

Addictive Use Due to Personality: Focused on Big Five Personality Traits and Game Addiction

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Abstract : Recent studies have verified the significant relationship of user personality with Internet use. However, in game studies, little research has emphasized on the effects of personality traits on game addiction. This study examined whether big five personality traits affect game addiction with control of psychological, social, and demographic factors. Specifically, using data from a survey of 789 game users in Korea, we conducted a regression analysis to see the associations of psychological (loneliness/depression), social (activities with family/friends), self-efficacy (game/general), gaming (daily gaming time/perception), demographic (age/gender), and personality traits (extraversion, neuroticism conscientiousness, agreeableness, & openness) with the degree of game addiction. Results showed that neuroticism increase game addiction with no effect of extraversion on the addiction. General self-efficacy negatively affected game addiction, whereas game self-efficacy increased the degree of game addiction. Loneliness enhanced game addiction while depression showed a negative effect on the addiction. Results and implications are discussed.

Keywords : game addiction, big five personality, social activities, self-efficacy, loneliness, depression

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