

DEGREE OF EXTROVERSION OF UNIVERSITY STUDENTS OF MARKETING COMMUNICATION

*PAVEL ROSENLACHER

Faculty of economic study, University of Finance and Administration, Estonská 500, 101 00, Prague 10, Czech Republic
 email: *pavel.rosenlacher@vsfs.cz

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Abstract: Eysenck's personality typology is based on a factorial personality survey. Eysenck was of the opinion that personality can be adequately described by two dimensions, introversion-extroversion and neuroticism-stability, and later, on the basis of further studies, added a third dimension called psychoticism-normality. This article deals with Eysenck's typology of personality, and above all to the personality trait of extroversion - introversion, which is characterized by certain characteristics, assumptions and skills that can be used not only during studies but also at work. Eysenck's typology was studied by university students in marketing communication, which is expected to have a higher representation of extrovert types due to the specialization. The results of the research showed that 65.4 % of extroverts are represented in marketing communication students, which is a higher proportion than other studies.

Keywords: Eysenck typology, extroversion, introversion, marketing communication, students, study.

1 Eysenck's theory of personality

The author of this typology is the German-British psychologist Hans Jürgen Eysenck (Kelnarová and Matějková, 2014), who published the questionnaire for this typology in the 1960s, and based the typology primarily on using objective, empirical and proven bases based on natural science orientation (Nakonečný, 1997). Eysenck's typology is based on a personality factor survey, and complicated mathematical calculations and experimental psychology results were used to create the typology (Cakirpaloglu, 2012). It should be noted that it was based on the concept of I. P. Pavlov's neural processes and the characteristics of the neurophysiological construct of excitement and depression, with extroverts having a lower level of excitement of the cerebral cortex than introverts and this genetic predisposition may be applied in the learning process (Nakonečný, 1997). In addition, Oseland and Hodsman (2018) add that extroverts therefore need more experience and more stimulation than introverts, for which such a higher level of stimulation would be rather worrying. Qanwal and Ghani (2019) therefore emphasize that Eysenck was known by experimental studies and initially considered that personality can be adequately described by two dimensions, introversion-extroversion and neuroticism-stability, and later added a third dimension called psychoticism-normality. Collectively, these factors were called dimensions as PEN, which is an acronym composed of the initial letters of each innate dimension (Cakirpaloglu, 2012). By combining two basic dimensions (introversion-extroversion and neuroticism-stability) it is possible to create a four-quadrant coordinate system presenting four basic types of personality called phlegmatic, melancholic, sanguine and choleric (Kelnarová and Matějková, 2014), the names and characteristics of these personality types Eysenck used Hippocrates' personality typology (Cakirpaloglu, 2012).

Although Eysenck's personality typology has been both criticized and accentuated, Eysenck's concept of biological conditionality is relatively accepted and, at the same time, introversion-extroversion is considered to be the best empirically documented factor of personality type (Nakonečný, 1997). Other typologies, such as the Big Five Inventory (BFI), include introversion-extroversion and neuroticism-stability factors (Oseland and Hodsman, 2018). Below, the individual factors will be characterized in more detail and the differences between them will be compared. The dimension of psychoticism-normality has not been investigated in the research because its use is more in clinical practice.

1.1 Factor introversion-extroversion

Duis Carl Gustav Jung was the first to introduce the concept and classification of personalities into extraverts and introverts in 1921 (Roslan et al, 2017). Extroversion is a human orientation to the external environment and refers to the relationship of the subject and the object that has a positive focus on the object, whereas introversion is a human inward orientation rather than an extrovert towards the external object, but back towards itself (Settineri et al, 2018). To put it simply, extroverts focus on the outside world, people or situations, while introverts focus on their inner world and ideas (Chigerve, Boudreaux and Ilkiw, 2019). Extroverts are predisposed to be social, impulsive, colloquial and like changes, while introverts tend to return to past events, are closed, reserved, controlled and trying to plan things (Meira et al, 2017). Sristava, Angelo and Vallereux (2008) report that sociability is one of the most prominent features of extroverts. Introverts can be characterized as being more self-centered, their thoughts and emotions, they are shy, quiet, reserved, pessimistic, tend to plan more, have only a few very close friends and appreciate ethical standards (Smith and Lovgren, 2018).

Since the 1970s it has been assumed that extroverts are better destined to learn foreign languages than introverts, mainly because they have more opportunities to practice the language in a collective. However, there are also studies showing that introverts have a better internal predisposition to language learning because they have a longer span of long-term memory (Qanwal and Ghani, 2019). Given the conditions in which learning can take place, it is found that extroverts are much better at cognitively challenging tasks, comprehension tasks, and mental arithmetic in a noisy environment, followed by introverts looking for quiet places in the library without noise and bustle, compared to extroverts (Oseland and Hodsman, 2018). Relaxation training is more suitable for introverts, because they prefer a quiet and peaceful environment, while extroversion is more suitable for thought skills training because they seek a more stimulating environment (O'Connor et al, 2016). Introversion and extroversion also have an impact on the creation of student communities in the first years of college because extroverts are ready to find or create a community faster than introverts (Smith and Lovgren, 2018). In economics courses, introverts performed better in self-learning than in group (Borg and Shapiro, 1996). At the same time, introverts are more hesitant during group discussions to share their ideas and solutions with others than extroverted students (Antonenko, 2014). This may result in introverts who may prefer to rework their solutions and ideas, while extroverts tend to give more contradictory ideas and be more confrontational (Roslan et al, 2017). Extroverts have an advantage over introverts especially in speaking and reading skills, while introverts have an advantage in listening skills (Zafar, Khan and Meenakshi, 2017), but differences in writing skills have not been confirmed (Alavinia and Hassanlou, 2014), albeit introverts may be more suited to written tests (Qanwal and Ghani, 2019). Nakonečný (1997) states that introverts at school are more successful, especially in difficult fields than extroverts. Furthermore, the author adds that in learning introverts are more and more effectively influenced by punishment, while extroverts by reward.

The extroversion rate also affects eye contact in interaction with others, with extroverts in personal communication maintaining longer and more frequent eye contact than introverts (Roslan et al, 2019). This is confirmed by other studies which mention that extroverts maintain eye contact more often and longer than introverts in conversation with others (Ağıl and Gündükbay, 2018).

It is assumed that the behaviour of a user on the Internet does not differ significantly from real life, and it is also possible to

characterize his personality in the online environment (Zhao et al., 2018). Less extroverted types prefer communication over the Internet, while more extroverted types prefer personal communication (Ebeling-Witte, Frank, Lester, 2007).

1.2 Factor neuroticism-stability

Duis Neuroticism is associated with lower stress resistance, insufficient concentration, and is accompanied by the lability of the vegetative nervous system in the form of increased sweating, heart palpitations, or digestive problems (Nakonečný, 1997). The opposite of neuroticism is emotional stability, with neuroticism being associated with affinity, sensitivity, and reactivity (Zhao et al., 2018). Neuroticism is associated with people who tend to be nervous, tense, moody and emotional (Qanwal and Ghani, 2019). Types with a higher degree of neuroticism are not emotionally stable and may more often experience negative emotions such as fear or anxiety (Farahi et al., 2019). High levels of neuroticism have been linked to some mental illnesses such as depression or anxiety (Rees et al., 2015). A high degree of neuroticism has been associated with a low degree of personality psychological resilience (Lu et al., 2014), where personality resilience refers to the body's resilience, its ability to mitigate the negative effects of stress, and its ability to adapt (Oshio et al., 2018).

Upon exposure to noise people exhibiting a higher degree of neuroticism gives less mental performance than emotionally stable types, and it was found that neurotic introverts are more susceptible to noise when performing tasks than emotionally stable extrovert. Emotionally unstable types are more focused on the source of unwanted noise, which can be stressful for them (Oseland and Hodsman, 2018), while emotionally stable introverts show better noise resistance. Neuroticism is also associated with typical brain activity, particularly in the limbic system, particularly in the amygdala and hypothalamus (Farahi et al., 2019). Neuroticism may be manifested by higher activity in the left hemisphere of the brain (Bono and Vey, 2007).

A negative correlation of neuroticism with the use of the Internet for educational purposes was found (Mark and Ganzach, 2014). Higher levels of neuroticism suggest the use of Facebook Wall in particular, while low levels of neuroticism (or emotional stability) tend to post photos on Facebook (Ross et al., 2009). However, neuroticism has a positive correlation with the time the user spends on Facebook (Ryan and Xenos, 2011). Neuroticism shows a negative correlation with the use of the Internet to search for information on products where trust and safety are less important aspects (Mark and Ganzach, 2014). Neuroticism as well as extroversion strongly positively correlates with confidence in false rumors (Lai et al., 2019).

2 Materials and methods

The main aim of the research was to find out the degree of extroversion and introversion among university students studying marketing communication. The focus and name of the field of study assumes that it will attract rather extroverted personality types. Eysenck's Personality Questionnaire (EPI) was used to measure the degree of representation of both personality factors (extroversion, neuroticism), which measures the degree of extroversion, neuroticism and the scale of lie (Yin et al., 2019) and consists of 57 questions (Roslan et al., 2019). The questionnaire was submitted to the respondents in printed form, while in order to ensure the accuracy of the data obtained, the questionnaire was submitted to the respondents twice within a time period of at least 14 days. As a result, results from both collections could be compared. Data were collected from the first week of November 2019.

2.1 Research Sample

Duis The basic group of respondents were bachelor and master students of marketing communication (University of finance and administration). The sample size was set at 110 respondents who will be selected throughout the bachelor and master study programs in marketing communication. A total of 224

completely completed questionnaires were collected from respondents who participated in both phases of the data collection. Respondents who submitted only one completed questionnaire were not included in the data processing, namely 18 persons. The sample of respondents who participated in both phases of data collection consisted of 112 respondents, namely 31 (27.7%) men and 81 women (72.3%).

2.2 Results

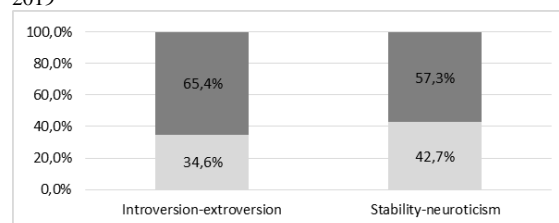
Data processing and evaluation were always performed according to individual personality factors, i.e. extroversion, neuroticism and a range of lies. The maximum achievable extroversion and neuroticism are 24, to the value of 12 is the introversion and neuroticism factor possibly it is the emotional stability. The maximum achievable lie value is 9 points, and the higher the values, the more questionnaire results may not reflect the real image of personality.

Table 1 shows descriptive statistics data for each personality factor measured in the test. The data show that among the respondents, the prevalence of extroversion rather than introversion prevails, although due to the standard deviation values it is evident that respondents with an extroversion rate below 12 points can be included in the sample, which is an introversion. In the case of the neuroticism factor, the data show that in general, neuroticism prevails in the respondents, even though the standard deviation shows that emotionally stable types are found in the selected sample of respondents (graph 1).

Tab. 1: Evaluation of personality factors in the sample of respondents, 2019

	Introversion – extroversion	Stability – neuroticism	L-Scale
Diameter	13,5	13,2	1,6
Median	14,0	13,0	1,0
St. Deviation	4,1	5,3	1,6

Graph 1: Overview of proportions of individual dimensions, 2019

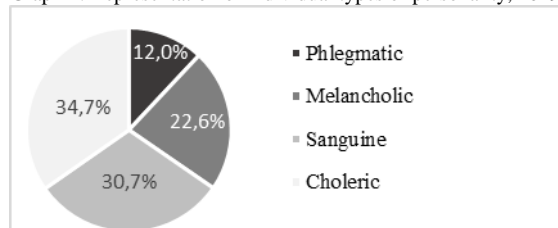


Personality factors for all respondents were processed in Table 1 and Chart 1, but data can also be processed after the classification of respondents among individual types of personality, i.e. phlegmatic (E = max. 12, N = max. 12), sanguine (E = min 12, N = max 12), melancholic (E = max 12, N = min 12) and choleric (E = min 12, N = min 12). Data after classification into individual personality types is shown in Table 2.

Tab. 2: Evaluation of personality factors by personality types, 2019

	Sample ratio	Diameter			Median			St. Deviation		
		Ex	Ne	L	Ex	Ne	L	Ex	Ne	L
Phlegmatic	12,0 %	8,7	6,9	3,0	9,0	7,0	2,0	2,4	3,2	2,7
Sanguine	30,7 %	16,7	8,0	1,9	16,0	8,5	2,0	2,9	2,4	1,5
Melancholic	22,6 %	8,6	17,1	1,2	9,0	17,0	1,0	2,0	2,8	1,2
Choleric	34,7 %	15,5	17,2	1,2	15,0	17,0	1,0	1,7	3,3	1,3

Graph 2: Representation of individual types of personality, 2019



Graph 2 and Table 2 show that the most numerous type of personality is choleric (34.7% of the sample of respondents), which is characterized by a higher rate of extroversion and neuroticism. The second most frequent type in the sample of respondents is sanguine (30.7%), which is characterized by a higher rate of extroversion, but emotional stability. The sample of respondents therefore represents 65.4% of extroverts. The lowest proportion is represented by the personality type of phlegmatics (12%), which is characterized by low extroversion (or high introversion) and emotional stability. The number of respondents with a higher rate of neuroticism is 57.3%.

3 Discussion

The Based on the data obtained and their comparison with other studies, it can be said that the selected sample of respondents contains a relatively higher proportion of extroverts of 65.4% compared to the study described by Settineri et al (2018), whose selected sample of respondents contained 46.5% extroverts and 53.5% introverts. Chigerwe, Bodreaux and Ilkiw (2019) conducted personality type surveys in veterinary medicine students, where the proportion of extrovert types was 46.7%, with introvert types slightly prevailing. Qanwal and Ghani (2019) report that 49% of the respondents were extroverted.

When comparing the results found in the research itself, there is a relatively greater prevalence of extroverted types of personality over introverted ones, which may be influenced precisely by the focus of the study field, which is more humanitarian oriented and the future graduate is expected to have regular contact with people. At the same time, the field of marketing communications places greater emphasis on the use of foreign languages, and as mentioned in the article above, extroverts may be better placed to learn foreign languages and at the same time have an advantage over spoken language (Zafar, Khan and Meenakshi, 2017) which can be considered as appropriate traits among marketing communication students. Furthermore, extroverts in teamwork can more effectively apply their communication skills and communicate in a more confrontational style (Roslan et al., 2017).

4 Conclusion and future work

This article deals with the degree of extroversion and neuroticism among university students in the field of marketing communication, which assume communication skills, language skills, but also the ability to work in a team and the ability to sociability. The data showed that the proportion of extroverts is higher than in the comparison studies and suggests that students (respondents) could have the necessary prerequisites for the given study and professional orientation.

In relation to the possible extension of the survey in the follow-up research, it is possible to propose to link the type of personality with the results achieved in the teaching of foreign students and extend the research to students of other branches.

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Primary Paper Section: A

Secondary Paper Section: AN