

# THE INTROVERT, EXTROVERT AND AMBIVERT: MOOD IMPLICATIONS WITHIN TEXT MESSAGES

By: Anh Tran and Bridgette Casey

Southern New Hampshire University

## Abstract

This study sought to analyze the correlation of personal traits including introversion, extroversion, and ambiversion and mood on mobile phone usage, concentrating on text messaging. Furthermore, the study examined the relationship between this trait and an inclination towards either talking or texting. After completing the personality test, thirty eight participants took the survey about their gender, age, frequent use of text messages, and preference on either talk or texting. Then they were asked to provide their most 10 recent text messages, and indicate when and where they sent the messages. We used Linguistic Inquiry and Word Count categories (Berry, Pennebaker, Mueller, & Hiller, 1997) to rate the positive and negative contents of text messages. Overall, the results did not demonstrate a relationship of personality traits and user's mood. There was a weak correlation of introversion and extroversion towards a preference for talking rather than texting. In contrast to Butt and Phillips' study (2008) extroverted and introverted users preferred talking on the phone while ambiverted users chose texting. Overall, the results contributed to the understanding of personality traits on text messages usage.

## Introduction

Text messaging has become one of the prominent tools of electronic communication with significant implications to our emotional states. A study by Butt and Phillips (2008) found that participants who self reported as extroverted would spend more time texting. It implied that extroverted individuals would use texting as a means of stimulation. The findings were consistent with the results of Amic- hai-Hamburger, Wainapel, and Fox (2008) showing that through traditional forms of communication, extraverts felt their true identity. Furthermore, certain personality traits and language usage assessed with Linguistic Inquiry and Word Count categories had been found positive correlated in Holtgraves's study (2011). Extraversion was also found correlated with positive emotional words which indicate positive moods. The purpose of this research was to analyze the impacts of introverted, extroverted, and ambiverted personal traits on the mood of a text message. Moreover, we predicted the preference of the users on either talking or texting. We expected that extroverted users would be more likely to express positive emotion and prefer texting. On the other hand, introverted would engage in talking on the phone and use negative emotion, and there would be neutral response of the ambiverted users.

## Method

### Participants

The participants used in this study consisted of 38 students from both sections of Research Methods. 8 males, 28 females and 2 unknown. The age ranged from 20 to 55 years of age.

### Materials

The participants were asked to take an introversion and extroversion personality quiz which was taken from psychology.about.com. The results included introverted, extroverted and in-between. The survey given ask about the results of the personality quiz then various other questions relating to demographics and relating to texting. The survey also consisted of ten empty boxes in which the participants could provided their last ten sent text messages.

### Procedures

Participants were given an introduction of the study. Then participants were asked to take the personality on introversion, extroversion and ambiversion. Then was asked to record results and to fill out the rest of the survey.

## Results

The data used in the survey was scored in an adaptation of LIWC scale for an analysis of text messages (Tausczik, Pennebaker, 2010). We focused primarily on positive and negative words of the text messages which was scaled 1= positive, 2=neutral and 3=negative. The personality type was then correlated with the cumulated mood scores. This correlation, however, was fairly weak:  $r = -0.154$ ,  $p = .335$  (Figure 1). Although, a stronger correlation existed between the total mood scores and preference of talking or texting:  $r = -0.412$ ,  $p = .014$  (Figure 2).

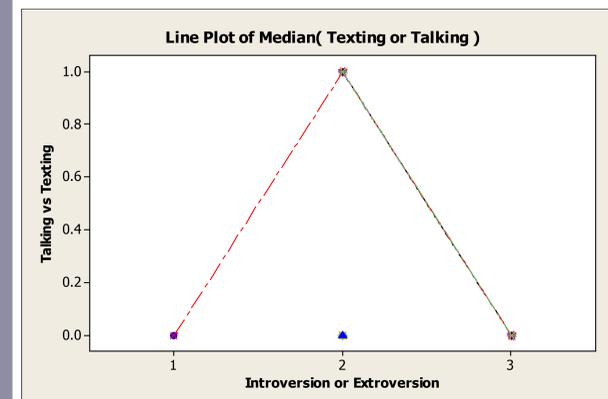
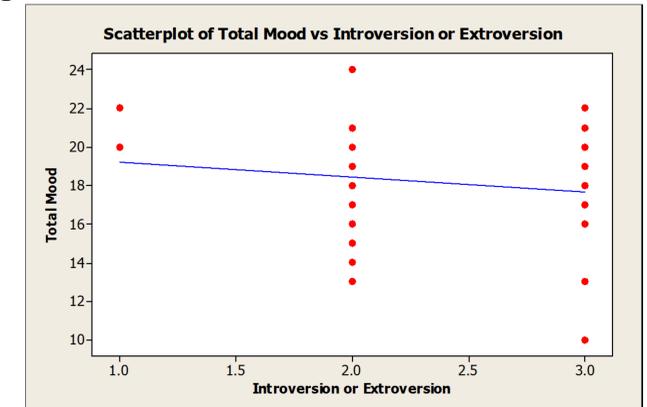


Figure 1

\*zero is talking, one is texting

Figure 2



## Discussion

Text messaging is how many of us now communicate but the language we are using could be a representation of our personality. In previous studies, extroversion was correlated with the use of positive words whereas introversion was more correlated with negative words (Holtgraves, 2011). However, this study found very weak correlation of positive and negative messages with the personality type of introverted, extroverted, and ambiverted. This study lacked participants of with an introverted personality which may have skewed the ability to find a correlation. This could also be at fault of poor choice in the personality test. Other studies have looked at the correlations of text messaging with sexting and attachment theory (Drouin & Landgraff, 2012; Raquel & Phillips, 2013). Not many studies have been done on the correlation of introversion, ambivert and extroversion. The interesting finding of this study was the preference of talking or the preference of texting. Contrary to the hypothesis, our results indicated both prefer talking over texting whereas ambiverts preferred texting.

## References

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