Facebook usage among teenagers - the effect of personality and peer group pressure; an exploratory study in Greece

# Keywords

* social media
* Facebook
* teenagers
* personality
* peer group pressure
* Greece.

# Details

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Internet usage, practices and engagement

## Sample

600 teenagers (12–14 years old)

# Abstract

Teenagers have become the most electronically connected
generation of all time and the most avid users of social networking sites. The
present study examines Facebook usage among teenagers (12–14 years old) and
investigates the mediating effect of personality characteristics and peer group
pressure on its use. A survey among 567 teenagers in Greece indicated that
intensity of Facebook usage is positively related to increased extraversion and
peer group pressure. The majority of Greek teenagers are ardent Facebook
users mainly for two reasons: First, because it is a trend and second, in order to
keep in touch with them.

# Outcome

intensity of Facebook usage is positively related to increased extraversion and
peer group pressure.The majority of Greek teenagers are ardent Facebook
users mainly for two reasons: First, because it is a trend and second, in order to
keep in touch with them.