

Isaiah F. Jones

Psychology, CLA, 2008

Mentor: Mark Snyder, Psychology

Personality & Online Social Networking

Current research in the blooming field of online personality has largely focused on how online personality may be consistent with personality as it is perceived in everyday, face-to-face contexts. In contrast, the present investigation seeks to exhibit the ways in which personality—as expressed in an online context—may be different from personality as expressed in non-virtual environments. This study examined videotaped conversations between participants as well as their online Facebook profiles. Both the videos and profiles were evaluated on a number of traits associated with an individual's likeability. While data has not been completely collected to date, it is hypothesized that people who are perceived as incompetent at social interaction will see significant improvement when judged on the basis of their Facebook profiles, whereas those who are already identified as competent will see little to no improvement.



Poster Number:

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