Meta-Analyses: Proportion of Variance in Social Media Use Explained by Personality Factors

NOTE: The tables below show the results of four large meta-analyses. Remember that a meta-analysis is the highest level of empirical evidence. Because meta-analyses pool results across many individual studies, meta-analyses are more reliable and stable than individual studies.

Each of the tables below reports the proportion of variance in a social media activity accounted for by a personality factor. For example, if a table lists the Personality Factor of Openness and the table shows 0% for Hours per Day on Social Media, that means that 0% of the variability in how many hours per day that people spend on social media can be accounted for by a people's openness. Anything less than about 7% or 8% is very small and not very meaningful.

Akbari et al. (2023)
425 independent samples and 39,930 participants

Personality Factor	Hours per Day on Social Media
Openness	0%
Conscientious-ness	0%
Extraversion	1%
Agreeableness	0%
Neuroticism	1%

Personality Factor	Hours per Week on Social Media
Openness	0%
Conscientious-ness	0%
Extraversion	1%
Agreeableness	0%
Neuroticism	1%

Personality Factor	Problematic Use of Social Media
Openness	0%
Conscientious-ness	2%
Extraversion	0%
Agreeableness	0%
Neuroticism	3%

Huang (2019)
67 independent samples and 22,899 participants

Personality Factor	Amount of Social Media Use
Openness	0%
Conscientious-ness	0%
Extraversion	1%
Agreeableness	0%
Neuroticism	1%

Joshi et al. (2023)
48 independent samples and ~ 20,000 participants

Personality Factor	Amount of Social Media Use
Openness	3%
Conscientious-ness	0%
Extraversion	0%
Agreeableness	0%
Neuroticism	0%

Marino et al. (2018)
~ 12 independent samples and ~ 7,000 participants

Personality Factor	Problematic Social Media Use
Openness	0%
Conscientiousness	3%
Extraversion	0%
Agreeableness	0%
Neuroticism	5%
Time Spent Online	10%
Time Spent on Social Media	12%

References

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