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Myers-Briggs® Type and Social Media Report

PREPARED BY THE CPP, INC., RESEARCH DEPARTMENT
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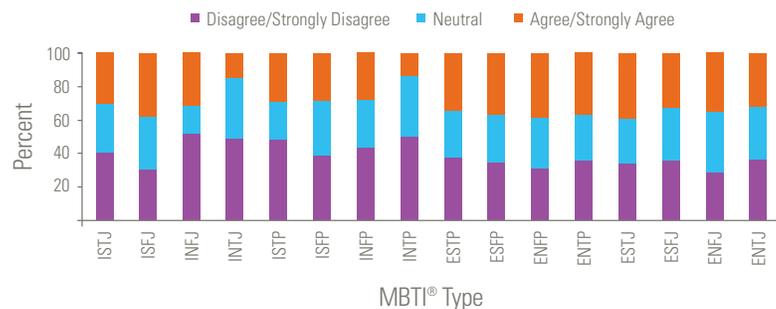
Use of social media sites such as Facebook, Twitter, and LinkedIn has grown steadily in recent years. Today, according to a study by the Pew Internet & American Life Project (Smith, 2011), 66% of online adults use social media platforms. One might wonder what factors influence whether and how people in the United States use social media. Specifically, does personality type, as measured by the *Myers-Briggs Type Indicator*® (MBTI®) assessment, play a role?

VIEWS ON SOCIAL MEDIA

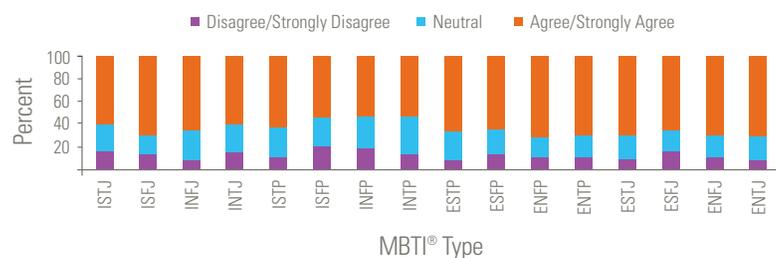
The data presented in this report come from a study on MBTI type and social media use conducted by CPP, Inc., in 2011.* The study respondents consisted of a sample of 1,784 men and women across the United States who had taken the MBTI assessment and agreed to participate in research conducted by CPP. The results of this study indicated that personality type does matter, but only in some areas. In regard to views on social media in general, many of the differences revealed were between Extraverted and Introverted types, although there were also some whole type differences.

For example, of the people surveyed, those with a preference for Extraversion (36%) were more likely than those with a preference for Introversion (26%) to endorse social media as a good way to meet new people. When considering whole types, ENFPs (38%) and ESTJs (38%) agreed somewhat more than other types that social networking is a good way to meet new people, while INTJs (14%) and INTPs (14%) agreed somewhat less.

A good way to meet new people



A good way to connect with people who share my interests



Similarly, in response to the statement “Social networking is a good way to connect with people who share my interests,” Extraverted types (69%) were more likely than Introverted types (59%) to agree or strongly agree. In terms of whole types, ESTJs (68%) agreed with this statement somewhat more than other types, while ISTJs (59%), INFPs (52%), and INTPs (53%) agreed slightly less.

Extraverted types (68%) agreed somewhat more than Introverted types (54%) that social networking is a good way to stay connected with what is going on in the world. In terms of whole types, ENFPs (67%) and ENTJs (78%) agreed somewhat more than other types,

while ISTJs (53%), INTJs (45%), ISTPs (55%), and INFPs (50%) agreed somewhat less.

Introverted types (27%) agreed somewhat more than Extraverted types (15%) that social networking is not something they are interested in. In terms of whole types, ISTJs (35%) and INTPs (28%) expressed less interest in social networking than other types, while ENFPs (13%), ESTJs (14%), ENFJs (12%), and ENTJs (12%) expressed somewhat more interest.

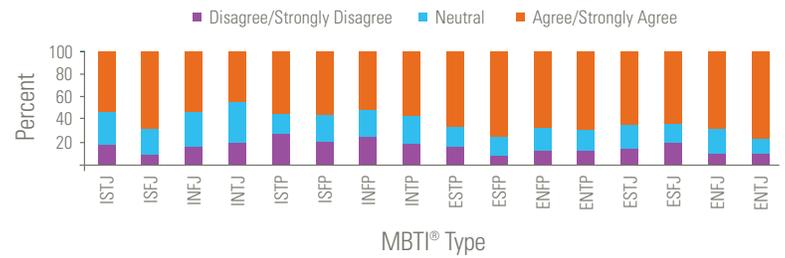
Introverted types (17%) agreed somewhat more than Extraverted types (12%) that social networking is a waste of time. In terms of whole types, ISTJs (21%) and INTPs (19%) agreed somewhat more than other types that it is a waste of time.

The study also revealed some type-related differences in participants' views on the utility of social media. More Extraverted types (58%) than Introverted types (47%) said they consider social media useful for professional purposes. In terms of whole types, more ENFPs (60%) and ENTJs (62%) found social media to be useful professionally than other types, while fewer ISFPs (39%) and INTPs (42%) found it useful than other types.

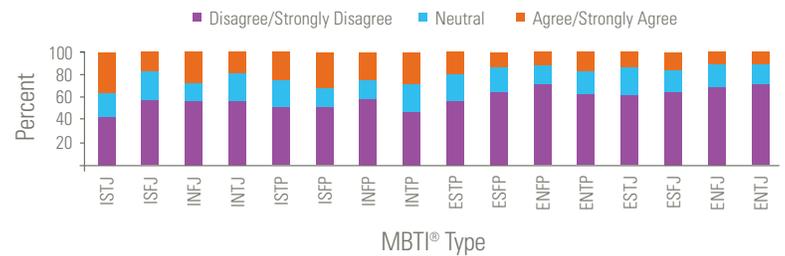
More Extraverted types (76%) than Introverted types (64%) also said they find social media useful for personal use. In terms of whole types, more ESTJs (76%) and ENTJs (82%) said they find social media useful for personal use than other types, while fewer ISTJs (58%) and ISFPs (54%) expressed that it is useful than other types.

The overall trend across the items dealing with social media use in general suggests that more Extraverted types than Introverted types see social media as useful and as a good way to stay connected with others. With respect to whole types, ENFPs and ESTJs see the most utility in social media, while ISTJs and INTPs see less utility than do other types.

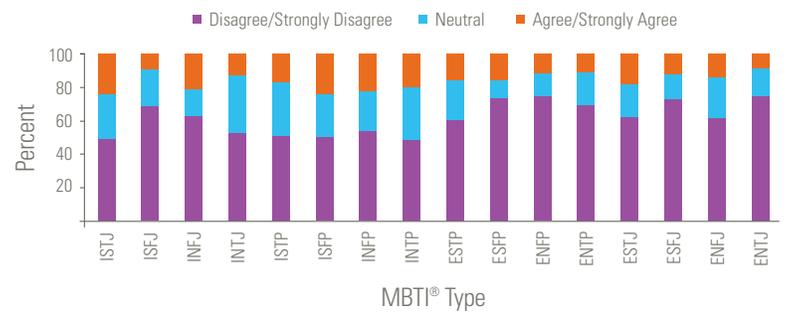
A good way to stay connected with what is going on in the world



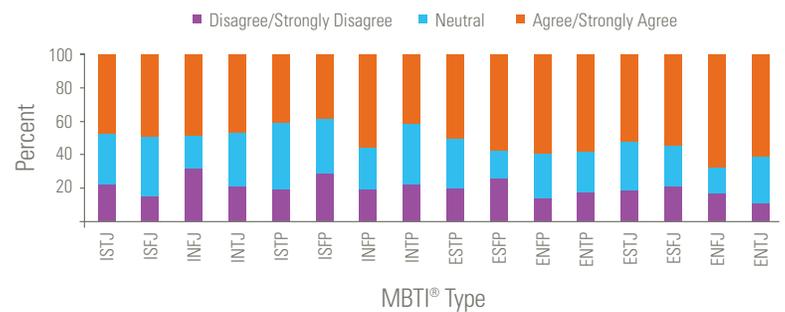
Not something I am interested in



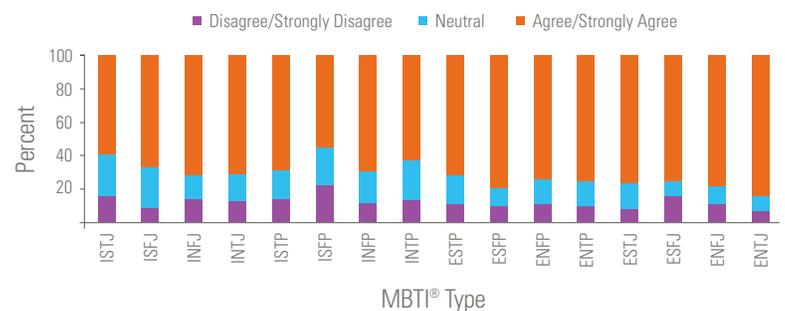
A waste of time



Perception of social media with regard to professional (work) use



Perception of social media with regard to personal use



VIEWS ON SPECIFIC PLATFORMS/PROVIDERS

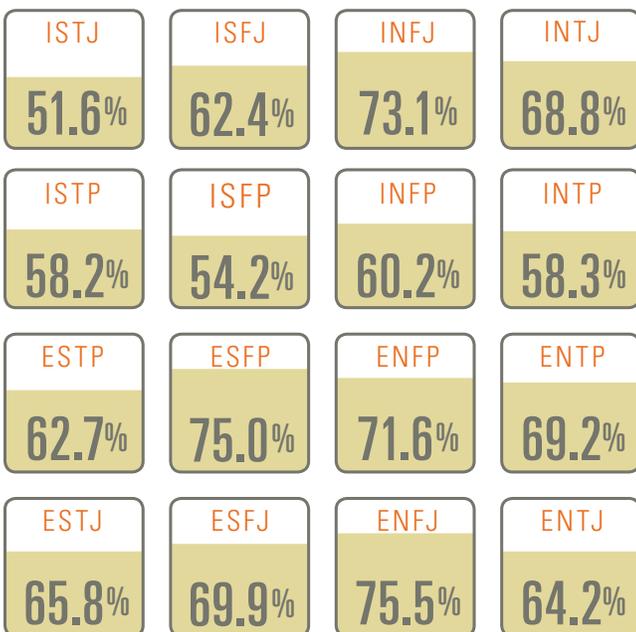
The remainder of the survey asked a series of questions designed to elicit respondents' views on several specific social media platforms or providers. The questions pertained to general utility as well as to the kinds of activities in which respondents might participate at work and in their personal time. The following text addresses the key findings from those sections of the survey.

Facebook

By some accounts, more than half of all U.S. citizens age 12 and older use Facebook (Webster, 2011). Consistent with this finding, a majority of those surveyed in our study (65% on average across all types) said they use Facebook. Somewhat more individuals with a preference for Extraversion (69%) and/or Intuition (68%) reported using Facebook than did individuals with a preference for Introversion (60%) and/or Sensing (61%).

In terms of whole types, somewhat more ENFPs (72%) and ENTJs (65%) reported using Facebook than other types, while the lowest use was reported by ISTJs (52%). Interestingly, the highest- and lowest-reporting types (ENFPs and ISTJs, respectively) differ on all four preferences indicated by the MBTI instrument.

Do you have a Facebook account?

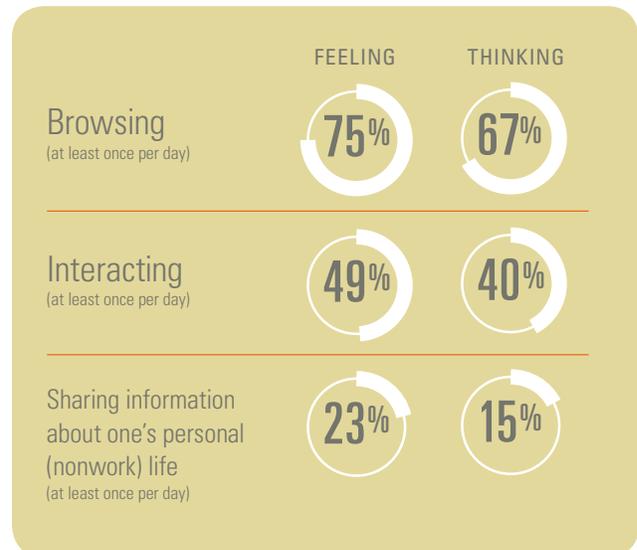


Survey respondents were asked about the frequency of personal and work time they spent on Facebook, LinkedIn, and Twitter:

- Browsing (passively reading status updates, news feeds, profiles, timelines, etc.)
- Recommending (promoting companies; liking a page; sending links to friends, networks, or followers; retweeting, etc.)
- Interacting (friending, connecting, messaging, commenting, liking, participating in groups, following, etc.)
- Sharing information about their personal (nonwork) life
- Sharing information about their professional (work) life
- Collaborating with their friends, networks, or followers on topics, ideas, etc.
- Posting criticism (via status updates, comments, timelines, etc.)
- Gathering information for purchasing products (visiting/following company pages, ads, brand pages, etc.)
- Purchasing products
- Researching what their company is doing

Facebook Use During Personal Time

In general, individuals with a preference for Feeling reported spending more time engaging in certain activities on Facebook in their personal time than those with a preference for Thinking. These activities include the following:



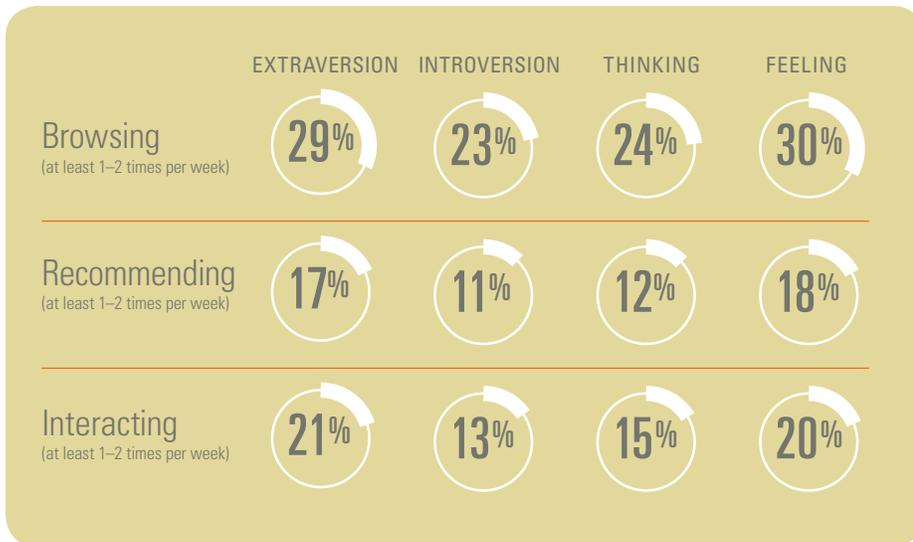
In terms of whole types, ENFPs reported spending more time interacting (54% at least once per day) and sharing information about their personal life (25% at least once per day) than other types, while ISTJs reported spending less time on these activities (33% at least once per day; 9% at least once per day) than other types.

People with a preference for Extraversion (18% at least once per day) reported collaborating with friends more often than those with a preference for Introversion (10% at least once per day). In terms of whole types, ISTJs (8% at least once per day) and INTJs (6% at least once per day) reported spending less time collaborating with friends than other types, while ENFPs (22% at least once per day) and ESFJs (24% at least once per day) reported spending more time on this activity.

Three activities—posting criticism, recommending, and purchasing products—showed no differences among the four preference pairs.

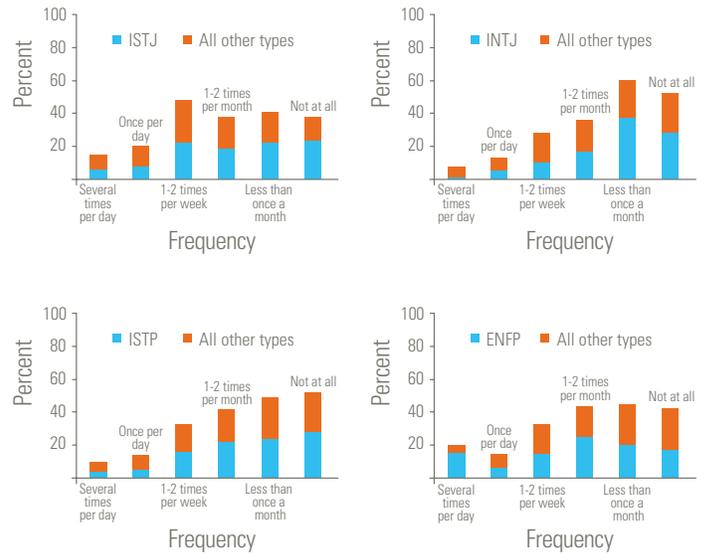
Facebook Use During Work Time

On the whole, individuals with a preference for Extraversion and/or Feeling reported spending more time engaging in certain activities on Facebook in their work time than did individuals with a preference for Introversion and/or Thinking. These activities include the following:



In terms of whole types, more INTJs (69%) and ISTPs (73%) reported not engaging in browsing at all than did other types. ISTJs (14% at least once per day), INTJs (7% at least once per day), and ISTPs (10% at least once per day) reported engaging in recommending less often than other types, and ENFPs (22% at least once per day) reported engaging in this activity more often than other types.

How often do you use Facebook for recommending (liking a page, sending links to friends, etc.) for work use?



Interacting on Facebook for work use was engaged in somewhat less often by INTJs (72% not at all) and ISTPs (88% not at all), and somewhat more often by ENFPs (34% at least 1–2 times per month).

Three activities were reportedly engaged in more often by people with a preference for Extraversion than by those with a preference for Introversion:



In terms of whole types, sharing information on Facebook for work use was reported somewhat more often by ENFPs (27% at least 1–2 times per month) compared to other types (average of 16% at least 1–2 times per month).

Three activities—posting criticism, recommending, and purchasing products—showed no differences among the four preference pairs.

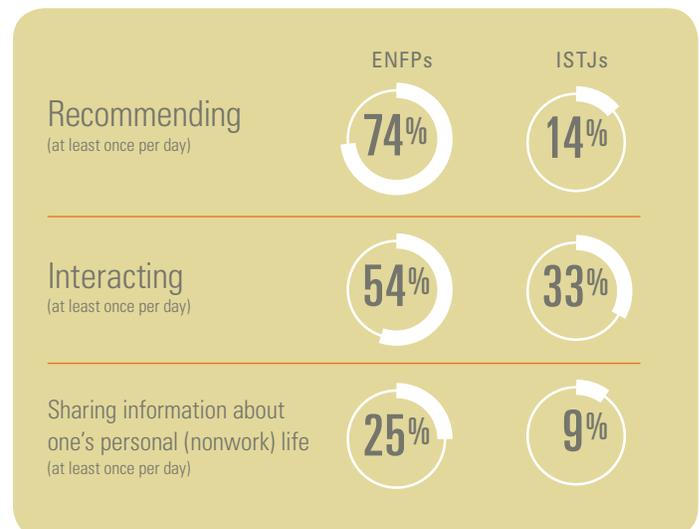
Some preference-related differences were also indicated in regard to the item “Facebook is a valuable tool for my work.” Individuals responded to this item using a scale of 1–5, where 1 = strongly disagree, 2 = disagree, 3 = neither disagree nor agree, 4 = agree, and 5 = strongly agree. Overall, respondents did not agree that Facebook was a valuable tool for their work. Individuals with a preference for Introversion (mean = 2.12), Sensing (mean = 2.16), and Thinking (mean = 2.16) disagreed slightly more than those with a preference for Extraversion (mean = 2.33), Intuition (mean = 2.31), and Feeling (mean = 1.19). In terms of whole types, INTJs (mean = 1.91) disagreed somewhat more than other types, while ENFPs (mean = 2.57) and ENFJs (mean = 2.60) disagreed somewhat less than other types.

Facebook Use by ENFPs and ISTJs

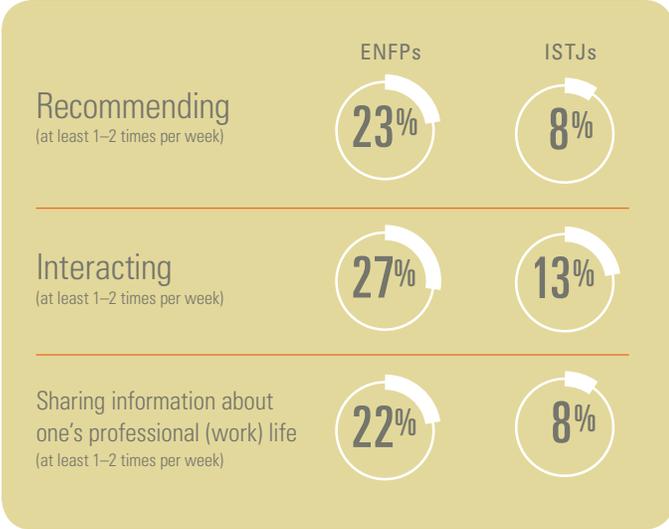
In general, while most respondents reported having a Facebook account, individuals with a preference for Extraversion and/or Feeling said they used it more often for a variety of activities for both work and personal purposes than did individuals with a preference for Introversion and/or Thinking. A similar pattern of use was found for ENFPs, who tended to use Facebook more than other types, while INTJs, ISTJs, and ISTPs reported less use of Facebook than other types. The differences found, while statistically small, suggest that ENFPs find Facebook more useful and spend more time on the site than do ISTJs in particular, and than individuals with a preference for Introversion and/or Thinking in general. This pattern is similar to general communication preferences for ENFPs, who tend to be outgoing, sociable, friendly, and outwardly focused on possibilities for others, and to enjoy connecting with people. It appears that Facebook is another medium for communication and sharing for those with ENFP preferences.

Given these findings regarding apparent differences in Facebook use between ENFPs and ISTJs in particular, a separate set of analyses confirmed that these two types are different in many areas:

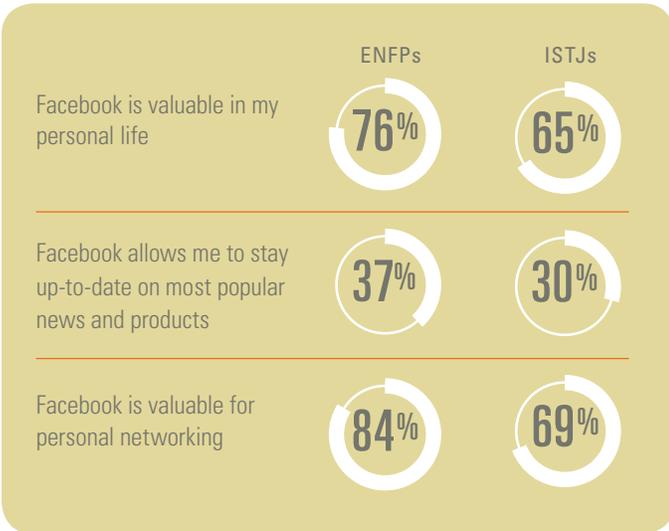
- More ENFPs (72%) than ISTJs (52%) are active users of Facebook
- ENFPs (34% several times per day) use Facebook for personal use more frequently than ISTJs (21% several times per day)
- ENFPs use Facebook for personal use more frequently than ISTJs for a variety of activities



- ENFPs (31% at least 1–2 times per week) use Facebook for work use more frequently than ISTJs (17% at least 1–2 times per week)
- ENFPs use Facebook for work use more frequently than ISTJs for a variety of activities



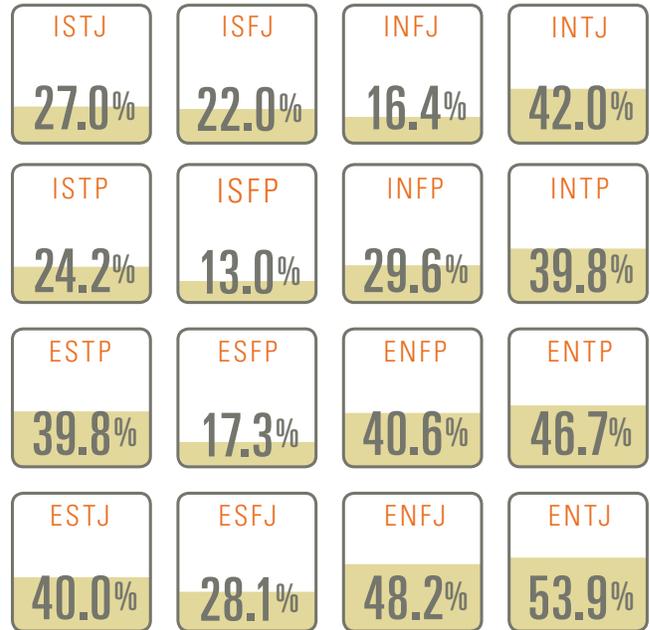
- ENFPs report finding more value in Facebook than ISTJs



LinkedIn

In our study, an average of 33% across different personality types reported being active users of LinkedIn. A smaller percentage of some types (ISTJs, ISFJs, INFJs, ISTPs, and ISFPs) reported being active users of LinkedIn, while a larger percentage of other types (ESFPs, ENTPs, ENFJs, and ENTJs) reported being active users.

Do you actively use LinkedIn?



Individuals with a preference for Extraversion (40%), Intuition (41%), and/or Thinking (38%) reported using LinkedIn more often than did individuals with a preference for Introversion (28%), Sensing (29%), and/or Feeling (30%).

In general, individuals with a preference for Extraversion reported spending more time engaging in certain activities on LinkedIn during their work time than did individuals with a preference for Introversion. These activities include the following:



Several professional activities on LinkedIn showed no differences among the four preference pairs. These included browsing, recommending, posting criticism, purchasing products, gathering information for purchasing products, and researching what one's company is doing.

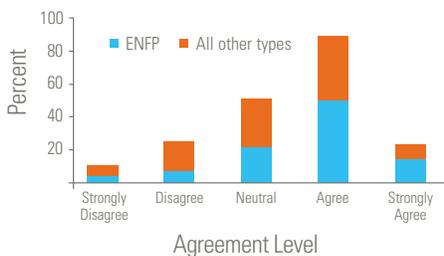
In terms of whole types, ENFPs reported recommending (for work, 43% at least 1–2 times per month) more often than other types. ISFPs (67% not at all) and INTPs (42% not at all) reported engaging in interacting less often than other types, and ENFPs (32% at least 1–2 times per month) and ENTJs (35% at least 1–2 times per month) reported engaging in interacting more than other types.

ENFPs (18% at least 1–2 times per month) also reported sharing information about their professional (work) life via LinkedIn more often than other types.

Finally, ESTJs (21% at least 1–2 times per week) reported collaborating with their network via LinkedIn more often than other types.

Our study indicated some additional differences between the MBTI types in regard to other items related to LinkedIn. For example, participants responded to the statement “LinkedIn helps me be productive at work” using a scale of 1–5, where 1 = strongly disagree, 2 = disagree, 3 = neutral (neither disagree nor agree), 4 = agree, and 5 = strongly agree. Overall, 49% of respondents agreed that LinkedIn was a valuable tool for their work. ENFPs (mean = 3.62) agreed with this item somewhat more than other types (mean = 3.26). Similar results were found for the statement “LinkedIn is a valuable tool for my work.” ENFPs (mean = 3.62) and ESTJs (mean = 3.07) disagreed somewhat less than other types (mean = 3.26).

LinkedIn helps me be productive at work



ENTJs (mean = 4.35) agreed somewhat more than other types (mean = 4.06) that LinkedIn is a valuable way for them to network professionally.

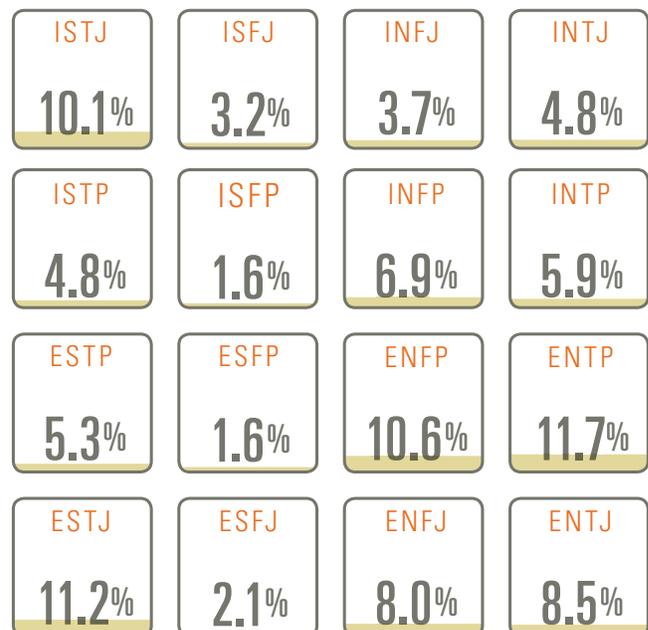
Although some of the items related to LinkedIn showed whole type differences, none of them indicated differences among the four preference pairs.

Fewer people in our study (33%) reported being active users of LinkedIn than of Facebook. Individuals with a preference for Extraversion, Intuition, and/or Thinking reported using LinkedIn more often than did individuals with a preference for Introversion, Sensing, and/or Feeling. A similar pattern of use was found for ENFPs, who tended to use LinkedIn for various purposes more than other types. The differences found, while statistically small, suggest that there is a pattern of use for LinkedIn wherein individuals with ENFP preferences find this site more useful and spend more time on it than do other types in general.

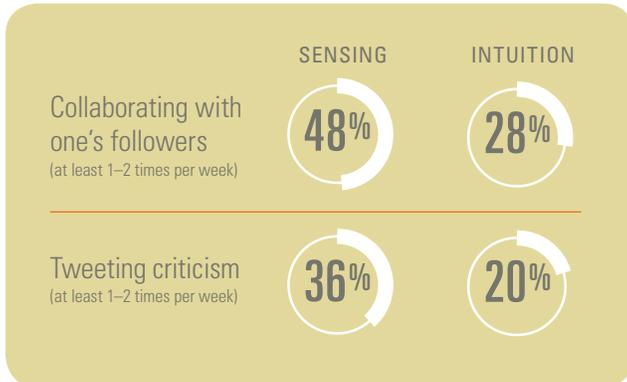
Twitter

A smaller percentage of participants in our study (11%) reported being active users of Twitter than of Facebook or LinkedIn. More individuals with a preference for Intuition (13%) reported being active users of Twitter than individuals with a preference for Sensing (8%). Several types (ISTJs, ENFPs, and ENTPs) reported being more active users of Twitter than other types, while other types (ISFPs, ESFPs, INFJs, and ISTPs) reported being less active users. However, these sample sizes are very small.

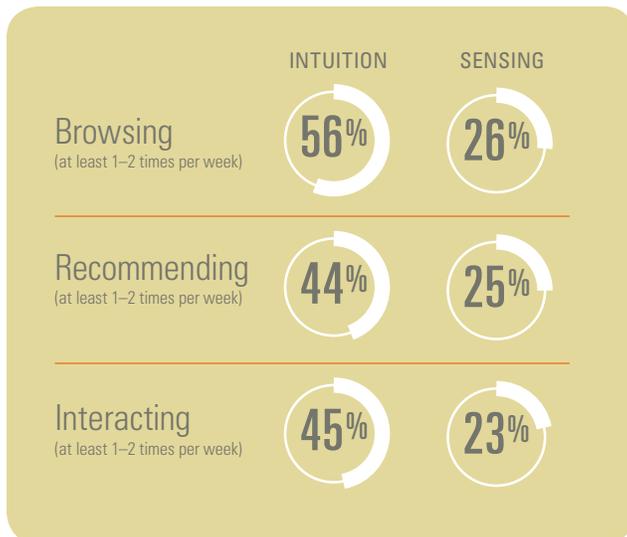
Do you have a Twitter account?



Individuals with a preference for Sensing reported spending more time engaging in two activities on Twitter in their personal time than did individuals with a preference for Intuition:



Individuals with a preference for Intuition reported spending more time engaging in three activities on Twitter in their work time than did individuals with a preference for Sensing:



Although the number of Twitter users surveyed was quite small, the study did reveal some preference-related differences in the ways people use the site. Individuals with a preference for Sensing reported using Twitter for some activities more often in their personal time than did individuals with a preference for Intuition. Conversely, those with a preference for Intuition reported using Twitter for some activities more often for work purposes than did those with a preference for Sensing. The kinds of differences reported seem consistent with the preferences, in that individuals with a preference for Sensing were providing data or pointing out flaws, while

individuals with a preference for Intuition were making connections and examining disparate information. Given the small sample size, additional research may be helpful for better understanding these apparent differences.

CONCLUSION

The data presented here show some overall trends regarding the use of social media in the United States, and the use of three social media platforms or providers in particular. Specifically, people with a preference for Extraversion, and particularly those whose MBTI type is ENFP or, to a lesser extent, ENTJ, report more use of Facebook, LinkedIn, and Twitter than do individuals with a preference for Introversion. This seems consistent with the general tendency of Extraverted types to be more communicative and more energized by the external environment than Introverted types. It is possible that for Extraverted types, social media is just one more way of engaging with the external world.

While there are some consistent differences in the trends across the three social media providers examined, it is clear that people of all types make use of social media to some degree, and that MBTI preferences do not account for major differences in the reported use of social media.

* Numbers in the charts in this report are based on responses categorized into percentages for ease of understanding. Descriptions in the text are based on results of statistical analyses in which measures of central tendency are compared. Combining these two approaches can result in some apparent discrepancies in the information that is reported. Such discrepancies should be considered by readers prior to drawing their own conclusions.

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Operating for over 20 years, CPP Asia Pacific now has offices throughout the Asia Pacific region, including: Australia, New Zealand, Singapore, Philippines, the People's Republic of China, Hong Kong, India and Thailand.

As a subsidiary of CPP, Inc., CPP Asia Pacific is proud to be the certification provider and distributor of the world renowned Myers-Briggs Type Indicator® (MBTI®) instrument, in addition to representing other leading psychological assessment and development instruments.

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