

30th World Summit on **Psychology, Psychiatry and Psychotherapy**
7th International Conference on **Addictive Disorders, Addiction Medicine and Pharmaceuticals**
Annual Summit on **Pain Management - Opioids Drugs**
September 19-20, 2018 | San Diego, USA

Target personality and satisfaction with life predictions through social media profiles

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Every single person possesses different personality traits that are unique to them. There has been much research within the field of psychology investigating whether or not an individual's personality can be accurately judged simply by examining the individual's environment or physical appearance. The current study discussed was conducted through an online survey given to undergraduate college students. The goal of this study was to determine if the participants could accurately determine the personality traits and satisfaction with life ratings of two target individuals by examining their Instagram profiles. The Big Five Inventory (BFI) was used to measure personality and the Satisfaction with Life Scale (SWLS) was used to measure satisfaction with life. Using a one sample t-test ($p < 0.05$), we compared the participant ratings and the actual target ratings on these scales to determine the accuracy of the participants observations. We predicted that the participants would accurately be able to rate the personality traits and satisfaction with life of the targets. However, our hypothesis was proven incorrect as the results yielded a statistically significant difference between the observer ratings and the actual ratings provided by the targets.

Biography

Mathew Bayati and Francisco Buitron are both entering their fourth year as undergraduate students at the University of California, Irvine and University of California, Santa Barbara, respectively. Mathew is pursuing a bachelor's degree in psychology and Francisco is pursuing a bachelor's degree in biology. As university students, the two have sought out to investigate their interests within the scientific realm. Although the two originate from different educational backgrounds from one another, this current project struck an interest between the two of them due to the rising prevalence of social media on society, especially within the college demographic.

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