

Accepted Manuscript

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PII: S0747-5632(17)30233-9

DOI: [10.1016/j.chb.2017.04.003](https://doi.org/10.1016/j.chb.2017.04.003)

Reference: CHB 4897

To appear in: *Computers in Human Behavior*

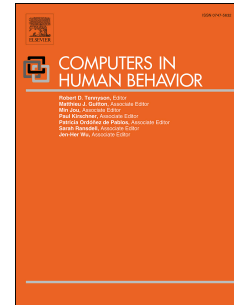
Received Date: 1 May 2016

Revised Date: 21 February 2017

Accepted Date: 1 April 2017

Please cite this article as: Wee J., Jang S., Lee J. & Jang W., The influence of depression and personality on social networking, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.04.003.

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This research was supported by the National Research Foundation of Korea funded by the Ministry of Science, ICT and Future Planning (No.2014R1A4A1007895).

The Influence of Depression and Personality on Social Networking

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Abstract

Established literature supports the notion that depressed individuals tend to be socially mal-adjusted and behave differently from those who aren't depressed. Yet, previous studies seem to overlook the influence of personality on behavior. Particularly, neuroticism may moderate the effect of depression on the way people behave. As one of the Big-Five factors of personality, neuroticism refers to a trait of one's capability to control emotional distress. Based on behavioral data from 393 Facebook users, current research demonstrates the interaction between depression and personality. Users engaged in activities at different levels of activities corresponding to their depression levels. Further, the effect of depression on social networking was regulated by personality: once neuroticism exceeded certain points, an increase in depression led to a decrease in social networking activities.

Keywords: Depression, Neuroticism, Personality, Online Behaviors, Social Networking Services (SNSs)

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Preprint submitted to Computers in Human Behavior

February 20, 2017

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