# N00133671 Cybertrends

*by* Louise O Hagan

**Cybertrends an exploratory study of who and why?**

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1

**Declaration**

This Dissertation is entirely my own work, and has not been previously submitted to this or any other third level institution. I Louise O'Hagan state that no competing financial interests exist in connection to this research.

Signed: _____     Date: _____

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I wish to express my gratitude to my participants, my Facebook friends who took part in my survey.

**Abstract**

Social Networking Research is in the limelight across the media world, it's not surprising with 74% of internet users having an active account on Social Networking Sites such as Facebook. This study explores personality traits such as extraversion and agreeableness and motivations such as need to belong and social desirability in relation to conforming to Cybertrends. For the purpose of this study Cybertrends are trends that occur on SNS such as 'No make-up challenge', 'Ice bucket challenge' and 'Nekonomination'. A total of 228 participants' completed 66 online questions. Statistical analysis found that need to belong was a significant motivator for those to conform to taking part in Cybertrends and posting Cybertrends on their SNS. The study found extraversion, agreeableness and social desirability had no significance for individuals who took part in and individuals who posted Cybertrends. Results are interpreted in relation to previous literature, suggestions for limitations and future research are acknowledged.

**Table of Contents:**                                          **Page**

# Introduction

For the purpose of this study 'Cybertrends' can be defined as trends on Social Networking Sites (SNS) such as Facebook. PEW Research Centre (2014) reports that 74% of internet users use SNS, 71% of these users use Facebook. Cybertrends involve the user taking a photo or video of themselves performing the trend, examples of these are 'Twerking', 'Planking', 'Harlem shake', 'Nekamoniation', 'no make-up selfie', 'Ice-bucket Challenge', 'Selfie' and 'change profile photo to first ever profile photo'. The Cybertrends can be seen, liked and commented on SNS page's if they are posted. One point two million SNS users posted the Cybertrend 'ice-bucket challenge' and 28 million people were talking about it on Facebook (Time, 2014). This study address who and why individuals are conforming to these trends?

## Social Networking Sites

SNS offer new opportunities for self-expression, sociability, community engagement and creativity (Livingstone, 2008) through sharing, posting and disclosing information on users pages. SNS offer an environment in which its users can show a controlled construct of themselves to a chosen audience (Mendelson, & Papachirassi, 2010). Individuals have been found to seek affirmation of a positive self-view through social communication on SNS (Morf & Rhodewalkt, 2001). Cybertrends could be linked with these findings as the "Cybertrender" choses what to show through social communication on their SNS. The SNS users decide their own online presentation through textual and visual cues (Manago, Graham & Greenfield, 2008), images have been found to be central in this procedure (Salimkhan, Manago & Greenfield, 2010), Cybertrends can be related to this as they are images or videos of the "Cybertrender" performing a "trend" on SNS.

## Personality

Personality traits are defined as characteristics that account for consistent patterns of experience and action (Pervin, 2010). Personality theories propose that individual traits are the fundamental determinants of behaviour, traits have been used for a long time to

6

predict behaviours (Barrick & Mount, 1991) and literature supports links between personality and behaviour (Conner & Abraham, 2001). Wolfe & Krause's research (2014) indicates that personality differences can affect social functioning, this can be related to SNS which serves as a modern day tool for social functioning.

*The Big Five Inventory (BFI) as a Personality Theory*

The BFI is a five-factor model that is a popular measuring tool for personality it includes extraversion, agreeableness, openness, conscientiousness and neuroticism (Costa & McCrae, 1999). Personality traits theories have been successfully used for research on SNS for example, Kramer & Winter, (2008) found that self-efficacy and extraversion relate to the amount of virtual friends on SNS. Personality traits that are attracted to SNS have been identified for example, Andraessen's (2012) study looked at the BFI traits and Facebook usage and found that neuroticism and extraversion related positively while conscientiousness related negatively to Facebook use. Ryan & Xenos's (2011) online study compared Facebook users and nonusers using the BFI and found that Facebook users are more extraverted and less conscientious than nonusers. Cybertrenders are Facebook users who would expect to show a higher level of extraversion. Seidman's study (2013) examined the relationship between the BFI and frequency of Facebook use, the results showed extraversion was associated with more frequent use of Facebook. Landers and Lounsbury (2004) found a negative correlation between agreeableness and social networking use. The above studies indicate links between Facebook and extraversion. Literature (Cooper, 2002) has shown that extraverts are said to differ socially than others, their characteristics include; seeking the company of others, a high need for social acceptance, excitement seeking and positive emotions. Argle & Lu's (1990) study indicated that extraverts are more likely to engage in social activities such as party games, group activities and not avoiding noisy social situations. A SNS could be seen as a modern day social situation which offers users an opportunity to gain social acceptance and engage in social activities. Buffardi & Campbell (2008) explored narcissism on SNS, the study found that narcissistic individuals had a higher level of social activity and more self-promoting content on their SNS page which indicates that not only the BFI traits are linked with SNS use. This study sets out to explore

extraversion in relation to individuals taking part in Cybertrends on SNS as this trait has indicated higher SNS usage and frequency of use.

*Personality and sharing on SNS*

Cybertrends consist of photos or videos of the user which discloses visual information and sometimes more, for example, emotional state, voice and location. Research has found that there is a link between personality traits and what SNS users share on their SNS. Amichai-Hamburger and Vinitzky, (2010) conducted research which exploring personality and user information that was uploaded on SNS. They discovered extroverts have a larger group of friends, introverts place more personal information and neurotics post more photos. Wang's (2013) study conducted research on the BFI and SNS and discovered extraverts' disclose more such as location, social lives and sharing, a positive relationship was also found between agreeableness and tendency to share things about oneself on SNS. Being co-operative is a characteristic linked with agreeableness (Cooper, 2002), taking part in a Cybertrend could be seen as co-operating in behaviour. These studies indicate that there is a link between personality traits and how individuals behave online but appear to be lacking indication of what exactly is disclosed. Profile photos are said to be the most important aspect of an individuals online self-presentation and users manipulate visual cues to show an ideal self on SNS (Ellison, Heino and Gibbs 2006), research has indicated that personality traits such as narcissism could effect this. Kapidzic (2013) discovered narcissism to be a significant predictor of motivation behind Facebook profile picture selection. These studies and ones previously discussed suggest that personality traits such as extraversion, agreeableness and narcissism can influence motivation for selecting what individuals show on their SNS. This study sets out to explore if there are differences in extraversion and agreeableness levels in relation to posting Cybertrends as they disclose visual information as previous research has found conflicting answers/conclusions in relation to disclosing and sharing on SNS. In contrast to these findings, Schrammel, Koffel & Tscheligi (2009) hypothesised that individuals who scored high on extraversion and agreeableness would disclose more on their SNS, there were no significant findings in their study.

*Need to Belong and SNS*

Motivations are the forces responsible for taking part in goal directed behaviour. They include biological drive, self-preservation and social forms such as the need for achievement and affiliation (Colman, 2009).The need to belong is one of the more important and well researched human motives (Nichols & Webster (2013), research has shown that individuals are motivated to belong (Maner, DeWall, Beaumeister, & Schaller, 2007). There is an evolutionary importance to form and maintain social bonds, humans are highly dependent on the support of others (Baumeister & Leary, 1995) and rely on groups for survival (Baron, Branscombe, Byrne, 2009). Maslow (1954) proposed a motivational model of Hierarchy of Needs, suggesting the third most important human need is the need to belong and to be accepted.  Jesse's (2012) study on belongingness and SNS concluded that SNS fill the social aspects of Maslow's Hierarchy by allowing individuals to socialise and communicate. Related to this Nadkarni & Hofmann (2011) proposed a model based on existing literature suggesting that Facebook use is motivated by two primary needs: one the need to belong which they propose relates to an intrinsic drive to connect and gain social acceptance with others and two the need for self-presentation which relates to impression management, they conclude that one of these motivations alone can be the single cause for SNS use. Nichols & Webster (2013) propose that people with a high need to belong are extremely aware of how others view them, Cybertrends are viewed on a user's SNS page, so users that chose to post Cybertrends may score high on need to belong.

DeWall, Deckman, Pond & Bonser (2011) proposed belongingness as a personality trait and explored whether or not social exclusion influences personality expression. They concluded that belongingness is a fundamental part of human functioning and found that social exclusion influences behavioural outcomes and personality expression. Several negative consequences of social rejection have been identified such as poor sleep (Cacioppo, Hawkley, &Bernston, 2003), increased risk of death (House ,Landis & Umberson 1988). Warburton, Williams and Cairns, (2006) found people who were socially rejected behaved aggressively. This study seeks to find out if the need to belong as a motivation relates to taking part in and posting on SNS.

*Motivations within SNS usage – Social Desirability*

Social Desirability Bias (SDB) is an individual's need for social approval and acceptance through behaviour that is culturally acceptable and appropriate (Marlowe & Crowne, 1961). This behaviour can be related to conforming which is defined as changing an attitude or behaviour to adhere to existing social norms (Baron, Branscombe, & Byrne, 2009). A social norm can be described as an approved way of thinking, feeling or acting, which is expected by members of a social group (Turner, 1991), which can reduce uncertainty in the way a person behaves. SDB scales can be used as a measure for conformity, an individual high on social desirability will be more likely to conform as they seek acceptance and social approval from observers through their behaviours. Individuals low on SDB do not conform as often, as they have a greater degree of independence. Social desirability questionnaires are also used to indicate a positive bias in self-reports and presenting oneself in a favourable light (French & Keogh, 1998). SNS pages allows the user to manage the impression and perception others will have of them so they can present themselves in a desirable light.

Motives for SNS use have been explored, Espinoza and Juvonen (2011) discovered checking and responding to comments, viewing others pictures, keeping connected to peers and allowing users to express themselves were the most common motives found. Cybertrends fit into and can trigger these motives (comments can be left under the Cybertrends, they can be viewed, they keep people connected with communication and the Cybertrends can be seen as self-expressions). These could be the motives that individuals use to appear socially desirable. This study sets out to explore the effects of SDB on an individual's decision to take part in and to post Cybertrends.

*Conformity*

Conformity is closely linked with social desirability and Cybertrending could be viewed as online conformity. Heerdink, Kleef, Homan and Fischer (2013) explored conforming and found that it is a strategic behaviour which is aimed at gaining

(re)acceptance. Furthermore their study showed that if a response to a behaviour is happy (positive) the individual feels accepted and will be more likely to repeat the behaviour, if the response is angry (negative) they feel rejected and less likely to repeat the behaviour. Receiving a 'like' or a positive comment on a Cybertrend could be seen as a happy response and may encourage others to Cybertrend. This can be related to the Social Learning Theory where new forms of behaviours and attitudes are acquired (Baron, Branscombe, & Byrne, 2009) through behaviour modelled by others (Bandura, 1989). An SNS user can see others receiving positive feedback in the form of 'likes' and comments on Cybertrends and lead them to take part and in turn the behaviour will be repeated if positively reinforced.

Jetten, Hornsy & Adareves-Yorno's (2006) study found greater conformity when responses were public than when they remained private. Cybertrends are visible to the users SNS friends, this could encourage them to conform. McKelvey & Kerr (1988) explored conformity within groups of friends and found that people conform more within a group of friends because they are afraid of rejection if they go against the group norm, Cybertrends can be viewed by a group of friends. So participation can be related to the need to belong and an evolutionary importance of being part of a group (Baron, Branscombe, & Byrne, 2009). Wooten (2006) found peers excluded others who violated norms and Adams, Ryan, Hoffman, Dobson and Nielson's (1984) study found different motives for conforming among its participants, some were influenced by peer pressure and others for achievement gains this could further lead to individuals choosing to take part in Cybertrends if they see their SNS peers are taking part. In contrast to this research Baddeley & Parkinson (2012) found only some individuals adhere towards the viewpoints of others because of peer pressure and preferences for conformity within group decisions. Proulx (2004) explored conformity levels of introverts and extraverts and discovered that extraverts conformed more in high and low pressure conditions, furthermore as all of the participants conformed in the high pressure conditions this relates to Kurosawa's study (1993) which found that an increase in pressure meant an increase in conformity. As Cybertrends are posted to SNS peer groups, this may be received as form of pressure to conform. This study intends to use SDB as an expression of conformity and explore whether it is linked to taking part in Cybertrends and posting Cybertrends on SNS.

11

*Cybertrends and online gaming*

Cybertrends are a relatively new phenomenon with limited research and could be related to online gaming, both include physical actions offline that are played out online to a viewer/ group. Chang & Zhang (2008) suggest that motivation is strengthened in online gaming when psychological needs are being fulfilled (need to belong), this increased their participant's motivation to take part in online games as intrinsic success and happiness was achieved. Jeng &Tang (2008) used five motivations and related them to five factors of personality. They found that extraversion positively related to teamwork motivation and agreeableness positively related to advancement motivation. As online gaming has similar characteristics to Cybertrends these studies could suggest there maybe personality and motivation differences in Cybertrending and this study intends to explore this. Lee, Lee & Choi's (2012) study explored gaming on SNS and online gaming and found similar motivations for both which included playing for entertainment, challenge, social interaction, role playing and passing time. They propose that the SNS games allow players to create new identities and present themselves in socially desirable light and allow players to interact with other users by inviting them which can be linked to being nominated to take part in a Cybertrend.

*Present study*

The purpose of this study is to investigate if the personality traits, extraversion and agreeableness and motivations such as need to belong and social desirability affect taking part in Cybertrends and posting SNS. This research is an exploratory analysis of SNS users and why they conform to Cybertrends. This is important because SNS may be a new psychological adjustment tool for emerging adults, in particular, to adapt to the increased mobility of modern society (Adams, 1998). Upon reviewing previous research it became apparent there is a lack of research on Cybertrends and online conformity within SNS. The aim of this study is to contribute to the emerging body of psychological research on social networking sites. It has further is intended to lay a foundation for future research in the area of Cybertrends and online conformity. It hopes to explore this topic by examining what

personality types and motivations guide SNS users to Cybertrend and if they chose to post/share them.

*Problems with Cybertrending – highlight need for awareness*

Cybertrends can have a long term impact on participation, Bohnert & Ross (2010) found that employers viewed possible future employees SNS pages to gauge suitability, if the applicants had alcohol orientated photos they were perceived as less suitable for the job (one of the Cybertrends "Nekonomination" involved alcohol). Lannin & Scott (2013) highlighted the importance of what psychologists disclose online, clients can view this and vice versa. This can be seen as a boundary violation and may result in role confusion between therapist and clients. These studies highlight the need for individuals to become more aware of what they are sharing on the SNS and the consequences it may have on other areas of their lives.

**Research questions**

R.Q.1. Do people who conform to Cybertrends have different personality traits?

R.Q.2. Do people who post Cybertrends have different personality traits?

R.Q.3. Are need to belong and social desirability motivations to Cybertrend?

R.Q.4. Are need to belong and social desirability motivations to post Cybertrends?

**Hypotheses**

*Personality*

Hypothesis 1:  Individuals who are high in extraversion participate in Cybertrends

Hypothesis 2:  Individuals who are high in agreeableness participate in Cybertrends

Hypothesis 3:  Individuals who have a high Need to Belong will participate in Cybertrends

Hypothesis 4: Individuals who have a high Social Desirability will participate in Cybertrends

*Motivation*

Hypothesis 5: Individuals who are high in extraversion post Cybertrends on their SNS

Hypothesis 6: Individuals who are high in agreeableness post Cybertrends on their SNS

Hypothesis 7: Individuals who have a high Need to Belong will post Cybertrends on their SNS

Hypothesis 8: Individuals who have a high Social Desirability will post Cybertrends on their SNS

**Methods**

*Design*

An online quasi experimental study was used to assess the independent variables extraversion, agreeableness, need to belong and social desirability, these were sub-divided into high and low categories. The dependent variables were 'took part' in Cybertrends or not and if they 'posted' Cybertrends or not. An online quantitative questionnaire was used on rationalsurvey.com with 66 questions including 17 personality questions for extraversion and agreeableness, 10 need to belong questions both of these questionnaires used a likert scale strongly agree to strongly disagree and 33 social desirability questions, answering true or false. There were two demographic questions on age and gender and 3 questions on Cybertrends. The online questionnaire took approximately 6-8 minutes.

**Table 1** Summary of Variables in the study

| Independent V | Dependent V | Dependent V |
|---|---|---|
| Extraversion High | Took part | Posted |
| Agreeableness High | Took Part | Posted |
| Need To Belong High | Took part | Posted |
| Social Desirability High | Took part | Posted |
| Extraversion Low | Took part | Posted |
| Agreeableness Low | Took part | Posted |
| Need to Belong Low | Took part | Posted |
| Social Desirability Low | Took part | Posted |

*Participants*

A total of 228 respondents took part in this research, 96 were males and 132 were females. A convenience sampling method was used to source participants through Facebook which guaranteed the participants had SNS accounts.

*Measures*

Demographic information was recorded [Appendix B] which requested information of participant's gender and age group. Cybertrends were recorded by 2 Cybertrend questions [Appendix C], the respondents indicated whether or not they had taken part in any of the Cybertrends and if they had posted any of the Cybertrends.

*The Big Five*

The Big Five Inventory (Costa & McCrae, 1999), was used to assess personality type. The scale is self-administered and included instructions at the top of the page. It consists of 44 items that examine traits. Example questions are "I am someone who is talkative" Response categories range from 1 = strongly disagree to 5 = strongly agree. extraversion: 1, 6R 11, 16, 21R, 26, 31R, 36, agreeableness: 2R, 7, 12R, 17, 22, 27R, 32, 37R. The negative items will need to be reverse scored, next creating scale scores by averaging the items for each domain. Overall, the reliabilities are strong for these scales. Cronbachs Alpha .83 (Pervin & John 1999). [Appendices E]

*Need to Belong*

The Need to Belong Scale (Leary, Kelly, Cottrell, & Schreindorfer, 2005) is used to assess level of Need to Belong. The scale is self-administered with instructions. It consists of 10 items that examine level of need to belong. Example question is "I try hard not to do things that will make other people avoid or reject me". Response categories range from 1 = strongly disagree to 5 = strongly agree. The scale possesses high internal and test–

16

retest reliability (coefficient alpha = .81; 10-week test-retest coefficient =.87) [Appendices D]

*Social Desirability Scale*

The Social Desirability Scale (Crowne & Marlowe, 1960) is used to assess level of social desirability. The scale is self-administered with instructions at the top of the page. It consists of 33 items. Example questions are "I have never deliberately said something that hurt someone's feelings". Response is either true or false. Internal consistency has been show.; Nordholm (1974) generated an coefficient of .73, Crino, Svoboda, Rubenfeld, and White (1983) generated coefficients that ranged from .70 - .77.

**Procedure**

*Ethics*

Firstly approval from the Ethics Committee, IADT was obtained. All participants in this study were volunteers and made aware they could withdraw at any time and all information given was anonymous. They clicked an "I agree" box to give consent [Appendices A] and "submit survey" box after the debrief [Appendices G]. Researchers email and phone number and supervisors email were given at the end for any questions.

*Pilot study*

Four participants took part in a pilot study. The feedback showed that the questionnaire took too long and was condensed omitting 27 questions from the big 5 relating to Openness, Neuroticism and Conscientiousness as these were not needed for the study.

The questions were edited in Rationalstudy.com after the pilot study and the shorter survey was posted on the researchers Facebook status. The researcher maintained the questionnaires on Rational Study at all times which was password protected. Following the

completion of the questionnaires the data collected from these questionnaires was analysed.

<div align="center"><b>Results</b></div>

All data was screened and coded for descriptive and inferential statistical analysis which was conducted using SPSS. The total participation N value (228). Figure 1 illustrates percentages of gender. Figure 2 illustrates percentages of age groups. Figure 3 and 4 illustrate taking part in Cybertrends. Figure 5 and 6 illustrate posting Cybertrends.
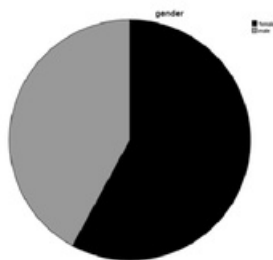
**Figure 1.** Gender        **Figure 2** Age
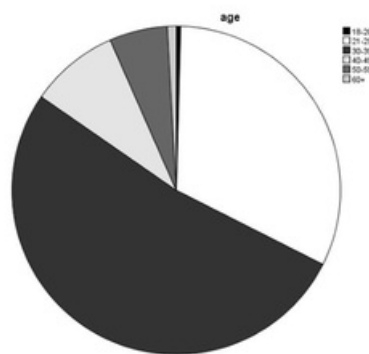
**Figure 3** Taken part in Cybertrends
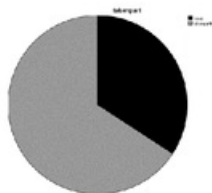


**Figure 4** Which trends were taken part in

4) Please mark the ones if any that you have taken part in

| Response | %Bar | Count | Percent |
|---|---|---|---|
| 1) Twerking | | 7 | 1.84 |
| 2) No makeup selfie | | 45 | 11.84 |
| 3) Planking | | 15 | 3.95 |
| 4) Nekonomination | | 29 | 7.63 |
| 5) Ice bucket challenge | | 82 | 21.58 |
| 6) Selfie | | 63 | 16.58 |
| 7) Harlem Shake | | 6 | 1.58 |
| 8) None | | 86 | 22.63 |
| 9) Changed profile photo to first ever profile photo | | 47 | 12.37 |

**Graph 5** Posted Cybertrends
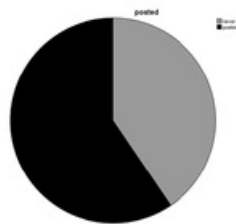


**Figure 6.** Cybertrends that were posted

6) Did you post any of these to Social Networking Sites

| Response | %Bar | Count | Percent |
|---|---|---|---|
| 1) Twerking | | 1 | 0.31 |
| 2) No makeup selfie | | 40 | 12.38 |
| 3) Planking | | 10 | 3.10 |
| 4) Nekonomination | | 24 | 7.43 |
| 5) Ice bucket challenge | | 77 | 23.84 |
| 6) Selfie | | 62 | 19.20 |
| 7) Harlem Shake | | 4 | 1.24 |
| 8) Never | | 105 | 32.51 |

*Descriptive statistics*

**Table 2.** Descriptive statistics of extraversion, agreeableness, need to belong and social desirability

|  | Extraversion | Agreeableness | Need To Belong | Social Desirability |
|---|---|---|---|---|
| N      Valid | 228 | 228 | 228 | 228 |
| Mean | 23.96 | 34.00 | 30.93 | 15.64 |
| Median | 23.00 | 34.00 | 30.00 | 16.00 |
| Mode | 23 | 33 | 28 | 15 |
| Std. Deviation | 5.13 | 5.16 | 6.46 | 5.24 |
| Minimum | 11 | 19 | 16 | 2 |
| Maximum | 35 | 45 | 50 | 29 |

**Table 3.** Descriptive Statistics for who took part in Cybetrends

|  | Took Part | N | Mean | Std. D | Std. Error Mean |
|---|---|---|---|---|---|
| Extraversion | Never | 78 | 23.54 | 5.13 | .581 |
|  | Took Part | 150 | 24.19 | 5.13 | .419 |
| Agreeableness | Never | 78 | 33.98 | 4.83 | .547 |
|  | Took Part | 150 | 34.00 | 5.34 | .438 |
| Need To Belong | Never | 78 | 29.71 | 6.13 | .68 |
|  | Took Part | 150 | 31.56 | 6.54 | .534 |
| Social Desirability | Never | 78 | 16.24 | 5.40 | .611 |
|  | Took Part | 150 | 15.33 | 5.14 | .420 |

**Table 4.** Descriptive statistics for posting Cybertrends

|  | Posted | N | Mean | Std. D | Std. Error Mean |
|---|---|---|---|---|---|
| Extraversion | Never | 92 | 23.54 | 5.31 | .554 |
|  | Posted | 135 | 24.21 | 5.01 | .431 |
| Agreeableness | Never | 92 | 34.40 | 5.06 | .527 |
|  | Posted | 135 | 33.76 | 5.24 | .451 |
| Need To Belong | Never | 92 | 29.67 | 5.69 | .593 |
|  | Posted | 135 | 31.74 | 6.84 | .589 |
| Social Desirability | Never | 92 | 16.22 | 5.37 | .560 |
|  | Posted | 135 | 15.26 | 5.15 | .443 |

*Inferential Statistics*

An Independent sample t-test was conducted to explore mean differences for all the factors.

Hypothesis 1 – there were no significant difference between Extroversion of individuals who took part in Cybertrends and those who did not (t( 226 ) = -.904, p = .824).

Hypothesis 2 - there were no significant difference between Agreeableness of individuals who took part in Cybertrends and those who did not (t (226) =-.037, p =.274).

Hypothesis 3 - there were no significant difference between Need to Belong of individuals who took part in Cybertrends and those who did not (t( 226 ) = -2.071, p =.714).

Hypothesis 4 - there were no significant difference between Social Desirability of individuals who took part in Cybertrends and those who did not (t(226) = 1.245 , p =.659 ).

Hypothesis 5 - there were no significant difference between extraversion of individuals who posted Cybertrends on their SNS and those who did not (t (228) = -.967 , p = .713 ).

Hypothesis 6 - there were no significant difference between agreeableness of individuals who posted Cybertrends on their SNS and those who did not (t (228) = .914, p =.985).

Hypothesis 7 - there were no significant difference between need to belong of individuals who posted Cybertrends on their SNS and those who did not (t (225) = -2.388, p = .066).

Hypothesis 8 - there were no significant difference between social desirability of individuals who posted Cybertrends on their SNS and those who did not (t ( 225 ) =1.357 , p =.561).

Further inferential statistics were ran using a chi-square test of independence to test different levels, participants were computed for high and low categories based on the mean scores of this sample. [Appendices H].

A Chi-square for independence was carried out for all of factors in relation to taking part in Cybertrends, there was no significance found for extraversion, agreeableness and social desirability. A Chi-Square test for independence (with Yates Continuity Correction) indicated there was a significant relationship between level of Need to Belong and taking part in Cybertrends, $X^2$ (1, n = 228) = 9.12, p = .003.

A Chi-square for independence was carried out for all of factors in relation to posting Cybertrends on SNS, there was no significance found for extraversion, agreeableness and social desirability. A Chi-Square test for independence (with Yates Continuity Correction) indicated there was a significant relationship between level of Need to Belong and posting Cybertrends, $X^2$ (1, n = 228) = 9.96, p = .002.

A Chi-square for independence was carried out for gender and found no significance in gender and taking part in and gender and posting Cybertrends.

A Chi-square for independent was carried out for age and found there was a significant age difference in those who took part in Cybertrending. $X^2$ (5, n = 228) = 19.52, p = .002 and no significance in age and those who posted Cybertrends.

**Comment [HB1]:** reduce the non significa ones!! cut down to a few lines - word count

**Discussion**

The primary aim of this research was to conduct a study among SNS users and online conformity within Cybertrends. The intention of the study was to explore if the personality types extraversion and agreeableness and the motives need to belong and social desirability had an influence on those who took part in Cybertrends and those who posted Cybertrends on their SNS. The results are discussed in relation to the hypothesis and possible explanations to findings in relation to existing literature.

Hypothesis one found no significant difference in level of extraversion and those who took part in Cybertrends, however the mean scores showed a higher score for extraversion in those who took part in Cybertrends. Although previous research indicates links with extraversion and SNS use, Andraessen (2012) found extraversion linked positively

23

to SNS use and Seidmen (2013) found extravert's use Facebook more frequently, one possible explanation for these contrasting results is that the past studies explored the overall use of Facebook and the current focused on a specific tool Facebook offers. Ryan & Xeno's (2011) found Facebook users are more extraverted than nonuser, the current study did not control for personality levels of non-users who could have shown low extraversion scores. The study did not find that Cybertrenders have a higher extraversion than non-cybertrenders and one could suggest those who took part could be more heavily involved in SNS use.

Hypothesis two found no significant difference in level of agreeableness and those who took part in Cybertrends, however the mean scores showed a higher agreeableness in those who took part in Cybertrends. This finding supports Landers & Lounsbury (2004) who found a negative correlation between agreeableness and social networking use. A characteristics of agreeableness is cooperating, this studies results is in contrast to this characteristic as the individuals high on agreeableness did not cooperate and take part in Cybertrending. Future research should explore this.

Hypothesis three found a significant difference in level of need to belong and those who took part in Cybertrends. This finding supports the evolutionary importance of the need to belong (Baumeister & Leary, 1995) and related back to Maslows (1954) third hierarchy of needs. This finding can also be related to Chang and Zhang (2008) who found an increased participation in online gaming when psychological needs are being fulfilled. Furthermore these findings support Nadkarni and Hofmann's (2011) study who found the need to belong motivated SNS use. Literature has shown negative consequences for social rejection/exclusion which may have led individuals with a high need to belong to take part in the trends in order to avoid exclusion.

Hypothesis four found no significant difference in level of social desirability and those who took part in Cybertrends, however the mean scores showed a slightly lower social desirability in those who took part in Cybertrends. The results do not support previous findings which suggested that individuals conform within a group of friends to avoid social rejection (McKelvey & Kerrr, 1988). As the participants show a low SDB score, which characteristics include a greater degree of independence which would indicate they don't feel the need to behave in socially desirable ways to please others. Social desirability is an

24

individual's need for social approval and acceptance through behaviour that is culturally acceptable and appropriate, Cybertrends may not be seen as socially acceptable to those who scored high on SDB. This study is in line with Baddeley & Parkingson (2012) who found only some individuals conform because of peer pressure within groups decisions.

Hypothesis five found no significant difference in level of extraversion and those who posted Cybertrends, the means scores showed a higher extraversion score in those who posted Cybertrends. This study supports Schrammel, Koffel & Tscheligi (2009) who found no significant difference in those who scored high on extraversion and the amount they disclose on their SNS. The results are inconsistent with other previous findings such as Wang (2013) who found extraverts disclose more such as, location, social lives and sharing on their SNS. This is what Cybertrends usually consist of and a possible explanation for this is that Cybertrends are visual information and may be linked better with photo sharing for future research.

Hypothesis six found no significant difference in level of agreeableness and those who posted Cybertrends, however the mean scores showed a higher agreeableness in those who posted Cybertrends. These results are consistent with previous findings Koffel & Tscheligi (2009) which found no significant difference in those who scored high on agreeableness and the amount they disclose on their SNS. The current study results are in contrast with Wang (2013) who found a relationship with agreeableness and tendency to share things about oneself on SNS. Past study didn't specify what their participants had shared on their SNS so Cybertrends may be completely different that what was measured in previous studies.

Hypothesis seven found a significant difference in level of need to belong and those who posted Cybertrends, this study is in line with Nichols & Webster (2013) who indicate that individuals with a high need to belong are extremely aware of how others view them. Chang & Zhang found that motivation is strengthened when psychological needs are being fulfilled, posting the Cybertrends may have fulfilled the need to belong. Sharing a Cybertrend might rely on how a person depends on others for their psychological well-being.

Hypothesis eight found no significant difference in level of social desirability and those who posted Cybertrends, however the mean scores did show a lower social desirability in those who posted Cybertrends. The results are inconsistent with previous literature which indicates people high in social desirability have a high need for social acceptance and perform behaviour to achieve this, a possible explanation for this is that the participants did not see Cybertrends as a way of gaining social acceptance. Further research needs to investigate individuals attitudes towards Cybertrends.

*Further findings*

Results showed that 79% of participants conformed in taking part in Cybertrends and 69% of participants conformed to posting the Cybertrends. Although the factors (extraversion, agreeableness and social desirability) looked at were not significant the level and taking part and posting reveald a very high percentage of the participants conforming to Cybertrending. This finding supports Jetten, Hornsy & Adareves-Yorno's (2006) study who found greater conformity when responses were public than when they remained private, Cybertrends are generally public to the users SNS page. Furthermore Cybertrends are viewed by a  group of friends this relates to McKelvey & Kerr (1988) who explored conformity within groups of friends and found that people conform more within a group of friends because they are afraid of rejection. Results also showed a higher percentage of females conformed to taking part and posting which indicates gender differences and could be explored in future research. Results also showed that age was significant among those who Cybertrended and but not those who posted, this highlights the need for age to be explored in future research.

*Limitations*

Nevertheless limitations of the current study should be addressed. Sampling bias may have influenced findings due to the personal relationship of some participants who were conveniently sourced through Facebook profile.  Furthermore, future research should aim to collect data from a wider variety of participants.  The need to belong and social desirability scores were taking for motivations to Cybertrend, they questions were not

specifically asked if these were the motives for Cybertrending, future research could consider asking qualitative questions regarding motives and reasons to Cybertrend. How Cybertrends are perceived by the audience also deserves future attention especially those who chose not to take part in them. This study only looked at two of the BFI traits other more specific personality traits such as neuroticism may also be influential to Cybertrends. Amichai-Hamburger and Vinitzky, (2010) found neurotics post more photos, this trait could be looked at in future research, further research could also include the other 3 traits and look for significant differences. Cybertrends may inadvertently convey information that seem threatening to an individual's well-being, Ellison, Heino and Gibbs (2006), has shown that photos are the most important aspect of an individuals online self-presentation and users manipulate visual cues to show an ideal self, future research should consider this.

*Conclusion*

This study is the first of its kind. The data collected reveals that a high percentage took part and a high percentage posted which in itself indicates online conformity. The study found significant differences in need to belong and taking part in and posting Cybertrends and no significant differences in extraversion, agreeableness and social desirability. The results of statistical analysis were presented and assessment of the hypothesis. Furthermore, critical evaluation, limitations and need for future research were discussed and presented. These findings are important as they contribute to the fast growing literature on SNS. Future studies will benefit from building on this study.

To conclude this research lays a foundation for research on Cybertrends. The participants in this study have contributed important information and set a path for further research and development.

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**Appendices A – Consent**

*Introduction and Consent*

**Study Title**: Who is Conforming to Cybertrends and Why?

**Purpose of the Research**

This study is designed to determine what Personality Types are Cybertrending and Why?

**Invitation**

You are being invited to consider taking part in the research study, Who is Conforming to Cybertrends on Social Networking Sites and Why? It is being researched as part of MSc Cyberpsychology final year thesis. Before you decide whether or not you wish to take part, it is important for you to understand why this research is being done and what it will involve. Please take time to read this information carefully and discuss it with friends and relatives if you wish. Ask if there is anything that is unclear or if you would like more information.

**Do I have to take part?**

You are free to decide whether you wish to take part or not. If you do decide to take part you will be asked to tick a box for your consent. You are free to withdraw from this study at any time and without giving reasons.

**If I take part, what do I have to do?**

You will be given a questionnaire to complete which will take approximately 8 minutes.

**What are the benefits (if any) of taking part?**

You will be helping to add to a contribution of knowledge about the psychology behind Cybertrends.

**How will information about me be used?**

Your answers will be inserted into a computer program as numbers and analysed.

**Who will have access to information about me?**

The study is anonymous and all data will be stored on a computer which is password protected. It will be retained by the researcher for a year then destroyed.

**What will happen to the results of the study?**

The results of the analysis of your data along with the other participants of the study will be used in a Thesis for a MSc Cyberpsychology in the Dun Laoghaire Institute of Art, Design & Technology.

**What if there is a problem?**

If you have any problems or wish to read the thesis when it is complete please do not hesitate to contact the researcher N00133671@iadt.student.ie or the Supervisor Hannah Barton - hannah.barton@iadt.ie

**Who has reviewed the study?**

This study has been approved by the Department of Technology and Psychology Ethics Committee (DTPEC)

Ticking the box below gives your consent.

Thanks in advance.

\*\*PLEASE TICK I AGREE TO TERMS THEN CONTINUE\*\*

**Appendices B – Demographic Questions**

## Demographics

1) Please tick one of the boxes
   - ○ Male
   - ○ Female

2) Please indicate what age group you are in
   - ○ 18-20
   - ○ 21-29
   - ○ 30-39
   - ○ 40-49
   - ○ 50-59
   - ○ 60+

**Appendices C – Cybertrend questions**

*Cybertrend Questions*

3) Please tick boxes if any that you have been nominated to do
- ☐ No makeup selfie
- ☐ Ice bucket challenge
- ☐ Nekonomination
- ☐ Changed profile photo to first ever profile photo

4) Please mark the ones if any that you have taken part in
- ☐ Twerking
- ☐ No makeup selfie
- ☐ Planking
- ☐ Nekonomination
- ☐ Ice bucket challenge
- ☐ Selfie
- ☐ Harlem Shake
- ☐ None
- ☐ Changed profile photo to first ever profile photo

**Appendices D  - Need to Belong Scale**

For each of the statements below, indicate the degree to which you agree or disagree with the statement by writing a umber in the space beside the question using the scale below

1 = Strongly disagree

2 = Moderately disagree

3 = Neither agree nor disagree

4 = Moderately agree

5 = Strongly agree

_____ 1. If other people don't seem to accept me, I don't let it bother me

_____ 2. I try hard not to do things that will make other people avoid or reject me

_____ 3. I seldom worry about whtehre other people care about me

_____ 4. I need to feel that there are people I can turn to in times of beed

_____ 5. I want other people to accept me

_____ 6. I do not like being alone

_____ 7. Being apart from my friends for long periods of time does not bother me

_____ 8. I have a stong need to belong

_____ 9. It bothers me a great deal when I am not included in other people's plans

_____ 10.My feelings are easily hurt when I feel that others do not accept me

**Appendices E - Personality**

Here are a number of characteristics that may or may not apply to you. Please tick the box to indicate the extent to which you agree or disagree with that statement. I am someone who is........

- disagree strongly
- Disagree a little
- neither agree or disagree
- agree a little
- agree strongly

___)1. Is talkative

____2. Tends to find fault with others upset

____3. Does a thorough job

____4. Is depressed, blue

____5. Is original, comes up with new ideas

____6. Is reserved

____7. Is helpful and unselfish with others

____8. Can be somewhat careless

____9. Is relaxed, handles stress well

____10. Is curious about many different things almost

everyone

____11. Is full of energy

____12. Starts quarrels with others

____13. Is a reliable worker

____14. Can be tense

____15. Is ingenious, a deep thinker

____16. Generates a lot of enthusiasm through with

them

____17. Has a forgiving nature

____23. Tends to be lazy

____24. Is emotionally stable, not easily

____25. Is inventive

____26. Has an assertive personality

____27. Can be cold and aloof

____28. Perseveres until the task is finished

____29. Can be moody

____30. Values artistic, aesthetic experiences

____31. Is sometimes shy, inhibited

____32. Is considerate and kind to

____33. Does things efficiently

____34. Remains calm in tense situations

____35. Prefers work that is routine

____36. Is outgoing, sociable

____37. Is sometimes rude to others

____38. Makes plans and follows

____39. Gets nervous easily

41

____18. Tends to be disorganized

____19. Worries a lot

____20. Has an active imagination

____21. Tends to be quiet

____22. Is generally trusting

literature

____40. Likes to reflect, play with ideas

____41. Has few artistic interests

____42. Likes to cooperate with others

____43. Is easily distracted

____44. Is sophisticated in art, music, or

**Appendices F – Social desirability scale**

Listed below are a number of statements concerning personal attitudes and traits. Read each item and decide

whether the statement is true or false as it pertains to you personally.

1. Before voting I thoroughly investigate the qualifications of all the

candidates. (T)

2. I never hesitate to go out of my way to help someone in trouble. (T)

3. It is sometimes hard for me to go on with my work if I am not encouraged.

(F)

4. I have never intensely disliked anyone. (T)

1

5. On occasion I have had doubts about my ability to succeed in life. (F) •'

6. I sometimes feel resentful when I don't get my way. (F)

7. I am always careful about my manner of dress. (T)

8. My table manners at home are as good as when I eat out in a restaurant.

(T)

9. If I could get into a movie without paying and be sure I was not seen

I would probably do it. (F) ,

10. On a few occasions, I have given up doing something because I thought

too little of my ability. (F)

11. I like to gossip at times. (F)

12. There have been times when I felt like rebelling against people in

authority even though I knew they were right. (F) ,

13. No matter who I'm talking to, I'm always a good listener. (T)

14. I can remember "playing sick" to get out of something. (F)

15. There have been occasions when I took advantage of someone. (F)

16. I'm always willing to admit it when I make a mistake. (T)

17. I always try to practice what I preach. (T)

18. I don't find it particularly difficult to get along with loud mouthed,

obnoxious people. (T)

19. I sometimes try to get even rather than forgive and forget. (F)

20. When I don't know something I don't at all mind admitting it. (T)

21. I am always courteous, even to people who are disagreeable. (T)

22. At times I have really insisted ori having things my own way. (F)

"S

23. There have been occasions when I felt like smashing things. (F)

24. I would never think of letting someone else be punished for my wrongdoings.

(T)

25. I never resent being asked to return a favor. (T)

26. I have never been irked when people expressed ideas very different

from my own. (T)

27. I never make a long trip without checking the safety of my car. (T)

28. There have been times when I was quite jealous of the good fortune

of others. (F)

29. I have almost never felt the urge to tell someone off. (T)

30. I am sometimes irritated by people who ask favors of me. (F)

31. I have never felt that I was punished without cause. (T)

32. I sometimes think when people have a mistortune they only got what

they deserved. (F)

33. I have never deliberately said something that hurt someone's feelings.

(T)

**Appendices G – Debrief**

**Debrief**

**Thank you very much for taking part in this research study.**

The study in which you just participated was designed to investigate, Who Conforms to Cybertrends and Why?

If you have questions about this study, please contact me at the following e-mail address: lou_garf@yahoo.com 086 8984146. Alternatively, you may contact my supervisor, Hannah Barton at IADT, at hannah.barton@iadt.ie

We thank you sincerely for contributing and assure you that your data is confidential and anonymous, and if published the data will not be in any way identifiable as yours.

If you have been affected by the content of this study in any way, the organisation below may be of assistance: www.samaritans.org they can be called on 116 123

Please tick submit survey once complete.

Thanks again.

Louise O'Hagan

\*\*\*PLEASE TICK SUBMIT SURVEY\*\*\*

**Appendices H  SPSS Output**

**Gender**

gender

| N | Valid | 228 |
|---|---|---|
| | Missing | 1 |
| Mean | | 1.42 |
| Median | | 1.00 |
| Mode | | 1 |
| Std. Deviation | | .495 |

**gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | female | 132 | 57.6 | 57.9 | 57.9 |
| | male | 96 | 41.9 | 42.1 | 100.0 |
| | Total | 228 | 99.6 | 100.0 | |
| Missing | System | 1 | .4 | | |
| Total | | 229 | 100.0 | | |

**Age**

age

| N | Valid | 228 |
|---|---|---|
| | Missing | 1 |
| Mean | | 2.90 |
| Median | | 3.00 |
| Mode | | 3 |
| Std. Deviation | | .852 |

**age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 18-20 | 1 | .4 | .4 | .4 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | 21-29 | 73 | 31.9 | 32.0 | 32.5 |
| | 30-39 | 119 | 52.0 | 52.2 | 84.6 |
| | 40-49 | 20 | 8.7 | 8.8 | 93.4 |
| | 50-59 | 13 | 5.7 | 5.7 | 99.1 |
| | 60+ | 2 | .9 | .9 | 100.0 |
| | Total | 228 | 99.6 | 100.0 | |
| Missing | System | 1 | .4 | | |
| Total | | 229 | 100.0 | | |

**Nominated**

nominated

| N | Valid | 228 |
|---|---|---|
| | Missing | 1 |
| Mean | | .79 |
| Median | | 1.00 |
| Mode | | 1 |
| Std. Deviation | | .405 |

**nominated**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | none | 47 | 20.5 | 20.6 | 20.6 |
| | nominated | 181 | 79.0 | 79.4 | 100.0 |
| | Total | 228 | 99.6 | 100.0 | |
| Missing | System | 1 | .4 | | |
| Total | | 229 | 100.0 | | |

**Taken part**

47

**takenpart**

| N | Valid | 228 |
|---|---|---|
| | Missing | 1 |
| Mean | | .66 |
| Median | | 1.00 |
| Mode | | 1 |
| Std. Deviation | | .475 |

**takenpart**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | none | 78 | 34.1 | 34.2 | 34.2 |
| | takenpartin | 150 | 65.5 | 65.8 | 100.0 |
| | Total | 228 | 99.6 | 100.0 | |
| Missing | System | 1 | .4 | | |
| Total | | 229 | 100.0 | | |

**Posted**

**posted**

| N | Valid | 227 |
|---|---|---|
| | Missing | 2 |
| Mean | | .59 |
| Median | | 1.00 |
| Mode | | 1 |
| Std. Deviation | | .492 |

**posted**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | never | 92 | 40.2 | 40.5 | 40.5 |
| | posted | 135 | 59.0 | 59.5 | 100.0 |
| | Total | 227 | 99.1 | 100.0 | |

| | | | |
|---|---|---|---|
| Missing System | 2 | .9 | |
| Total | 229 | 100.0 | |

**Descriptive Statistics for Extroversion, Agreeableness, Need to belong and Social Desirability**

| | | TotExtraversion | TotAgreeableness | TotNeedToBelong | TotalSocialDesirability |
|---|---|---|---|---|---|
| N | Valid | 228 | 228 | 228 | 228 |
| | Missing | 1 | 1 | 1 | 1 |
| Mean | | 23.96 | 34.00 | 30.93 | 15.64 |
| Median | | 23.00 | 34.00 | 30.00 | 16.00 |
| Mode | | 23 | 33 | 28 | 15 |
| Std. Deviation | | 5.133 | 5.169 | 6.462 | 5.242 |
| Minimum | | 11 | 19 | 16 | 2 |
| Maximum | | 35 | 45 | 50 | 29 |

**Independent t test took part in**

**Extraversion**

| | takenpart | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| TotExtraversion | none | 78 | 23.54 | 5.134 | .581 |
| | takenpartin | 150 | 24.19 | 5.136 | .419 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | | |
| | | | | | | | | | Lower | Upper | |
| TotExtraversion | Equal variances assumed | .050 | .824 | -.904 | 226 | .367 | -.648 | .717 | -2.061 | .764 | |
| | Equal variances not assumed | | | -.904 | 156.155 | .367 | -.648 | .717 | -2.064 | .768 | |

**Agreeableness**

| | takenpart | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| TotAgreeableness | none | 78 | 33.9872 | 4.83895 | .54790 |
| | takenpartin | 150 | 34.0067 | 5.34890 | .43674 |

**Independent Samples Test**

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| TotAgreeableness — Equal variances assumed | 1.201 | .274 | -.027 | 226 | .979 | -.01949 | .72322 | -1.44461 | 1.40563 |
| TotAgreeableness — Equal variances not assumed | | | -.028 | 170.386 | .978 | -.01949 | .70067 | -1.40260 | 1.36362 |

**Need to Belong**

| | takenpart | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| TotNeedToBelong | none | 78 | 29.71 | 6.163 | .698 |
| | takenpartin | 150 | 31.56 | 6.543 | .534 |

**Independent Samples Test**

| | Levene's Test for Equality of Variances | t-test for Equality of Means |
|---|---|---|

| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | Lower | Upper |
| TotNeedToBelong | Equal variances assumed | .134 | .714 | -2.071 | 226 | .039 | -1.855 | .896 | -3.620 | -.090 |
| | Equal variances not assumed | | | -2.111 | 164.519 | .036 | -1.855 | .879 | -3.590 | -.120 |

**Social Desirability**

| | | | | | | |
|---|---|---|---|---|---|---|
| | | | G | | | |
| | takenpart | N | Mean | Std. Deviation | Std. Error Mean | |
| TotalSocialDesirability | none | 78 | 16.2436 | 5.40126 | .61157 | |
| | takenpartin | 150 | 15.3333 | 5.14836 | .42036 | |

**Independent Samples Test**

| | Levene's Test for Equality of Variances | t-test for Equality of Means |
|---|---|---|
| | | |

| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | Lower | Upper |
| TotalSocialDesirability | Equal variances assumed | .195 | .659 | 1.245 | 226 | .214 | .91026 | .73091 | -.53002 | 2.35053 |
| | Equal variances not assumed | | | 1.227 | 149.678 | .222 | .91026 | .74211 | -.55611 | 2.37662 |

**T-test Posted**

**Extraversion**

| | posted | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| TotExtraversion | never | 92 | 23.54 | 5.311 | .554 |
| | posted | 135 | 24.21 | 5.011 | .431 |

**Independent Samples Test**

| | Levene's Test for Equality of Variances | t-test for Equality of Means |
|---|---|---|
| | | |

| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference Lower | Upper |
|---|---|---|---|---|---|---|---|---|---|---|
| TotExtraversion | Equal variances assumed | .136 | .713 | -.967 | 225 | .335 | -.671 | .694 | -2.039 | .697 |
| | Equal variances not assumed | | | -.957 | 187.933 | .340 | -.671 | .702 | -2.056 | .713 |

**Agreeableness**

| | posted | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| TotAgreeableness | never | 92 | 34.4022 | 5.06238 | .52779 |
| | posted | 135 | 33.7630 | 5.24505 | .45142 |

**Independent Samples Test**

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |

| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
|---|---|---|---|---|---|---|---|---|---|---|
| TotAgreeableness | Equal variances assumed | .000 | .985 | .914 | 225 | .362 | .63921 | .69921 | -.73862 | 2.01704 |
| | Equal variances not assumed | | | .920 | 200.114 | .358 | .63921 | .69451 | -.73029 | 2.00871 |

**Need To Belong**

| | posted | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| TotNeedToBelong | never | 92 | 29.67 | 5.690 | .593 |
| | posted | 135 | 31.74 | 6.843 | .589 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |

| TotNeedToBelong | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
|---|---|---|---|---|---|---|---|---|---|---|
| | Equal variances assumed | 3.417 | .066 | -2.388 | 225 | .018 | -2.067 | .865 | -3.772 | -.361 |
| | Equal variances not assumed | | | -2.473 | 216.168 | .014 | -2.067 | .836 | -3.714 | -.419 |

**Social Desirability**

| | posted | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| TotalSocialDesirability | never | 92 | 16.2283 | 5.37210 | .56008 |
| | posted | 135 | 15.2667 | 5.15028 | .44327 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| TotalSocialDesirability | Equal variances assumed | .338 | .561 | 1.357 | 225 | .176 | .96159 | .70856 | -.43467 | 2.35786 |
| | Equal variances not assumed | | | 1.346 | 190.062 | .180 | .96159 | .71426 | -.44731 | 2.37050 |

**Chi-Square test for Independence**

**Extraversion Taken Part in**

### Crosstab

Count

| | | Extracat2 | | Total |
|---|---|---|---|---|
| | | low | high | |
| takenpart | none | 48 | 30 | 78 |
| | takenpartin | 87 | 63 | 150 |
| Total | | 135 | 93 | 228 |

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | .266[a] | 1 | .606 | | |
| Continuity Correction[b] | .140 | 1 | .709 | | |
| Likelihood Ratio | .267 | 1 | .605 | | |

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Fisher's Exact Test | | | | .671 | .355 |
| Linear-by-Linear Association | .265 | 1 | .607 | | |
| N of Valid Cases | 228 | | | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 31.82.
b. Computed only for a 2x2 table

**Appendices**

**Chi-Square test of independence extraversion posted**

**Crosstab**

Count

| | | Extracat2 | | Total |
|---|---|---|---|---|
| | | low | high | |
| posted | never | 59 | 33 | 92 |
| | posted | 76 | 60 | 136 |
| Total | | 135 | 93 | 228 |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 1.546[a] | 1 | .214 | | |
| Continuity Correction[b] | 1.223 | 1 | .269 | | |
| Likelihood Ratio | 1.554 | 1 | .212 | | |
| Fisher's Exact Test | | | | .220 | .134 |
| Linear-by-Linear Association | 1.539 | 1 | .215 | | |
| N of Valid Cases | 228 | | | | |

a. 0 cells (.0%) have expected count less than 5. The minimum
expected count is 37.53.
b. Computed only for a 2x2 table


**Chi-Square test of independence Agreeableness taken part in**

**Crosstab**

Count

|  |  | AgreeCat2 | | Total |
|  |  | low | high |  |
| takenpart | none | 5 | 50 | 55 |
|  | takenpartin | 14 | 123 | 137 |
| Total | | 19 | 173 | 192 |


**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
| --- | --- | --- | --- | --- | --- |
| Pearson Chi-Square | .056[a] | 1 | .813 |  |  |
| Continuity Correction[b] | .000 | 1 | 1.000 |  |  |
| Likelihood Ratio | .057 | 1 | .812 |  |  |
| Fisher's Exact Test |  |  |  | 1.000 | .525 |
| Linear-by-Linear Association | .056 | 1 | .813 |  |  |
| N of Valid Cases | 192 |  |  |  |  |

a. 0 cells (.0%) have expected count less than 5. The minimum
expected count is 5.44.
b. Computed only for a 2x2 table

**Chi-Square test of independence  Agreeableness Posted**

**Crosstab**

Count

|  | AgreeCat2 | Total |

|  |  | low | high |  |
|---|---|---|---|---|
| posted | never | 7 | 65 | 72 |
|  | posted | 12 | 108 | 120 |
| Total |  | 19 | 173 | 192 |

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | .004[a] | 1 | .950 |  |  |
| Continuity Correction[b] | .000 | 1 | 1.000 |  |  |
| Likelihood Ratio | .004 | 1 | .950 |  |  |
| Fisher's Exact Test |  |  |  | 1.000 | .580 |
| Linear-by-Linear Association | .004 | 1 | .950 |  |  |
| N of Valid Cases | 192 |  |  |  |  |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.13.

b. Computed only for a 2x2 table

**Chi-Square test of independence Need to Belong Taken Part in**

**Crosstab**

Count

|  |  | NTBCat2 |  | Total |
|---|---|---|---|---|
|  |  | 1.00 | 2.00 |  |
| takenpart | none | 37 | 18 | 55 |
|  | takenpartin | 58 | 79 | 137 |
| Total |  | 95 | 97 | 192 |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 9.763[a] | 1 | .002 | | |
| Continuity Correction[b] | 8.791 | 1 | .003 | | |
| Likelihood Ratio | 9.912 | 1 | .002 | | |
| Fisher's Exact Test | | | | .002 | .001 |
| Linear-by-Linear Association | 9.712 | 1 | .002 | | |
| N of Valid Cases | 192 | | | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.21.

b. Computed only for a 2x2 table

**Chi-Square test of independence  Need to Belong posted**

**Crosstab**

Count

| | | NTBCat2 | | Total |
|---|---|---|---|---|
| | | 1.00 | 2.00 | |
| posted | never | 47 | 25 | 72 |
| | posted | 48 | 72 | 120 |
| Total | | 95 | 97 | 192 |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 11.503[a] | 1 | .001 | | |
| Continuity Correction[b] | 10.514 | 1 | .001 | | |
| Likelihood Ratio | 11.643 | 1 | .001 | | |

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Fisher's Exact Test | | | | .001 | .001 |
| Linear-by-Linear Association | 11.443 | 1 | .001 | | |
| N of Valid Cases | 192 | | | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 35.63.

b. Computed only for a 2x2 table

**Chi-Square Gender taken part**

**Crosstab**

Count

| | | takenpart | | Total |
|---|---|---|---|---|
| | | none | takenpartin | |
| gender | female | 40 | 92 | 132 |
| | male | 38 | 58 | 96 |
| Total | | 78 | 150 | 228 |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 2.127[a] | 1 | .145 | | |
| Continuity Correction[b] | 1.734 | 1 | .188 | | |
| Likelihood Ratio | 2.117 | 1 | .146 | | |
| Fisher's Exact Test | | | | .159 | .094 |
| Linear-by-Linear Association | 2.117 | 1 | .146 | | |
| N of Valid Cases | 228 | | | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.84.

b. Computed only for a 2x2 table

**Chi-Square Gender Posted**

**Crosstab**

Count

| | | posted | | Total |
|---|---|---|---|---|
| | | never | posted | |
| gender | female | 48 | 84 | 132 |
| | male | 44 | 52 | 96 |
| Total | | 92 | 136 | 228 |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 2.071[a] | 1 | .150 | | |
| Continuity Correction[b] | 1.696 | 1 | .193 | | |
| Likelihood Ratio | 2.066 | 1 | .151 | | |
| Fisher's Exact Test | | | | .172 | .097 |
| Linear-by-Linear Association | 2.062 | 1 | .151 | | |
| N of Valid Cases | 228 | | | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.74.

b. Computed only for a 2x2 table

**Chi-Square Age Taken part**

**Crosstab**

Count

| | | takenpart | | Total |
|---|---|---|---|---|
| | | none | takenpartin | |
| age | 18-20 | 1 | 0 | 1 |
| | 21-29 | 19 | 54 | 73 |
| | 30-39 | 36 | 83 | 119 |

| | | never | posted | Total |
|---|---|---|---|---|
| | 40-49 | 11 | 9 | 20 |
| | 50-59 | 10 | 3 | 13 |
| | 60+ | 1 | 1 | 2 |
| Total | | 78 | 150 | 228 |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 19.523[a] | 5 | .002 |
| Likelihood Ratio | 19.002 | 5 | .002 |
| Linear-by-Linear Association | 11.698 | 1 | .001 |
| N of Valid Cases | 228 | | |

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .34.

**Chi-Square Age posted**

**Crosstab**

Count

| | | posted | | Total |
|---|---|---|---|---|
| | | never | posted | |
| age | 18-20 | 0 | 1 | 1 |
| | 21-29 | 22 | 51 | 73 |
| | 30-39 | 50 | 69 | 119 |
| | 40-49 | 11 | 9 | 20 |
| | 50-59 | 8 | 5 | 13 |
| | 60+ | 1 | 1 | 2 |
| Total | | 92 | 136 | 228 |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|

| | | | |
|---|---|---|---|
| Pearson Chi-Square | 8.263[a] | 5 | .142 |
| Likelihood Ratio | 8.632 | 5 | .125 |
| Linear-by-Linear Association | 7.501 | 1 | .006 |
| N of Valid Cases | 228 | | |

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .40.

# N00133671 Cybertrends

FINAL GRADE

# /100

GENERAL COMMENTS

**Instructor**

PAGE 22

PAGE 23

PAGE 24

PAGE 25

PAGE 26

PAGE 27

PAGE 28

PAGE 29

PAGE 30

PAGE 31

PAGE 32

PAGE 33

PAGE 34

PAGE 35

PAGE 36

PAGE 37

PAGE 38

PAGE 39

PAGE 40

PAGE 41

PAGE 42

PAGE 43

PAGE 44

PAGE 45

PAGE 46

PAGE 47

PAGE 48

PAGE 49

PAGE 50

PAGE 51

PAGE 52

PAGE 53

PAGE 54

PAGE 55

PAGE 56

PAGE 57

PAGE 58

PAGE 59

PAGE 60

PAGE 61

PAGE 62

PAGE 63

PAGE 64

PAGE 65