

# MYERS-BRIGGS® TYPE and SOCIAL MEDIA



Two-thirds of online adults use social media platforms such as Facebook, LinkedIn, and Twitter.\*

The **Myers-Briggs Type Indicator®** (MBTI®) assessment is based on Carl Jung's theory of psychological types. It looks at how individuals prefer to:

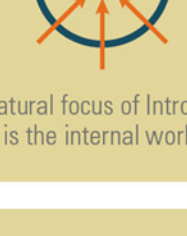


Focus their attention and get energy

EXTRAVERSION (E) — OR — INTROVERSION (I)



The natural focus of Extraversion is the external world



The natural focus of Introversion is the internal world

Take in information

SENSING (S) — OR — INTUITION (N)

1 — 2 — 3

Taking in and presenting information in a sequential, step-by-step way



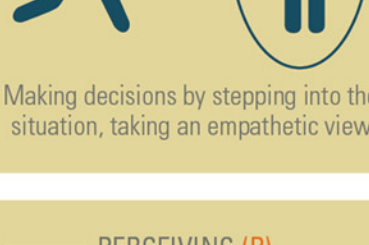
Taking in and presenting information in a snapshot or big-picture way

Make decisions

THINKING (T) — OR — FEELING (F)



Making decisions by stepping back from the situation, taking an objective view



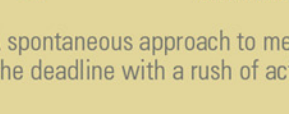
Making decisions by stepping into the situation, taking an empathetic view

Deal with the outer world

JUDGING (J) — OR — PERCEIVING (P)



A planned approach to meeting the deadline in a scheduled way



A spontaneous approach to meeting the deadline with a rush of activity

These four preferences combine to form 16 possible four-letter types. According to Jung, these preferences are innate, "inborn predispositions" that interact with and are shaped by environmental influences.



## DO YOU HAVE A FACEBOOK ACCOUNT?

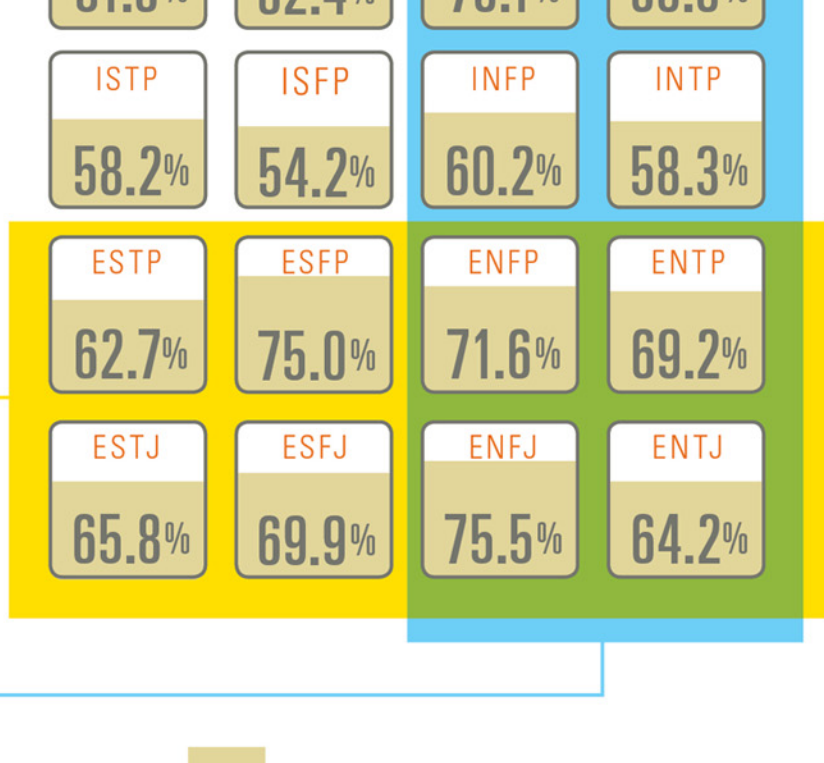
On average, across all MBTI® types

**65%**

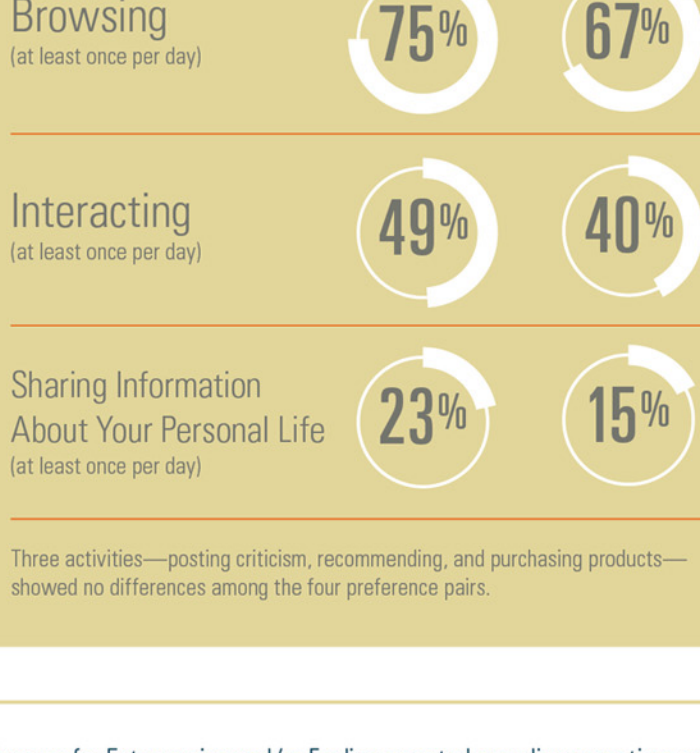
said they use Facebook.

Somewhat more individuals with a preference for **Extraversion (69%)** reported using Facebook than did individuals with a preference for Introversion (60%).

Somewhat more individuals with a preference for **Intuition (68%)** reported using Facebook than did individuals with a preference for Sensing (61%).

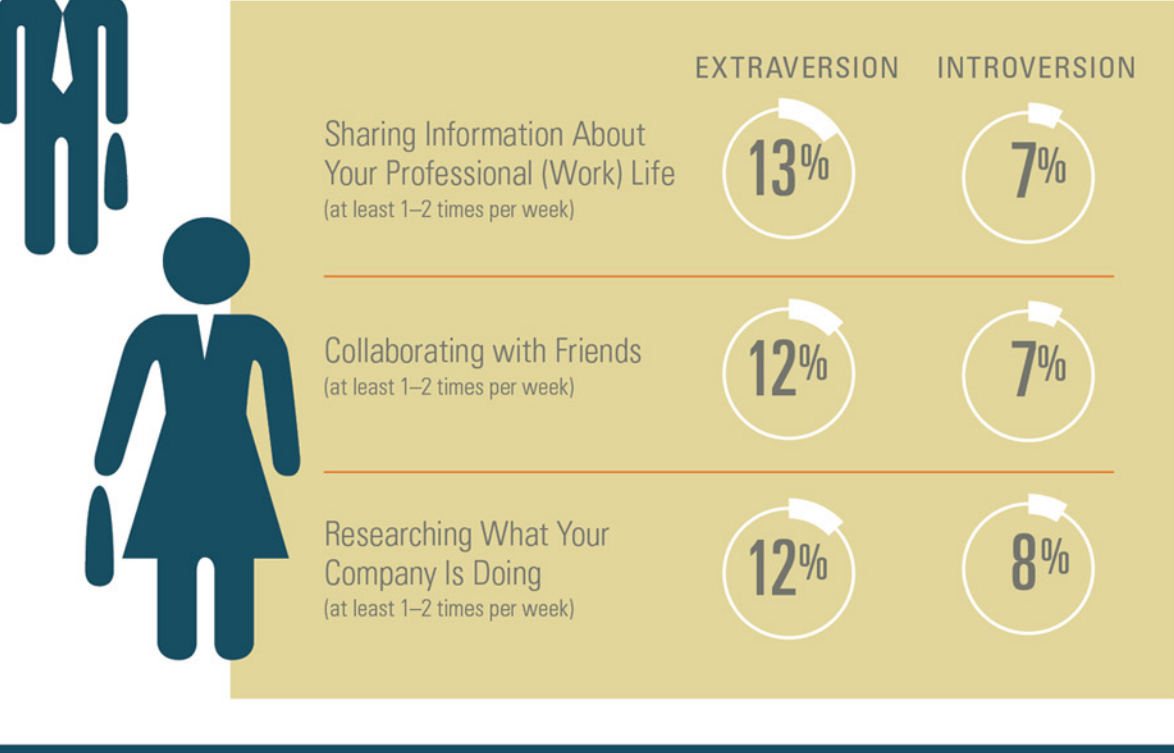
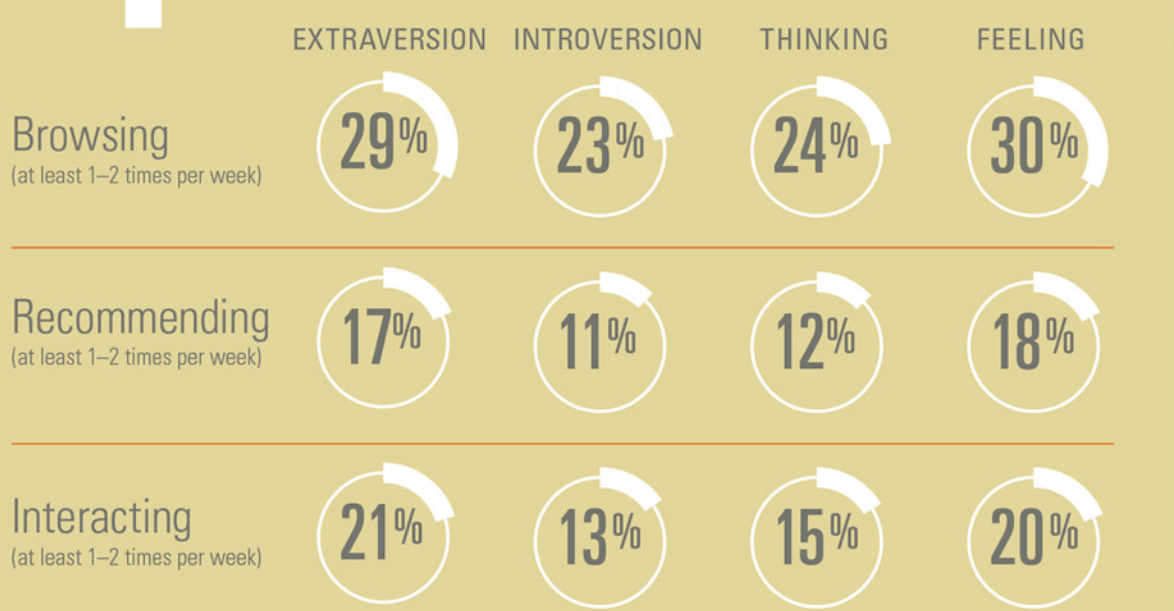


In general, individuals with a preference for Feeling reported spending more time engaging in certain activities on Facebook in their **personal time** than did individuals with a preference for Thinking.



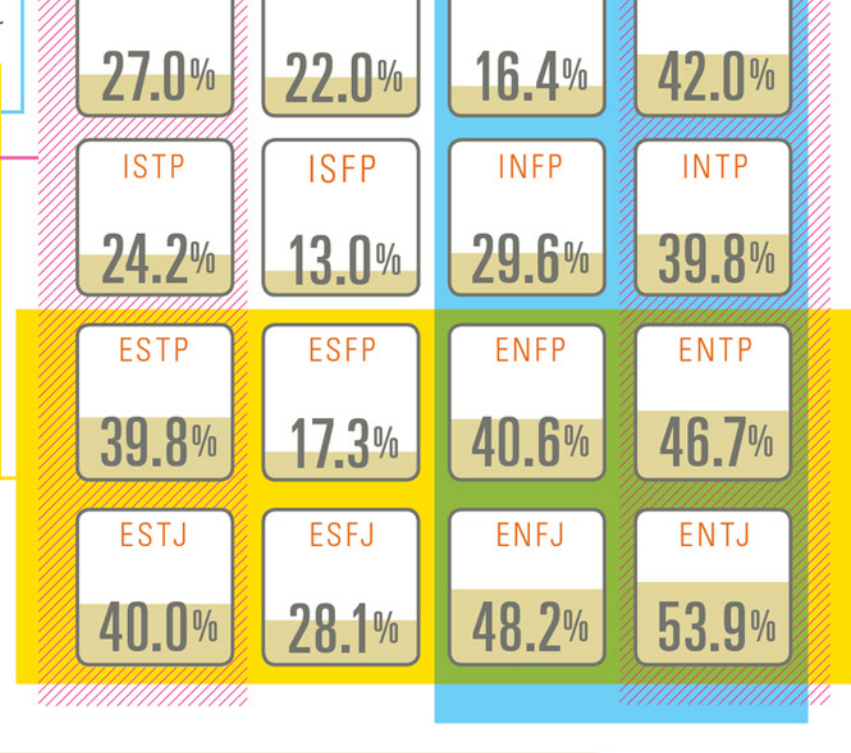
Three activities—posting criticism, recommending, and purchasing products—showed no differences among the four preference pairs.

On the whole, individuals with a preference for Extraversion and/or Feeling reported spending more time engaging in certain activities on Facebook in their **work time** than did individuals with a preference for Introversion and/or Thinking.

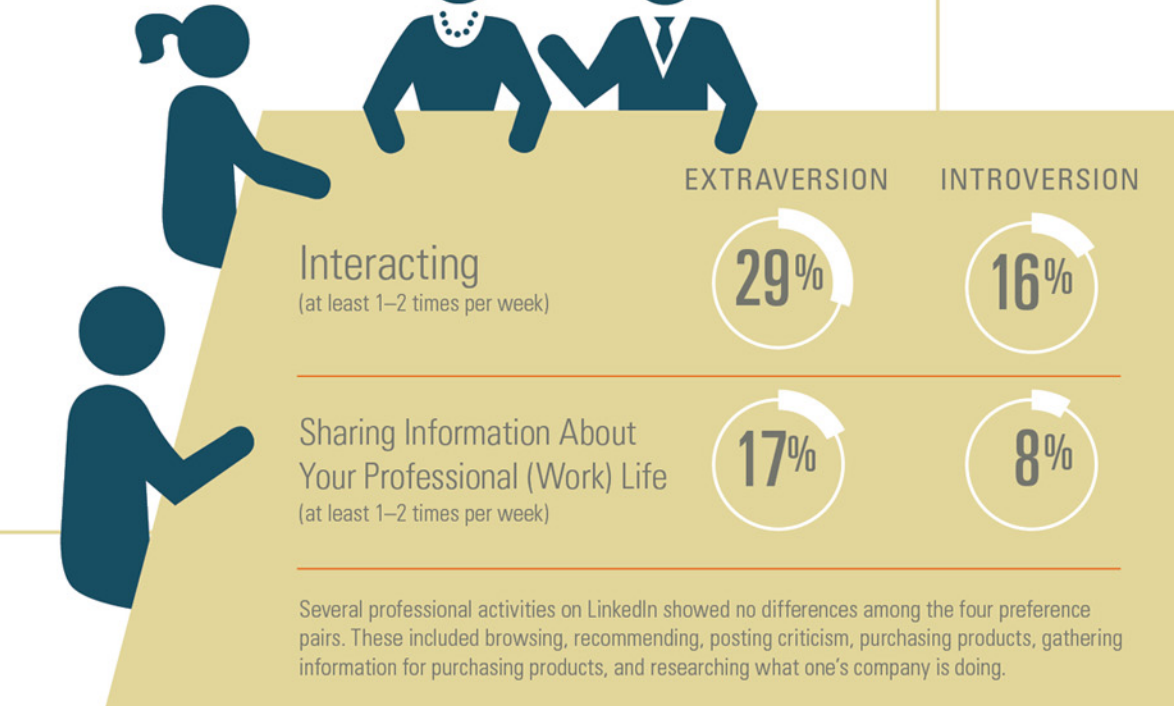


## DO YOU ACTIVELY USE LINKEDIN?

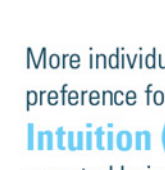
Individuals with a preference for **Extraversion (40%)**, **Intuition (41%)**, and/or **Thinking (38%)** reported using LinkedIn more often than did individuals with a preference for Introversion (28%), Sensing (29%), and/or Feeling (30%).



In general, individuals with a preference for Extraversion reported spending more time engaging in certain activities on LinkedIn during their **work time** than did individuals with a preference for Introversion.



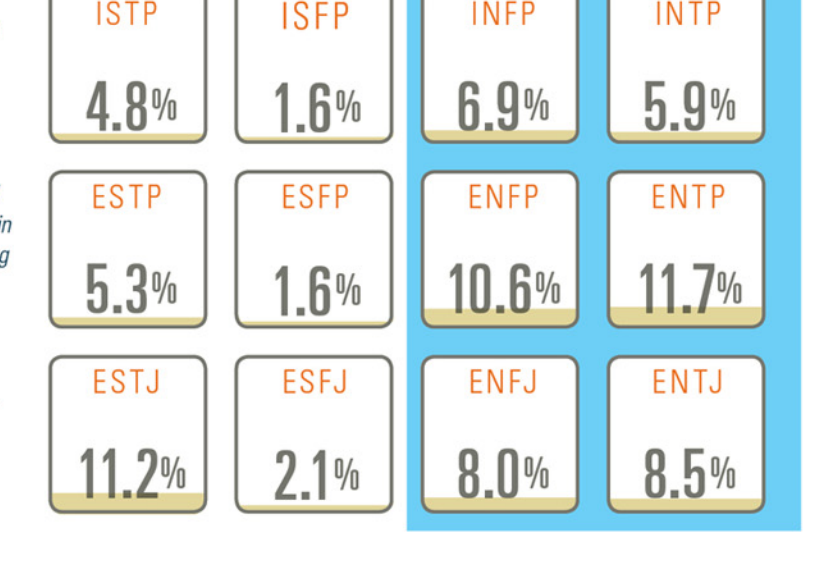
Several professional activities on LinkedIn showed no differences among the four preference pairs. These included browsing, recommending, posting criticism, purchasing products, gathering information for purchasing products, and researching what one's company is doing.



## DO YOU HAVE A TWITTER ACCOUNT?

More individuals with a preference for **Intuition (13%)** reported being active users of Twitter than did individuals with a preference for Sensing (8%).

*Note: The kinds of differences reported seem consistent with the preferences, in that those with a preference for Sensing were providing data or pointing out flaws, while those with a preference for Intuition were making connections and examining disparate information. Given the small sample size for Twitter responses, additional research may be helpful in better understanding these apparent differences.*



800-624-1765 : [www.cpp.com](http://www.cpp.com) : The Myers-Briggs® experts

© 2012 by CPP, Inc. Myers-Briggs Type Indicator, Myers-Briggs, MBTI, and the MBTI logo are registered trademarks of the MBTI Trust, Inc. The CPP logo is a registered trademark of CPP, Inc.

Research performed by CPP, Inc., for "Myers-Briggs® Type and Social Media Report." Infographic created by Kathryn Colton.

\* Aaron Smith, "Why Americans Use Social Media," Pew Internet & American Life Project (Nov. 15, 2011), <http://www.pewinternet.org/Reports/2011/Why-Americans-Use-Social-Media/Main-report.aspx>.

\*\* N. J. Barger and L. K. Kirby, *Introduction to Type® and Change* (Mountain View, CA: CPP, Inc., 2004).

