

Chapter 9

THE EFFECT OF PERSONALITY TRAITS ON NOMOPHOBIA

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INTRODUCTION

The subject of the study is to consider nomophobia within the framework of personality traits and smartphone usage. Personality which is the subject of many studies in the literature is defined as the way of thinking, feeling and behaving that define an individual (Costa, McCrae & Kay, 1995: 127). Five-factor scale was used to measure personality traits. Therefore, differences between individuals in thinking, feeling and behaviors are mentioned and summarized in the five-factor personality model (McCrae & John, 1992: 199). Also, Nomophobia is among the 21st century disturbances. Nomophobia is meant the discomfort or concern of people not being able to communicate by mobile phone and/or computer. The word nomophobia was minted in the expression “no mobile phobia,” meaning phobia of being without a mobile phone (King, Valena, & Nardi, 2010: 52).

The aim of this paper is to determine the effect of personality traits on nomophobia. Also, the sub-purpose of this paper is to establish the smartphone usage habits in terms of nomophobia level. For this purpose, the problems of the study were determined as follows: Is there a relationship between nomophobia and personality traits? Do personality traits affect nomophobia? Do the participants' habits of using smart phones differ according to their level of nomophobia?

When the literature is examined, nomophobia and personality traits are considered within the framework of the relationship. The fact that the study examining personality traits as a factor affecting nomophobia has not been found yet constitutes the importance of the study. It is also useful to examine nomophobia in marketing as well as in psychology literature. Because, it is essential to protect the consumer and society in the face of the problems in modern marketing prac-

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