: * P-value<0.050, **P-value<0.010, *** P-value<0.001

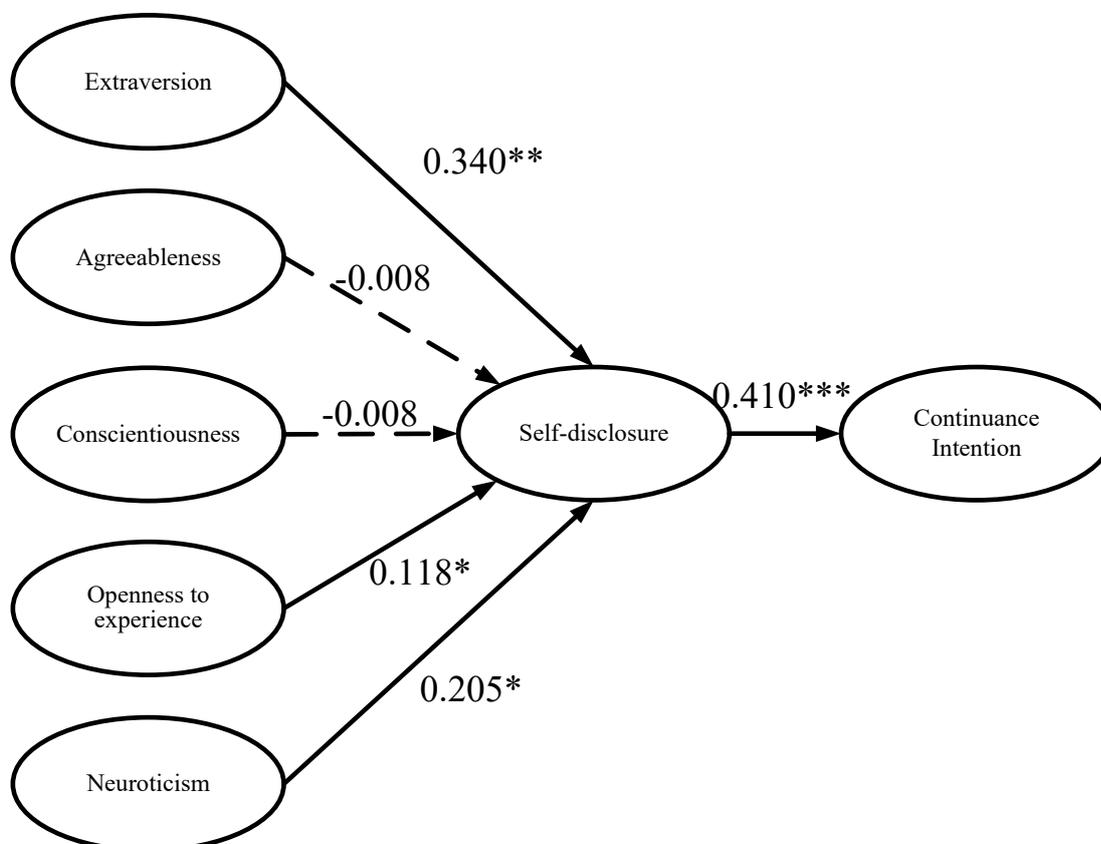


Figure 2: Research Model

Mediation occurs when the third intermediate variable is inserted between the other two related components. More precisely, a change in OUTER MODEL ANALYSIS leads to a change in the mediating variables, which in turn leads to a change in INNER MODEL ANALYSIS in the PLS path model. Therefore, the mediating variables control the nature of the relationship between the two structures (as shown in Table 14).

Table 14: Analysis of Intermediary Effectiveness

Structure Relationship	Measurements	Path Coefficient (T-value)	Sobel Test	Aroian Test	Goodman Test
EXTR→SD→CI	EXTR→SD	3.180	2.589**	2.547*	2.634**
	SD→CI	4.663			
AGR→SD→CI	AGR→SD	0.021	0.020	0.020	0.021
	SD→CI	4.663			
CON→SD→CI	CON→SD	0.013	0.012	0.012	0.013
	SD→CI	4.663			
OTE→SD→CI	OTE→SD	2.080	1.899	1.864	1.937
	SD→CI	4.663			
NEUR→SD→CI	NEUR→SD	2.282	2.031*	1.992*	2.073*
	SD→CI	4.663			

Note: EXTR=Extraversion, AGR=Agreeableness, CON=Conscientiousness, OTE=經驗 Openness to Experience, NEUR=Neuroticism, SD=Self-Disclosure, CI= Continuance Intention
 significant: ***P-value<0.001**P-value<0.010*P-value<0.050

4.3.2 Heterogeneity

Finite Mixture Partial Least Squares (FIMIX-PLS) Segmentation is a method for finding unobserved heterogeneity in internal models. FIMIX captures heterogeneity by estimating the probability of segment membership for each observation, and also estimates the path coefficients for all segments. To select the segment size by multiple indicators, usually AIC, AIC3, AIC4, BIC, CAIC, and EN values are observed, where AIC, AIC3, AIC4, BIC, and CAIC observe the smallest value. The value of EN is between 0 and 1, and the higher the value, the better the quality, at least greater than 0.5. Therefore, it is important to determine the segment size according to multiple indicators. (As shown in Table 15).

Table 15: FIMIX-PLS

	K=2	K=3	K=4	K=5	Minimum and EN Quality
AIC	2441.411	2449.386	2435.132	2418.049	2418.049
AIC3	2458.411	2475.386	2470.132	2462.049	2458.411
AIC4	2475.411	2501.386	2505.132	2506.049	2475.411
BIC	2511.789	2557.023	2580.028	2600.204	2511.789
CAIC	2528.789	2583.023	2615.028	2644.204	2528.789
HQ	2469.114	2491.756	2492.168	2489.752	2469.114
MDL5	2929.301	3195.571	3439.612	3680.824	2929.301
LnL	-1203.706	-1198.690	-1182.570	-1165.020	-1165.020
EN	0.739	0.452	0.533	0.556	0.739
NFI	0.774	0.435	0.463	0.451	0.435
NEC	121	254.383	216.622	205.931	121

AIC=Akaike's Information Criterion; AIC3=Modified AIC with Factor 3; AIC4=Modified AIC with Factor 4; BIC=Bayesian Information Criteria; CAIC=Consistent AIC; MDL5=Minimum Description Length with Factor 5; LnL=LogLikelihood; EN=Entropy Statistic(Normed)

The following is the segmentation, Select K=2 based on multiple indicators. Therefore, the split is 0.90 and 0.10 (as shown in Table 16), and the path coefficients for different segments (as shown in Table 17), and the R square values for different segments (as shown in Table 18).

Table 16: Segment Size

K=1	K= 2	K= 3	K= 4	K= 5	MAX(%)
0.900	0.100				100%
0.655	0.237	0.108			100%
0.608	0.234	0.118	0.040		100%
0.539	0.270	0.116	0.061	0.014	100%

Table 17: Coefficients de cheminement des segments FIMIX

	FIMIX-PLS		
	K=1	K=2	Diff
EXTR→SD	0.365	-0.084	0.340
AGR→SD	0.051	-0.909	-0.008
CON→SD	-0.014	0.195	-0.008
OTE→SD	0.143	0.045	0.118
NEUR→SD	0.219	0.020	0.205
SD→CI	0.497	-0.778	0.410

significant: *** P-value < 0.005 ** P-value < 0.010 * P-value < 0.050

EXTR=Extraversion, AGR=Agreeableness, CON=Conscientiousness, OTE=Openness to Experience, NEUR=Neuroticism, SD=Self-Disclosure, CI=Continuance Intention

Table 18: FIMIX R2

	K=1	K=2	diff
CI	0.247	0.605	0.168
SD	0.269	0.731	0.211

Observing prominence within heterogeneity, we can see that self-disclosure is very significant in FIMIX (as shown Table 21). Next, let's look at the R square interpretation power of FIMIX, the interpretation power of each segment is improved (as shown Table 19).

Table 19: FIMIX Significance

Variables	K=1		K=2		diff	
	Path Coefficient	T-value	Path Coefficient	T-value	Path Coefficient	T-value
EXTR→SD	0.357***	7.476	-0.335	1.898	0.340**	3.180
AGR→SD	0.038	0.902	-0.980***	10.119	-0.008	0.021
CON→SD	-0.005	0.100	0.235*	1.973	-0.008	0.013
OTE→SD	0.145**	2.594	0.017	0.523	0.118	0.931
NEUR→SD	0.225	0.563	0.070	0.588	0.205*	2.282
SD→CI	0.485***	14.967	-0.901***	17.178	0.410***	4.663

Note: * P-value<0.050, **P-value<0.010, *** P-value<0.001

EXTR=Extraversion, AGR=Agreeableness, CON=Conscientiousness, OTE=Openness to Experience, NEUR=Neuroticism, SD=Self-Disclosure, CI=Continuance Intention

5. Conclusion and Recommendations

5.1 Conclusion

This study found that through the Big Five personality traits, self-disclosure, and continuous intention of social media, the results were: The path coefficient for extraversion is 0.340, t-value 3.180, the path coefficient for openness of experience is 0.118, t-value 2.080, the path coefficient for neuroticism is 0.205, t-value 2.282, and the path coefficient for exclusion is 0.205, t-value 2.282. There was no significant effect on agreeableness and conscientiousness, The rest showed positive and significant effects. From the results of continuance intention, the path coefficient of self-disclosure on continuance intention is 0.410 with a t-value of 4.663. There is a positive and significant effect of self-disclosure on continuance intention. In terms of R-square explanatory power, self-disclosure was 0.211, adjusted to 0.226, and continuance intention was 0.168, adjusted to 0.171. By FIMIX-PLS heterogeneity analysis, self-disclosure K=1 was 0.269; K=2 was 0.731, and continuance intention K=1 was 0.247; K=2 was 0.605. In terms of the relevance criterion Q square, in the assessment measurement model, extraversion is 0.497, agreeableness is 0.487, conscientiousness is 0.564, openness to experience is 0.273, neuroticism is 0.427, and self-disclosure is 0.427. 0.429, continuance intention is 0.533. In the appraisal structure model, self-disclosure is 0.131, continuance intention is 0.120. Of the top five personality traits that are salient to social media, self-disclosure reinforces continued intention to use social media.

5.2 Academic Implications

This study constructs a schema framework to understand the influence of different personality traits on social media, mediates the self-disclosure variable, and analyzes users' continuance intention to use social media. Hypotheses H1 to H5 confirm that extraversion, openness to experience, and neuroticism are more influenced by social media and self-disclosure. Extraversion is significantly more about self-expression than other personality traits (Akee et al., 2018; Blackwell et al., 2017; Kerr et al., 2017; Bibby, 2008), experience openness of experience is more about sharing personal experiences than other personality traits (Akee et al., 2018; Saef et al., 2018), neuroticism is influenced by the different characteristics of social media and reality to increase expression, attention and communication (Butt & Phillips 2008; Blackwell et al., 2017). Agreeableness and conscientiousness were less influenced by social media, while affinity was found to prefer cooperation (Akee et al., 2018; Kerr et al., 2017; Thompson, 2008; Moore & McElroy, 2012), but was negatively affected by inappropriate content commonly found in social media, For example, breaking trust, cooperation and interaction within the community (Moore & McElroy, 2012), Conscientiousness users take maximum responsibility and effort in their life goals, controlling their leisure and social time, and the more conscientious they are, the less likely they are to be active on leisure-oriented social media. (Akee et al., 2018; Kerr et al., 2017; Moore & McElroy, 2012). Hypothesis H6 confirms that self-disclosure is also influenced by social media and continuance intention, and that self-disclosure can increase mutual trust and motivation to continuance intention (Susanto et al., 2016; Yuan et al., 2016; Huang, 2016; Derlega & Chaikin, 1977; Wang et al., 2016; Pennebaker & Chung, 2007). The findings of this study suggest that self-disclosure plays an important role in extraversion, neuroticism, and openness of experience as variables that are effective in increasing persistent intention to use social media.

5.3 Practical Implications

Hypothesis H1: Social media user's "Extraversion" to social media positively and significantly affects "Self-Disclosure":

Of the top five personality traits of social media, extroverted users actively present themselves on social media. Gain more followers and fans through the process of self-revelation to increase continuance intention and interaction with other users of social media. Make social media more accessible to extroverted users through applications such as location-based and more convenient snapshots and live streaming.

Hypothesis H2: Social media user's "Agreeableness" to social media not affected "Self-Disclosure":

This study shows that agreeableness has no effect on self-disclosure, and among the five personality traits of social media, agreeableness tends to be altruistic, mutual and cooperative. The negative impact of inappropriate postings

on other users, such as abuses, fake messages, and disruptions to the community, requires better regulation of inappropriate content in social media.

Hypothesis H3: Social media user's "Conscientiousness" to social media not affected "Self-Disclosure":

This study shows that conscientiousness has no effect on self-disclosure, and that among the top five personality traits of social media, conscientiousness users tend to seek more efficient tasks, work, and control over online social leisure time. Negative impact on less rigorous information and news, but more active in more rigorous information, academic private communities. Social media can enhance private community management, making it easier to manage the community and reduce the generation of inappropriate information, which can increase the number of community members.

Hypothesis H4: Social media user's "Openness to Experience" to social media positively and significantly affects "Self-Disclosure":

This study shows that openness of experience has a positive and significant effect on self-disclosure, and among the top five personality traits of social media, users who are open to experience tend to share their experiences and thoughts. Through self-disclosure and sharing of preferences and information with others, more information sharing communities can be built, commonly used for maintenance of daily necessities, travel planning, food sharing and sharing of useful apps. Social media can enhance the differentiation of communities, different categories of communities, and a clear positioning of each different community.

Hypothesis H5: Social media user's "Neuroticism" to social media positively and significantly affects "Self-Disclosure":

The results of this study indicate that neuroticism has a positive and significant effect on self-disclosure, and among the top five personality traits of social media, neurotic users will seek attention through social media that they would not otherwise receive. Anonymity and privacy make others re-evaluate themselves, deepen relationships with others, and gain more feedback from self-disclosure.

Hypothesis H6: Social media user's "Self-Disclosure" to social media positively and significantly affects "Continuance Intention":

The results of this study indicate that self-disclosure has a positive and significant effect on continuance intention, and that self-disclosure in social media helps to increase users' continuance intention in social media. Through user interaction and communication, when users reach a certain level of communication, they will reveal relevant information about themselves to enhance and maintain relationships and increase the continuance intention of social media.

5.4 Research limitations

In this study, the sample size is mainly collected in Taiwan, but there are some differences in other countries due to different cultures, and there are also temporal considerations that may affect the results of this analysis, such as the negative impact on users' privacy caused by inappropriate use of personal information in social media. This study is based on mainstream casual social media in the broadest sense. Academic social media are not included, e.g. SmartPLS academic forums and private academic communities on Facebook are not included. Academic social media showed a positive correlation with conscientiousness and a negative correlation with extroversion and neuroticism when compared to mainstream leisure social media. Therefore, academic social media were not included in the study. Likewise, changes in social media decisions about privacy issues over time can cause the number of social media users to fluctuate, resulting in different external effects (Andreou et al. 2019).

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