

**THE RELATIONSHIP OF FACEBOOK INTENSITY, FACEBOOK
MOTIVATION AND BIG FIVE PERSONALITY TRAITS
AMONG CLSU STUDENTS**

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ACCEPTANCE SHEET

This undergraduate thesis entitled **THE RELATIONSHIP OF FACEBOOK INTENSITY, FACEBOOK MOTIVATION AND BIG FIVE PERSONALITY TRAITS AMONG CLSU STUDENTS** prepared and submitted by **JOANNA RHOSE S. LUCAS** and **MA. DESEREE JOY B. ROMERO**, in partial fulfillment of the requirements for the degree of **BACHELORS OF ARTS IN PSYCHOLOGY**, is hereby accepted.


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ABSTRACT

LUCAS, JOANNA RHOSE S. & ROMERO, MA. DESEREE JOY B.,
Department of Psychology, College of Arts and Sciences, Central Luzon State
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RELATIONSHIP OF FACEBOOK INTENSITY, FACEBOOK MOTIVATION
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This quantitative study was conducted to know if there were significant relationships between Facebook intensity, Facebook motivation and big five personality traits. In addition, this study wants to describe the level of Facebook intensity and different types of Facebook motivation in regards of their personality traits. The researchers collected 340 respondents, and then researchers chose 30 participants each personality traits (extraversion, agreeableness, conscientiousness, neuroticism, and openness) with a total of 150 participants. They belonged to the grade 11-12 and 1st year to 5th year college at Central Luzon State University (CLSU) for the school year 2017-2018.

Based on the results of this study, it was concluded that all of the students were neither low nor neither high in level of Facebook intensity regardless of personality traits. Findings also reveal that intrinsic motivation, extrinsic motivation, and amotivation have low level of motivation to post on Facebook in terms of their personalities. In addition, it was found that there is no significant relationship between Facebook intensity and personality traits. Finally, results found that there is a significant relationship between Facebook intensity on extrinsic motivation and intrinsic motivation to post. However, amotivation found no significant relationship on Facebook posting.

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