Author(s): Ukpabi, Dandison C.; Olawumi, Olayemi; Balogun, Oluwafemi, Samson; Nwachukwu, Chijioke, E.; Sunday, Adewale Olaleye; Kolog, Emmanuel Awuni; Agjei, Richard O.; Adusei-Mensah, Frank; Awoniyi, Luqman; Atsa'am, Donald Douglas; Adeyemi, Oluwafikayo

Title: Unemployment, Personality Traits, and the Use of Facebook : Does Online Social Support Influence Continuous Use?

Unemployment, Personality Traits, and the Use of Facebook:
Does Online Social Support Influence Continuous Use?

Dandison C. Ukpabi, University of Jyväskylä, Finland

iD https://orcid.org/0000-0002-5081-354X

Olayemi Olawumi, University of Eastern Finland, Finland

Oluwafemi Samson Balogun, University of Eastern Finland, Finland

iD https://orcid.org/0000-0002-8870-9692

Chijioke E. Nwachukwu, Horizons University, Paris, France

iD https://orcid.org/0000-0002-7982-2810

Sunday Adewale Olaleye, University of Oulu, Finland

Emmanuel Awuni Kolog, Business School, University of Ghana, Ghana

Richard O. Agjei, Centre for Multidisciplinary Research and Innovation (CEMRI), Abuja, Nigeria

Frank Adusei-Mensah, University of Eastern Finland, Finland

iD https://orcid.org/0000-0001-8237-5305

Luqman Awoniyi, University of Turku, Finland

Donald Douglas Atsa'am, University of the Free State, South Africa

Oluwafikayo Adeyemi, University of Illinois at Urbana-Champaign, USA

ABSTRACT

Different personality traits respond differently to unfavourable life situations. Unemployment can have several negative social, economic, and domestic consequences. Many people use social media for a variety of reasons. The aim of this study is to examine the way different personality traits respond to Facebook in the period of unemployment. Data was obtained from 3,002 unemployed respondents in Nigeria. The study used regression model to analyse the data. Among the five personality traits, results indicated that the relationship between neuroticism and online social support was negative. However, the relationship between online social support and satisfaction was positive. The study highlights several theoretical and practical implications.

INTRODUCTION

Unemployment is a pervasive economic condition. Authorities at the international, national and municipal levels are all trying to keep the unemployment figure down to the minimum. It is a concern because when people are unemployed, it leads to several negative consequences such as social (e.g., crimes), economic (e.g., poverty) and domestic (e.g., relationship and family breakup) (Hooghe et al., 2010; Song et al., 2011; Siwach, 2018). Unemployment can lead to negative personality change (Boyce et al., 2015), thus, the individual's disposition to life begins to take a downward turn. Generally, a coping strategy is to resort to the encouragement of others in the period of misfortune with some personality traits more adaptable to change than others (Merema et al., 2013). Interestingly, self-disclosure, which is the art of disclosing one's personal information to others (Bazarova & Choi, 2014) plays a crucial role on the level of trust that communicating partners have with each other, and the amount of information they share. Accordingly, the more revealing information that the communicating partners provide to others, the more they will be trusted with confidential information.

To the best of our knowledge, there have been no study done to establish how these personality traits adopts coping strategies during unemployment. Thus, the objective of this study is to understand how the different personality traits respond to online social support and whether the social support provided leads to satisfaction and continuous use of Facebook among the unemployed. Specifically, this study (a) examines the influence of personality traits on online social support in unemployment; (b) evaluates the role of online social support on satisfaction with Facebook, and (c) evaluates the role of satisfaction on continuous use of Facebook during the time of unemployment. Theoretically, our study is important because it contributes to the social media literature by explicating the psychological role of Facebook during unemployment. Additionally, our study extends the online social support in relation to unemployment and social media use. The rest of paper is structured as follows: next section addresses the literature review. This is followed by the methodology, analysis and results. The discussion section is presented, before providing the implications as the study concludes with the limitations and avenues for future research.

LITERATURE REVIEW

Personality Traits

A summary of each of these personality traits is provided below.

Conscientiousness

Conscientiousness is defined as individual differences in the propensity to follow socially prescribed norms for impulse control, goal-directed, able to delay gratification, and to follow norms and rules (Roberts et al., 2009). People with high degree of conscientiousness are reliable and prompt. A number of studies have been conducted to gain insight into the characteristics of conscientiousness. Notable of the attributes of conscientiousness in extant literature are avoidance of work, organization, impulsivity, antisocial, cleanliness, industriousness, laziness, appearance, punctuality, formality, and responsibility. Searching for jobs and the success in finding one, is largely dependent on individual's personality (Kanfer et al., 2001). Also, in the online platform, Giota and Kleftaras (2014) found a positive relationship between conscientiousness and online social support. Thus, it is argued that during period of unemployment, individuals are likely to turn to Facebook as an escape route to seek social support. It is thus hypothesized that:

H1. Individuals with conscientious personality trait will respond positively to online social support in the period of unemployment.

Neuroticism

Neuroticism is one of the 'Big Five' factors in the study of personality in psychology (Hassan et al., 2019). This mirrors one's propensity to experience psychological ordeal, as well as high levels of the trait are associated with a sensitivity to threat (Friedman and Schustack, 2016). Neuroticism is measured on a continuum, ranging from emotional stability to emotional instability thus from low neuroticism (Toegel and Barsoux, 2012) to high neuroticism (Dwan and Ownsworth, 2017).

Studies show that high levels of stress (Frost & Clayson, 1991) and high levels of depression (Dooley et al., 2000) can be associated with unemployment. This is because neuroticism involves stress and depression at the dispositional level (Abitov, 2018 et al., 2018; Widiger et al., 2009). Therefore, unemployment will trigger higher neuroticism. Demographic factors like age and gender, have been discovered to mediate neuroticism levels such that neuroticism scores progressively decrease as people advance in age and become more comfortable with their situation in life (Oishi et al., 2007). Research suggests that the neuroticism levels of females usually are higher than those of males, notwithstanding, however, as they advance in age, this gender disparity decreases (Weisberg et al., 2011). Absence of social support may result in loneliness (Heinrich & Gullone, 2006) and low self-esteem (Waters & Moore, 2002). Similarly, lack of social support and low self-esteem induce negative emotions, cognitions, and behaviours (Cohen et al., 2000; Sedikides & Gregg, 2003).

H2. Individuals with neurotic personality trait will respond positively to online social support in a period of unemployment.

Agreeableness

It is the trait that reflects tendency to be cooperative, trusting and compassionate. Agreeable personalities are believed to be agreeable, friendly and good-natured, sympathetic and warm. Individuals with agreeable traits are easy to get along with as they are generally kind, friendly and considerate (Amichai-Hamburger et al., 2010). An individual who is known to be hostile is less likely to receive social support from his or her social network. An extraverted individual is likely to have many of his or her social networks to turn to for support, when he or she is under stress (Swickert et al., 2010). In addition, various research studies have shown that individuals with high agreeableness personality, respond positively to social support while those with low agreeableness personalities do not show a significant change to social support (Hoth el al. 2007; Swickert et al., 2010). Thus, in a period of unemployment, the study contends that individuals with agreeable personality traits will seek online social support.

H3. Individuals with agreeable personality trait respond positively to online social support in a period of unemployment.

Openness

Openness is a personality trait that measures flexibility in individual's imagination, openness to new ideas, culture and experience (Amichai-Hamburger et al., 2010). It reflects the ability to be flexible, tolerant and open-minded. Also, open individuals are liberal, like novelty, focus mainly on practical things and eschewed imagination (Heinström, 2003). According to O'Súilleabháin et al. (2018), openness facilitate ability of an individual to respond to stress in an adaptive manner. In other words, individuals with a high level of openness trait have tendency to withstand and adapt to new stress. As a result, openness correlates positively with stress response. Open individuals respond positively to social support and they tend to reciprocate any emotional support they received (Leary and Hoyle, 2009). Thus:

H4. Individuals with openness personality trait will respond positively to online social support in a period of unemployment.

Extraversion

Extraverts are "outward-turning" enjoy more frequent social interactions, feel energized after spending time with other people. They are also believed to be attention-seekers, easily distracted, and unable to spend time alone. According to the Myers-Briggs Personality Type Indicator (MBPTI), extroverts have more of the following traits: sensing, thinking and judging and less of intuition, feeling and perceiving (Yoo and Gretzel, 2011). Extraverts air their grievances rather than letting them sink or fester. They are believed to enjoy better social support from, electronic networks, religious communities, local communities, rehabilitation groups and other organizations. Because they do not allow the problems to sink in but rather share it in support groups, they are believed to have a better psychological health and are protected against psychological stress. They are more likely to use support forums to discuss personal struggles, and disclose emotions and thoughts pertaining to their struggles than introverts.

H5. Individuals with extraversion personality trait will respond positively to online social support in a period of unemployment.

Online Social Support and Satisfaction

Job satisfaction is the degree to which one is content with their activity, consequently a worker's readiness to perform at an ideal dimension (Hoffman-Miller 2013). Some underlying assumption of Job Satisfaction according to Taye (2018) includes theoretical review, contemporary theories, theories of job satisfaction, types of job satisfaction measurement scale, empirical review and conceptual framework. The antecedence of job satisfaction: Motivation (Sohail et al., 2014; Nyantika et al., 2015), Working environment (Rasiq & Maulabakhsh, 2015; Jain & Kaur, 2014), Employees' salary (Saeed et al., 2013), level of fairness (Saeed et al., 2013), Promotion and Job security (Saeed et al., 2013) and thriving at work and fairness perception. The consequences are financial indicators (Batokic, 2016) and Repeat-purchase intension (Kuo et al., 2013)

Continuous use of Social networks is defined according to how much a user reads or posts, messages, photos, or links, utilizing different channels including cell phones and personal data assistants as well as personal computers (Kim et al., 2010). Some of the factors that precipitate the continuous usage are: creating awareness (Wu et al., 2018), it promotes sharing of lectures (Royall et al., 2017), encourages easy communication (Chen & Liu, 2017; Cheng et al., 2017), it helps to maintain contacts (McLean et al., 2017), easy access to books thereby the cost of purchasing books (Kim & Kim, 2018), It boosts self-esteem (Turel et al., 2018), it helps to improve social and communication skills (Charoensukmongkol & Sasatanun, 2017) and it intensify knowledge (Leonardi, 2017; O' Connor et al., 2016).

H6. Online social support is positively related to satisfaction.
H7. Satisfaction is positively positively related to continuous use

METHODOLOGY

Data for this study was obtained from Nigeria. Nigeria is the largest country in Africa with a population size of about 200 million (InternetWorld Stat, 2018). Unemployment rose from 16.74 million in 2011 to 20.9 million in 2018 (NBS, 2018). Similarly, Facebook subscription rose from 4.3 million in 2011 to 17 million in 2017 (Vanguard, 2012; InternetWorld Stat, 2018). Thus, as unemployment increased, so did the number of Facebook subscription. Survey was administered via face-to-face

contact to respondents with focus on those who have lost their jobs or those that are willing to change their jobs. A screening question such as (a) student but looking for part-time job; (b) uunemployed; (c) employed but looking for a better job; and (d) employed and not looking for another job, was used. Out of 3,021 responses received, 19 were removed during data cleaning. Accordingly, 3,002 were used for the data analysis. Similarly, the items for measuring the constructs were obtained from extant studies. As such, items measuring personality traits comprising conscientiousness, neuticism, agreeableness, openness and extraversion were obtained from Yoo and Gretzel (2011); online social support (Chung, 2014); self-disclosure and satisfaction (Kim et al., 2014) and continuous use (Chen, 2014). These items were measured using 7-pointLikert scale. Please see Appendix 1 for the items.

Data Analysis and Results

Linear regression analysis is used to show the linear relationship between a dependent (or response) variable and an independent (or predictor) variable. The linear regression models are of the form:

$$y = b_0 + b_1 + e. \tag{1}$$

where Y is the dependent variable; X_i .are the independent variables; b_i .re the regression coefficients; e .is the random error. To test if the regression model significantly fits the data, the study considers the hypothesis: H_0 . The regression model does not significantly fit the data; Vs; H_1 . The regression model significantly fits the data. Also, H_0 .is rejected if the p-value is less than or equal to the level of significance

$$y = b_0 + b_1 X.$$

Where

$$b_0 = \bar{y} - b_1\bar{x} \quad and\, b_1 = \frac{\sum xy - \sum x \sum y}{\sum x^2 - \left(\sum x\right)^2}$$

$b_0 = intercept \quad b_1 = slope.$

$x = independent\, variable \quad y = dependent\, variable.$

In Table 1, among the participants, male participants (1523=50.8%) are more than the female (1475=49.2%) participants. For gender, the mean and standard deviation was (M=1.49, SD=0.51). Additionally, different age groups participated in the study. Age bracket 18 – 28 was the highest with (1220=40.7%), 29 – 31 account for 29 – 31 (967=32.2%), 32 – 41 (553=18.4%), 42 – 51 (213=7.1%), 52 and above (47=1.6%). The age mean and standard deviation is (M=1.97, SD=1.01). The frequency of single was (1409=47%), married participants excel single and others (1573=52.4%), while others only account for (20=0.6%). The mean and standard deviations of marital status are (M=1.54, SD=0.53). Regarding education, High school/diploma records the highest participants with (1498=49.9%), Bachelor's degree (1073=35.8%), Master's degree (317=10.6%), Doctorate degree (77=2.6%), and others (35=1.1%). The mean and standard deviations of education are (M=1.69, SD=0.84) respectively.

In Table 2, the study conducted reliability test with SPSS and the Cronbach Alpha test was between 0.81 to 0.83. Alpha calculation is suitable for multiple-items measurement and Alpha result for this

Table 1. Descriptive statistics for unemployment

Descriptive	Frequency	Percentage	Mean	Std. Deviation
Gender Male	1523	50.8	1.49	0.51
Female	1475	49.2		
Age 18 - 28	1220	40.7	1.97	1.01
29 – 31	967	32.2		
32 – 41	553	18.4		
42 – 51	213	7.1		
52 and above	47	1.6		
Marital Status Single	1409	47	1.54	0.53
Married	1573	52.4		
Others	20	0.6		
Education High school/diploma	1498	49.9	1.69	0.84
Bachelor's degree	1073	35.8		
Master's degree	317	10.6		
Doctorate degree	77	2.6		
Others	35	1.1		

study was above the boundary of 0.7 as stipulated by the earlier authors (Tavakol and Dennick, 2011). The study also used SPSS for regression analysis and the main effect for conscientiousness yielded an F ratio of $F(1, 300) = 40.66$, $p<.05$, Neuroticism $F(1, 300) = 0.95$, $p>.05$, agreeableness $F(1, 300) = 70.50$, $p<.05$, openness $F(1, 300) = 84.73$, $p<.05$, extraversion $F(1, 300) = 43.44$, $p<.05$, online social support $F(1, 300) = 52.86$, $p<.05$, satisfaction $F(1, 300) = 85.04$, $p<.05$. To compare group means, the study used Stata to conduct discriminant analysis (Table 3). The result shows that the p-value (0.000) is less than 0.05. The study concludes that there is difference in the group 1 (male) and group2 (female) using the variables marital status, extraversion and there is no difference in the group 1 (male) and group2 (female) using the variables educational status, employment status, conscientiousness, agreeableness, openness, neuroticism, online social support, self-disclosure, satisfaction and continuous use of Facebook. The variables used do not contribute to discriminant function since it is not close to zero. And since p-value (0.000) is less than 0.01, the study can conclude that the corresponding function explain the group membership well (male and female). 57.0% of the group cases were correctly classified while 43.0% were wrongly classified. The study constructed a discriminant score that (1) for detecting the variables marital status, educational status, age, conscientiousness, online social support, self-disclosure, neuroticism, openness, agreeableness, extraversion, and continuous use of Facebook which allows discrimination between male and female and (2) for classifying cases into different groups (Table 4).

From Table 5, as p-value (0.000) is less than 0.01. The study concludes that the regression model significantly fits for the data. This implies that 1.31% of the variability in the conscientiousness is explained by online social support. Conscientiousness is positively related to online social support, that is, conscientiousness → online social support ($\beta=0.09$, $t=6.4$, P Value = $<.01$). Also, since p-value (0.3300) neuroticism is greater than 0.05. The study concludes that the regression model does

Table 2. Reliability test result

(n=2993)	Mean	Std. Deviation	A
CON1	4.01	0.97	0.82
CON2	4.11	0.87	0.82
CON3	4.07	0.86	0.82
CON4	4.01	0.93	0.82
CON5	3.83	1.01	0.82
NEU1	2.3	0.90	0.82
NEU2	2.05	0.77	0.82
NEU3	2.75	1.19	0.83
NEU4	2.8	1.20	0.83
NEU5	2.82	1.17	0.83
AGR1	3.86	0.99	0.82
AGR2	3.94	0.94	0.82
AGR3	3.97	1.00	0.82
AGR4	3.78	1.06	0.82
AGR5	3.3	1.14	0.82
OPE1	3.95	0.95	0.82
OPE2	3.88	0.95	0.82
OPE3	3.95	0.95	0.82
OPE4	3.88	0.96	0.82
OPE5	3.77	1.00	0.82
EXT1	3.6	1.11	0.82
EXT2	3.71	1.03	0.82
EXT3	3.69	1.06	0.82
EXT4	3.83	1.03	0.82
EXT5	3.69	1.11	0.82
OSS1	3.63	1.13	0.81
OSS2	3.69	1.08	0.81
OSS3	3.7	1.07	0.81
OSS4	3.66	1.12	0.81
OSS5	3.71	1.14	0.81
SED1	3.55	1.19	0.81
SED2	3.61	1.13	0.81
SED3	3.73	1.03	0.81
SED4	3.8	1.06	0.81
SAT1	3.67	1.12	0.81
SAT2	3.81	1.01	0.82
SAT3	3.94	0.96	0.82
SAT4	4	0.95	0.82
SAT5	4.01	0.96	0.82
CONT1	3.85	1.01	0.81
CONT2	3.9	0.92	0.81
CONT3	4.09	0.84	0.82

not significantly fits the data. This implies that 0.03% of the variability in neuroticism is explained by online social support. This result indicates that neuroticism is negatively related to online social support, that is, neuroticism → online social support ($\beta=0.01$, t=0.97, P Value = >.05). Regarding agreeableness, the p-value (0.0000) is less than 0.01. The study concludes that the regression model significantly fits the data. This implies that 2.3% of the variability in the agreeableness is explained by online social support. Agreeableness is positively related to online social support, that is, agreeableness → online social support ($\beta=0.10$, t=8.4, p-value = <.01). With regards to

Table 3. Test of equality of group means

	Wilks' Lambda	**F**	**df1**	**df2**	**Sig.**
Marital	0.982	54.337	1	2996	0
Education	1	0.005	1	2996	0.945
Employ	1	0.004	1	2996	0.951
Avegcon	1	0.167	1	2996	0.682
Avegneu	1	0.962	1	2996	0.327
Avegagr	0.999	2.521	1	2996	0.112
Avegope	1	0.223	1	2996	0.637
Avegext	0.998	5.29	1	2996	0.022
Avegoss	1	0.601	1	2996	0.438
Avegsed	0.999	3.822	1	2996	0.051
Avegsat	1	0.085	1	2996	0.77
Avegcont	0.999	1.571	1	2996	0.21

Note: Wilks' Lambda test is to test which variable contribute significance in discriminant function. The closer Wilks' lambda is to 0, the more the variable contributes to the discriminant function. The table also provides a Chi-Square statistic to test the significance of Wilk's Lambda. If the p-value is less than 0.05, the study concludes that the corresponding function explains the group membership well.

Table 4. Classification of group

		Gender	**Predicted Group Membership**		**Total**
			1	**2**	
Original	Count	1	827	696	1523
		2	593	882	1475
		Ungrouped cases	1	1	2
	%	1	54.3	45.7	100
		2	40.2	59.8	100
		Ungrouped cases	50	50	100

*57.0% of original grouped cases correctly classified.

openness variable, the p-value (0.0000) is less than 0.01. The study concludes that the regression model, significantly fits the data. This implies that 2.75% of the variability in openness is explained by online social support. Openness is positively related to online social support, that is, openness → online social support ($\beta=0.12$, $t=9.2$, P Value = <.01). As shown in Table 5, extraversion p-value (0.0000) is less than 0.01. The study concludes that the regression model significantly fits the data. This implies that 12.61% of the variability in the extraversion is explained by online social support. Extraversion is positively related to online social support, that is, extraversion → online social support ($\beta=0.30$, $t=20.8$, P Value = <.01). Further, online social support p-value (0.0000) is less than 0.01. The study concludes that the regression model significantly fits the data. This implies that 14.78% of the variability in the online social support is explained by online social support, that is, online social support → satisfaction ($\beta=0.49$, $t=22.8$, P Value = <.01). As shown in Table 5, the p-value of satisfaction (0.0000) is less than 0.01. The study concludes that the regression model significantly fits the data. This implies that 22.09% of the variability in the satisfaction is explained by continuous

Table 5. Hypothesized relationships

Models (OSS)	B	SE	T	p-value	R^2	Hypothesis	Confirmation
CON	0.083	0.013	6.4	0.000	0.013	H1	Accepted
NEU	0.011	0.011	0.97	0.330	0.000	H2	Rejected
AGR	0.104	0.012	8.4	0.000	0.023	H3	Accepted
OPE	0.119	0.013	9.2	0.000	0.028	H4	Accepted
EXT	0.299	0.014	20.8	0.000	0.126	H5	Accepted
Models (SAT)							
OSS	0.49	0.022	22.8	0.000	0.148	H6	Accepted
Models (FCU)							
SAT	0.44	0.015	29.2	0.000	0.221	H7	Accepted

*CON: Conscientiousness, NEU: Neuroticism, AGR: Agreeableness, OPE: Openness, EXT: Extraversion,
OSS: Online Social Support, SAT: Satisfaction, FCU: Facebook Continuous Use.
Note: Since Eigen value is small (0.024), the less variance the function explains in the dependent variables.

use. Satisfaction is positively related to continuous use, that is, satisfaction → Facebook continuous use (β=0.44, t=29.2, P Value = <.01). In all the analyses conducted, satisfaction as a predictor of Facebook continuous use has the highest coefficient of determination and it was a little bit below weak in comparison with the threshold of 25% of R^2. Regarding online social support for unemployment, extraversion was the highest predictor. For online social support, satisfaction of the Facebook users was extremely significant while Facebook users' satisfaction exceptionally predicted Facebook continuous use. All the hypotheses proposed were accepted except H2 that had insignificant p-value.

DISCUSSION

Due to the scarcity of studies that address the role of unemployment on an indivdual's personality traits and how it influences their use of social network sites, this study fills this gap by analysing a model that explicates the interrelationships between the unemployed personality traits, online social support and continuous use of Facebook in an emerging market context. Seven hypotheses were proposed for which six were accepted while one was rejected. Thus, conscientiousness, agreeableness, openness and extraversion were all positively related to online social support. Again, online social support demonstrated a positive relationship with satisfaction with the use of facebook while satisfaction also showed a positive relationship with continuous use. Interestingly, the relationshp between neuroticism and online social support was not supported. This finding is in line with extant findings which showed negative relationship between neuroticism and Instant messaging application (Amiel and Sargent, 2004). This finding is one of the most crucial for this study because unemployment exerts social pressure on the individual because of their inability to perform statutory obligations (Raimi et al., 2015), thus leading to depressive thoughts, social withdrawal and disruption of family peace and joy (Brand, 2015).

Theoretically, our study contributes to existing knowledge by explicating how the different personality traits responds to online social support, during the period of unemployment. Majority of the studies on the relationship between personality traits and the use of social networks dwell on general experiences such as students, relationship management (Knnibbe and Luchies, 2013) and coping strategies (Lepri et al., 2016). Thus, the current study extends this body of work to unemployment as a critical social challenge. Furthermore, to the best of our knowledge there is an acute shortage of empirical studies, which examines social media use in an emerging market context in Africa. With

this study, our findings shades light on a very challenging social anomie which should be of interest to both policy makers and scholars.

Finally, our study offers many insights to different stakeholders. For instance, administrators and managers of Facebook and other social media platforms can leverage on our findings to optimize the content, particularly job-related advertisements. Nigeria and other African countries are currently facing challenging times in terms of job loss. Therefore, to continue to make these platforms attractive, they need to encourage companies who are hiring to utilize social media channels as advertisement channels.

CONCLUSION

Unemployment affects all the observed temperaments, however, the degree to which they resort to online social support divers. Extraversive individuals are the most prone to resort to online social support. The next is openness. Openness is characterized by originality, independence, and intellectual curiosity. Persons high on the openness scale are full of ideas and values and may be seen by others as intelligent. This also leaves important implications for policy planners and administrators in the developing countries. It has been found that individuals with higher level conscientiousness tend to be more empathetic towards others. Thus, people with high conscientiousness could control, regulate, and direct their impulses at ease and prompt. This finding can further be explained in line with social influence. Thus, social influence shapes people's conscientiousness, thereby influencing people's thought about their social surroundings. Conversely, people with low conscientiousness are dull and often rely on others to control, regulate, and direct their impulse.

Limitation and Future Research

One of the limitations of our study was in the representativeness of the sample. Nigeria currently has about 17 million Facebook subscribers. Thus, 3000 respondents may be unsuitable for a large country like Nigeria. The data was collected in the South Western part of Nigeria which may have neglected the views of users in the South-East, South-South, North-Central, North-East and North-West alike. It is likely that a more representative sample, could offer a different result. Neuroticism normally ranges from high to low, but our study generally lumped them together without identifying these different segments. These results could also affect the interpretation of our result. In spite of these drawbacks, it is believed that this study offers interesting perspectives to the use of Facebook by the unemployed in Nigeria.

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APPENDIX: EXAMPLES

Table 6. Conscientiousness (Yoo and Gretzel, 2011)

CON1	I carry out my plans
CON2	I pay attention to details
CON3	I am always prepared
CON4	I make plans and stick to them
CON5	I am exacting in my work
Neuroticism (Yoo and Gretzel, 2011)	
NEU1	I get stressed out easily
NEU2	I worry about things
NEU3	I fear for the worst
NEU4	I am filled with doubts about things
NEU5	I panic easily
Agreeableness (Yoo and Gretzel, 2011)	
AGR1	I sympathize with others' feelings
AGR2	I am concerned about others
AGR3	I respect others
AGR4	I believe that others have good intentions
AGR5	I trust what people say
Openness (Yoo and Gretzel, 2011)	
OPE1	I get excited by new ideas
OPE2	I enjoy thinking about things
OPE3	I enjoy hearing new ideas
OPE4	I enjoy looking for a deeper meaning in things
OPE5	I have a vivid imagination
Extraversion (Yoo and Gretzel, 2011)	
EXT1	I talk a lot to different people at parties
EXT2	I feel comfortable around people
EXT3	I start conversations
EXT4	I make friends easily
EXT5	I don't mind being the center of attention

Table 7. Online social support (Chung, 2014)

OSS1	I use Facebook to gather information about job opportunities
OSS2	I use Facebook to find out things I need about job opportunities
OSS3	I use Facebook to look for information I need about job opportunities
OSS4	I use Facebook to talk to a knowledgeable individual about job opportunities
OSS5	I use Facebook to get answers to specific questions about job opportunities

Table 8. Self-disclosure (Kim, Chung and Ahn, 2014)

SED1	I would like to use Facebook to let my life and news be known to others
SED2	I would like to use Facebook to share my unemployment experience
SED3	I would like to use Facebook to express my personality with my friends and my friend of friends
SED4	I would like to use Facebook to leave a record with photos and emoticon and show them to others

Table 9. Satisfaction (Kim, Chung and Ahn, 2014)

SAT1	I am satisfied with what I achieve at work
SAT1	I feel good at work
SAT1	I am satisfied with my use of Facebook
SAT1	I will keep using Facebook
SAT1	I will recommend people around me to use Facebook

Table 10. Continuous use (Chen, 2014)

FCU1	I will continue to use Facebook for my personal needs
FCU2	Using Facebook is something I would like to do to seek social support
FCU3	I see myself continuing to use Facebook for various reasons, such as getting close to others, and so on

Dandison Ukpabi (PhD) is a University Lecturer/Postdoctoral Researcher at the University of Jyväskylä, Finland. He obtained his PhD in Marketing in the University of Jyvaskyla, Finland , 2020. In 2017, Dandison was a visiting researcher to the University of South Australia, Adelaide, Australia where he was part of a research team that worked on project called SHARE, which was funded by the Department of Premier and Cabinet (DPC) of the South Australian Government. Besides, he has had more than 10 years working experience in countries in Africa and Europe, in a variety of roles such as lecturer and researcher. Dandison is an active member of International Federation for IT and Travel & Tourism (IFITT) and serves as the Secretary-General for IFITT Africa. Dandison is also the Chairman of the Centre for Multidisciplinary Research and Innovation, a research think-tank whose membership comprises African scholars both at home and diaspora. Dandison has more than 34 publications to his credit.

Oluwafemi Samson Balogun (PhD) is a Postdoctoral researcher in Data Science at the School of Computing, University of Eastern Finland (Kuopio Campus). He holds a Ph.D in Statistics from the Department of Statistics, University of Ilorin, Nigeria. His research interest includes categorical data analysis, machine learning, biostatistics, and modeling.

Chijioke Nwachukwu is a senior faculty at Horizons University and a Senior Research Fellow at the Centre for Multidisciplinary Research and Innovation. He has over 14 years of industry, research and teaching experience in Nigeria, Czech Republic and Mexico. He holds a Doctor of Philosophy (PhD) degree in Business Management and Economics from Mendel University in Brno, MBA in Entrepreneurship and Business Competence and Master of Science degree in Management.

Sunday Adewale Olaleye got his Doctor of Science (D.Sc) in Marketing from the University of Oulu, Oulu Business School (AACSB), Finland. He received his Masters of Science in Information Systems from Abo Akademi University, Turku, Finland, MBA from the Lapland University of Applied Sciences, Tornio, Finland, NMS iICT Certificate, Innovation and Entrepreneurship from the Nordic Master School of Innovative ICT, Turku Centre for Computer Science (TUCS), Turku, Finland and Certificate of Leadership and Management in Health from the University of Washington, USA. He is currently doing his post-doctoral research at the University of Oulu, Finland, and he is a visiting professor at Universidad de las Américas Puebla (UDLAP), Mexico. He has presented papers at conferences and published in academic journals. His research interests are emerging mobile technologies, tablet commerce, mobile commerce, circular economy, and mobile apps.

Emmanuel Awuni Kolog is a Lecturer at the Department of Operations and Management Information Systems of the University of Ghana Business School. Emmanuel's research interest is multidisciplinary which spans in the areas of Human language technologies (Affect detection), Text-based machine learning applications, business intelligence and Information systems.

Richard O. Agjei had his doctorate degree in Public Health at the University of Central Nicaragua (TAU). He additionally holds MSc. in Chemistry and Postgraduate certificate in education from University of Eastern Finland and Haaga-Helia University of Applied Sciences, Finland respectively. He has also obtained professional training on Leadership and Management in Health and Introduction to Epidemiology for Global Health from the University of Washington, USA. His experience as a teaching assistance forms the basis of his passion for Health promotion and Health education. Richard's research interest is multidisciplinary which spans the fields of Public Health, Epidemiology and Environmental Health. Richard have published in high quality journals.

Frank Adusei-Mensah has a Ph.D. in public health and has worked on different projects and presented at different conferences. He has work experience in health, industrial and educational sectors. He has published in different journals and has served as a peer reviewer to different internationally recognized journals. He is currently affiliated to the University of Eastern Finland, Kuopio, Finland as well as Center for Multidisciplinary Research and Innovations.

Donald Douglas Atsa'am (PhD) holds a PhD in Applied Mathematics and Computer Science from the Eastern Mediterranean University, North Cyprus. He is currently a postdoctoral research fellow at the University of the Free State, South Africa. He has been a lecturer at the University of Agriculture Makurdi, Nigeria since 2012. His research interests are in Data Mining and Knowledge Discovery, Machine Learning and Computational Intelligence. Donald is a Certified Information Systems Auditor (CISA) with several years of experience in systems Audit and Control.