

A Correlational study of Personality Traits, Self-esteem and Desire for Fame in TikTok Makers

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ABSTRACT

This study was undertaken to (i) identify the relationship among personality traits, self-esteem and desire for fame and (ii) to explore the relationship of personality traits and self-esteem in prediction of desire for fame in TikTok makers. The sample was recruited through the snowball technique and consisted of 200 TikTok makers of Pakistan. The following internationally standardized scales were used: The Big Five Inventory, The Rosenberg Self-esteem Scale (1965) and The Desire for Fame Scale. A significant positive correlation was found between (1) openness, (2) extroversion, (3) agreeableness, (4) conscientiousness, (5) self-esteem and (6) desire for fame. Additionally, neuroticism correlated negatively with the six mentioned variables; and self-esteem significantly predicted desire for fame. Females scored higher in extroversion, agreeableness, conscientiousness and self-esteem; whereas males scored higher in neuroticism. Also, higher levels of self-esteem and desire for fame were found in those who had increased frequency of making TikTok videos and those who belonged to big cities. In conclusion, personality traits, self-esteem and desire for fame significantly correlate with each

other in TikTok makers. Researchers, social media activists, students, psychologists, and counselors can benefit from the findings of study.

Keywords: Personality Traits, Self-esteem, Desire for Fame, TikTok Makers.

INTRODUCTION

The rapid development of internet on cell phones, tablets and other portable terminals has provided the opportunity to derive and analyze considerable information about people's lives and personalities (Xiao, 2018). In addition, the regular development of various media applications also provides avenues from different sources to assess and investigate people's personality and behavior. One of these apps 'TikTok' is an extremely popular video platform for sharing of short music videos. Recordings of the video app cannot last more than 30 seconds and they are based on a variety of themes, such as music, cooking, traveling, dancing, and style. Users make these short videos, utilize some basic tools to include music and enhancements, and then, share them on the site. The most popular videos are high on amusement value, with a premium on instant delight. It has become the apple app store's most downloaded application, with over 500 million active users in the world and consistently growing every month (Yu, 2019). The uniqueness of TikTok, when it was launched invited and has sustained a large number of users (Xiao, 2018). Most of these users are youngsters consisting of 32.5% users aged between 10-19 years and 29.5% aged between 20-29 years (Dean, 2021; Doyle, 2021).

TikTok users are watching, producing and replying on the videos of applications that have lips synching. A recent study proposes that TikTok might be an effective conduit and tool for youngsters in order to gain awareness and knowledge about: health, government information, tourism, consumerism and academia (Montag et al., 2021). Hou (2018) found a positive

association between product positioning, content variety, uniqueness and perceived popularity of TikTok. TikTok users' motivations including archiving, self-expression, social interaction and peeking are noticeable predictors to behaviors relevant to using TikTok; however this varies in degree and effect (Omar & Dequan, 2020). TikTok has remained in the top twenty social media applications since February 2020 and was at fourth position in the year 2020 (Iqbal, 2020). It currently sits in seventh position and has reached three billion downloads in June 2021 (Iqbal, 2021), while active users have reached 1,000 million (Connell, 2021).

India, USA, Turkey, Russia and Pakistan currently rank as the top 5 countries that have the most TikTok users. In India TikTok currently has 190.6 million downloads (Hayder, 2020) and 19 million active users, making the country the second biggest market for TikTok (Iqbal, 2021). Comparatively, Pakistan ranks 5th with 19.5 million downloads (Iqbal, 2020). Personality traits are the characteristics one has in differing degrees and individuals must respond with a low, medium or elevated level of these traits (McMahon & Frank, 1986). Additionally, it is also accepted that traits directly impact behavior (Mathhews et al., 2009). Whenever we use terms, like 'talkative', 'quiet', 'active', or 'worried' to depict people around us, we are discussing an individual's personality – the characteristic ways that individuals vary from each other (Diener & Lucas, 2020).

The big five model is a grouping, for personality traits (Rothmann & Coetzer, 2003). The extensive and most important personality traits that comprise the big five model includes agreeableness, extroversion, neuroticism, conscientiousness, and openness to experience (John & Srivastava, 1999). Individuals with agreeableness have higher likelihood of being sociable, friendly, sympathetic, understanding, bold, and communal for others (John & Srivastava, 1999).

Extroversion incorporates traits such as friendliness, communicativeness, social, confidence, eagerness, optimistic expressions, cordial and outgoing while individuals with neuroticism are mostly found to be restless, endangered, worried, effortlessly startled, blame-inclined, unpredictable, impatient after facing disappointment, over-thinking and possessive about their bonds with their people (Shiner, 2019). Those who have more conscientiousness traits are more likely to value order, success, and self-discipline. In addition, they work toward raising competence and consciously practice deliberation (Roccas et al., 2002). Finally, individuals who have more openness to experience tend to be passionate about knowledge, enjoy art, prioritize inventive professions or leisure activities, and like social gatherings (Lebowitz, 2016).

Recent research suggests that there are nine gratifications that TikTok users derive by using this application which includes distraction, vogue, fun, knowledge, earning, social networking, navigability, styling, and engagements with others (Meng & Leung, 2021). Extroverts, as well as individuals who have a vanity property, are more functional in taking part, developing, and generating TikTok connectivity attitudes. Findings also reveal that exhibitionists and individuals who tend to be more open to new experiences are more likely to produce videos; whereas narcissists engage intensively in giving likes, replying, sharing videos, and following others (Meng & Leung, 2021). Another study showed strongly positive association between narcissistic attitude on the TikTok app and the personality of adolescents which explains that the higher narcissistic behavior on TikTok application leads to higher effect on a teenager's personality (Irawan et al., 2021).

Many researchers have found that personality is significantly associated with self-esteem. Self-esteem is the capability to meet challenges of life and believe that one deserves happiness (Reasoner, 2005). Baron and Byrne (1991) describe self-esteem as appraisal of oneself along an

optimistic or negative aspect. Individuals require both 'esteem from others' in the form of recognition and admiration; as well as 'inner self-respect' such as self-love and self-confidence. For the purpose of one's growth as a better human and attainment of self-actualization, the former as well as the latter must be satisfied (Maslow, 1987). Numerous factors might affect the levels of self-esteem in an individual. Hereditary factors which facilitate in structuring someone's whole personality to contribute self-esteem. Individuals, who regularly get excessively condemning or gloomy appraisals from parents, relatives, and companions, commonly have issues with lack of self-esteem.

Also, an individual's span of life, significant ailments and abilities, bodily restrictions, and type of work influence the level of self-esteem (Crocker et al., 1989). Self-esteem is significant because it shows us how we view ourselves and perceive the importance of ourselves. It also contributes to determining an individual's passion, motivation and accomplishments during the life (Kendra, 2019). According to Identity Theory, an individual's self-approval and identity formation can also contribute to extended self-esteem (Caste & Burke, 2002).

Neuroticism has been found as a significant negative indicator of self-esteem; whereas extroversion, conscientiousness, agreeableness, and openness relate positively with self-esteem. Gender differences in conscientiousness and neuroticism have also been found (Varanarasama et al., 2018). Females usually score significantly higher on agreeableness, conscientiousness, extroversion, and openness to experience, compared to males and marginally lower on emotional stability. However, similar levels of self-esteem are reported by both groups. Self-esteem levels also significantly vary on basis of race or ethnicity (Skorek et al., 2014). Links between self-esteem and the big five exist without differing across age, gender or ethnicity (Robins et al., 2001). Evidence of positive association among extroversion, agreeableness, conscientiousness,

and openness to experience has been offered by numerous researchers. These variables negatively associate with neuroticism. Self-esteem is influenced by extroversion, neuroticism and openness to experience. Gender variations between self-esteem and neuroticism also exist (Niazi & Mehmood, 2017).

Desire for fame is a human desire which motivates non-directed self-disclosure, in order to gain attention and fame (Rui & Stefanone, 2016; Luckhurst & Moody, 2005). Individuals who desire fame attempt to ‘stand (out) above everyone else’ and ‘establish an impression...upon others’ (Braudy, 1986). Such individuals crave being acknowledged and gaining attention. They also share their daily life activities such as where they may be travelling and what food they may be eating (Carey, 2006). In contemporary times, fame is more readily gained through the information media and entertainment industry. Social media provides access to almost everyone, wealthy, middle-class or poor, to communicate with an unknown audience in their desire for fame (Turner, 2014; Rui & Stefanone, 2016). The factors behind desire for gaining fame include: (i) equating success or self-worth with fame, (ii) pressure to be famous, (iii) fame addiction, and (iv) normalization of fame (Markarian, 2016).

Individuals with unstable high self-esteem tend to have a higher desire for fame when compared to those with stable self-esteem. Scholarship suggests that people with unstable high self-esteem may want to become famous to gain approval from others (Noser & Hill, 2014). Academic marks have significant association with personality traits and with some dimensions of self-esteem (Troncone et al., 2014). Higher scores on celebrity worship relate significantly with desire for fame. Moreover, females have higher desire for gaining fame, compared to males (Zsila et al., 2018). Fame is one of the top future goals of 9 to 12 year olds. Preadolescents are

commonly known to utilize virtual video-sharing sites and social media networks in order to gain fame (Uhls & Greenfield, 2012; Greenwood, 2013).

The desire for fame is also predicted by grandiose narcissism (Greenwood et al., 2018). The increased appeal of visibility and status, more time spent in fame fantasy, and greater perceived realism of future fame is also related with narcissism (Greenwood et al., 2013). In addition, increased extroversion levels are linked with increased tendency to make usage of the interactive feature of social networks. Neurotic individuals use the function of social media status updates as a means of self-indication. In turn, the increased level of self-esteem is associated with higher responses to profile updates (Wang et al., 2012). Highly narcissistic individuals tend to upload alluring pictures to gain attention. Gender contributes significantly in making predictions about the number and frequency of social media posts and by individuals (Wang et al., 2012). Personality traits are also significant predictors of self-presentation on social media, as the big five personality traits correlate thoroughly with use of social media (Zhang, 2015).

Rationale of the Study

Today, the use of social media has become a part of almost everyone's daily life. It is typically used for social interaction, access to news and information, and entertainment purposes. One of the most influential social media platforms is TikTok, a relatively new online app, which is widely used by a huge number of people across the world. Though TikTok has vastly impacted individual lives, there has been very little scholarship related to it. Given the huge number of youth using this application, it is of significant relevance to better comprehend the individual motivation to use TikTok and the relationship with personality traits. The aim of this study is to explore if there are individuals with certain personality traits who have more tendency to make

TikTok videos compared to others; and to examine if personality traits and self-esteem contribute in determining the desire for fame in individuals.

Research Questions

The study aims to answer the following research questions:

1. To identify the variation of self-esteem and desire for fame on the basis of different personality traits in TikTok makers
2. To explore age and gender differences of self-esteem and desire for fame on the basis of different personality traits in TikTok makers
3. To investigate the nature of relationship among personality traits, self-esteem and desire for fame in TikTok makers
4. To explore if the role of neuroticism differs compared to other personality traits in TikTok makers

METHODOLOGY

Ethics

The study was approved by the Departmental Ethical and Research Committee. Informed consent was taken from all participants. Confidentiality and anonymity were secured and participants were made aware of rights to withdraw at any point.

Research Design

The study was quantitative in nature and followed a cross-sectional research design. The survey research method was used.

Hypotheses of the Study

Based on the literature review and previous scholarship the following hypotheses were established for this study:

1. There would be significant positive relationship among personality traits (extroversion, openness, agreeableness, and conscientiousness), self-esteem and desire for fame
2. Neuroticism would be negatively correlated with self-esteem and desire for fame
3. Personality traits and self-esteem would significantly predict desire for fame in TikTok makers
4. Females tend to score significantly higher on personality traits (extroversion, agreeableness, openness, conscientiousness), self-esteem and desire for fame than males whereas males would score significantly higher on neuroticism
5. Agreeableness, conscientiousness and neuroticism would be significantly higher in older group whereas self-esteem, extroversion and openness would be significantly higher in younger age groups
6. There would be significantly positively higher desire for fame among participants of big cities
7. Higher frequency of posting videos tends to be associated with higher desire for fame in TikTok makers
8. Higher socioeconomic status would be associated with higher desire for fame in TikTok makers

Sample Selection

TikTok makers of Pakistan were the sample target. Respondents were recruited through the snowball sampling technique and a final sample of 200 people was recruited for the study; of which 100 each were male and female. For snowballing, a number of TikTok makers were approached and through them other TikTok makers were accessed. The specific selection

criterion included: (i) current users of TikTok who make at least 33 videos per day, and (ii) youth students between the ages of 18 to 25 years, belonging to different cities of Pakistan.

Measures

The following measures were used to collect relevant data from participants:

Demographic Questionnaire

The following socio-demographic variables were collected: district, age, gender, socioeconomic status, and frequency of posting videos per day.

Big Five Inventory

The Big five inventory, developed by John and Srivastava (1999), was used to measure personality traits. This is a 44 items based self-report measure. The questionnaire has five subscales which are extroversion, agreeableness, conscientiousness, openness and neuroticism. Some of the items include statements such as: ‘*I see myself as someone who is emotionally stable and not easily upset*’ and ‘*who is outgoing and sociable*’. These items were measured on a five-point likert scale from disagree strongly (1 point) to agree strongly (5 points). Sixteen items of the scale have been reverse coded. John and Srivastava (1999) obtained and demonstrated enough reproducibility and scalability coefficients and high reliability. Its reliability was 0.80-0.90 (**Appendix A**).

Rosenberg Self-esteem Scale

The Rosenberg Self-esteem Scale (1965), developed by Rosenberg, was used to measure self-esteem. It is a ten item based scale of self-esteem using likert scale responses ranging from: strongly agree (1 point) to strongly disagree (4 points). The scale includes items such as: ‘*On the whole, I am satisfied with myself*’ and ‘*At times, I think I am no good at all*’. Five items of the scale have been reverse coded. It is fairly reliable for adults and adolescents. The score ranges

from 0-30. Scores between 15 and 25 are within normal ranges; and scores below 15 suggest low self-esteem. Cronbach's alpha typically ranges between 0.77 - 0.88 (**Appendix B**).

Desire for Fame Scale

Desire for fame scale (2012) developed by Gountas, Gountas, Reeves and Moran was used to measure desire for fame. This scale covers themes of desire for fame i.e., '*One day I would like to be famous*', and '*If I were famous, I would be happy*'. The questionnaire comprises of 6 items, with likert responses ranging from strongly disagree (1 point) to strongly agree (5 points).

Cronbach's alpha was 0.86-0.93 (**Appendix C**).

Data Collection

After obtaining permission from authors of scales and host institution, a number of TikTok makers were approached by researcher online to collect data through Google forms. Through snowball sampling technique more TikTok makers were recruited in order to gather data with referrals of existing subjects. Participants of the study were provided consent form and brief wordy description about the research. They were explained that there is no right or wrong answer to these questions. After obtaining their consent, subjects were provided self-report questionnaires to complete in order to voluntarily participate in the research. Data collection procedure completed in 30 days.

Data Analysis

Statistical Package for Social Sciences version 21 was used to analyze the data. Independent Samples t-test and One-way ANOVA were used to measure demographical and gender differences. Correlational analysis was used to identify the relationship between variables. Regression analysis was also carried out to measure predictive value. Significant value of less than 0.05 was considered significant.

RESULTS

Table 1 presents the demographic characteristics of the respondents. The age range of respondents was 18 to 25 years ($M = 1.49$, $SD = 0.502$), and videos per day ranged from 5-40 ($M = 5.14$, $SD = 4.64$).

Table 1
Frequency of the Demographic Characteristics of the Participants (N=200)

Characteristic	Male <i>f</i> (%)	Female <i>f</i> (%)	Total <i>f</i> (%)
Gender	100(50)	100(50)	200 (100)
Age			
18-21 years	45(22.5)	51(25.5)	96(48)
22-25 years	55(27.5)	49(24.5)	104(52)
Socioeconomic Status			
Below Average	11(5.5)	13(6.5)	24(12)
Average	68(34)	73(36.5)	141(70.5)
Above Average	21(10.5)	14(7)	35(17.5)
District			
Big/developed Cities	76(38)	82(41)	158(79)
Small Cities	24(12)	18(9)	42(21)
Videos Per Day			
3-4 Videos	63(31.5)	63(31.5)	126(63)
5-40 Videos	37(18.5)	37(18.5)	74(37)

Note. *f*= Frequency, % = percentages

Table 2 indicates that openness, extroversion, agreeableness, conscientiousness are significantly and positively correlated with self-esteem ($r = 0.19, 0.25, 0.29, 0.30$), respectively. Similarly, agreeableness and conscientiousness was significantly positively correlated with desire for fame ($r = 0.20, 0.21$) respectively. Also, neuroticism has a highly negative correlation with self-esteem ($r = -0.25$) and desire for fame ($r = -0.20$). Desire for fame and self-esteem was highly significantly associated with each other ($r = 0.71$).

Table 2
Pearson Correlation, Mean and Standard Deviation of Personality Traits, Self Esteem and Desire for Fame in TikTok Makers (N=200)

Variables	1	2	3	4	5	6	7
1.Openness	---	.60***	.44***	.46***	-.21*	.19*	.18
2.Extroversion	---	---	.52***	.47***	-.33**	.25**	.16
3.Agreeableness	---	---	---	.43***	-.39***	.29**	.20*
4.Conscientiousness	---	---	---	---	-.46***	.30**	.21*
5.Neuroticism	---	---	---	---	---	-.25**	-.20*
6.RSES	---	---	---	---	---	---	.71***
7.DFS	---	---	---	---	---	---	---
M	35.50	27.70	30.99	29.78	21.17	16.50	19.55
SD	6.58	4.05	4.85	4.52	4.91	5.05	5.32

Note. M= Mean, SD= Standard Deviation, RSES= Rosenberg Self Esteem Scale, DFS= Desire for Fame Scale, * $p < .05$, ** $p < .01$, *** $p < .001$.

Table 3 depicts findings of multiple regression analysis where personality traits and self-esteem were entered as predictor variable and desire for fame as outcome variable. The overall model was found significant with $F(6, 193) = 35.07, p < .001$ suggesting that predictors accounts for 52% variance in the outcome variable ($R^2 = .52$). Self-esteem positively predicted desire for fame in TikTok makers ($\beta = .716, t = 13.39, p < .001$).

Table 3
Multiple Regression Analysis of Personality Traits and Self-esteem on Desire for Fame in TikTok Makers

Variables	B	SEB	β	t	p
Extroversion	-.101	.090	-.077	-1.12	.263
Agreeableness	-.011	.069	-.010	-.166	.868
Openness	.083	.053	.102	1.56	.120
Neuroticism	-.045	.064	-.042	-.713	.476
Conscientiousness	-.029	.076	-.024	-.38	.707
RSES	.755	.056	.716	13.39	.001***

Note. M = Mean, SEB= Standard Error of Beta, RSES= Rosenberg Self Esteem Scale, *** $p < .001$.

Table 4 depicts findings of T-tests where results indicated that females scored higher than males in extroversion, agreeableness, conscientiousness and self-esteem, whereas males scored comparatively higher in neuroticism than females.

Table 4
Independent Sample t-test for Gender and Personality Traits, Self-esteem and Desire for Fame (N=200)

Variable	Group	M	SD	t	p	95% CI		Cohen's d
						LL	UL	
Extroversion	Male	27.05	3.59	2.29	.023*	-.242	-1.79	0.32
	Female	28.35	4.39					
Agreeableness	Male	30.07	4.49	2.27	.007**	-3.18	-.52	0.39
	Female	31.92	5.05					
Openness	Male	35.32	6.28	3.96	.692	-.221	1.47	0.06
	Female	35.69	6.91					
Neuroticism	Male	22.13	4.39	2.79	.006**	.56	3.26	0.18
	Female	20.22	5.24					
Conscientious	Male	28.88	3.73	2.86	.005**	-3.04	-.56	0.40
	Female	30.68	5.06					
RSES	Male	13.73	3.39	9.25	.001***	-6.72	-4.35	1.31
	Female	19.27	4.93					
DFS	Male	19.41	5.53	3.71	.711	-1.77	1.21	0.05
	Female	19.69	5.14					

Note. M = Mean, S.D = Standard Deviation, RSES= Rosenberg Self Esteem Scale, DFS= Desire for Fame Scale, t = t statistics, p = significance level, LL= lower limit, UL= upper limit, *p<.05, **p<.01, *** p<.001.

Table 5 depicts findings of T-tests where results indicated that no significant differences were found in openness, conscientiousness, extroversion, agreeableness and neuroticism with respect to age

Table 5
Independent Sample t-test for Age and Personality Traits, Self-esteem and Desire for Fame (N=200)

Variable	Age Group	M	SD	t	p	95% CI		Cohen's d
						LL	UL	
Extroversion	18-21	27.60	4.06	.320	.749	-1.32	.95	0.04
	22-25	27.78	4.07					
Agreeableness	18-21	30.96	4.92	.073	.942	-1.41	1.31	0.01
	22-25	31.01	4.81					
Openness	18-21	34.84	7.01	1.36	.173	-3.11	.56	0.19
	22-25	36.11	6.15					
Neuroticism	18-21	21.37	4.14	.551	.582	-.99	1.78	0.07
	22-25	20.99	5.56					
Conscientious	18-21	29.27	4.34	1.53	.127	-2.24	.28	0.22
	22-25	30.25	4.66					
RSES	18-21	16.69	4.98	.531	.596	-1.03	1.79	0.07
	22-25	16.31	5.14					
DFS	18-21	19.60	5.39	.138	.891	-1.38	1.59	0.02
	22-25	19.50	5.29					

Note. M = Mean, S.D = Standard Deviation, RSES= Rosenberg Self Esteem Scale, DFS= Desire for Fame Scale, t = t statistics, p = significance level, LL= lower limit, UL= upper limit

Table 6 depicts slightly more extroversion, conscientiousness and moderately more desire for fame, openness and self-esteem in participants of big cities as compared to participants of small cities. However, results did not indicate any significant difference in neuroticism and agreeableness for participants of big cities and small cities.

Table 6
Independent Sample t-test for District and Personality Traits, Self Esteem and Desire for Fame (N=200)

Variable	Cities	M	SD	t	p	95% CI		Cohen's d
						LL	UL	
Extroversion	Big	28.02	3.84	2.22	.028*	.17	2.92	0.36
	Small	26.47	4.62					
Agreeableness	Big	31.15	4.75	.885	.377	-.92	2.41	0.15
	Small	30.40	5.24					
Openness	Big	36.08	6.33	2.43	.016**	.52	4.97	0.41
	Small	33.33	7.12					
Neuroticism	Big	21.01	4.86	8.69	.386	-2.43	.94	0.15
	Small	21.76	5.14					
Conscientious	Big	30.12	4.56	2.08	.039*	.08	3.16	0.37
	Small	28.50	4.16					
RSES	Big	17.05	5.22	3.08	.002**	.96	4.34	0.59
	Small	14.40	3.68					
DFS	Big	20.15	5.08	3.21	.002**	1.12	4.68	0.54
	Small	17.26	5.66					

Note. M = Mean, S.D = Standard Deviation, RSES= Rosenberg Self Esteem Scale, DFS= Desire for Fame Scale, t = t statistics, p= significance level, LL= lower limit, UL= upper limit, *p<.05, **p<.01

Table 7 shows no significant difference in extroversion, agreeableness, openness, conscientiousness and neuroticism of (3-4 videos) and (5-40 videos) group. Furthermore, there was highly significant difference found in self-esteem and desire for fame of both groups.

Table 7

Independent Sample t-test for Frequency of Videos per Day and Personality Traits, Self Esteem and Desire for Fame (N=200)

Variable	Videos	M	SD	t	p	95% CI		Cohen's d
						LL	UL	
Extroversion	3-4	27.62	4.30	.33	.741	-1.37	.97	0.05
	5-40	27.82	3.62					
Agreeableness	3-4	30.57	4.85	1.62	.108	-2.54	.25	0.24
	5-40	31.71	4.80					
Openness	3-4	35.10	6.87	1.13	.262	-2.98	.82	0.17
	5-40	36.18	6.06					
Neuroticism	3-4	21.65	5.06	1.79	.074	-1.27	2.67	0.27
	5-40	20.36	4.58					
Conscientious	3-4	29.47	4.61	1.24	.216	-2.13	.48	0.18
	5-40	30.29	4.37					
RSES	3-4	14.42	4.12	8.98	.001***	-6.86	-4.38	1.29
	5-40	20.04	4.52					
DFS	3-4	16.71	4.26	13.67	.001***	-8.77	-6.56	2.09
	5-40	24.37	2.95					

Note. M = Mean, S.D = Standard Deviation, RSES= Rosenberg Self Esteem Scale, DFS= Desire for Fame Scale, t = t statistics, p= significance level, LL= lower limit, UL= upper limit, ***p<.001.

Table 8 indicates that above average socioeconomic status exhibited significant and higher level of desire for fame as compared to below average and average socioeconomic status. The Post-Hoc comparison indicated highly significant between group mean differences for: (i) above average group, (ii) below average group, and (iii) average group.

Table 8

Mean, Standard Deviation and One Way Analysis of Variance in Desire for Fame across Socioeconomic Status (N=200)

Variable	Below Average		Average		Above Average		F(2,197)	p	η ²	Post-hoc
	M	SD	M	SD	M	SD				
DFS	16.42	4.89	18.84	4.79	24.57	4.48	26.31	.001***	0.21	1>2<3

Note. M = Mean, S.D = Standard Deviation, DFS= Desire for Fame Scale, ***p<.001.

DISCUSSION

Studying users of TikTok is the significant need of the time. The central goal of this study was to identify the nature of relationship among personality traits, self-esteem and desire for fame in TikTok makers. The first hypothesis of this study was confirmed. It was found that there is a significant positive correlation between openness, extroversion, agreeableness, conscientiousness, self-esteem and desire for fame in TikTok video makers. Similarly, the second hypothesis of this study was also confirmed, in that neuroticism correlated negatively with self-esteem and desire for fame. Our findings are corroborated by the study done by Shi and colleagues (2018), which suggests that there exists significant positive association of neuroticism with psychotic experiences; whereas there exists negative association of the other four personality traits (extroversion, openness, agreeableness and conscientiousness) with psychotic experiences. Skorek and colleagues (2014) study also provides evidence of a significant relationship between higher levels of conscientiousness, emotional stability, extraversion and self-esteem.

Niazi and Mehmood (2017)'s study findings further offer evidence of the positive association of extroversion, agreeableness, conscientiousness and openness to experience; and a negative association of these variables with neuroticism. Their study findings also supported that self-esteem is positively correlated with personality traits such as openness, extroversion, agreeableness and conscientiousness; whereas neuroticism correlates negatively with self-esteem. Varanarasama and colleagues (2018) also report significant positive correlation between self-esteem and personality.

It is additionally evident from a research study done by Skorek and colleagues (2014) that there exists a significant relationship between higher levels of conscientiousness, emotional

stability, extroversion and self-esteem. Erdle and colleagues (2010) also found the general factor of personality accounts for 67% of the variance in the self-esteem. Robins and colleagues (2001) found that the big five explained 34% of the variance in self-esteem. Individuals who scored better on self-esteem were extroverted, emotionally stable and conscientious, also, to some extent open to experience and agreeable. Niazi and Mehmood's (2017) study also offers evidence that self-esteem is significantly predicted by extroversion, neuroticism and openness to experience. Similarly, a study done by Amirazodi and Amirazodi (2011) suggests that extroversion, agreeableness, conscientiousness and openness are significant positive predictors; and that neuroticism is a statistically significant negative predictor of self-esteem. The present study's findings also show a highly positive relationship between self-esteem and desire for fame. Noser and Hill (2014) found that those individuals who have unstable high self-esteem, also tend to have greater desire of fame.

The third hypothesis of the study was also confirmed. We found that personality traits and self-esteem significantly predict desire for fame. There is lack of research on the topic of fame (Carey, 2006), thus our study has significantly contributed to this gap. The fourth hypothesis of the study was also confirmed. We found that female TikTok users have more personality traits of extroversion, agreeableness, conscientiousness and self-esteem, as compared to males. Males were found to have more traits of neuroticism. No significant gender difference in openness and desire for fame was found between males and females. Greenberg and colleagues (2010) also did not find gender to be associated with desire for fame. Comparatively, Varanarasama and colleagues (2018) found gender differences in conscientiousness and neuroticism. Skorek and colleagues (2014) found that scores of females on agreeableness, conscientiousness, extroversion, and openness to experience were significantly higher when

compared to males and relatively less on emotional stability. Females reported a weak relationship between self-esteem, agreeableness and openness.

The study's fifth hypothesis was disconfirmed by findings of the study. The fifth hypothesis predicted that agreeableness, conscientiousness and neuroticism would be significantly higher in older group; whereas self-esteem, extroversion and openness would be significantly higher in younger age groups. The findings suggest that there is no significant age difference in extroversion, agreeableness, openness, neuroticism, conscientiousness, self-esteem and desire for fame were found. The findings by Robins and colleagues (2001) also corroborate that the relationship between self-esteem and the big five is not associated with age and social position. The study's sixth hypothesis was also proved correct. Results reveal that more extroversion, openness, conscientiousness, self-esteem and desire for fame is found in participants of big cities as compared to participants of small cities. However, no significant difference in their agreeableness and neuroticism was found. Literature relevant to these findings could not be found.

The study's seventh hypothesis was proved correct. The seventh hypothesis assumed that higher frequency of posting videos will be associated with higher desire for fame in TikTok makers. We found that no significant difference in personality traits and frequency of videos exists, but that those who posted 5 to 40 videos per day have more self-esteem and desire for fame compared to other group. The study's eighth hypothesis was also confirmed. The eighth hypothesis of the study proposed that higher socioeconomic status will be associated with higher desire for fame. Higher socio-economic status was found be associated with higher desire for fame in TikTok makers. Literature relevant to this hypothesis could not be found due to lack of research related to desire for fame in TikTok makers (Carey, 2006).

Limitations of the Study

One of the limitations of this study is the reliance on snowball sampling, which means results cannot be generalized. In addition, the sample size was small and only focused on the big five personality traits, excluding personality traits such as dark triads. Also, the present study focused solely on TikTok makers while other applications that allow video making features such as Instagram, YouTube, Snapchat, and Facebook were not investigated in the study. Future studies may include analysis of confounding variables, such as: the number of followers, student status, private/government sector students, and ethnicity.

CONCLUDING IMPLICATIONS

It may be concluded that personality traits (extroversion, agreeableness, openness, and conscientiousness), self-esteem, and desire for fame positively correlate with each other; whereas neuroticism negatively correlates to these variables. Gender, districts and frequency of posting videos significantly influence personality traits, self-esteem and desire for fame; whereas age was not found to influence the study variables. We also can conclude that self-esteem positively predicts desire for fame in Pakistani TikTok makers. Psychologists, counselors, students, TikTok makers, social media activists and researchers can all benefit from the findings of present research. This study is also one of the initial steps in determining contributors of desire for fame in TikTok makers. Findings can also be used to discuss personality traits and resulting potential challenges in the level of self-esteem in student TikTok makers. Young TikTok makers may be seeking information or attention through the use of TikTok, which is not available to them otherwise, based on socio-demographic disadvantages. Thus, policy-makers could also use our findings to better plan youth policy. Our findings imply that the TikTok regulating authorities

need to further improve and regulate the TikTok application. According to Wang (2020), the regulation of TikTok with moderation policies can support wellbeing of users. It is also true that much more research in this area is needed before policy-making is finalized.

A Conflict of interest statement

The authors declare that there is no conflict of interest.

Funding information

No funds were received for this research.

Ethics

The study was approved by the Departmental Ethical and Research Committee. Informed consent was taken from participants and

Data sharing and availability statement

All relevant data is included within the paper. Raw data is available from the corresponding author for researchers who meet the criteria for access to confidential data.

Authors' Contributions

AB gathered the data and conducted the analysis. MNI supervised the research and approved the final manuscript.

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Appendix A

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Select a number next to each statement to indicate the extent to which you agree or disagree with that statement.

	<i>I see myself as someone who:</i>	Disagree Strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree Strongly
1	Is talkative	1	2	3	4	5
2	Tends to find fault within others	1	2	3	4	5
3	Does a thorough job	1	2	3	4	5
4	is depressed, blue	1	2	3	4	5
5	is original, comes up with new ideas	1	2	3	4	5
6	Is reserved.	1	2	3	4	5
7	Is helpful and unselfish with others	1	2	3	4	5
8	Can be somewhat careless	1	2	3	4	5
9	Is relaxed, handles stress well	1	2	3	4	5
10	Is curious about many different things	1	2	3	4	5
11	Is full of energy	1	2	3	4	5
12	Starts quarrels with others	1	2	3	4	5
13	Is a reliable worker	1	2	3	4	5
14	Can be tense	1	2	3	4	5
15	Is ingenious, a deep thinker	1	2	3	4	5
16	Generates a lot of enthusiasm	1	2	3	4	5
17	Has a forgiving nature	1	2	3	4	5
18	Tends to be disorganized	1	2	3	4	5
19	Worries a lot	1	2	3	4	5
20	Has an active imagination	1	2	3	4	5
21	Tends to be quiet	1	2	3	4	5
22	Is generally trusting	1	2	3	4	5
23	Tends to be lazy	1	2	3	4	5
24	Is emotionally stable, not easily upset	1	2	3	4	5
25	Is inventive	1	2	3	4	5
26	Has an assertive personality	1	2	3	4	5
27	Can be cold and aloof	1	2	3	4	5
28	Preserves until the task is finished	1	2	3	4	5
29	Can be moody	1	2	3	4	5
30	Values artistic, aesthetic experiences	1	2	3	4	5
31	Is sometimes shy, inhibited	1	2	3	4	5
32	Is considerate and kind to almost everyone	1	2	3	4	5
33	Does things efficiently					

		1	2	3	4	5
34	Remains calm in tense situations	1	2	3	4	5
35	Prefers work that is routine	1	2	3	4	5
36	Is outgoing, sociable	1	2	3	4	5
37	Is sometimes rude to others	1	2	3	4	5
38	Makes plans and follows through with them	1	2	3	4	5
39	Gets nervous easily	1	2	3	4	5
40	Likes to reflect, play with ideas	1	2	3	4	5
41	Has few artistic interests	1	2	3	4	5
42	Likes to cooperate with others	1	2	3	4	5
43	Is easily distracted	1	2	3	4	5
44	Is sophisticated in art, music, or literature	1	2	3	4	5

Appendix B

Below is a list of statements dealing with your general feelings about yourself. If you strongly agree, circle **SA**. If you agree with the statement, circle **A**. If you disagree, circle **D**. If you strongly disagree, circle **SD**.

		Strongly Agree	Agree	Disagree	Strongly Disagree
1	On the whole, I am satisfied with myself.	1	2	3	4
2	At times, I think I am no good at all.	1	2	3	4
3	I feel that I have a number of good qualities.	1	2	3	4
4	I am able to do things as well as most other people.	1	2	3	4
5	I feel I do not have much to be proud of.	1	2	3	4
6	I certainly feel useless at times	1	2	3	4
7	I feel that I'm a person of worth, at least on an equal plane with others.	1	2	3	4
8	I wish I could have more respect for myself.	1	2	3	4
9	All in all, I am inclined to feel that I am a failure.	1	2	3	4
10	I take a positive attitude toward myself.	1	2	3	4

Appendix C

	<i>Please respond to each item by marking <u>one</u> box per row</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	One day I would like to be famous	1	2	3	4	5
2	I love the idea of becoming a famous person	1	2	3	4	5
3	I would like to be celebrity because it would give me a higher social status	1	2	3	4	5
4	I would like to be famous because other people would perceive me as having more power and influence	1	2	3	4	5
5	The lifestyle of famous celebrities appeals to me a lot	1	2	3	4	5
6	If I were famous I would be happier	1	2	3	4	5