



Online social networking usage pattern of introvert and extrovert adolescent girls

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ABSTRACT

Online social networking has changed the way the adolescents live, socialize and share. Social networking sites have provided a new platform for individuals to communicate and maintain existing relationship, share information and keep oneself updated with various current affairs in which one's personality may play an important role. The present study was undertaken to explore and compare the usage pattern of online social networking of 60 extrovert and introvert adolescent girls. Introversion-Extroversion inventory was utilized for sample selection. An inventory on online social networking was developed and utilized to assess the usage pattern of online social networking of extrovert and introvert adolescent girls. Frequency, percentage and t-test were computed for analysis of data. The results of the study revealed that usage pattern of online social networking was almost similar with little difference in few cases such as majority of extrovert girls relied on mass-media for getting information about social networking sites and spent less time per day on social networking sites than introvert girls. No significant difference was observed among introvert and extrovert girls in usage pattern of online social networking.