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The Effects of the Big Five Personality Traits and Relationship Satisfaction on Partner Monitoring and the Presentation of Romantic Relationships on Facebook
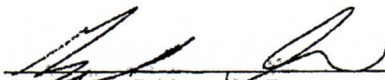
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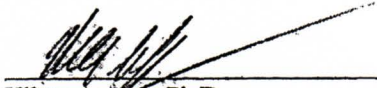Candidate for the degree

Bachelor of Sciences

Submitted in partial fulfilment of the requirements for

College Honors

Departmental Distinction in Psychology

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Title: The Effects of the Big Five Personality Traits and Relationship Satisfaction on Partner Monitoring and the Presentation of Romantic Relationships on Facebook

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The Effects of the Big Five Personality Traits and Relationship Satisfaction on Partner

Monitoring and the Presentation of Romantic Relationships on Facebook

Albright College

Amanda Havens

Abstract

The current study examined how the Big 5 personality traits relate to how individuals present their romantic relationships on Facebook and use Facebook to interact with their partners. Ninety-three adults currently involved in romantic relationships completed an online survey assessing Facebook activity, the Big 5 personality traits and relationship satisfaction. Several scales assessed activities and motivations relating to romantic relationship presentation and communicate with one's partner on Facebook. Multiple regressions were conducted, using relationship satisfaction and the Big 5 to predict Facebook activity. Relationship satisfaction related to couple oriented photograph activity, privacy motivation, couple oriented affection and marginally related to motivation to show affection. Extraversion was related to monitoring activity, monitoring motivations, motivation to show affection, couple oriented affectionate and private exchanges with partner. Neuroticism was related to monitoring activity, monitoring motivation, privacy motivation and motivation to show off. Agreeableness, conscientiousness and openness were not associated with Facebook activity.

The Effects of the Big Five Personality Traits and Relationship Satisfaction on Partner

Monitoring and the Presentation of Romantic Relationships on Facebook

Social networking sites are defined as internet-based services that allow individuals to

construct a public profile, to identify a list of other users to be connected to and to view as well

as track individual connections made by others (Nadkarni & Hofmann, 2012). The ability to

easily access social networking sites and to communicate from the comfort of one's home has

changed the model of communication within the last decade. Currently, the most popular social

networking site is Facebook (Jain, 2012). Facebook was founded in 2004 with the intention to

enable university students to remain connected to individuals at their institution and to allow

connection between users and university organizations. However, since then Facebook has

drastically expanded its capabilities in order to enable many people to remain in contact and

communicate. Facebook has over one billion active users of whom 727 million log in daily

(Facebook, 2014). As this enormous user population suggests, Facebook is no longer an

attractive social networking site for only undergraduate students. In a recent study, Brenner

(2013) found that 90% of Internet users from 18 to 29 years old, 78% of users from 30 to 49, and

58% of users 50 years or older report using a social networking site. In addition, Facebook has

features that allow individual users to engage in a variety of behaviors (i.e. post photographs,

provide personal information, update status, post comments on friends' walls and photographs

and post comments on their own wall) that allow individuals to remain connected very easily and

constantly.

Recently researchers have begun to examine the role that Facebook plays in established

romantic relationships. Facebook can meet both belonging and self-presentation needs (Nadkarni

& Hoffman, 2012; Seidman, 2013). Thus, Facebook can be a way to present one's relationship to

others and to communicate directly with one's partner. Social networking sites, particularly Facebook can be used to present an individuals' relationship to the public as well as foster closeness with one's romantic partner. For example, Saslow, Muise, Impett and Dubin (2013) analyzed the posting of dyadic photos by Facebook users involved in romantic relationships and overall satisfaction. The results showed that the more satisfied participants felt with their marriages and the closer they felt to their spouses, the more frequently they posted a dyadic profile picture on Facebook (Saslow et al., 2013). This suggests that when individuals are more satisfied in their current romantic relationship they will use Facebook to present their romantic relationship to the public in order to show positive emotions, happiness, affection and love within their relationship. Other research on Facebook and romantic relationships has focused on jealousy and partner monitoring. For example, Darvell, Walsh and White (2011) found that individuals' attitudes were related to their monitoring behaviors and their intentions to engage in frequent Facebook partner-monitoring. Surprisingly, Saslow et al. (2013) found that individual differences such as personality characteristics did not predict the tendency for individuals in romantic relationship to post dyadic photographs on their Facebook pages. However, the result of this study does not necessarily indicate that individual differences such as personality characteristics do not impact the type of behaviors that individuals engage in on Facebook in order to interact with their romantic partners or to present their romantic relationship to the public. Posting dyadic photographs on Facebook is only one aspect of how individuals use Facebook to present their romantic relationship to the public and interact with their partner. In fact, in respect to the current study, it is expected that personality characteristics, particularly extraversion and neuroticism will impact the features that individuals use on Facebook as well as their motivations for engaging in monitoring behaviors on Facebook. This is especially likely to be true given the

plethora of research that has indicated that personality traits play an important role in many types of Facebook activities (see Błachnio, Przepiórka, & Rudnicka; Caers et al., 2013 for reviews).

Personality, Facebook Use and Interpersonal Relationships

A majority of research on personality and Facebook has focused on the Big 5 personality characteristics. The five-factor model of personality is a widely accepted construct that describes personality variation along five dimensions which include: extraversion, openness, conscientiousness, neuroticism and agreeableness (McCrae & Costa, 1997). The five-factor model of personality holds that all individuals across all cultures have each of these five personality characteristics but differ in the amount of the specific personality trait is expressed. For example, neuroticism is defined as emotional instability, anxiety and distress in social situations, and moodiness (McCrae & Costa, 1997) which are characteristics that all individuals express at some point in their lives, however some individuals are considered to be more neurotic than others on a daily basis. Extraversion is defined as sociability, energy, positive emotionality and talkativeness (McCrae & Costa, 1997) which suggests the ability for individuals to enjoy being around and communicating with others as well as experiencing positive emotions from social interactions. Openness is defined as creativity, intellectualism, and preference for novelty (McCrae & Costa, 1997). Individuals who are high in openness are willing to participate in new events or experiences. Agreeableness is defined as warmth, cooperativeness, and helpfulness (McCrae & Costa, 1997); thus individuals who are high in agreeableness are considered to be trusting of others and to engage in behaviors that involve helping and cooperating with others. The final personality dimension, conscientiousness, is defined as being goal-directed, having self-control, discipline, and organization skills (McCrae & Costa, 1997). Collectively, each of these personality dimensions within the five factor model of personality are considered to be

universal, that is observed across all cultures throughout the world and influence how individuals engage with the world (John & Srivastava, 1999). In fact, much research suggests that the Big 5 personality traits are related to the way in which individuals use Facebook (see Błachnio et al., 2013 for review).

Extraversion

Past research has shown that extraversion has predicted how individuals use Facebook in order to engage in self-presentation or communicate with others. For example, Ross et al. (2009) found that individuals who were high in extraversion would use Facebook more often, make greater use of Facebook components for communication and have more Facebook friends. In other words, this suggests that extroverted individuals transfer their offline social communities to online media (Amichai-Hamburger & Vinitzky, 2010), indicating that since they are highly sociable offline, they also engage in behaviors on Facebook such has accepting a large number of people to be their Facebook friend, and join more online groups (Ross et al., 2009) which reflect high sociability as well. Therefore, research suggests that extroverted individuals' primary motivation to use Facebook is to communicate with others (Seidman, 2013). Similarly, research has shown that extraversion is related to greater Facebook use in general (Jenkins-Guarnieri, Wright, and Hudiburgh, 2012). Therefore this suggests that particular Facebook features such as the chat application (i.e. private messages) attract more extraverted individuals to use Facebook in order to communicate with others (Jenkins-Guarnieri et al., 2012).

Past research also showed that extraversion plays a role in the mechanism by which individuals form romantic relationships. Extraverted individuals tend to be very sociable and experience very little anxiety in social interactions. Thus research suggests that individuals who are extroverted tend to use Facebook communicate with their romantic partner (Rice & Markey

2009). For example, Seidman (2013) found that extraverts feel more comfortable expressing their feelings reflecting their authentic selves. By presenting one's true self on Facebook, extroverted individuals may also attempt to portray their romantic relationship in an authentic manner as well. That is, extroverted individuals may engage in Facebook activity that results in presenting their true relationship rather than deliberately choosing the aspects of their relationship that they feel comfortable showing to the public.

In addition, extraversion has been associated with satisfaction, marital success and intimacy within one's romantic relationship (White et al., 2010). Extraversion may be associated with these relationship variables because of the characteristics (i.e. sociability, enjoying being around numerous people and socializing) that they express. In addition, individuals who are high in extraversion tend to make more contact with friends and publicly disclose more information about their daily activities on Facebook (Bibby, 2008) which suggests that extraverts self-disclose through much self-generated content on Facebook with their romantic partners. Therefore, in terms of relationship contexts, individuals who are highly extroverted may engage in more couple-oriented activities on Facebook that disclose information regarding their romantic relationship to the public.

Hypothesis 1: Individuals who are highly extroverted will not engage in monitoring activities on Facebook because they will spend more time posting information on their partner's Facebook wall, photographs and posting dyadic photographs on their Facebook pages.

Neuroticism

Neuroticism also influences the behaviors that individuals engage in on social networking sites, particularly Facebook. For instance, neurotic individuals prefer to use the Facebook wall feature in order to communicate with others compared to those individuals who are low in neuroticism (Ross et al., 2009). An additional study also found that individuals who were high in neuroticism preferred posting photographs to their Facebook profile more than individuals who were low in neuroticism (Amichai-Hamburger & Vinitzky, 2010). This result shows that the emotional instability and distress that neurotic individuals experience lead to Facebook activity that ultimately results in portraying oneself in a positive or self-enhancement (i.e. attractive) manner by posting numerous photographs on Facebook. This may be a coping mechanism that highly neurotic individuals use in order to avoid being criticized. Similarly, Ryan and Xenos (2011) found that individuals are replacing social offline interaction and communication with online communication through Facebook features such as posting on individuals' Facebook wall. Therefore, this study suggests that neurotic individuals lessen the anxiety that they feel due to too much social exposure by engaging in social interactions with others on social networking sites such as Facebook.

Hypothesis 2: Individuals high in neuroticism preferred to post photographs to share information, mostly physical information, about them to lessen the anxiety that they are experiencing while interacting with others on Facebook.

Past research has shown that neuroticism may also predict how individuals communicate with their romantic partner on Facebook. For example, neuroticism is negatively associated with social relationships (Wehrli, 2008). In other words, individuals who are highly neurotic often

find themselves involved romantically with another individual for short period of time. Individuals who are highly neurotic believe that they are not attractive to others and are fearful of rejection and feel anxious during face-to-face communication (Rice & Markey, 2009). Therefore, this suggests that neurotic individuals use Facebook to communicate and monitor their partners. For instance, individuals who are highly neurotic will spend a large portion of their time on other individuals' Facebook pages (Wehrli, 2008), viewing photographs and comments. This suggests that individuals who are neurotic will engage in numerous behaviors on Facebook that facilitate monitoring their partners' activities on Facebook. For instance, Darvell, Walsh and White (2011) found individuals with more favorable attitudes towards frequent Facebook partner-monitoring and who perceived greater social pressure to do so were more likely to intend to engage in this behavior. Therefore, this suggests that individuals who are highly neurotic may engage in partner-monitoring because they have more favorable attitudes towards monitoring their partners' in general because they are motivated to monitor their partners in order to ensure that their partner is committed and loyal to them within their relationship.

Neuroticism may also influence what activities individuals engage in on Facebook in order to communicate with their romantic partners. For example, Muise et. al., (2009) did not measure the Big 5 personality traits in their study however, they found that when personality and relational factors were added to their model to assess Facebook jealousy behaviors, only trust significantly added to the prediction of Facebook jealousy scores. Therefore, this suggests that individual differences may play a role in partner monitoring behavior. The Big 5 personality traits have not been examined in this context, but they may play a role. For instance, Melamed (1991) found that individuals who were highly neurotic and have low self-esteem tended to be more jealous. Therefore, this suggests that neurotic individuals who have low self esteem are

more likely to bring their inadequacies and fears to the relationship which may explain why they feel more jealous than those who perceive themselves positively. Thus this suggests that individuals who are highly neurotic may engage in specific behaviors to monitor their partner's Facebook page to ensure that they updated their relationship status and are presenting their relationship on Facebook. In contrast, Darvell et al. (2011) found that partner trust but not self-esteem predicted frequent Facebook partner-monitoring intentions. Therefore, this indicates that neuroticism may contribute to partner monitoring behaviors on Facebook since individuals' who are neurotic have difficulties developing trust within their romantic relationships, and this may occur independently of their level of self-esteem.

Hypothesis 3: Individuals who are highly neurotic will engage in more monitoring behaviors on Facebook in order to feel more confident about their partner's loyalty and love for them. Individuals who are highly neurotic will also be motivated to engage in behaviors that allow them to easily monitor their romantic partner to lessen the feelings of anxiety.

Hypothesis 4: As past research suggests, neurotic individuals often experience feelings of jealousy because they perceive themselves negatively and are fearful of rejection (Melamed, 1991). Thus, with respect to the current study, neurotic individuals will also engage in behaviors that involve posting multiple couple oriented wall postings and couple orientated photographs to portray the best part of their relationship to the public to ensure that all individuals on Facebook know that they have ownership over their partner.

Openness

Past research has shown that openness contributes to the behaviors that individuals engage in on Facebook in order to present themselves and facilitate communication. For instance

openness is positively associated with the use of the personal information section of the Facebook profile (Amichai-Hamburger & Vinitzky, 2010). Therefore, this suggests that individuals, who are highly open, will use the more personal sections of Facebook in order to display information about themselves in new ways. Ross et al., (2009) also found that individuals who report higher levels of openness to experiences used online networking sites such as Facebook to socialize with their Facebook friends. Thus this result supports the idea that individuals who are open will be willing to use more information on Facebook and engage in activities on Facebook that allow them to disclose personal information on Facebook to facilitate communication with others online. Therefore, because this research suggests that openness is associated posting information about oneself on Facebook there is the possibility that current study would replicate these findings. In addition, in a meta-analysis of personality and Facebook use, Blachnio et al. (2013) found that openness was positively associated with social media use which indicates that individuals who are open may be more likely to engage in using Facebook.

Hypothesis 5: Openness will be associated with posting information about one's partner on Facebook.

Agreeableness

Past research has shown that agreeableness predicts the behaviors and motivations that individuals have for using Facebook. For example, Seidman (2013) showed that individuals who are high in agreeableness are more likely to use Facebook as a communication tool to seek acceptance and maintain connections with individuals. Agreeableness is positively related to disclosure which suggests that agreeable individuals disclose personal information on Facebook

in order to gain approval or acceptance (Seidman, 2013). Therefore, in order to fulfill this need to belong on Facebook, individuals may engage in posting photographs on their Facebook pages (Amichai-Hamburger & Vinitzky, 2010).

With respect to romantic relationships, individuals who are high in agreeableness may engage in specific behaviors in order to feel or gain approval within their relationship. For example, Middleton (1993) found that agreeableness was positively related to passionate love for women, but not altruistic love. Therefore, this suggests that passionate love may result in women monitoring their partners' Facebook activity such as their friends on Facebook, photographs to make sure they are in them and also post on their partners' wall in order to feel like they are accepted within their romantic relationship. In contrast, individuals who are compliant and genuinely altruistic in their romantic relationships will experience greater intimacy with their partner (White et al., 2004) which suggests that these individuals may engage in behaviors on social networking sites such as posting photographs on themselves with their partners in order to facilitate better intimacy. Therefore, past research leads to the hypothesis that can be generalized for this current study.

Hypothesis 6: Individuals who are high in agreeableness will engage in Facebook behaviors that involve observing their partners' profile picture, relationship status and wall posts in order to ensure they are receiving responses from their partner over Facebook. If they are not receiving feedback on Facebook from their partners' individuals may feel rejected by their partner and thus experience lower relationship satisfaction.

Conscientiousness

Past research has shown that conscientiousness was only directly related to certain Facebook behaviors and motivations to use Facebook features. For example, Seidman (2013) found that conscientiousness was negatively correlated with attention-seeking and hidden as well as ideal self-expression. In fact, individuals who are high in conscientiousness often use Facebook less frequently because they place great importance on fulfilling their obligations and meeting deadlines (Ross et al., 2009) and thus are more likely to avoid communication tools which may serve as a distraction such as Facebook (Butt & Phillips, 2008). However, when individuals did engage in behaviors on Facebook, those high in conscientiousness reported using the picture upload feature less frequently (Amichai-Hamburger & Vinitzky, 2010). Moore and EcElroy (2012) found that conscientiousness was associated with greater regret over inappropriate Facebook posts. Therefore, this suggests that individuals who are highly conscientiousness will not post many dyadic photographs on Facebook or express affection or otherwise communicate with their partners on Facebook because they are concerned about privacy. Therefore, past research contributes to the current study's hypothesis regarding conscientiousness and Facebook activity.

Hypothesis 7: Conscientiousness will not predict couple oriented activity, monitoring activity and motivation to monitor partner's activity on Facebook. However, it conscientiousness may be positively associated with motivation to keep things private on Facebook because conscientious individuals do not disclose a lot of information about themselves.

In the current study the above hypotheses regarding the relationship between the Big 5 personality traits and romantic relationship presentation and communication will be examined. Facebook users who are currently involved in a romantic relationship will complete an online

survey assessing their personality and their romantic-relationship oriented Facebook activities and motivations for Facebook use.

Method

Participants

Participants were recruited from two sources. The first group of participants was comprised of undergraduate students at Albright College. These students were sent an email requesting participation in an online survey with the only requirement being that they were currently involved in a romantic relationship and possessed a Facebook account. Student participants who were enrolled in psychology courses received extra credit for their participation. The second group of participants was recruited via Amazon.com's Mechanical Turk website. This website allows individuals who are registered on the website to respond to online surveys that are referred to as HITs in the Mechanical Turk system. Participants who logged into their Mechanical Turk account saw a list of studies in which they were eligible to participate, including this current study. After clicking on the link to the current study listed on the Mechanical Turk website page, participants were directed to read the description of the study and then had to click on a link that brought them to an online survey if they desired to participate in the current study. After completing the study, participants were provided with a code to paste into a box on the Mechanical Turk website so they could receive payment for their participation, which was processed by Amazon.com. The payment that each Mechanical Turk participant received was $1.

There were a total of 169 participants (93 participants from Albright College and 76 participants from Mechanical Turk) who began the survey initially. However, fourteen participants were eliminated in the Albright College sample and 22 participants were eliminated

in the Mechanical Turk sample because they failed to answer all of the quality control items correctly. The quality control items were intended to elicit identical responses from all participants were actively engaged in reading and responding to the questions (e.g., "For quality control purposes, please select strongly disagree for this item"). An additional 36 participants (25 participants from Albright College sample and 11 from the Mechanical Turk sample) were eliminated because they did not complete all of the survey items used in the current analysis. The final sample consisted of 93 participants, 49 from Albright College and 44 from Mechanical Turk.

The age of the participants ranged from 18 to 53 years old (M= 26.91, SD= 9.57). There were 70 female and 23 male participants. Sixty-four participants were in relationships but not living together and 29 were married or living together. The length of romantic involvement ranged from 1 month to 30 years $(M = 3.94, SD$= 5.43).

The number of hours per week the participants spent on Facebook ranged from 1 to 56 $(M = 8.52, SD$= 8.97). The frequency of checking Facebook ranged from "once a week or less" (1) to "more than four times a day" (8) with an average rating of 4.99 $(SD$= 2.37), which is just below "twice a day". The majority (73.1%) of participants checked their Facebook pages daily. Frequency of posting updates spanned the same range with an average rating of 2.37 $(SD$= 1.41), which is in between "less than once a week" to "a few times a week".

Materials and Procedures

Participants were brought to a survey on suverymonkey.com which is a website that allows researchers to create and collect data for online surveys by clicking a link provided via email or Mechanical Turk. Participants were asked questions regarding behaviors that they engaged in on Facebook with respect to their romantic relationship, their motivations for

engaging in relationship-related Facebook activity, completed measures of the Big Five personality characteristics and relationship satisfaction and finally answered a series of demographic questions. Participants completed several additional measures that were not included in the present analysis.

      Facebook behaviors. There were four scales designed to measure romantic relationship-oriented Facebook behavior: monitoring activity, couple oriented photograph activity, couple oriented affectionate communications and private exchanges with partner. For each of the items within these scales, participants used a 7-point Likert scale to indicate how frequently they engaged in behavior described *(1 = never, 7 =* all the time). The *monitoring partner activities* ($\alpha=$ .890, *M* = 3.197, *SD* = 1.268) scale measured the activities that the participants engaged in on Facebook in order to monitor their partners' Facebook activities. The scale included 6 items: frequency of viewing one's partner profile, frequency of view one's partners' friend list, frequency of viewing partners' posts with friends, frequency of monitoring partners' friend list, frequency of reading others posts on one's partners' wall and the frequency of viewing one's partners' photos. The *couple oriented photograph activity* scale (α = .763, *M* = 3.239, *SD* = 1.385) measured the extent to which the participant engaged in activity involving couple-oriented Facebook photographs. The scale included four items: over the past six months, how often one has chosen to display their main profile picture as an image that included oneself and their partner; frequency of commenting on Facebook photos of oneself and their partner, frequency of posting pictures of oneself and their partner displaying affection (i.e. kissing, hugging); and frequency of posting photos of oneself and their partner. The *couple oriented affectionate communications* scale ($\alpha=$ .887, *M* = 3.392, *SD* = 1.635) measured the extent to which individuals expressed affection to the partner on Facebook. The scale included two items: how

often to respond to posts of affection from your partner on your Facebook wall and how often do you post comments of affection on your partners' Facebook wall. The *private exchanges with partner* scale (α= .887, *M* = 1.847, *SD* = 1.074) measured the extent to which individuals engage in Facebook behaviors that reveal private information. The scale included five items: how often do you reveal private information online with your partner through Facebook messaging, how often do post on Facebook information about your relationship that would otherwise be embarrassing if you exchanged those comments in front of acquaintances, how frequently do you have conversations that would be considered embarrassing with your partner through Facebook, how often do you post couple photos or expressions of affection that are more intimate than you normally display in public offline, and how often do you post comments on your partner's wall that you might feel uncomfortable saying to him/her in person.

Facebook motivations. There were six scales designed to measure motivations for Facebook use, including motivation to monitor one's partner activity, motivation to show off the relationship, motivation to show affection to one's partner, motivation to share relationship joys, motivation to keep things private (hereby referred to as privacy motivation) and motivation to make couple-oriented posts out of obligation (hereby referred to as obligation motivation). The *motivation to monitor partner's activity* scale (α= .887, *M* = 2.421, *SD* = 1.296) measured the extent to which individuals were motivated to engage in activities to monitor their partners' Facebook activities. The scale included 8 items: motivation to monitor partners' opposite sex friends, motivation to check if partner updated status, motivation to look at partner wall to see opposite sex friends comments, motivation to friend partners' friends to monitor activity on Facebook, motivation to post on partners' wall to show public that they are taken, motivation to look at partner friends' list to eliminate potential threats, motivation to view partners comments

to see what they are talking about, and motivation to look at partners photos to make sure oneself

is in it. The *motivation to show off* (α = .825, *M* = 2.642, *SD* = 1.330) scale includes questions

regarding one's motive to show off their relationship to the public on Facebook. The scale

included five items: changing own relationship status to show that one has ownership over

partner, post affectionate photos of partner and self to show that one has an ideal relationship,

posting on partner's wall to show off to others how good relationship is, post content about

partner on own wall to show off to others how good relationship is, and post on partner's wall in

order to show my partner pride in the relationship. The *motivation to show affection* (α = .837, *M*

= 3.591, *SD* = 1.645) scale included items that involve motivations to show love and affection to

one's partner on Facebook. The scale included four items: posting on partner's wall to show

partner that one cares, posting on partner's wall to show partner that one is loyal to him/her,

posting on partner's wall to make him/her feel good, and using Facebook to remain connected

with partner. The *motivation to share joys* scale (α = .564, *M* = 3.366, *SD* = 1.609) included

items that involve sharing positive experiences within ones' relationship with the public on

Facebook. There were two items within this scale: posting about ones relationship to share how

happy one is in the relationship and posting on partner's Facebook wall to show that he/she is

happy in relationship with oneself. The *privacy motivation* scale (α = .769, *M* = 2.067, *SD* =

1.077) included items that were motives to hide things on Facebook for own sake of privacy.

This scale had five items: the extent to which one was nervous about changing relationship status

on Facebook due to violation of privacy, posting song lyrics or quotations as a status to keep a

balance between friends and partner on Facebook, the extent to which one's partner was nervous

about changing their Facebook status due to violation of their privacy, untagging "couple

pictures" that partner posts due to embarrassment, and discuss private information with partner

on Facebook because it's not as embarrassing. The *obligation motivation* scale ($\alpha = .754$, $M =$ 2.461, $SD = 1.291$) included items that involved posting on partners' Facebook wall because one feels obligated to do so. The scale included three items: posting affectionate comments on photos or Facebook because everyone on Facebook does it, posting affectionate comments or photos on Facebook because partner does so first, and post comments of affection on partner's wall because he/she posts comments on own wall thus resulting in the need to reciprocate.

Relationship satisfaction. Relationship satisfaction was measured using the Relationship Assessment Scale (RAS), a scale containing seven items rated on a series of 7-point Likert scales, that was based on a 5-item Martial Assessment Questionnaire that was used in previous research (Hendricks, 1988). Some sample items are "I want our relationship to last a very long time", "I feel very attached to our relationship/very strongly linked to my partner")

Five Factor Model of Personality. The Big 5 personality trait characteristics was measured using the Saucier's (1994) Mini-markers scale, a scale that requires participants to rate themselves on 40 personality traits, eight traits for each of the Big 5 personality traits. The participants rated each characteristic on a 5-point Likert scale, from *1 = very inaccurate* to *5 = very accurate*.

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Results

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In order to test the relationship between the Big 5 personality traits and couple-oriented Facebook activity and motivation, several multiple regression analyses were conducted. In each of the regression model, one of the Facebook motivation or activity scales served as the criterion variable. Several control variables were entered in Step 1: number of hours per week spent on Facebook, frequency of checking Facebook, frequency of posting on Facebook, length of romantic involvement, and gender. Relationship satisfaction and each of the Big Five personality

characteristics (neuroticism, extraversion, agreeableness, openness and conscientiousness) were entered into Step 2. Table 1 shows the regression coefficients and standard errors each of the step 2 predictors for each regression model. Thus each row of Table 1 displays the results of a separate regression model. In the last column of the table, the change in R^2 from Step 1 to Step 2 is displayed.

As can be seen in Table 1, relationship satisfaction related to couple oriented photograph activity, privacy motivation, couple oriented affection and marginally related to motivation to show affection. Individuals who are more satisfied with their relationship will post more photos that include themselves and their partner on Facebook. In contrast, individuals who are highly satisfied with their romantic relationship are not motivated to keep all information shared on Facebook private. Individuals who reported having high satisfaction with their romantic relationship reported engaging in Facebook activities that show affection. Relationship satisfaction also marginally predicted motivation to show affection. Individuals who were more satisfied in their relationship reported engaging in coupled oriented activity on Facebook in order to show affection towards their romantic partner.

Extraversion was related to monitoring activity, monitoring motivations, motivation to show affection, couple oriented affectionate and private exchanges with partner. In support of Hypothesis 1, those individuals who were high in extraversion reported being less likely to engage in monitoring activities and less likely to claim that their motivation to engage in these behaviors was to monitor their partner's activities. Individuals who were highly extroverted reported that they were less likely to engage in couple oriented activity on Facebook to show affection. However, in contrast to Hypothesis 1, individuals who were highly extroverted also reported that did not engage in couple oriented affection activities on Facebook in general. As

Table 1 shows extraversion also predicted private exchanges with partner. Individuals who were high in extroversion reported that they did not engage in private exchanges with their romantic partner on Facebook thus suggesting that the communication with their romantic partner was public for others to view which was not a proposed hypothesis of this current study.

Neuroticism was related to monitoring activity, monitoring motivation, privacy motivation and motivation to show off. Neuroticism marginally predicted monitoring behavior and significantly predicted monitoring motivation, indicating that individuals who were high in neuroticism reported being more motivated to monitor their partners' activity on Facebook and more likely to engage in monitoring behaviors which supports Hypothesis 3. This result may also suggest that individuals who are highly neurotic monitor their partner's because they experience feelings of jealousy, therefore this result also shows support for Hypothesis 4. Neuroticism also significantly predicted privacy motivation. In other words, individuals who were highly neurotic reported being motivated to keep information on the Facebook profile private. Neuroticism also marginally predicted the motivation to show off, thus indicating that individuals who were highly neurotic reported that they engaged in couple oriented activity on Facebook in order to show off to the public.

Discussion

The results of this current study show that individual differences, specifically the Big Five personality characteristics and relationship satisfaction predict presentation of an individuals' relationship on Facebook and motivations for engaging in various behaviors on Facebook. For example, extraversion predicted monitoring activity that individuals engaged in on Facebook. Individuals, who reported to be high in extroversion, did not engage in monitoring activity on Facebook. This result suggests that individuals who are high in extroversion do not

utilize Facebook as a communication tool to monitor one's romantic partner. The fact that individuals high in extroversion do not utilize Facebook features to monitor their romantic partner suggests that the results from past research regarding extraversion have been replicated. For example, as shown in past research (Ross et al., 2009) extroverted individuals tend to transfer their offline social communities onto online social networking sites such as Facebook. Therefore, this suggests that individuals who are high in extroversion use features on Facebook to communicate with individuals in their daily social spheres. Since individuals high in extroversion in the current study reported that they did not engage in monitoring behaviors on Facebook, this suggests that they engaged in behaviors that allowed them to communicate with individuals in general as well as their romantic partners. In addition, extraversion also predicted the motivation to monitor one's partners' activity on Facebook. Individuals who reported being high in extroversion also reported that they did not engage in behaviors on Facebook with motivation to monitor their partners' activities on Facebook. Thus this also confirms that highly extroverted individuals are using Facebook as a communication tool to keep in contact with their peers from their offline social sphere online.

Extraversion predicted motivation to show affection while engaging in activity on Facebook as well. Individuals who reported being high in the trait of extraversion do not behave in specific behaviors on Facebook due to motivation to show affection to their romantic partner. This result also supports the idea that past research conveyed previously about extraverted individuals and the behaviors that they engaged in on Facebook. For instance, individuals who are highly extraverted tend to a have a large number of friends compared to those individuals who are introverted (Amichai-Hamburger & Vinitzky, 2010). The fact that individuals have a large number of friends suggests that highly extroverted individuals use Facebook as a

communication tool. Similarly, individuals in the current study who were highly extroverted also reported that they did not engage in couple oriented affectionate behaviors on Facebook. Therefore, extroverted individuals mostly utilize Facebook as a means to remain connected with numerous people at a single moment in time. However, when individuals who are highly extroverted do communicate with their partners on Facebook they do not keep the conversation or information private. In the current study, extraversion negatively predicted private exchanges with partner on Facebook which indicates that these individuals do not mind if other people see what they are discussing. This result is congruent with how extroverted individuals interact with people in offline environments as well because they typically enjoy social interactions and being in the presence of numerous people. Therefore, extroverts use Facebook features in order to communicate publicly with their friends as well as their romantic partners however they are not motivated to engage in features on Facebook to communicate for monitoring their partners' activities on Facebook.

The only other personality characteristic that predicted the behaviors that individuals would engage in on Facebook was neuroticism. Neuroticism predicted monitoring motivation. Individuals who reported being high in neuroticism also reported that they engaged in behaviors on Facebook in order to motivation their partners' activity on Facebook. This result is expected because individuals who are neurotic typically experience psychological distress and emotional instability. Both of these underlying characteristics of neuroticism contribute to the monitoring behaviors that individuals who are high in neuroticism engage in because they may experience distress when considering the possibility that their partner may be unfaithful. Thus, the feelings of emotional distress would result in individuals who are highly neurotic to utilize Facebook features to check and see what their partners are doing on their own Facebook page.

This result differs from past research because in the current study neuroticism did not predict couple oriented affection or couple oriented photo. In past research, researchers showed that neurotic individuals typically upload numerous pictures in hopes of portraying the part of themselves that they want others to see. In regard to posting numerous photos, it was expected that neurotic individuals would engage in posting dyadic photographs and couple oriented activity on Facebook so that they could portray the best part of their relationship to the public to prevent mate poaching. However, the results of the current study do not support this hypothesis. Perhaps these individuals feel insecure in their romantic relationships and worried that they are overstepping the boundaries of their relationship by posting couple photographs, even though they generally engage in more photographing posting activity.

As expected, relationship satisfaction predicted the tendency for individuals to post photographs of themselves with the partner, privacy motivations and the tendency for individuals to show affection on Facebook towards their romantic partners. Individuals who reported having high relationship satisfaction engaged in activities on Facebook that involved posting photographs with their romantic partner and expression of affection towards their partner. For example individuals in the current study who were highly satisfied with their relationship posted photographs that showed themselves and their partner "in love". In other words, the photographs that were posted on their Facebook wall were photographs in which they were expressing love for one another. This result of the current study replicates the findings that Saslow et al., (2013) showed which was that relationship satisfaction predicted relationship-oriented Facebook activity. In addition, individuals who were satisfied with their romantic relationship would engage in other behaviors on Facebook that allowed them to portray affection towards the partner such as posting on their Facebook wall, photographs and statuses. The results of the

current study are consistent with past research because it replicates the findings that individuals who are highly satisfied in their relationships engage in behaviors to express their affection to their romantic partner.

In addition, relationship satisfaction negatively predicted the motivation to keep information private on Facebook. In other words, individuals who reported being highly satisfied in their romantic relationship would communicate with their partners on Facebook so the public (all individuals on Facebook) could see the messages or comments. This suggests that individuals who are highly satisfied with their relationship will express feelings of affection towards their partner because they feel confident in their romantic relationship.

The results of the current study were consistent with most of the hypotheses regarding predictions of relationship satisfaction, extraversion and neuroticism. However, agreeableness, openness and conscientiousness did not predict couple oriented activity or motivation to monitor one's romantic partner's Facebook page. The reason why these variables may have not predicted any Facebook activity is due to the small sample size. Individuals had to be cut out of the current study due to incompletions. In addition, the current student was very long so individuals may have begun to get tired of sitting in front of the computer filling out the survey. In these cases, individuals may have just filled out the survey blindly, without actually paying close attention to the answers they were choosing for each question.

Thus because there were some contradictions to the hypotheses for the current study, this study may play an important role in the facilitation of future research. In the future, researchers who analyze the relationship between individual differences (i.e. personality characteristics) and couple oriented activity on Facebook should attempt to target a larger target sample that will be willing to participate in the entire study. Similarly, the study should be conducted by having the

participant answer questionnaires that measure relationship satisfaction and each of the big five personality characteristics (neuroticism, extroversion, agreeableness, conscientiousness and openness) after answering various questions regarding the activities the individuals participate in on Facebook and motivation to engage in such activities on Facebook. After completing the questionnaire, the participant should have the opportunity to go on Facebook while the researcher is observing their behaviors. This may allow the researcher to analyze other factors that contribute to the specific behaviors or motivation to monitor features within the romantic relationship on Facebook.

Past research suggests that the use of Facebook in romantic relationships relates to relationship-specific differences like trust and attachment style and claims that individual differences do not contribute to why individuals use Facebook for communication and monitoring their romantic partners. For example, Saslow et al., (2013) only found that relationship satisfaction predicted the type of behaviors that individuals engaged in on Facebook to present their romantic relationship while all other variables including individual differences did not significantly predict behaviors that individuals engaged in on Facebook. In contrast however, the current study showed that individual differences, particularly extraversion and neuroticism do play a role in many aspects of relationship presentation and partner communication on Facebook. The current study analyzed other variables other than couple-oriented photographs (e.g., motivation to share joys and couple-oriented affection) which was the primary variable analyzed in past research. Therefore, a number of conclusions regarding the role of individual differences in relationship presentation and communication can be draw from the current research. For example, individuals who are more extraverted engage in behaviors on Facebook that facilitate communication with others including their romantic partners. Thus, as

past research has shown extroverts tend to use Facebook features such as instant messaging and commenting on their partner's Facebook wall and photographs to publicly communicate with their romantic partners (Rice and Markey, 2009). The current study confirms this finding from past research which is important because it suggests that extraversion directly impacts how individuals utilize the internet to communicate with their romantic partner. In addition, the current study also sheds light on how extroverted individuals express themselves and their romantic relationships to others. As shown in the results of the current study, extraversion predicted couple oriented affection which indicates that extroverted individuals engage in behaviors that show affection toward their romantic partner which confirms the results indicated in the past research conducted by Seidman (2013). This is an important finding because it suggests that extroverted individuals express their feelings and show affection toward their partners which results in confirmation of partner commitment which leads to greater relationship satisfaction for both individuals involved in the relationship.

Another general conclusion that can be drawn from the current study is the fact that neurotic individuals may actually utilize Facebook in order lessen their feelings of fear of rejection and anxiety within their romantic relationships. For instance, the current study showed that neuroticism predicted the motivation to monitor and monitoring behaviors. However, by using Facebook individuals may have more opportunities to monitor their partner and ensure that they are completely committed to the relationship. Thus, Facebook may contribute to unhealthy behaviors that individuals who are neurotic typically engage in that result in an unhealthy attachment style within their relationship. This result of the current study is a replication of past research in that neurotic individuals spend a majority of their time looking at their partners' Facebook pages (Wehrli, 2008). Therefore, past research and the results of the current study

suggest that the anxiety and instability that neurotic individuals experience impacts the way in which they facilitate communication with their romantic partner. This is an important finding because it suggests that neurotic individuals may experience conflict within their romantic relationships because the emotional instability generates feelings of anxiety and fear of rejection which may push their romantic partner away. In all, the results of this study as a whole suggest that individual differences do play a role in the type of behaviors that individuals use on Facebook to present their romantic relationships and communicate with their partners.

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Table 1

Regression Coefficients Predicting Relationship-Oriented Facebook Behaviors and Motivations

Criterion variables	Predictor variables, B (SE)						
	Relationship Satisfaction	Extraversion	Agreeable-ness	Conscient-iousness	Openness	Neuroticism	ΔR^2
Monitoring activity	.084 (.135)	-.446 (.158)**	-.089 (.295)	.290 (.200)	-.080 (.247)	.335 (.177)†	.141*
Monitoring motivation	-.157 (.137)	-.352 (.161)*	.240 (.299)	.264 (.203)	-.060 (.251)	.431 (.180)*	.156**
Couple oriented photo	.435 (.151)**	-.141 (.177)	.482 (.331)	.162 (.225)	-.135 (.227)	.285 (.199)	.132*
Motivation to share joys	.234 (.184)	-.345 (.216)	.332 (.403)	-.020 (.274)	-.168 (.337)	.123 (.242)	.045
Motivation to keep things private	-.346 (.118)**	.017 (.138)	.061 (.257)	.014 (.175)	.233 (.215)	.286 (.155) †	.165*
Motivation to show off	.065 (.155)	-.200 (.182)	.145 (.339)	.167 (.230)	.077 (.284)	.368 (.204) †	.055
Motivation to post out of obligation	.028 (.147)	-.059 (.173)	-.117 (.322)	.290 (.219)	.099 (.270)	.217 (.194)	.032
Motivation to show affection	.307 (.177) †	-.593 (.207)**	.482 (.386)	-.015 (.262)	.331 (.324)	.229 (.232)	.105†
Couple-oriented affectionate	.493 (.183)**	-.515 (.214)*	.163 (.400)	.167 (.272)	-.061 (.335)	.148 (.241)	.109
Private exchanges with partner on Facebook	-.060 (.111)	-.327 (.130)*	-.234 (.243)	-.019 (.165)	.088 (.203)	.047 (.146)	.109*

Note: ** $p < .01$. * $p < .05$. † $p < .10$.

ΔR^2 represents ΔR^2 from Step 1 (gender, length of romantic involvement and Facebook usage variables) to Step 2.