The Roles of Personality and Behavior in Predicting a Social Media App Death

Emad AbouElgheit[1], Zareef Mohammed[2]

[1]Professor, Department of Marketing, Western Connecticut State University, University Blvd, Danbury, CT 06811, United States
Email ID: abouelgheite@wcsu.edu

[2]Assistant Professor, Department of Information Systems & Analytics, Texas State University, 601 University Drive, San Marcos, Texas 78666
Email ID: dvj15@txstate.edu

KEYWORDS	ABSTRACT
Social Media Abandonment, personality, online behavior, survey research, Structural Equation Modelling.	Not all social media platforms are successful. Research has shown personality factors can influence adoption of social media platforms and apps, but not its effect in the abandonment process. Additionally, research is needed to identify the types of online behaviors that exist in social media. This study addresses these issues by investigating the role of personality traits and social media behavior in influencing social media app abandonment. A research model consisting of the Big Five Personality traits and online behavior types was developed for this study. The results of our study revealed that only three personality traits mattered – agreeableness, openness to experience, and extraversion. Furthermore, only users who wished to retrieve information (as opposed to supply or discuss) predicted social media abandonment.

1. INTRODUCTION

In 2023, an estimated 4.9 billion people worldwide are using social media, a number projected to rise to approximately 5.85 billion by 2027. These users typically engage with six to seven different platforms each month. The social media app1 market, valued at $49.09 billion in 2022, is expected to grow at a compound annual growth rate (CAGR) of 26.2% from 2023 to 2030 (Wong & Jain, 2024). However, attracting users' attention, new app adoption and long-term usage are challenging. An app can sustain high usage and popularity for several years, such as WhatsApp, or die (i.e., abandoned by users) within a few months (Fried, 2015). The average American uninstalled 36.4% of the downloaded apps in 2022 (Statista, 2023). Even 23% of users uninstall an app after the first use (Perez, 2016), and only 3% of users continue to use the app after the first 30 days (eMarketers, 2016). Regardless of the countless apps users may have installed on their devices, they only use nine apps every day and 30 apps every month on average (Dogtiev, 2018). Even for apps that pass early uninstallation, app usage is found to drop to half after the first six months (Fried, 2015).

Technological advancements and low switching costs drive users to easily switch to using newer or better apps and social networking platforms in general (e.g. Facebook and Hi5, Facebook and Google+, MSN Messenger and ICQ, iMessage, and WhatsApp, etc.). The lifespan of mobile apps greatly differs according to app category and other factors. Recent history already confirms the death of what was once described as extremely innovative and popular social media apps such as BlackBerry Messenger, MySpace and MapQuest (Eadicicco et al., 2017), and Google+. Further research is needed to examine motivational factors that impact app adoption and abandonment (Renfree et al., 2016).

There is no thorough understanding of factors or motives behind users' intention to stop using an app or to switch to an alternative app. Liang et al. (2024) examined the reasons behind user app abandonment on smartphones. Their findings identified seven main reasons for app abandonment: functional value, information expectation, emotional value, platform service, user trust, cost, and social influence (Liang et al. 2024). Renfree et al. (2016) content that users' dependency on habit formation features (e.g., alarms) in health apps creates frustration from attempting to change behavior and leads to

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[1] In this study, the words "app" and "platform" are used interchangeably.

abandonment. Birnholtz (2010) asserts that users abandon instant messaging apps due to the lack of control over notifications amount. Fu et al. (2013) argue that app content unattractiveness, instability, and cost are the top three reasons why users hate apps. Indeed, users can abandon apps to switch or migrate to newer similar apps. Referent network size, future expectation, perceived compatibility, similarity, innovativeness, and switching cost are among several factors that impact users' intention to migrate or switch to different apps (Fang & Tang, 2017).

Technical factors such as features, user experience, and performance do not solely impact users' intention to abandon apps. Earlier studies have identified app-related, personality-related, and user-app-related factors that may impact users' intention to abandon an app. Specifically, prior research has examined the impact of personality traits on social app adoption (Claire et al., 2008; Xu et al., 2016). However, no earlier studies were found that explain the impact of personality traits on users' intention to abandon apps. The value of examining users' intention to abandon lies in providing early signals for popular mainstream app makers to react and change their strategies before it is too late. Users' personalities shape their online behavior (Xu et al., 2015), and in turn shape their types of participation and engagement in apps and app-related digital properties (i.e., fan pages, belongs, etc.) (De Valck et al., 2009). Accordingly, the type of social media usage or user behavior, such as posting content, catching up on information and news, or engaging in conversations, can also predict users' intentions to continue using or abandon a social media app.

This study aims to understand the role of personality traits and social media behavior in influencing social media app abandonment. In particular, the paper explains how the Big Five personality traits (i.e., openness, conscientiousness, extraversion, agreeableness, and neuroticism) (Digman & Takemoto-Chock, 1981) affect certain online behavior (i.e., retrieve, supply, and discuss) (De Valck et al., 2009), and in turn, impact their intention to abandon the app. This paper is structured as follows: the next section presents the literature review, followed by the theoretical framework. This is then followed by research design, leading to the discussion, and then finally the conclusion.

2. LITERATURE REVIEW

Research on social media behavior and its various facets can be broadly categorized into three main lines of thought (see Appendix). Firstly, studies on factors influencing social media continuance and abandonment (Akdim et al., 2022; Farooq et al., 2023; Feng et al., 2024; FranzmannDaniel et al., 2020; Fu & Li, 2020; Hong & Oh, 2020; Mohit et al., 2023; Nguyen, 2023; Wong & Jain, 2024). Secondly, research has explored the relationships between personality traits and social media behavior (Amichai-Hamburger & Vinitzky, 2010; Bowden-Green et al., 2020; Hong & Oh, 2020; Lee et al., 2014; Lee et al., 2020a; Saghieh et al., 2023; Yang et al., 2023). Thirdly, the impacts of technical aspects such as user behavior patterns and app usage, and design changes on app abandonment (Bang et al., 2017; de Valck et al., 2009; Furneaux & Rieser, 2022; Shwartz-Asher et al., 2020).

Table A. Literature Summary

Line of Thought	Studies	Summary of Key Findings
Factors Influencing Social Media Continuance and Discontinuance	(Akdim et al., 2022; Farooq et al., 2023; Feng et al., 2024; FranzmannDaniel et al., 2020; Fu & Li, 2020; Hong & Oh, 2020; Mohit et al., 2023; Nguyen, 2023; Wong & Jain, 2024)	These studies investigate the factors that influence users' decisions to continue or discontinue using social media apps. Key findings highlight the importance of user satisfaction, perceived usefulness, and ease of use in promoting continuance. Conversely, factors such as privacy concerns, perceived overload, and negative social interactions contribute to discontinuance. Excessive information and constant communication demands can lead to cognitive overload, stress, and ultimately, social media fatigue. This fatigue often results in reduced engagement or complete discontinuance of social media use.
Personality Traits and Social Media Behavior	(Amichai-Hamburger & Vinitzky, 2010; Bowden-Green et al., 2020; Hong & Oh, 2020; Lee et al., 2014; Lee et al., 2020a; Saghieh et al., 2023; Yang et al., 2023)	These studies explore how individual differences in personality traits influence social media activities such as self-disclosure, content creation, and susceptibility to social media influences. Key findings indicate that traits like extraversion and openness are positively correlated with higher levels of social media engagement, while traits like neuroticism may lead to more passive use.

Line of Thought	Studies	Summary of Key Findings
		Additionally, susceptibility to social media influences varies significantly based on personality traits.
User Behavior Patterns, App Usage, and Design Changes	(Bang et al., 2017; de Valck et al., 2009; Furneaux & Rieser, 2022; Shwartz-Asher et al., 2020)	These studies analyze user behavior patterns, app usage, and the effects of design changes on user engagement. Key findings indicate that user engagement is significantly influenced by app design, usability, and feature updates. Design changes that enhance user experience and provide new functionalities tend to increase user engagement, while poorly implemented changes can lead to user dissatisfaction and reduced usage.

Factors Influencing Social Media Continuance and Abandonment

The literature on social media continuance and abandonment raises key questions about the factors driving users' decisions to either persist with or discontinue their use of platforms. Key findings highlight the roles of perceived benefits, fear of missing out (FoMO), satisfaction, and commitment in influencing continuance, while factors such as regret, privacy concerns, emergence of a new platform, negative experiences, design change, and information overload are significant in driving discontinuance.

Akdim et al. (2022) examined the main factors that determine users' continuance intention to use social mobile apps and investigated whether there are differences in the significance of these factors between utilitarian and hedonic apps. Their findings revealed that continuance intention to use is explained by perceived usefulness, perceived ease of use, perceived enjoyment, satisfaction, and user experience. Additionally, they found that the impact of utilitarian variables is generally greater for utilitarian apps, whereas the impact of perceived enjoyment is higher for hedonic apps. Mohit et al. (2023) examined the factors impacting social networking site (SNS) continuance and how commitment moderates these factors' effects on continuance intention. They found that perceived benefits, such as enjoyment and learning, along with the costs of non-usage, specifically FoMO, positively influence an individual's attitude toward SNS continuance. Conversely, the cost of usage, particularly privacy concerns, negatively affects this attitude. Additionally, commitment significantly moderates the impact of FoMO on attitudes toward continuance.

Farooq et al. (2023) examined the drivers and inhibitors of social media discontinuation, identifying three main categories: individual, relational, and platform specific. Within the individual category, drivers and inhibitors were further divided into cognitive, behavioral, and emotional factors. The study found that most drivers of social media discontinuation fall within the individual or relational categories, while also emphasizing the need for further research on inhibitors of social media discontinuation. Conforming this trend, Hong & Oh (2020) found that key motivations for leaving Facebook include the emergence of new platforms, addiction, peer pressure, privacy concerns, information overload, annoyance, banality, and productivity issues.

The impact of overload on social media fatigue and discontinuance is found to be linked to higher levels of social media fatigue and abandonment. Fu & Li (2020) examined the environmental factors that induce negative personal states leading to social media discontinuance, specifically focusing on how dissatisfaction and social media fatigue impact reduced usage and abandoned usage of social media. Their findings indicate that perceived technology overload, information overload, and social overload contribute differently to social network fatigue and dissatisfaction. They found that dissatisfaction has a greater impact on abandoned-usage behavior compared to social media fatigue, while both dissatisfaction and social media fatigue have similar impacts on reduced-usage behavior. Additionally, they discovered that reduced-usage behavior often leads to abandoned-usage behavior. In addition, Feng et al. (2024) found that various stressors, including system feature overload, and negative emotions such as technostress, and guilt, are significantly correlated with social media discontinuance. Additionally, gratifications were found to be negatively associated with both discontinuance and fatigue. The study also revealed that self-disclosure, social comparison, and FoMO, as well as addiction, were significantly associated only with fatigue.

Huang et al. (2024) examined the factors influencing social media discontinuance intention, the antecedents of regret in social media usage, and strategies to mitigate regret in social media usage. Their findings indicate that regret fully mediates the relationship between the dark side of social media (e.g., cyberbullying, misinformation, and information overload) and discontinuance intention. Additionally, the relationship between the dark side and regret is influenced by privacy control and the valence of social media usage. Wang et al. (2021) also indicated that regret positively influences social media

discontinuance intentions, while inertia negatively influences these intentions. Additionally, they found that social media habits, sunk costs, and affective commitment are positively related to users' inertia.

Nguyen (2023) examined the motivations for people to disconnect from social media and the challenges they face when wanting to disconnect or stay disconnected. The study found that individuals disconnect for reasons such as lack of interest, overuse, social influences, and work-life balance. Disconnection experiences are highly variable across different individuals and even within the same individual over time, often triggered by significant life transitions or broader lifestyle choices. Additionally, the study identified practical, social, and societal challenges that make disconnection not always desirable or feasible.

FranzmannDaniel et al. (2020) examined how design overhauls impact user behavior and continuance intentions, as well as the causes of the decrease in app ratings following a design overhaul. Their findings indicated that the design overhaul led to a significant decrease in app store ratings and initiated a social media firestorm among users. They concluded that substantial changes in app design trigger a new adoption process and impact the perceived ease of use.

Personality Traits and Social Media Behavior

The exploration of personality traits and social media behavior raises key questions about how individual differences shape online engagement and influence social media interactions. Key findings suggest that personality traits such as extraversion, neuroticism, and openness significantly impact behaviors like self-disclosure, content creation, and susceptibility to influence. Additionally, traits like conscientiousness and impulsiveness play crucial roles in determining users' continuance intentions and vulnerability to social media addiction. These insights contribute to a deeper understanding of the psychological factors that drive digital behavior.

Lee et al. (2014) examined the relationship between personality traits and social media fatigue among Facebook users. Their findings indicate that the Big Five personality traits (extraversion, openness, conscientiousness, agreeableness, and neuroticism) can explain 38.5% of the social media fatigue phenomenon. Specifically, neuroticism has a positive correlation with social media fatigue, while extraversion, agreeableness, conscientiousness, and openness to experience have negative correlations with social media fatigue. Among these traits, extraversion has the most significant effect on social media fatigue, followed by neuroticism, agreeableness, conscientiousness, and openness to experience. Additionally, the Social Media Fatigue Scale has an explanatory power of 48.1% toward fatigue behavior.

Conforming this trend, Hong & Oh (2020) examined the motivations for Facebook users to leave the platform and whether the five personality traits influence these motivations. They found that neuroticism was positively related to addiction, banality, annoyance, privacy, and information overload, while openness was positively related to banality but negatively related to addiction and peer pressure. Extraversion was positively associated with the emergence of new platforms and negatively associated with privacy and productivity. Conscientiousness was negatively related to peer pressure, addiction, annoyance, the emergence of new platforms, information overload, and privacy, whereas agreeableness was negatively associated with peer pressure, addiction, and privacy. Additionally, Lee et al. (2020) indicated that Extraversion, Openness to Experience, and Neuroticism positively and significantly affect self-disclosure, while Agreeableness and Conscientiousness do not have a significant impact. Furthermore, self-disclosure was found to positively and significantly affect the continuance intention of social media users.

Amichai-Hamburger & Vinitzky (2010) examined the connection between the personality of individual users and their behavior on Facebook. They found that extroverted individuals have a higher number of Facebook friends but do not necessarily participate more in Facebook groups. Highly neurotic individuals are more inclined to post their photos on their Facebook profile. Agreeableness is related to the use of Facebook features, with an interaction effect between agreeableness and gender on uploading pictures. Individuals high in openness to experience use more features from the personal information section of Facebook. Conscientious individuals have a higher number of Facebook friends and use the picture upload feature less. In addition, Bowden-Green et al. (2020) found that extraverts are more likely to use social media, spend more time on it, and create content regularly. Extraverts use positive words, comment frequently, provide feedback, and share content publicly. They perceive social media as useful and are motivated to use it for social goals, tend to have larger networks, and join groups. Additionally, extraverts display positivity and are generally unconcerned about disclosing personal data but are also privacy-conscious in certain contexts.

Yang et al. (2023) examined how personality traits affect social media users' content creation behavior (CCB) and information dissemination behavior (IDB), and the role of social presence in these relationships. They found that extraversion positively impacts both CCB and IDB, while conscientiousness negatively impacts CCB. Openness and agreeableness were found to have no significant impact on social media behavior. Additionally, social presence significantly moderates the relationships between personality traits and social media behaviors.

Saghieh et al. (2023) examined the relationship between personality variables such as impulsivity, self-esteem, and social desirability, and susceptibility to being influenced by social media influencers. Their findings indicated that individuals with higher impulsivity are more susceptible to being influenced by social media influencers. Furthermore, influencers with fewer

specific characteristics were found to be more effective. The study also revealed that participants' long-term behaviors, attitudes, and beliefs were more subject to influence rather than momentary actions.

User Behavior Patterns and App Abandonment

The study of user behavior patterns, app usage, and design changes raises important questions about how virtual communities, content strategies, and app design influence user engagement and abandonment. Key findings suggest that user participation patterns, such as social involvement and early-time usage, significantly predict continued usage and app intensity. Virtual communities play a distinct role in influencing consumer decisions, while content strategies are shaped by user characteristics and platform preferences. Additionally, design changes can lead to decreased app ratings and user dissatisfaction, highlighting the impact of design overhauls on continuance intentions and the need for careful management of user experience during such transitions.

Users engage in social media for different reasons, and accordingly, use it differently. de Valck et al. (2009) examined the determinants and effects of virtual community influence on the consumer decision process, the participation patterns within virtual communities, and the discussion practices of the most active community members. Their findings revealed that virtual communities function as reference groups distinct from traditional ones due to their heterogeneous nature. They found that social involvement and frequency of visits are significantly related to the influence of the community, which is most impactful during the information search phase of the consumer decision process. The study identified six distinct member types based on participation patterns: core members, conversationalists, informationalists, hobbyists, functionalists, and opportunists, with core members and conversationalists being the most dedicated and involved. Additionally, forum discussions were categorized into four main frames: sharing knowledge, negotiating norms, opposing values, and celebrating similarities.

Shwartz-Asher et al. (2020) examined whether content-related strategies on social media, referred to as social media knowledge-sharing behaviors, are determined by user characteristics. Their findings indicated that knowledge creation and knowledge targeting behaviors were correlated with multiple functional intentions of users, suggesting that users with more functional goals tend to create and broadcast knowledge more than those with fewer goals. Additionally, user intensity did not have a strong relationship with any knowledge-sharing behaviors, and platform preferences showed diverse differences depending on the social media app.

The adoption time and behavior are found to be predictors of future abandonment behavior. Bang et al. (2017) examined how users' early-time app usage patterns predict their continued usage and usage intensity of the app. They found that these early-time usage patterns are significant predictors of both continued usage and usage intensity. Additionally, the predictive power of these patterns varies across different app types and user groups (Bang, Lee, & Kim, 2017). Furneaux & Rieser (2022) examined the motivations behind individuals abandoning hedonically oriented personal-use software applications (e.g., social media) after successful adoption. Their findings indicate that application-related use activity significantly diminishes the likelihood of application abandonment. Additionally, in-application user interaction and application complexity, along with maintenance by developers, reduce the likelihood of abandonment. Both nonmonetary and monetary commitments also play a role in decreasing the likelihood of users abandoning these applications.

Evaluating the Body of Knowledge

There is a broad consensus that perceived benefits, such as enjoyment and learning, positively impact social media continuance (Mohit et al., 2023; Akdim et al., 2022). Studies consistently find that information overload, communication overload, and social overload contribute to social media fatigue and discontinuance intentions (Fu & Li, 2020; Lin et al., 2020). These forms of overload lead to dissatisfaction and reduced engagement. The role of personality traits, particularly extraversion and neuroticism, in influencing social media behavior and continuance is widely acknowledged (Lee et al., 2020; Bowden-Green et al., 2020; Amichai-Hamburger & Vinitzky, 2010). Extraversion is generally associated with higher engagement, while neuroticism is linked to social media fatigue and discontinuance. The impact of early-time app usage patterns on continued usage is well-documented. Early engagement and usage intensity are significant predictors of long-term app use (Bang et al., 2017). The influence of design overhauls on user behavior is also a point of consensus. Significant changes in app design can lead to decreased app ratings and user dissatisfaction, necessitating careful management of user experience during such transitions (Franzmann et al., 2020).

The interaction between different types of overloads (e.g., information, communication, social) and other psychological states, such as regret and self-regulation, is not fully understood (Fu & Li, 2020; Huang et al., 2024). Exploring these interactions could inform interventions to mitigate negative experiences and enhance user satisfaction. While drivers of social media discontinuation are well-studied, inhibitors are less understood (Farooq et al., 2023). Identifying factors that prevent users from abandoning social media could inform strategies to improve user retention.

The relationships between various external (e.g., peer influence, app design, and the emergence of new platforms) and internal factors (e.g., regret, dissatisfaction, and guilt) and app abandonment have been extensively examined. In addition, the links between personality types and use behavior on social media has been well studied. However, the direct link between

personality types and social media app abandonment has not been covered. Also, there is a need for a new model that incorporates personality types, social media behavior, and abandonment intention.

3. THEORETICAL FRAMEWORK

Social media app abandonment may be determined by the level of social influence exerted by the app. Technological factors alone are not enough to explain why apps succeed for a long period of time or simply die out, either due to app switching or simply lack of adoption and use. Rather, we argue that social media users form communities, in the same way individuals join virtual communities in online marketplaces or forums, which are in turn influenced by their personality traits.

While the size, density, diversity, and other salient characteristics of these virtual communities may be a major factor in the success of social media, it is also important to recognize the type of user within the community itself. Essentially, by categorizing users, it may be possible to determine the interaction, and thereby, the influence these users have in keeping the community alive, and in turn, the platform alive. In their study, de Valck et al. (2008) identified three types of behavioral characteristics in virtual communities: retrieve, supply and discuss information. The *retrieve information user* would join a community specifically for retrieving information from other community members about a particular product, or issue. With regards to social media, this may be a passive user. For instance, the user would be more involved in using social media to keep up to date with contacts and communities. Essentially, the passive user would not engage in social media to expand their network. Additionally, the passive user would be influenced by others using social media. However, the more content the *retrieve information users* can attain from a social media app, the less likely they are to abandon it, leading to the following hypothesis.

H1: Retrieve Information Users are negatively related to Social Media App Abandonment.

Alternatively, the *supply information user* would be more of an active participant, in that they may be the ones that would first share social media with friends and family members, and generally keep the community alive. Specifically, the *supply information user* may have a stronger desire for social media. The active *supply information user* would therefore use a social media app for building their network. If the platform seems to be dying, individuals with this supply behavior may still try to keep the platform alive as opposed to abandoning it, connecting with new friends, and continually creating a network. Thus, the *supply information user* may have a negative relationship with social media abandonment.

H2: Supply Information Users are negatively related to Social Media Abandonment.

The *discuss information user*, according to de Valck et al. (2008), would join online communities to share disappointing experiences to reduce dissatisfaction. In the context of social media apps, these users may seek social support from others on specific topics of interest. Hence, they may see value in using social media apps and may be willing to keep the platform alive to ensure they have an adequate space to share their experiences. Hence, we posit that these users are less likely to abandon a social media app.

H3: Discuss Information Users are negatively related with Social Media Abandonment.

Personality Traits

Research in the field of social media usage has revealed personality traits to be salient to the (dis)continuance intention of social media platforms (Bowden-Green et al., 2020; Hong & Oh, 2020; Yang et al., 2023). While users may fall into one or more of the three above mentioned categories – *retrieve information users, supply information users, or discuss information users* - their personalities may contribute to these behavioral choices. The *big five personality* traits are among the most prominently used frameworks for describing individuals' personality traits. The big five personality traits exist along a continuum for each of the five following dimensions: openness to experience, extraversion vs. introversion, conscientiousness, agreeableness, and neuroticism (Goldberg, 1993).

Openness to experience refers to an individual's propensity to experience new things. Individuals that score high on the *openness* scale essentially are more curious, accepting of change, and creative. Several studies have found a negative relationship between *openness* and social media abandonment (Hong & Oh, 2020; Lee et al., 2014). With regards to Facebook, Bowden-Green et al. (2020) found that users that scored higher on *openness* are likely to use more of the platform's features – this may be relevant to *retrieve information users*. In addition, Lee et al. (2020) found a positive link between *openness* and self-disclosure. With regards to online communities, self-disclosure may be like *supply information users*, as well as *discuss information users*. This leads us to the development of the following hypotheses.

H4a: A high level of Openness to Experience is positively related to Retrieve Information Users.

H4b: A high level of Openness to Experience is positively related to Supply Information Users.

H4c: A high level of Openness to Experience is positively related to Discuss Information Users.

Extraversion refers to an individual's interaction with others, displaying characteristics such as talkativeness, assertiveness, and being sociable (Goldberg, 1993). The extravert is one who cares for social interaction, whereas, on the opposite end of the spectrum, is the introvert, who prefers to minimize their social interaction with others. The extravert would seek to

connect with others and expand their social network, whereby the introvert would seek to do the opposite. Correa et al. (2010) found individuals who scored higher on *extraversion* dimension were positively correlated with social media use. Similar results were obtained from Mark and Ganzach (2014), whereby *extraversion* was significantly and positively correlated with online communication (such as the use of social media or instant messaging), leisure, academic (academic behavior), and economic behavior. Likewise, studies have shown that extraversion was negatively associated with social media fatigue (Lee et al., 2014) and was positively related with self-disclosure (Lee et al. 2020). Extraverts were also found to participate more on social media apps through commenting and providing content (Bowden-Green et al., 2020). Given the results of prior literature, we expect individuals that are more extraverted to be *retrieve, supply,* and *discuss information users.*

H5a: A high level of Extraversion is positively related to Retrieve Information Users.

H5b: A high level of Extraversion is positively related to Supply Information Users.

H5c: A high level of Extraversion is positively related to Discuss Information Users.

Conscientiousness refers to individuals that are more detailed and action-oriented, and are more risk-averse, organized, and act upon precaution and foresight (Bansal et al., 2010; Paunonen & Ashton, 2001; Vollrath, Knoch, & Cassano, 1999). When measured in relation to online communications, Mark and Ganzech (2014) did not obtain significant results, however, Ryan and Xenos (2011) established that Facebook users scored low on *conscientiousness*. Likewise, the findings of Lee et al. (2020) also resulted in *conscientiousness* not having any significant impact on social media behavior. However, Hong and Oh (2020) found *conscientiousness* was negatively related to addiction and the emergence of new platforms. Given the difference in results in literature pertaining to online communication and *conscientiousness*, we assume that individuals that are highly *conscientious* may be more associated with passive, *retrieve information* behavior as opposed to *supply* or *discuss information* behavior. Specifically, conscientious individuals are more organized and would use social media for a specific purpose. The conscientious individual may not seek to randomly build their social network, and may act passively, using the app only to connect with friends and family. This assumption is supported by the findings that indicate that low conscientious individuals are high usage Facebook users (Ryan & Xenos, 2011).

H6: A high level of Conscientiousness is positively related to the Retrieve Information User.

Agreeableness refers to individuals that are trusting, warm, kind, flexible, and considerate (Goldberg, 1992). The agreeable individual may be more willing to accommodate others' opinions and make peace as opposed to pursuing a course of conflict. While both the *extraversion* and *agreeableness* personality traits refer to sociability, they are distinct from one another. An extravert individual cares for social interaction, but they may still disagree with others. The agreeable individual tries to achieve peace, whereby they may submit to another's opinion if it resolves a disagreement easily. Support for the role of *agreeableness* in its impact on social media behavior is like that of *conscientiousness* where there are mixed results. Some studies found it has a negative impact on social media fatigue (Lee et al., 2020), addiction (Hong & Oh, 2020), and a positive influence on usage (Amichai-Hamburger & Vinitzky, 2010). However, other studies established its diminished role in social media behavior (Lee et al., 2020; Yang et al., 2023). Given the contention of results in prior literature, we assume that when related to social media user types, *agreeable* individuals are more likely to be *retrieve information users*. A purely agreeable person may be less likely to volunteer their opinions in online communities as they may be conscious of what others may think of them.

H7. A high level of Agreeableness is positively related to the Retrieve Information User.

Neuroticism refers to emotional instability, whereby the individual that scores high on this dimension are more anxious, depressed, stressed, fearful and volatile (Goldberg, 1992). The emotionally unstable individual tends to have more negative emotion (Bansal et al., 2010). Neuroticism has been related to a number of online behaviors, such as using the Internet for entertainment purposes (Amichai-Hamburger & Ben-Artzi, 2000), while sharing negative relationships with academic purposes or online purchasing (Tuten & Bosnjak, 2001). With regards to online communications, research has found conflicting findings on *neuroticism*. Ryan and Xenos (2011) found a positive relationship with Facebook and *neuroticism*. These results were supported by Mark and Ganzach (2014). Alternatively, Correa et al. (2010) found a negative relationship between *neuroticism* and social media use, while Amiel and Sargent (2004) found a negative relationship between texting and *neuroticism*. *Neuroticism* was also established as an influential factor towards self-disclosure (Amichai-Hamburger & Vinitzky, 2010; Lee et al., 2020). The result of prior literature suggests that neurotic users may likely be both *supply* and *discuss information users*, especially the latter, where they may use social media often to express grievances over matters that they may be disappointed with. However, there are few studies to assume neurotic users may also be high *retrieve information users*. Such users may more likely be willing to express their opinions through the provision of posts and content, as opposed to attaining content. The following hypotheses are developed for neurotic users.

H8a. A high level of Neuroticism is positively related to the Supply Information User.

H8b. A high level of Neuroticism is positively related to the Discuss Information User.

Emad AbouElgheit, Zareef Mohammed

In summary, we argue that users on social media apps may be categorized as one or more of three types of *information users*. However, these user types are further influenced by personality traits. Figure 1 depicts the research model for this study. In the next section, we present the results of this study by testing the hypotheses developed in this section.

Figure 1. Research Model
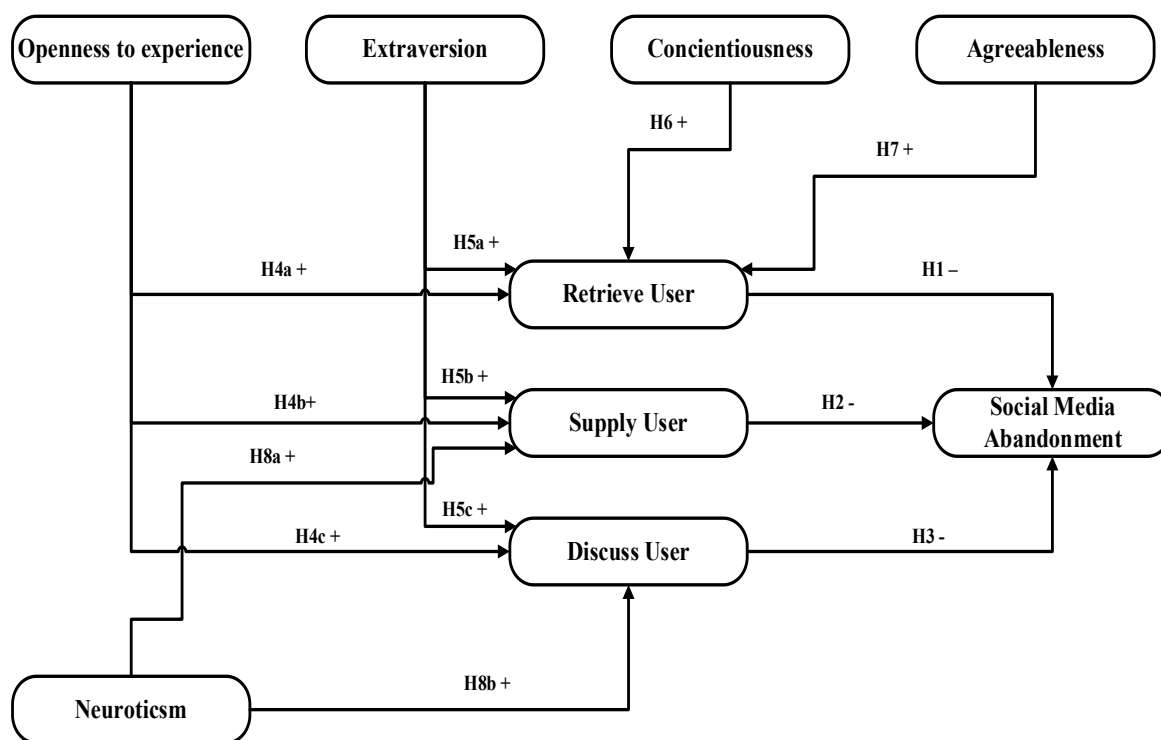
4. RESEARCH DESIGN

We utilized quantitative research methodology for this study by employing a survey questionnaire. Survey items related to the constructs of this study were measured on a five-point Likert scale ranging from strongly disagree to strongly agree. The survey was distributed using Pollfish to participants in the US who use social media. In total, we collected data from 300 participants. Analysis of demographic information is presented in table 1. Data was analyzed using Partial Least Squares – Structural Equation Modeling (PLS-SEM). Specifically, we first measured the measurement model using Confirmatory Factor Analysis (CFA) and then the structural model using the PLS-SEM Path Modeling approach. In addition, Common Method Variance (CMV) was assessed through a variety of techniques as discussed next.

Data Analysis of CMV

In social science research, CMV is a problem associated with data collection when both independent and dependent variables are perceptual measures and attained from the same participant (Chang et al., 2010; Podsakoff et al., 2003). CMV can be overcome and tested by using procedural methods and statistical methods. For procedural methods, questionnaires should be simplistic and interpretable and should be administered in a randomized manner (Podsakoff et al., 2003). This was done for this study to reduce CMV.

For statistical methods, two approaches were used – the Harman's Single Factor test (Podsakoff et al., 2003) and the Full Collinearity Test (Kock, 2015). For the Harman's Single Factor test, all measurement items are loaded into one factor in an Exploratory Factor Analysis (EFA), which is unrotated using principle-component (Podsakoff et al., 2003). If 50% or more of the variance is explained in this EFA, then it is likely that CMV is present. In this study, the resulting variance explained was 23.97%, suggesting that CMV was not present in this study.

For the Full Collinearity Test, the Variance Inflation Factor (VIF) for each latent variable should be used to determine if CMV is present. In general, a VIF of under 3.3 is suggested, however, this threshold may be considered conservative, and a more lenient threshold is that of under 5 (Kock, 2015). For this study, the VIF for each latent variable was under the 3.3 threshold, suggesting that CMV was not present in this study, especially when taken together with the Harman's Single Factor test.

Table 1. Demographic Information

Gender			Marital Status	
Male	138		Divorced	27
Female	162		Living with Partner	44
Age			Married	84
18 – 24	34		Prefer not to say	4
25 – 34	75		Separated	15
35 – 44	68		Single	122
45 – 54	53		Widowed	4
More than 54	70		**Employment**	
Education			Employed for wages	132
High School	132		Homemaker	23
Middle School	11		Military	1
Vocational Technical College	39		Retired	30
University	93		Self-employed	28
Postgraduate	25		Student	17
			Unable to work	17
			Unemployed – looking	45
			Unemployed – not looking	5
			Other	2

Data Analysis of Measurement Model

The measurement model involves the testing of the measurement items (i.e., the survey questionnaire items) in their construction of the latent variables (or constructs) they measure. This is first assessed by the factor loadings, where factor loadings should be above 0.70 in PLS-SEM but can still be acceptable if it is above 0.50 (Hair et al. 2017). All factor loadings were acceptable, most of which were above 0.7, while the lowest factor loading was 0.656. After assessing the factor loadings, reliability, convergent validity, and discriminant validity must be tested.

For reliability, both Cronbach's Alpha and Composite Reliability (CR) are used – the latter being a stronger indicator than the former. Both Cronbach's Alpha and CR should be over 0.7, however, a 0.6 threshold is also acceptable (Moss et al., 1998). As seen in table 3, most latent variables had Cronbach's Alpha above the 0.7 threshold, however, *agreeableness*, *conscientiousness,* and *openness* did not. Yet, reliability is still established for these three latent variables as they all had a CR of over 0.7. *Agreeableness* and *openness* also had Cronbach's alpha values over 0.6, while *conscientiousness* was just under this at 0.596. However, given that *conscientiousness* did have a CR value of over 0.7, we assume reliability is still established for this latent variable, as CR is a better measure of reliability than Cronbach's Alpha (Hair et al., 2017).

Table 2. Measurement Model Results

	Agree	Con	Aban	Disc	Extra	Open	Neu	Ret	Supp	CA	CR	AVE
Agree	**0.752**									0.616	0.795	0.565
Con	0.257	**0.739**								0.596	0.782	0.545

Aban	-0.15	-0.102	**0.919**						0.939	0.956	0.845
Disc	0.294	0.231	-0.202	**0.827**					0.77	0.867	0.685
Extra	0.199	0.256	-0.054	0.472	**0.756**				0.813	0.87	0.572
Open	0.344	0.435	-0.069	0.446	0.488	**0.709**			0.67	0.801	0.503
Neu	-0.124	-0.257	0.108	-0.099	-0.296	-0.24	**0.815**		0.833	0.887	0.663
Ret	0.334	0.287	-0.24	0.708	0.392	0.442	-0.073	**0.784**	0.79	0.864	0.615
Supp	0.218	0.116	-0.112	0.733	0.432	0.426	-0.084	0.688	**0.816**	0.75	0.856	0.666

Agree – Agreeableness, Con – Conscientiousness, Aban – Social Media Abandonment, Disc – Discuss Information User, Extra – Extraversion, Open – Openness to Experience, Neu – Neuroticism, Ret – Retrieve Information User, Supp – Support Information User, CA – Cronbach's Alpha, CR – Composite Reliability, AVE – Average Variance Extracted.

Square root of AVE in bold in diagonal.

The Average Variance Extracted (AVE) is used as a measure of convergent reliability, whereby its value for each latent variable must be over 0.50 (Fornell & Larker, 1981). This is depicted in table 2 where all the AVE's for each latent variable was over this threshold value indicating convergent reliability was established. Two methods of analysis for establishing discriminant validity are the heterotrait-monotrait (HTMT) matrix of correlations and the Fornell-Larker criterion (1981). All correlations should be below 0.9 in the former, while the latter requires all correlations between latent variables to be less than the square-root of the AVE of the latent variables. The HTMT is presented in table 3, while the Fornell-Larker criterion can be seen in table 2 with the square-root of AVE's on the diagonal. The results from the HTMT indicate that discriminant validity is established for all latent constructs besides *retrieve*, *supply,* and *discuss information users* as the correlations of both *retrieve* and *supply* with *discuss* are over 0.9. However, *retrieve and supply* both have a correlation that is below 0.9. When compared with the Fornell-Larker criterion, however, the correlation of all latent constructs is below the square-root of AVE's of the latent constructs. Hence, given these results, it can be assumed that discriminant validity is established. After testing the measurement model, the structural model is discussed next.

Table 3. HTMT Matrix of Correlations

	Agree	Con	Aban	Disc	Extra	Open	Neu	Ret	Supp
Agree									
Con	0.384								
Aban	0.193	0.137							
Disc	0.432	0.341	0.238						
Extra	0.276	0.383	0.12	0.584					
Open	0.536	0.661	0.099	0.617	0.651				
Neu	0.222	0.391	0.117	0.118	0.354	0.332			
Ret	0.47	0.394	0.273	0.911	0.489	0.603	0.098		
Supp	0.324	0.197	0.142	0.949	0.545	0.584	0.103	0.89	

Agree – Agreeableness, Con – Conscientiousness, Aban – Social Media Abandonment, Disc – Discuss Information User, Extra – Extraversion, Open – Openness to Experience, Neu – Neuroticism, Ret – Retrieve Information User, Supp – Support Information User.

Data Analysis of Structural Model

Using PLS-SEM Path Modeling, we attained results for the relationships between the latent variables, and hence tested the hypotheses of this study, as seen in figure 2 and table 4. Our results indicate that among the three user types, only *retrieve information users* negatively influence *social media abandonment*, supporting **H1**. However, *supply* and *discuss information*

users were not statistically significant in their relationships with *social media abandonment*, thus rejecting **H2** and **H3.** Furthermore, our results do support the impact of personality types influencing user types. *Openness to Experience* has a statistically significant and positive impact on all three user types, supporting **H4a, b,** and **c**. Likewise, *extraversion* also had a statistically significant and positive impact on all three user types, supporting **H5a, b,** and **c**. **H7** was also supported, where *agreeableness* had a statistically significant and positive impact on *retrieve information users*.

Figure 2. Results of Structural Model
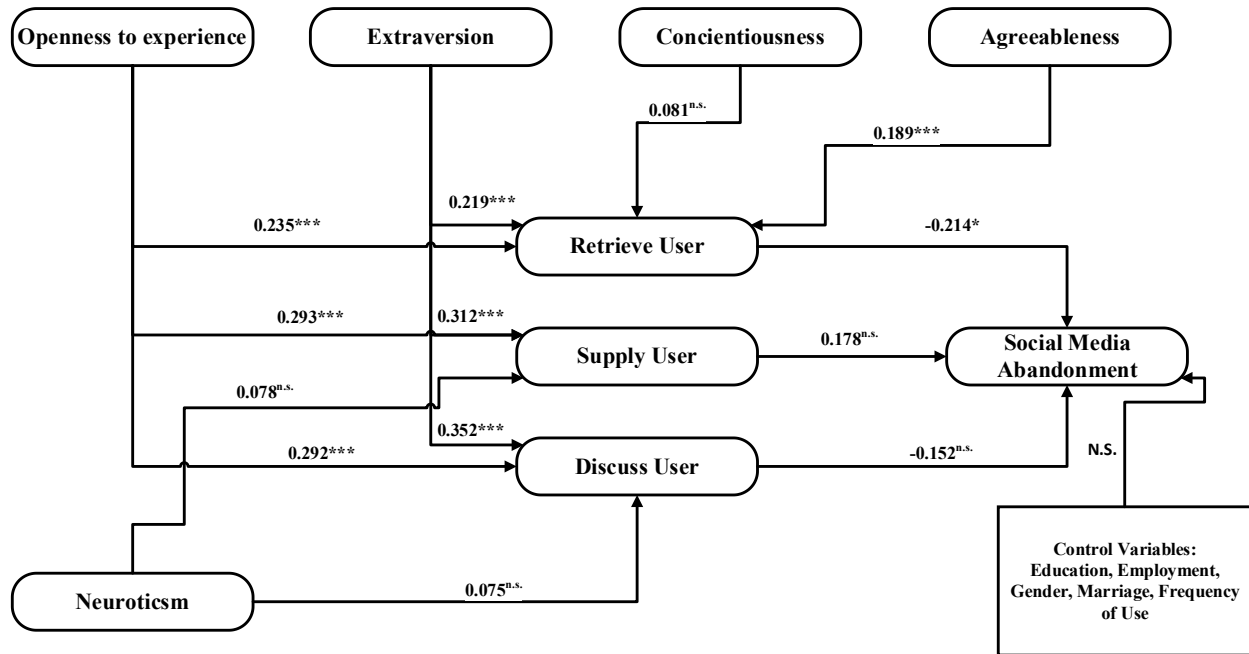
p < 0.05*, p < 0.01**, p < 0.001, Not Significant$^{.n..s}$

Interestingly however, **H6** was not supported, and neither were **H8a** nor **b.** The results of the analysis showed that *conscientiousness* and *neuroticism* did not have any statistically significant impacts on the user types. Our study also found that none of the control variables had an impact on *social media abandonment.* Overall, the variance explained in the model was acceptable for social science research, where the R-squared values were 27.6%, 25.3%, and 28.9% for *retrieve, supply,* and *discuss information users*, respectively. *Social media abandonment* had an R-squared value of 8.6%. The implications of these results are discussed next in the discussion section of this study.

Table 4. Supported Hypotheses

Hypothesis		Support
H1	Retrieve ☐ Social Media Abandonment	Supported
H2	Supply ☐ Social Media Abandonment	Not Supported
H3	Discuss ☐ Social Media Abandonment	Not Supported
H4a	Openness ☐ Retrieve Information User	Supported
H4b	Openness ☐ Supply Information User	Supported
H4c	Openness ☐ Discuss Information User	Supported
H5a	Extraversion ☐ Retrieve Information User	Supported
H5b	Extraversion ☐ Supply Information User	Supported
H5c	Extraversion☐ Discuss Information User	Supported
H6	Conscientiousness ☐ Retrieve Information User	Not Supported
H7	Agreeable ☐ Retrieve Information User	Supported

H8a	Neuroticism ☐ Supply Information User	Not Supported
H8b	Neuroticism ☐ Discuss Information User	Not Supported

5. DISCUSSION

Social media abandonment is a topic of interest for researchers. In this study, we investigate the role of user types in determining the abandonment of a social media app. User behavior can be categorized into three types: (1) *retrieve information users*, (2) *supply information users*, and (3) *discuss information users*, which are in turn influenced by personality traits. Here it can be seen that only one user type has an impact on an individual's decision to abandon a social media app – *the retrieve information user*. These results are surprising, as we expected that all three user types would contribute to a person's decision to stay or leave a social media app. However, given the copious amounts of social media apps in today's digital age, the emphasis on the utility of retrieving information seems more relevant than mere socialization aspects. Specifically, users who see value in the content on a social media app may more readily decide to stay or abandon the platform, rather than actively participating in the platform itself. This may be due to the number of platforms that exist that already satisfy any needs or desires for socializing – whether it is to simply provide content (supply information) or discuss matters. Furthermore, a user may be willing to abandon social media altogether for other reasons, such as privacy concerns, if they perceive the information, they can retrieve from social media to be valueless. In general, it can be concluded that users are keen on retrieving information as content drives engagement behavior (Shahbaznezhad et al., 2021).

Our finding aligns with prior research emphasizing the role of perceived usefulness and satisfaction in continuance intentions. Akdim et al. (2022) identified perceived usefulness and satisfaction as critical determinants of users' intention to continue using social mobile apps. This suggests that when users find valuable information on social media apps, their likelihood of continued use increases. Similarly, Mohit et al. (2023) highlighted that perceived benefits positively influence attitudes toward social networking site continuance. The non-significant influence of supply and discuss information users on social media abandonment contrasts with some earlier studies. Lee et al. (2020) found that self-disclosure positively affects the continuance intention of social media users, indicating that active participation may enhance user retention. However, our results suggest that active content creators and discussants may not necessarily be less prone to abandoning social media apps. This discrepancy could be due to differing user motivations or platform-specific factors that affect user engagement differently, as suggested by Shwartz-Asher et al. (2020), who noted that content strategies are shaped by user characteristics and platform preferences.

Regarding personality traits, several studies have found the Big Five Personality Traits impactful in the context of social media behavior. In this study, we found support for three of these personality traits – *openness*, *extraversion,* and *agreeableness*. Individuals that scored higher on *openness to experience* and *extraversion* were more likely to be *retrieve, supply*, and *discuss information users*. For *openness to experience*, these individuals are open-minded and willing to experience new things without fears, hence they would participate wholistically on a social media app to extract as much experience from it. For *extraversion* – such individuals like socializing, whether it is retrieving information, or actively providing content and posts. Such activities stimulate them and provide them with satisfaction and joy. These results are consistent with and enhance the findings of past research by explaining the role of these personality traits in forming specific behavior types (Bowden-Green et al., 2020; Hong & Oh, 2020; Lee et al., 2014). *Agreeableness* was related to *retrieve information users*, as these individuals are more likely to attaining information and content from others rather than posting content on their own which could cause dispute. In an alternative model, we also tested the relationship between agreeableness and supply and discuss information users – our results showed support for *discuss information users*, but not *supply information users*. This is an interesting finding, since it can be assumed that individuals with a high level of *agreeableness* may be less likely to share information on things that upset them – however, it may be that they are seeking similar support from others around them as they may attempt to do for others. These findings also elucidate the role of *agreeableness* in the social media context, explaining that it is an antecedent to behavior and improving upon the findings of prior research (Lee et al., 2020; Yang et al., 2023).

Interestingly, neither *conscientiousness* nor *neuroticism* had an impact on user types. These personality traits may seem opposite to one another – *conscientiousness* suggests that a person lives a more structured and organized lifestyle while a *neurotic* individual may be more prone to instability, negative emotions, and lead to anxiety (DeYoung & Gray, 2009). Specifically, the more *conscientious* a person is, the less likely they are *neurotic*. This may lead to the assumption that at least one of these traits may have an influence in users' social media behavioral patterns, however, the results of this study suggest that neither does. Furthermore, even on testing the relationship of these two personality traits on other user types, there were no significant relationships. These results suggest that user's behavior in social media context is not informed by *conscientiousness* or *neuroticism*, but rather by their *openness to experience*, *extraversion,* and *agreeableness*.

In summary, this study contributes to the field of research pertaining to social media usage – or rather, the abandonment of social media apps. Specifically, only *retrieve information users* impacts a person's decision to abandon a social media app

or not. Furthermore, *retrieve information users* are influenced by individuals that exhibit high levels of *openness to experience, extraversion* and *agreeableness* personality traits. While these three personality traits do also impact other behaviors, it is inconsequential to the findings of this study as these behaviors are not impactful to social media abandonment decisions. This contribution to the field of social media usage has managerial implications for social media companies, as well as social media consumers, as discussed next.

Managerial Implications

This study presents plenty of managerial implications for social media companies to plan and market their products. There are plenty of factors that can lead users to abandon a social media app. This study examines users' personality types and behavior in predicting abandonment. We argue that the *retrieve information users,* or usage behavior, is the only usage type that can predict the continuance or abandonment of a social media app. This means that the most critical function of a social media app is utilitarian rather than hedonic. If users perceive the platform as an important source of information, rely on it to stay connected, retrieve useful content, find answers to questions, or catch up on news, they are less likely to abandon it. We argue that these utilitarian functions of a social media app are crucial in determining users' continuance and abandonment. Accordingly, social media app creators should encourage content creation and user experience design that cater mostly to the *retrieve information users.* For instance, social media apps should introduce more advanced content search features to facilitate users' access to older posts, categories, videos, etc. In addition, providing content in multiple formats (i.e., videos, images, text, and audio) can facilitate retrieval behavior.

Retrieve information users primarily seek value from staying on a social media app. The app must satisfy the basic needs of privacy and avoid overload. Content should be recent and useful. Features to save, organize, and retrieve previously viewed or favorited content are critical. The integration of generative Artificial Intelligence (AI) in personalizing the search and retrieval of information is crucial. Social media app creators should shift the experience of choosing feeds, favorites, and settings to a more conversational experience with AI to allow users more control over what they prefer to see more or less of, ask AI questions about content, facts verification, and links to more information about topics.

In terms of personality types, social media app creators should attract more users who exhibit high levels of *openness to experience, extraversion,* and *agreeableness* personality traits. Marketing strategies to attract those users include recruiting brand ambassadors (i.e., leaders within their micro-communities), untraditional marketing campaign ideas, and constant introduction of new innovative features. Social media companies should motivate content creators to attract more users who are open to new experiences, extroverts, and agreeable. Content strategy should always introduce *new* things. New ways to travel, make art, do daily activities, new technologies, and new experiences. The tone of voice should be humble, fun, and friendly. Companies should motivate more *extroverted* users to organize their own brand communities that guide their more *agreeable* users around brands, content, and topics. Also, understanding that *openness to experience* and *extraversion* are significant predictors of user engagement across all behaviors suggests that platforms could benefit from targeting these personality traits in their user acquisition and retention strategies.

The non-significant impact of supply and discuss information users on abandonment indicates that simply encouraging active participation may not be sufficient to prevent user churn. Managers should therefore focus on creating a balanced ecosystem that supports both active and passive users. Providing high-quality content and fostering a positive community environment may encourage passive users to remain engaged without necessarily requiring them to become content creators. Lastly, since *conscientiousness* and *neuroticism* did not significantly influence user behaviors related to abandonment, managers should consider alternative ways to address the needs of users with these personality traits. For instance, offering tools that help users manage their time on the platform could appeal to *conscientious* individuals, while providing features that reduce negative experiences, such as enhanced privacy controls or options to filter out distressing content, could mitigate the potential for users high in *neuroticism* to abandon the platform (Huang et al., 2024).

6. CONCLUSION

This study contributes to the field of online behavior regarding social media and personality traits. It highlights the fact that the *retrieve information users* are the only type of usage that can predict the continuance or abandonment (death) of a social media app. In addition, users with the personality traits of *openness to experience, extraversion,* and *agreeableness* are the personality types that impact social media behavior. Despite its contributions, this study has limitations that suggest avenues for future research. The sample was limited to social media users within the United States, which may affect the generalizability of the findings to other cultural contexts where social media usage patterns differ. The cross-sectional design restricts the ability to infer causality, indicating that longitudinal studies could provide deeper insights into how user behaviors and abandonment intentions evolve over time. Reliance on self-reported data introduces potential biases like social desirability or inaccurate self-assessment of personality traits and behaviors. Future research should address these limitations by incorporating more diverse and international samples, employing longitudinal designs, and including objective data measures. Additionally, exploring platform-specific factors and integrating other personality frameworks could enhance understanding of the complex interplay between personality traits, user behaviors, and social media app abandonment.

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