Personality and Individual Media Dependency Goals

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초 록

성격유형에 따른 미디어 의존관계에 관한 연구

이 연구는 수용자가 미디어를 이용하는 과정에서 미디어와 맺는 의존관계 유형이 수용자 개개인의 성격유형에 따라 다를 것이라는 기본적인 가정에서 출발했다. 성격유형은 성격연구에서 가장 일반적으로 사용되며 그 타당성을 인정받고 있는 PEN 모델(Eysenck, 1981)을 이용했다. PEN 모델은 사람의 성격을 정신병리적 성향(Psychoticism), 외향적 성향(Extraversion), 신경증적 성향(Neuroticism)으로 구분한다. 이와 함께, 개인별 미디어 의존관계 이론에 따르면, 개개인은 목적지향적인 존재로 미디어와 의존관계를 형성한다. 의존관계는 사회적 이해(social understanding), 자기이해(self understanding), 행동 정향(action orientation), 상호작용 정향(interaction orientation), 사회적 놀이(social play), 개인적 놀이(solitary play)의 6가지 유형으로 구분한다. 이를 토대로 이 연구는 PEN 모델의 세 가지 성격유형과 개인별 미디어 의존 유형 간의 관계를 검증하는데 그 목적을 두었다. 또한, 이러한 관계는 성별에 따라 다르게 나타나는지를 함께 분석했다.

이를 위해 온라인 설문을 실시했다. 남자 158명과 여자 179명을 포함해 총 337명이 응답에 참여했다. 분석결과, 외향적 성향(E)은 6가지 미디어 의존유형과 전혀 유의미한 관계를 나타내지 않았다. 한편, 정신병리적 성향(P)이 낮을수록 자기이해를 위한 목적으로 미디어를 이용하려는 경향이 강하게 나타났다. 반면, 신경증적 성향(N)이 높을수록 자기이해를 위한 목적으로 미디어를 이용하려는 경향이 강했다. 이러한 성격변인과 미디어 의존의 관계는 성별에 따라 차이가 있었다. 남자응답자들일수록 세 가지 성격변인이 6가지 미디어 의존관계 변인과 유의미한 관계를 나타내는 경향이 강했다. 이 연구를 통해 특정 개인성격유형은 개인들이 미디어를 통해 추구하고자 하는 목적과 다양한 형식으로 관련을 맺고 있음을 발견했다. 이 연구가 갖는 함의가 함께 논의됐다.

주제어: 성격, 개인 미디어 의존, 성별, 미디어 이용

I. INTRODUCTION

Many researchers have pointed out the necessity of personality study in communication research to understand the nature of people's media use.[1] For example, addressing the importance of personality traits in relation to the uses and gratifications people associate with media consumption, Rosengren argues that audience personality characteristics have a pervasive impact throughout the various stages of media selection, use, and consequence, and that the need to incorporate such individual difference factors in media research seems "almost self-evident".[2] Criticizing that the majority of media research has primarily posited that the media shape behavior and interest, Zuckerman and Litle point out the importance of recognizing that it is also true that "people select from media according to their personalities and needs".[3] Further, Weaver specifically suggests that personality traits are key elements for the study of media use.[4] It should be noted, however, that considering the apparent importance of personality characteristics in the media use process, few researchers have explored this relationship in depth.[5]

The research findings on the relationships between personality traits and media use have not been consistent. Weaver et al. explored the links between personality and television remote control device (RCD) use.[6] They found that

1) An & Hur, 2004; Rosengren, 1974; Weaver, 2000; Wober, 1986.
2) Rosengren, 1974, p.273.
3) Zuckerman & Litle, 1986, p.55.
4) Weaver, 2000.
5) Finn, 1997; Shim & Paul, 2007; Weaver, 1991, 2003; Weaver, Walker, McCord, & Bellamy, 1996.
6) Weaver et al., 1996.

Eysenck's personality traits were important mediators of the uses and gratifications expected from the television remote control device. Persegani et al. showed that children's TV-related preferences were related to their different personality traits.[7] However, Finn demonstrates that higher levels of extraversion, operationalized as greater levels of social interest and general positive affect, do not tend to be correlated with mass media use.[8] Considering that the media in general is the most dominant source of information or entertainment, we should ask why personality types do not show consistent correlations with the media use.

One possible answer will be that every personality trait is basically related to media use, but that each individual trait is related to different media consumption goals (or motivations). In other words, for example, those who are high in extraversion will more actively use the media with different goals from those who are high in neuroticism or psychoticism. With this in mind, the present study explores the under-examined relationship between personality types using Eysenck's PEN model (1981) and individual media dependency goals.[9] The Eysenck's PEN model comprising of three dimensions including psychoticism, extraversion, and neuroticism is widely acknowledged personality model in the personality research tradition.[10]

Ⅱ. INDIVIDUAL MEDIA DEPENDENCY (IMD)

Individual media dependency (IMD) is the micro-component

7) Persegani, Russo, Carucci, Nicolini, Papeschi, & Trimarchi, 2002.
8) Finn, 1997.
9) Ball-Rokeach & DeFleur, 1976.
10) Shim & Paul, 2007.

of media dependency theory which focuses on a "tripartite relationship" between media, audience, and society.[11) IMD is basically based upon two underlying assumptions. The first is that individuals are motivated to maintain and enhance themselves. The second is that because information is indispensable for obtaining goals, it is an essential resource for individuals' survival or growth.[12) According to IMD individuals develop dependency relationships with the media because they are goal directed. Some of these goals simply require access to resources controlled by the mass media.

An individual's level of media dependency is determined by the perceived importance of the media by that individual in satisfying fundamental human goals. According to DeFleur & Ball-Rokeach, IMD is a critical element which influences individual's further exposure to media contents.[13) In other words, IMD is activated during exposure and without activation of IMD further exposure is unlikely. For example, active selectors try to use the media to fit their goals. Even casual observers can be activated to continue exposure if they find certain dependency. The greater the intensity of relevant dependencies, the greater the degree of cognitive and affective arousal. This seems to make it more likely that people who become more involved in programs might be more likely to have that experience result in cognitive, affective, and behavioral changes.[14) IMD provides a comprehensive conceptualization of these motivational goals in a typology of the three exhaustive, but not mutually exclusive, categories of understanding,

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11) Ball-Rokeach & DeFleur, 1976.
12) Ball-Rokeach, 1998.
13) DeFleur & Ball-Rokeach, 1989.
14) DeFleur & Ball-Rokeach, 1989; Grant, 1996.

orientation, and play. As shown in Table 1, each of these three categories is divided into a self versus social focus.

Goals dimensions	Social-focused	Self-focused
Understanding	Social understanding	Self-understanding
Orientation	Interaction orientation	Action orientation
Play	Social play	Solitary play

Table 1. Patterns of motivation goals

Understanding refers to gaining knowledge from using media resources. It consists of two levels: self vs. social understanding. Those who have self-understanding as a goal tend to use the information resources to increase personal knowledge such as learning about themselves (e.g., beliefs, behavior, and personalities) and growing as a person. Those who have social-understanding as a goal want to increase social knowledge such as knowing about and interpreting the world or community.

Orientation refers to obtaining behavioral guidance from using media resources. It also has two levels: action vs. interaction orientation. Those who have an action orientation want to know specific behaviors such as eating, dressing, voting, and making a decision. Those who have an interaction orientation want to know ways in which to act or interact with others in such cases as personal relationships (lovers, siblings, or parents) or professional positions (an employer or clergy).[15]

Play as a motivation refers to obtaining entertainment from information resources. Play has two dimensions:

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15) DeFleur & Ball-Rokeach, 1989.

solitary vs. social play. Those who have solitary play as a goal use the media alone for stimulation or relaxation, while social play involves the media-focused recreation one participates in with others.[16] Those who have social play as a goal use the media as part of a shared play experience where the presence of others is necessary for the attainment of goals, for example, establishing and maintaining relationships.[17]

These types and intensity of dependency may differ by medium (i.e., television vs. newspaper), media genre (i.e., game shows, news, drama), and particular program within genres (i.e., Wheel of Fortune vs. Jeopardy). Empirical support for dependency theory has been limited but fairly consistent.[18] Grant, Guthrie and Ball-Rokeach found that viewer relationships with television in general, home shopping shows, and the genre personae (show host) are associated with viewing behavior and are highly predictive of purchasing behavior.[19] Additional research into IMD has demonstrated that certain media effects, such as parasocial interaction, can be enhanced when IMD is particularly intense.[20]

To date, no research has explored the relationships between individual's personality traits and individual media dependency. Whereas IMD postulates that individual's goals are related to active media use, research on personality seems to suggest that these goals will be different based on differences in individuals' character traits.

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16) Skumanich & Kintsfather, 1998.
17) Grant, 1996.
18) Elliot & Rosenberg, 1987.
19) Grant, Guthrie & Ball-Rokeach, 1991.
20) Grant et al., 1991; Skumanich & Kintsfather, 1998.

Ⅲ. PERSONALITY TYPES AND IMD

Extraversion and the IMD

Extraversion refers to the outgoing, cheeriness, and sociable dimension of personality.[21] Those high in extraversion are those who have high needs for social contact, attention, and fun. High extraverts prefer the outer world of action, objects, and people, and are energized by being with others. In contrast, individuals low in extraversion (i.e., high in introversion) prefer the inner world of concepts and ideas, and are more energized by being alone.[22] Thus it can be assumed that extraverts may show greater attention to and deeper processing of pleasant external stimuli than will introverts.

Ryff explored the correlations between extraversion traits and six psychological well-being items[23], where extraverts show significant positive correlations over all items. This implies that individuals high in extraversion positively appraise themselves and their past life, think of themselves as able to manage effectively their lives and environment, believe that their lives are purposeful and meaningful, they have a sense of continued growth and development as an individual, and have a sense of self-determination.

According to McCrosky, Heisel and Richmond, extraverts are not shy or apprehensive about touch, tend to perceive themselves as more competent, view themselves as assertive and responsible, and express greater degrees of self-acceptance.[24] Supporting the research findings, Argyle

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21) Costa & McCrae, 1992.
22) Lawrence, 1983.
23) Ryff (1989). The six items are: 'self-acceptance,' 'environmental mastery,' 'positive relations with others,' 'purpose in life,' 'personal growth,' and 'autonomy' .
24) McCrosky, Heisel & Richmond, 2001.

and Lu showed that extraverts prefer non-mediated social activities to mediated communication if they could choose one of them.[25] However, results of other studies seem to indicate a significant relationship between media use and level of extraversion. For example, extraverts liked to watching films dealing with adventure, romantic, and crime.[26] Recently, Shim and Paul found that those high on extraversion are more likely to pay attention to reality show programs than those low on extraversion.[27] Finn found that although individuals high in extraversion prefer non-mediated activities (e.g. parties) to media use, those who are in low extraversion enjoyed reading and movies more, and showed a greater tendency to depend on television and radio in general.[28]

With regard to IMD, it seems reasonable to predict that those who are extraverts will seek the media-focused recreation one participates in with others (social play), rather than seek the media alone for stimulation or relaxation (solitary play). Extraverts will prefer the media when it creates an opportunity for fun and interaction with family and friends, or allows them, without having to be there, to be part of events that they enjoy.

Hypothesis 1

Individuals with higher levels of extraversion will use the media to address "social" aspects of IMD goals such as social understanding, interaction orientation, and social play than will those with lower levels of extraversion.

Neuroticism and IMD

Individuals who exhibit high levels of neuroticism are

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25) Argyle & Lu, 1990.
26) Nias, 1977.
27) Shim & Paul, 2007.
28) Finn, 1997.

characterized as being anxious, moody, worried, and unable to sleep, which alone or in combination generates higher levels of negative affect.[29] Those who are high in neuroticism are characterized as low in self-confidence, as well as in personal and social adjustment.[30] According to Ryff, neuroticism is negatively correlated with psychological well-being measured by six items: self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth.[31] As a result, neurotics can be conceptualized as persons who are strongly susceptible to the influence of others and perceive themselves as controlled by forces outside of their own influence.

It is still debatable whether neuroticism is related to media use. For example, Canary and Spitzberg argue that chronically lonely individuals have an aversion to media as an escape.[32] However, Weaver, Brosius and Mundorf argued that neurotics prefer media content that helps them manage their anxieties.[33] It is because neurotics need behavioral guide from the media to balance their negative mood. Similarly, Shim and Paul found that neuroticism is the most influential personality type in relation to television genre attention, such that those high on neuroticism were more likely to pay attention to soap operas, reality shows, talk shows, and crime drama than those low on neuroticism.[34] Thus, it is expected that neurotics will select television genres for action orientation. For instance, they will try to get information helpful for figuring out what to buy and

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29) Finn, 1997.
30) Piedmont, McCrae, & Costa, 1991.
31) Ryff, 1989.
32) Canary & Spitzberg, 1993.
33) Weaver, Brosius, & Mundorf, 1993.
34) Shim & Paul, 2007.

for planning where to go for weekend activities. Weaver also identified that neuroticism is strongly associated with companionship motive of television viewing.[35] Companionship includes such items as "I won't be alone" and "It makes me feel less lonely"; the relaxation includes, for example, "I can forget about my worries and responsibilities." The two factors are similar to solitary play goal of IMD. Based on these ideas we predict the following.

   Hypothesis 2

   Individuals with higher levels of neuroticism will use the media to address "personal" aspects of IMD goals such as self understanding, action orientation, and solitary play than will those with lower levels of neuroticism.

Psychoticism and IMD

   Zuckerman, Kuhlman and Camac point out that psychoticism can be described as "a high level of social deviance, impulsivity, and lack of a willingness to live by society's rules and mores.[36] McCroskey et al. found that psychotics have such communication traits as non-responsiveness, high levels of verbal aggressiveness, argumentativeness and assertiveness.[37] Research overall has shown that psychoticism was not correlated with media use.[38] For example, Shim and Paul showed that people on high psychoticism do not show any television genre preferences.[39] They stated that this is due to the possibility that television contents are not strong stimuli enough to motivate their television genre attention. In this sense, it can be said that psychoticism was least likely to be associated with television viewing. However, given the

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35) Weaver, 2003.
36) Zuckerman, Kuhlman, & Camac, 1988.
37) McCroskey et al., 2001.
38) Finn, 1997; Shim & Paul, 2007; Weaver, 2000.
39) Shim & Paul, 2007.

fundamental assumption, underlying individual media dependency, that individuals are goal-oriented and want to obtain these goals through media consumption, it is at least plausible to predict that individuals higher in psychoticism will use the media with more egocentric goals, such as solitary play. This leads the final hypothesis.

Hypothesis 3

Individuals with higher levels of neuroticism will use the media to address "personal" aspects of IMD goals such as solitary play and self understanding than will lower level of psychoticism.

Gender, Personality, and IMD goals

Generally research has found that there were differences in the media preferences between males and females,[40] but no research has answered whether there are gender difference in constructing media dependency relations with television. Using an evolutionary psychological theoretical stance, Malamuth suggests the possibility that there could be differences between males and females in developing media dependency relations. Arguing that the consumption of sexually explicit media is the result of "inherited differences in evolved sexuality mechanisms interacting with environmental forces", he suggests that males and females have their own (different) strategies for using sexually explicit media contents.[41] Males tend to seek instant satisfaction from sexual content, whereas females tend to seek delayed and interactive elements from such contents.

Additional research by Oliver, Weaver, and Sargent found that females obtained more enjoyment from watching sad films than males.[42] Further, Nolen-Hoeksema points out that gender

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40) Oliver, 1993.
41) Malamuth, 1996, p.15.

differences in personality could lead to different types of strategies to cope with situations.[43] He found that males who are depressed tended to use it as an active type of distraction. In contrast, females tended to spend time to analyze and think over its effects and causes. This leads to a general research question with regard to the role of gender in the relationship between personality characteristics and media use goals.

RQ1

Does gender make a difference in the relationship between personality types and IMD goals?

IV. METHODOLOGY

Overview

Participants were recruited from a large university in the Midwestern United States. They received research credit for participation. Participants were asked to log on to a website in order to complete the questionnaire. A total of 381 students participated in the survey, but 44 students were dropped in the analysis because they answered less than half of the questions. As a result, the total number of participants was 337. The number of male and female participants was similar, with slightly more females than males (158 male and 179 female). The average age of participants was 20 years old.

Measurement

Personality Traits

The personality types, extraversion, neuroticism, and psychoticism were assessed using the Eysenck Personality Questionnaire.[44] Participants received the short-form

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42) Oliver, Weaver, & Sargent, 2000.
43) Nolen-Hoeksema, 1987.

version of the inventory (EPQ-R) comprised of 36 questions (12 items for each personality type). They were required to respond to each question by clicking one of two boxes marked "Yes" or "No" next to the item. The maximum score of each personality type was 12. We computed each participant's personality score summing their answers to the three groups of 12 questions. Nine of the 36 questions were reverse coded. The average scores for each personality were: E (M = 9.45, SD = 2.77), N (M = 6.40, SD = 2.98), and P (M = 3.28, SD = 1.71).

Individual Media Dependency

IMD was measured by the scale developed by Grant.[45] The scale has eighteen items. Each of the six IMD goals was represented with three separate items. Participants rated the eighteen items with a five-point scale depending on each participant's self report on how helpful the media is for attaining their goals. To create the six IMD goal variables, we averaged the three items addressing each of the six goal types. Reliability coefficients for each of the six variables reached acceptable levels (the lowest case was action orientation, Cronbach's α = .74).

V. RESULTS

As shown in Table 2, the level of extraversion did not show any significant correlations with any of the six types of IMD goals. Thus hypothesis 1 was not supported.

The level of neuroticism revealed a positive zero-order correlation with the goal of self understanding (r=.13, p<.

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44) Eysenck & Eysenck, 1985.
45) IMD scale was originally developed by Ball-Rokeach et al. (1984) and later Grant et al. (1991) refined the scale. Here, we used more recently developed version by Grant (1996).

05). This offers some support for hypothesis 2, which predicted that higher levels of neuroticism would be related to "personal" aspects of IMD goals such as self understanding, action orientation, and solitary play.

Psychoticism was significantly correlated with social understanding (r= -.21, p< .01), solitary play (r=-.17, p< .01), and social play (r=-.15, p<. 01). Although we expected higher levels of psychoticism would result in a greater likelihood of using the media for "personal" goals, the results instead show that individuals lower in psychoticism were more likely to use the media for such goals.

	E	N	P	1	2	3	4	5	6
Extraversion (E)	–	-.24**	-.03	.05	.07	.05	.02	.06	.08
Neuroticism (N)		–	-.01	.13*	.02	.07	.09	.04	-.01
Psychoticism (P)			–	-.05	-.21**	.02	.04	-.17**	-.15**
Self Understanding (1)				–	.24**	.34**	.59**	.19**	.33**
Social Understanding (2)					–	.29**	.01	.20**	.23**
Action Orientation (3)						–	.49**	.16**	.29**
Interaction Orientation (4)							–	.19**	.42**
Solitary Play (5)								–	.60**
Social Play (6)									–

** p< .01; * p< .05

Table 2. Correlations between personality types and the patterns of IMD

Interestingly, when the variable of participant gender was

controlled for, there were different patterns of the relationships between personality types and IMD goals (see <Table 3>).

Males who reported higher levels of extraversion used the media with the goals of social understanding (r=.17, p< .05) and solitary play (r=.16, p< .05) than those with lower levels of extraversion. There were no significant correlations in the case of female participants. Males with higher levels of neuroticism were more likely to use the media for increased self understanding (r=.19, p< .05) and decreased interaction orientation (r=-.22, p< .01) than those low in neuroticism. Again however, no such relationships were found for female participants. Finally, males with lower levels of psychoticism used the media for goals including social understanding (r=-.18, p< .05), solitary play (r=-.22, p< .01), and social play (r=-.26, p< .01) than those with higher levels of psychoticism. Females with lower levels of psychoticism used the media for social understanding (r=-.22, p< .01) than those with higher levels psychoticism.

		Self Understanding	Social Understanding	Action Orientation	Interaction Orientation	Solitary Play	Social Play
Male	E	.12	.17*	.11	.03	.16*	.13
	N	.19*	−.09	.05	.24**	.01	.04
	P	−.07	−.18*	.04	.02	−.22**	−.26**
Female	E	−.01	−.02	−.02	.03	−.07	.04
	N	.05	.04	.08	−.03	.04	−.06

| | P | −.01 | −.22** | .04 | .06 | −.08 | −.03 |

** p< .01; * p< .05

Table 3. Correlations between personality types and the patterns of IMD by gender

VI. DISCUSSION

This study investigated hypothesized relationships between three personality traits, as defined by PEN model, and individual media dependency.[46] We predicted that higher levels of extraversion would be related to a greater likelihood of utilizing the media for "social" aspect goals (social understanding, interaction orientation, and social play), whereas higher levels of neuroticism and psychoticism would be related to a greater likelihood of utilizing the media with the intention of fulfilling "personal" aspects-related goals (i.e., self understanding, action orientation, and solitary play).

Correlation analyses indicated no relationship between the extraversion and any of the IMD media use categories. This lack of a relationship remained when correlation analyses were run for each gender separately. These results suggest that, contrary to our hypothesis, individuals are likely to use the media for the same goals regardless of their extraversion level. Weaver argues that the absence of correlations between extraversion and television viewing motivation results from their preference to interpersonal interactions.[47] Similarly, Finn suggests that higher level of extraversion wants to enjoy social gathering more than watching television.[48]

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46) Ball-Rokeach & DeFleur, 1976.
47) Weaver, 2003.

Lower levels of psychoticism were related to a greater likelihood of utilizing the media in an effort to obtain self understanding (e.g., to gain personal knowledge, to know how others cope with problems or situations, to gain insight into why you do some of the things you do) and having fun (e.g., to unwind after a hard day, to relax, to have something to do when nobody else is around, to have fun with family or friends) more than higher levels of psychoticism. Although interesting, this did not support our hypothesis that individuals with higher in psychoticism will be more likely to use the media with the intention to fulfill goals related to personal aspects of IMD, such as solitary play and self understanding. Lower levels psychoticism related to a greater tendency to depend on the media for obtaining self understanding (e.g., to know how others cope with problems or situations or to gain insight into why they do some of the things they do), solitary play (e.g., to unwind after a hard day, to relax, to have something to do when nobody else is around), and social play (e.g., to have fun with family or friends) than did higher levels of psychoticism.

Perhaps this finding is explainable when one considers that those who have higher levels of psychoticism are more likely to pursue highly sensational stimuli from the media such as sexual, violent, and morbid contents.[49] It is possible that individuals higher in psychoticism have difficulty in obtaining satisfaction from consuming the media. Such individuals might tend to avoid building dependency relations with the media in general, and specifically with the media as a way to be entertained (i.e., with the goal of play in mind) because they are less

48) Finn, 1997.
49) Weaver, 1991; Zuckerman & Litle, 1986.

likely to feel as though they get anything out of that relationship.

Some support was found for hypothesis 2. Individuals with higher levels of neuroticism were significantly more likely to depend on the media for achieving self understanding than those with lower levels of neuroticism. Neuroticism was found to be unrelated however, with either action orientation or solitary play. This suggests that the personality characteristic does not play a primary role in determining whether subjects use the media to fulfill these goals.

In order to address our research question regarding the role of gender in the process of goal-driven media consumption we split the sample by gender and re-ran the correlation analyses. A significant relationship was discovered among males with regard to levels of extraversion and a tendency to use the media to fulfill "social" aspects of IMD goals. In other words, males with higher levels of extraversion tend to be more likely to depend on the media for helping them to understand social events (e.g., to stay on top of what is happening in the community, to find out how the country is doing, and to keep up with world events). Males with higher levels of neuroticism showed stronger dependency relations with self understanding and interaction orientation (e.g., Discover better ways to communicate with others) than those with lower levels. Males with lower levels of psychoticism were more likely to use the media with the goals of self understanding and both types of play goals. (solitary and social). Interestingly, the level of extraversion and neuroticism of women did not show any significant correlations with IMD goals. Although psychoticism in females, as was the case for males, showed a significant negative correlation with likelihood for using

the media for goals related to social understanding.

This research showed that, to varying degrees, certain personality traits are related to the goals individuals seek to fulfill with the media use. Future research on media exposure and content choice would do well to at least consider the role of both individual personality traits in tandem with individual media dependency goals. Certainly the role of gender in the individual media dependency process warrants further consideration. This study should be replicated with an eye towards examining the underlying cause(s) for the gender differences we discovered. Further, a more representative sample should be utilized in any such further research. Participants should be sampled from non-college populations.

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ABSTRACT

Personality and Individual Media Dependency Goals

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  This study investigated hypothesized relationships between three personality traits, as defined by PEN model (Psychoticism, Extraversion and Neuroticism), and individual media dependency. The basic idea of the study was that individuals' goals are related to active media use, and the goals will be different based on differences in individuals' personality types. In addition, this study attempted to find whether there are gender difference in constructing media dependency relations with the media. The study was conducted online and the total number of participants was 337 (158 male and 179 female). Correlation analyses indicated no relationship between the extraversion and any of the IMD media use categories. Lower levels of psychoticism were related to a greater likelihood of utilizing the media in an effort to obtain self understanding and having fun more than higher levels of psychoticism. Individuals with higher levels of neuroticism were significantly more likely to depend on the media for achieving self understanding than those with lower levels of neuroticism. When the variable of participant gender was controlled for, there were different patterns of the relationships between personality types and IMD goals. This study showed that to varying degrees certain personality types are related to the goals individuals seek to fulfill with the media use. The implications of the study were discussed.

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