

The Influence of Personality Type on the Self-Disclosure Patterns of Instagram Second-Account Users in Medan

Adelina Sesilia Br. Sitepu¹, Hotpascaman Simbolon²

^{1,2} Faculty of Psychology, HKBP Nommensen University, Medan, North Sumatra, Indonesia
Corresponding: adelinasesilia.sitepu@student.uhn.ac.id

ORCID

Hotpascaman Simbolon: <https://orcid.org/0009-0002-7076-2564>

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Abstract

The rapid growth of social media has transformed how individuals communicate and disclose personal information, particularly through Instagram's second account, which provides a more private environment for self-expression. However, empirical studies examining the relationship between the Big Five Personality and self-disclosure among second-account users remain limited, especially among university students in Medan, Indonesia. This study aimed to analyze the influence of personality on self-disclosure while contributing to cyberpsychology research concerning digital self-presentation and online communication. The research was limited to university students in Medan who actively use a second Instagram account, with Big Five Personality as the independent variable and self-disclosure as the dependent variable. A quantitative correlational design was employed using purposive sampling, involving 355 respondents. Data were collected through valid and reliable four-point Likert-scale questionnaires and analyzed using simple linear regression with IBM SPSS Statistics 25. The results demonstrated that personality had a positive and significant effect on self-disclosure ($R = 0.771$; $R^2 = 0.595$; $\beta = 0.695$; $p < 0.001$), explaining 59.5% of the variance in self-disclosure. Furthermore, Openness to Experience, Extraversion, and Neuroticism significantly influenced self-disclosure, whereas Conscientiousness and Agreeableness did not. This study fills the empirical gap regarding second-account Instagram users in Medan and offers novelty by integrating the Big Five Personality Theory with DeVito's self-disclosure framework in the context of private digital spaces. Overall, personality is a significant psychological determinant of self-disclosure behavior and provides theoretical and practical implications for promoting responsible social media use among university students.

Introduction

In the digital age and era of globalization, advancements in information and communication technology have fundamentally transformed the way individuals interact, communicate, and

express themselves (Zamir et al., 2022). Social media, particularly Instagram, has now become an integral part of Indonesian society, especially among the younger generation and college students (Steketee et al., 2021). This platform is used as a means of communication

and social interaction, as well as a medium for obtaining information and expressing oneself without the constraints of time and space. Instagram, as a platform based on photography and visual storytelling, offers various features such as Stories, Direct Messages, and others that allow users to build narratives of their daily lives, engage in personal branding, and foster social interactions in creative ways. As its usage has evolved, the phenomenon of "second accounts" on Instagram has emerged (Febriani et al., 2021). A second account serves as a strategy for individuals to manage their self-presentation, maintain privacy, and create a more limited and controlled space compared to their primary account. Through a second account, users can separate their online identities, control the audience that views their content, and express personal aspects they do not always wish to display in the broader public sphere. The use of a second account can be understood through the perspective of digital dramaturgy, a concept proposed by Erving Goffman (Muchlisah & Murdiana, 2024). Within this framework, individuals consciously construct and play roles in their online performances in accordance with the context of the ongoing interaction. One important aspect that emerges in these dynamics is self-disclosure. Self-disclosure is the process of sharing personal information, feelings, thoughts, and experiences, which occurs both in face-to-face communication and through digital media (Anggraini, 2021). The level of self-disclosure on social media is influenced by various factors, including a sense of security, trust in one's social environment, the circle of friends, and the individual's own characteristics (Tarigan et al., 2024). One relevant psychological factor in understanding differences in levels of self-disclosure is personality. The Big Five Personality Theory, developed by McCrae and Costa, divides personality into five main dimensions: Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (Lupitasari et al., 2025). These personality dimensions have

the potential to influence how individuals manage their online identities, regulate their privacy, and decide to what extent they open up in different digital spaces, whether on their primary or secondary accounts. College students, as a generation that actively uses social media, are in the early stages of adulthood. At this stage, identity management, emotional regulation, and the formation of social relationships are particularly important aspects. The phenomenon of second-account use among college students raises questions about how personality factors play a role in the process of self-disclosure on social media, particularly in the context of digital private spaces (Tania & Nurudin, 2021). Research on the relationship between personality and self-disclosure among users of secondary Instagram accounts remains limited, particularly studies focusing on college students in specific regions such as the city of Medan. Therefore, this study is important to enrich theoretical understanding in the field of cyberpsychology, particularly regarding personality dynamics, self-presentation, and self-disclosure in the era of social media (Kusumaningtyas & Rahmandani, 2023).

The purpose of this study is to determine the significant influence of personality on self-disclosure among users of secondary Instagram accounts. Theoretically, this study is expected to contribute to and deepen the body of knowledge, particularly in the field of cyberpsychology, regarding the concept of self-disclosure and the Big Five Personality Theory. In addition, this study is also expected to serve as a reference and provide insights for future research on similar topics. From a practical perspective, this study is expected to provide social media users in general with knowledge about self-disclosure, particularly self-disclosure through social media. For students who use a secondary account, the findings of this study can serve as a reference and point of comparison regarding self-disclosure, personality, and social media user behavior, thereby encouraging the development of further studies with a broader

scope or a wider range of variables (Selfilia Arum Kristanti & Eva, 2022).

This study is limited to college students who use a second Instagram account in the city of Medan. The variables examined include personality based on the Big Five Personality Theory as the independent variable and self-disclosure based on DeVito's framework as the dependent variable. The study only examines the influence of personality on self-disclosure without involving other psychological factors. Data were collected via a self-report questionnaire using a quantitative approach and a cross-sectional design; therefore, the results only describe the respondents' condition at the time of data collection and cannot be generalized to other social media users or explain longitudinal changes in behavior (Ramadhan & Coralia, 2022).

Based on previous research, studies on self-disclosure among users of secondary Instagram accounts are still dominated by descriptive analyses, while research linking self-disclosure to the Big Five Personality dimensions remains limited and has yielded inconsistent results. Empirical evidence regarding the influence of personality on self-disclosure among college students who use a second Instagram account in Medan is still very limited. Therefore, this study aims to fill this gap by examining the influence of personality, based on the Big Five Personality theory on self-disclosure using DeVito's concept in the context of college students who use a second Instagram account in Medan.

Method

This study employs a quantitative approach with a correlational design, aiming to analyze the influence of personality (Big Five Personality) on self-disclosure among users of secondary Instagram accounts. The independent variable in this study is personality (Big Five Personality), while the dependent variable is self-disclosure (Van Bets et al., 2017). The research subjects were male and female college students currently enrolled at various universities in Medan who use a

secondary Instagram account and come from diverse university backgrounds.

The study population consists of all college students in Medan who use a secondary Instagram account. Given that the exact size of the population is unknown, the sample size was determined based on Isaac and Michael's table with a 5% sampling error, resulting in a sample size of 349 respondents. The sampling technique used was purposive sampling, which involves selecting a sample based on specific criteria established by the researcher to ensure that the selected respondents truly match the study's characteristics (Yulianti & Hijrianti, 2024).

Mathematically, the sample size was determined using the Isaac and Michael formula as follows:

$$S = \frac{\lambda^2 NPQ}{d^2(N-1) + \lambda^2 PQ} \quad (1)$$

where (S) is the sample size and (N) is the population size, $\chi^2(\lambda^2)$ is the Chi-Square value corresponding to the significance level; (P) is the probability of success (0.5); (Q) is the probability of failure (0.5); and (d) is the margin of error of 0.05.

Data collection was conducted using a psychological scale based on the four-point Likert scale, namely Very Often (4), Often (3), Rarely (2), and Never (1). The research instrument consisted of two scales; the Big Five Personality Scale, used to measure the respondents' personality traits, and the Self-Disclosure Scale, used to measure the respondents' level of self-disclosure in their Instagram second accounts (Cozby, 2020).

Before being used in the main study, all instruments were first tested for validity and reliability. Validity testing was conducted using the product-moment correlation, with the criterion that a statement item was deemed valid if it had a correlation coefficient of ≥ 0.30 . The test results showed that, of the 30 items on each instrument, 26 met the validity criteria and were therefore suitable for use in the study. Next, the reliability of the instruments was analyzed using Cronbach's alpha coefficient, with the criteria $\alpha > 0.60$,

which indicates that the instruments have good internal consistency. The test results show that the Big Five Personality scale has a Cronbach's Alpha value of 0.928, while the Self-Disclosure scale has a value of 0.955. Both values are well above the minimum threshold, so it can be concluded that all instruments have a very high level of reliability.

Before hypothesis testing, the data were first examined using classical assumption tests, including normality and linearity tests. The normality test was conducted using the Kolmogorov-Smirnov method, with the criterion that the data were considered normally distributed if the significance value met $p > 0.05$. Next, the linearity test was conducted using the Deviation from Linearity value, with the stipulation that the relationship between variables is considered linear if the significance value also satisfies $p > 0.05$. After all assumptions were met, hypothesis testing was performed using Simple Linear Regression analysis with the aid of IBM SPSS Statistics 25 software. The regression model used in this study is expressed as follows (Sukmaningrum, 2024):

$$Y = a + bX \quad (1)$$

where (Y) represents the self-disclosure variable, (X) represents the personality variable (Big Five Personality), (a) is a constant, and (b) is the regression coefficient. The decision regarding hypothesis testing is based on the significance value; if $\text{Sig.} < 0.05$, then (H0) is rejected and (Ha) is accepted; whereas if $\text{Sig.} > 0.05$, then (H0) is accepted (Jourard, 2020).

Results And Discussion

The study participants consisted of 355 active users of secondary Instagram accounts, the majority of whom were female (72.4%), while males accounted for only 27.6%. Most were in the 19–22 age range, with the highest proportions at age 19 (21.7%) and 20 (21.1%). Respondents came from various universities in the city of Medan, with the highest number from the State University of Medan (15.2%), followed by HKBP Nommensen University (10.7%) and Medan Area University (9.0%). In

terms of faculties, the Faculty of Law dominated (17.7%), followed by the Faculty of Economics and Business (14.1%), while the other faculties were distributed fairly evenly. By semester, the largest number of respondents were in their second semester (30.9%) and eighth semester (28.1%). The majority used their secondary accounts daily (56%), with the most common account tenure being 3–4 years (30%), and nearly all (86%) set their accounts to private (R. Akbar & Prapita, 2021).

Based on a comparison of hypothetical and empirical data, the subjects' average personality score was 70.50, higher than the hypothetical value of 65, indicating a relatively high level of intensity (Tambunan & Simbolon, 2024). A similar pattern was observed for the self-disclosure variable, where the empirical mean of 69.26 was also above the hypothetical mean of 65 (Budiani et al., 2023). The findings indicate that the study subjects tend to exhibit a high level of self-disclosure when using a secondary Instagram account (Karsay et al., 2019).

The results of the study show that respondents' personality scores were measured using 26 items with a total score range of 26 to 104. Of the five Big Five dimensions, Extraversion had the highest mean (15.83), followed by Openness to Experience (14.39), Agreeableness (13.88), Neuroticism (13.3), and Conscientiousness, which was the lowest (10.75). The categorization showed that the majority of respondents fell into the high category for Extraversion (88.2%) and Neuroticism (90.7%), while Conscientiousness was almost entirely in the low category (95.8%). Openness to Experience and Agreeableness were dominated by the moderate category. By gender, women were more numerous (257 people) and tended to fall into the moderate category, whereas men were relatively more numerous in the high category (Al Azis & Irwansyah, 2021).

The results of the study show that the majority of the 355 respondents had a moderate level of self-disclosure (59.5%),

followed by high (26.7%) and low (13.8%). In terms of specific aspects, "amount" and "intimacy" tended to be high, while "valence" was overwhelmingly low, and "accuracy" and "intention" were mostly in the moderate category. By gender, men were relatively more likely to fall into the high category compared to women, who were predominantly in the moderate category (Al-Saggaf & Nielsen, 2014). A similar pattern was also observed across age groups, semesters, universities, faculties, duration and length of second account use, and account accessibility types, where the moderate category remained the most dominant in nearly all groups, although some small subgroups showed more pronounced high or low proportions (Johana et al., 2020).

The study was conducted online from April 21 to June 6, 2026, using a Google Form distributed to 355 active users of secondary Instagram accounts in the city of Medan. The data were then analyzed using SPSS 20.0 after first describing the subjects' characteristics (Quynh Ho & Nguyen, 2023). The results of the Kolmogorov-Smirnov normality test showed that both variables were normally distributed (personality, $p = 0.114$; self-disclosure, $p = 0.058$). The linearity test yielded a significance value for deviation from linearity of 0.093 ($p > 0.05$), indicating that the relationship between personality and self-disclosure is linear. Simple linear regression analysis showed a correlation coefficient of $R = 0.771$ and $R\text{-squared} = 0.595$, meaning that personality accounts for 59.5% of the variance in self-disclosure (Ma et al., 2020). The regression model was found to be significant ($F = 518.988$; $p < 0.001$), and the t-test yielded a calculated t-value of 22.781 ($p < 0.001$), which is greater than the critical t-value. The regression equation $Y = 20.285 + 0.695X$ indicates that for every one-unit increase in the personality score, there is a 0.695-unit increase in the self-disclosure score (Simanjuntak & Arianti, 2022). Thus, personality has a positive and significant effect on self-disclosure among college students who use a secondary Instagram account in Medan (Al-Kandari et al., 2016).

Discussion

The research findings indicate that personality has a positive and significant effect on self-disclosure among college students who use a second Instagram account in Medan ($\beta = 0.694$; $t = 22.770$; $p < 0.000$), thus supporting the research hypothesis. These findings indicate that the higher an individual's personality level, the greater their tendency to disclose thoughts, feelings, experiences, and personal information through a secondary Instagram account. Conversely, individuals with lower personality levels tend to be more reserved in their self-disclosure on this platform (Ulfah & Aviani, 2023).

Personality serves as an important psychological factor that influences how individuals interact with their social environment, including in determining their level of self-disclosure in the more private digital space. Individuals with more adaptive personality traits generally have greater self-confidence, find it easier to build interpersonal relationships, and feel more comfortable expressing themselves. These traits encourage them to use a second account as a means of self-expression. However, not all dimensions of the Big Five Personality contribute equally. In this study, extraversion, neuroticism, and openness to experience emerged as the more dominant dimensions, while conscientiousness and agreeableness fell more into the moderate category (Joinson, 2021).

The correlation between personality dimensions and aspects of self-disclosure further clarifies the mechanism of this influence. High levels of extraversion align with high levels of "amount" and "intimacy" in self-disclosure. Individuals who actively interact, socialize easily, and are expressive tend to be more comfortable disclosing personal information and forming emotional bonds through a second account (Solehah et al., 2024). Meanwhile, openness to experience in the moderate-to-high range is associated with the "accuracy" and "intention of disclosure" aspects. Individuals who are open to new experiences and ideas are better able to express their thoughts and feelings, while still

considering the purpose and accuracy of the information they share. High levels of neuroticism are also associated with high “amount” scores. Individuals who are prone to anxiety or emotional instability often use a secondary account as a space for emotional regulation, sharing their concerns, seeking support, or venting psychological stress, as this account is perceived as safer than their primary account.

The characteristics of the respondents further reinforce our understanding of these findings. The majority of respondents (86%) use a private account, while only 14% use a public account. The preference for private accounts reflects a need for greater control over one’s audience, thereby reducing concerns about social judgment (S. K. Akbar & Abdullah, 2021). This aligns with the view that (Gulo & Ambarita, 2023) states that individuals tend to engage in self-disclosure more readily when they are in situations they perceive as safe and have a high level of trust in the recipient of the information. Furthermore, although female respondents outnumbered male respondents, the proportion of those in the high self-disclosure category was actually higher among men (Berg & Peplau, 2020). This difference is thought to be related to the purpose of using a second account: men tend to be more free in expressing their opinions and activities, while women are more selective due to concerns about privacy, social judgment, and the impact of the information they post (Nuraini & Satwika, 2023).

A more detailed analysis of each dimension of the Big Five Personality traits reveals varying contributions. Extraversion makes the largest contribution with a coefficient of determination of 0.735, followed by openness to experience (0.727), neuroticism (0.672), conscientiousness (0.400), and agreeableness (0.274) (Utami & Duryati, 2023). Individuals with high extraversion tend to be communicative and comfortable expressing themselves, making them more active in sharing experiences and emotional states through a second account. Openness to experience allows individuals to more readily

accept new ideas and perspectives, which encourages openness in self-expression. Neuroticism drives the use of a second account as a means of expressing negative emotions and seeking social support. Meanwhile, conscientiousness and agreeableness result in a more controlled and selective openness, as individuals consider the consequences and social impact of the information they disclose (Wheless & Grotz, 1977).

These findings are consistent with previous research. (Fauzia et al., 2019) found that personality type has a significant effect on self-disclosure among Instagram users, with individuals who are socially active and open to new experiences being more likely to disclose personal information on social media. (Waasi et al., 2021) It also shows that individuals with high levels of extraversion and openness to experience engage in a higher degree of self-disclosure because social media provides a space for self-expression. In addition, (Chen et al., 2016) revealed that extraversion and neuroticism influence self-disclosure among social media users; extraverted individuals are more active in sharing personal information, while individuals with high neuroticism tend to use social media to express their emotional states (Hasanah & Pratisti, 2023).

These findings reinforce the notion that personality, particularly dimensions related to a tendency toward active interaction, openness to experience, and emotional expression is a key factor influencing self-disclosure among college students who use a secondary Instagram account (Nofembri et al., 2021). The higher the personality traits that support openness and self-expression, the greater the individual’s tendency to engage in self-disclosure in digital spaces that are perceived as safer (Aziz et al., 2023).

Nevertheless, this study has several limitations. The study only examined the influence of the Big Five Personality traits on self-disclosure; therefore, it did not consider other factors such as self-esteem, trust, social support, motivation for social media use, or characteristics of interpersonal relationships. The use of self-report instruments also makes

the data dependent on the respondents' perceptions and honesty. Furthermore, the subjects were limited to college students who use a second Instagram account in Medan, so the generalizability of the results remains limited. Future research is expected to involve a more diverse range of respondents and examine other variables that may influence self-disclosure (Tunca, 2023).

Conclusion

Theoretically, this study demonstrates that the Big Five Personality traits have a significant effect on self-disclosure among users of secondary Instagram accounts, thus confirming the research hypothesis. The results indicate that the dimensions of Openness to Experience, Extraversion, and Neuroticism have a significant effect on self-disclosure, whereas Conscientiousness and Agreeableness do not show a significant effect. These findings reinforce the notion that personality traits are one of the key factors influencing self-disclosure behavior on social media, although the contribution of each personality dimension varies.

In practical terms, the research findings indicate that college students who use a second Instagram account need to practice self-disclosure wisely while remaining mindful of privacy, ethics, and the security of personal information. A second account can be used as a means to express oneself, build social relationships, and gain positive social support without neglecting the protection of personal data. In addition, universities are expected to improve students' digital literacy through educational activities on responsible social media use and the importance of maintaining a balance between self-disclosure and privacy.

Author Contributions

This article was written by two individuals, Hutahaeen, N.V.O. & Rosito, A.C who have read and approved the published version of this manuscript, Hutahaeen, N.V.O. & Rosito, A.C designed the study and analyzed the data, while Hutahaeen, N.V.O. & Rosito, A.C performed the laboratory work. Hutahaeen,

N.V.O. & Rosito, A.C, wrote the manuscript. They drafted the original manuscript, prepared the introduction, results, discussion, methodology, and conclusion. Hutahaeen, N.V.O. & Rosito, A.C also contributed ideas to the research process, data processing, translation into English, review, and editing. All members of the research team collaborated at every stage until this article was completed.

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Conflicts of Interest

This research is conducted to provide information to the public regarding the research that has been conducted so that it can be used for educational purposes. In addition, this research is used by researchers for lecturer performance loads and accreditation needs of study programmes and institutions

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