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AN EMPIRICAL STUDY OF PSYCHOLOGICAL TRENDS AMONG SNS USERS IN JAPAN

Abstract:

In this study, we investigate the differences in psychological tendencies among the most commonly used SNSs in Japan.

We have taken up Line, Twitter, Facebook and Instagram as the most used SNS in Japan.

The questionnaire was conducted with 830 men and women between the ages of 15 and 39 years old responded to the survey assuming that behaviour in using SNS affect psychological status.

The psychological tendencies of SNS users were assessed using the Self-Liking Scale, the Self-Competence Scale, the Japanese version of the Ten Item Personality Inventory (TIPI-J) and the Japanese version of the MLAM.

As a result of the survey, psychological tendencies differed depending on the social networking sites used.

In conclusion, we found that Facebook users may have higher mean values of self-friendliness and self-usefulness than other SNS users. In Japan, males tended to have higher mean values of self-liking and self-competence than females, but females Instagram users tended to have higher self-liking, self-competence and extroversion.