



ATTITUDES TOWARDS THE USE OF SOCIAL COMMUNICATION AND ITS RELATIONSHIP TO THE FIVE BIG FACTORS OF PERSONALITY IN IBB UNIVERSITY STUDENTS

Hareth Mohammed Mohsen Al – masawa* Abdul Aziz Mohammed bin Hussein**

ABSTRACT_ *The current study aimed to investigating the attitudes of Ibb University students towards using social media platforms (SM), taking into consideration the participants' sex and study specialization. It is also aimed to study the correlation between the attitudes toward using SM platforms and the Big Five personality traits. The study utilized a descriptive correlational design where (783) students were recruited a cluster sampling technique. The participants were asked to fill in attitude scale investigator developed to measure the attitudes toward using SM platforms, and to fill in a translated version of the Big Five Inventory (Costa & McCrae, 1992) [1]. The results showed that students had positive attitudes toward using SM platforms. Moreover, there was a significant correlation between the attitude toward using SM platforms and the major of study in Ibb University that skewed in favor of Humanities. In addition, there were significantly positive correlations ($p < 0.01$) between the attitudes towards using SM platforms and the scores on extraversion, agreeableness, conscientiousness, and openness, and a negative correlation with neuroticism.*

KEY WORDS: *Attitudes, Social networking tools, The Big Five Personality Factors*

* M. A. College of Education, King Saud University

** Associate Professor, Department of Psychology, King Saud University