

STUDY OF NEUROTICISM ON USAGE AND PREFERENCE OF SOCIAL NETWORKING SITES AS A FUNCTION OF EDUCATIONAL BACKGROUND AND GENDER

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ABSTRACT

Present paper studies of Neuroticism on usage of social networking sites as a function of educational background (technical, Non- technical) and gender of college students. In the present research 2x2 factorial design will be used. It will be going to study social networking sites (Twitter, Face book, Google+, Skype, and MySpace) dependent variable. Educational back ground (technical, Non- technical) and neuroticism will be independent variables. Neuroticism has an impact on usage and preference of social networking sites as a function of gender and educational background.

KEYWORDS: Neuroticism, Social Networking Sites, Educational Background