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Factors influencing willingness to use MBTI social applications in youth groups - based on a technology acceptance model

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Abstract:

The Myers-Briggs Type Indicator (MBTI) was developed from Carl Gustav Jung's theory of personality classification and designated by American psychologists as a personality test indicator that classifies people into sixteen different personality attributes and assigns different identities to each of the sixteen personalities. Today, the MBTI is one of the most widely used instruments in the world to measure normal personality differences, and is widely used in employment, education, and social occasions. A large-scale group discussion has been formed on the Internet, and through the fluctuation of the Internet, MBTI is taking on a new look and dominating the social discourse of young people as a new social currency. This study explores the youth group as the research object, and digs out the reasons why it has become the social currency, as well as the state of mind of the contemporary youth group and the social willingness of the contemporary youth through the analysis of this new subculture.

Keywords: MBTI, technology acceptance model, social willingness, youth group.

1. Introduction:

MBTI is a theoretical model and test of personality classification assessed in four dimensions of personality. Its origins can be traced back to the early 20th century with Swiss psychologist Carl Jung's theory of personality types. Jung classified personality into four basic dimensions and sixteen different types of individuals, each with its own unique characteristics and preferences. This categorisation helps people to better understand their own personality traits and those of others, leading to better social interactions. After the rising sports star Ailing Gu put forward her MBTI attributes in the much-anticipated Beijing Winter Olympics in 2022, the concept has gradually moved from a test scale into youth group circles, attracting widespread attention and discussion among youth groups, and forming a social society with MBTI as the topic. At the same time, there have been quite large-scale communities on the Internet, such as "MBTImemes" and "NF Gathering bot" microblog accounts. Among them, "MBTImemes" has 290,000 followers, and "Mbti Trolling bot" has 67,000 followers. On Douban, the "Personality, Temperament, Psychology" group has more than 260,000 members, and its genre-specific groups, such as the "INTP" group, have close to 70,000 members[1]. MBTImemes has a large number of followers. The topic of the MBTI test has reached 1.25 billion readers and 289,000 discussions on the Weibo platform alone. It has gained a great deal of popularity among Chinese youth groups. Since then, MBTI has become a popular personality testing tool. Academic focus on MBTI is mainly on the application of its design in education, psychology and other fields. In foreign research on MBTI mainly focuses on the development and controversy of MBTI as a personality test research, McCrae, R. R., & Costa, P. T. (1989) pointed out in their study that the four dimensions in MBTI (Extraversion-Introversion, Feeling-Intuition, Thinking-Emotion, Judgement-Perception) overlap with those of the Big Five Personality Model to a certain extent, but there are also some differences, detailing how the FFM can be used to reinterpret the four dimensions of the MBTI. They corresponded the dimensions of the MBTI (e.g., intuition-feeling, rationality-perceptual) with the five dimensions of the FFM (openness, responsibility, extraversion, agreeableness, and neuroticism) and explained this correspondence and the implications of this correspondence [2].Pittenger, D. J. (2005) presented some cautionary perspectives on the MBTI and discussed some of the MBTI's controversies and problems, including aspects such as the one-dimensional nature of the way it is categorised, the overlap and duplication between types, and the lack of adequate scientific support At the same time the paper emphasised the importance of thinking critically about MBTI[3]. In China, research on MBTI has focused

on the educational and vocational fields. Hu Zhihai and Huang Hualin published "The Research Relationship between Personality Types and Professional Identity of College Students" in Psychological Science, which concluded that there is a close correlation between personality types and professional identity, and that those who belong to certain personality types and dimensions are more likely to identify with the tourism profession they study [4]. Gu Xueying believes that there are "dominant" personality types in specific professional groups, which means that students of this type perform better academically, while for "non-dominant" students, improving teaching and providing teaching modes suitable for their personality types can also help them improve their academic performance [5]. These studies have always lacked the significance of the MBTI as a personality test for interpersonal communication in youth groups, and at this time, it is no longer appropriate to study the performance of the MBTI instrument, and it is more necessary to analyse the social performance of the MBTI from multiple perspectives. Therefore, the present study investigates the factors influencing the willingness to apply the MBTI socially by using the Technology Acceptance Model from the perspective of communication studies in the hope of enriching the interpersonal communication. more attention to the research in the field of youth culture and youth socialisation.

2.Research methodology

This study will use literature and questionnaire method to conduct the research, through CNKI, Google Scholar, Web of science and other platforms to collect information and literature from the MBTI and technology acceptance model, screening, analysis and organisation of the generalization to find out the useful knowledge and information for this study to apply. Non-probability sampling method was used for sampling based on the questionnaires distributed from the Questionnaire Star platform, with reference to the mature scales at home and abroad, and based on the research questions of this study, the scales of each variable were initially formed, and finally 100 official questionnaires were obtained from 11 provinces and cities, such as Hubei, Zhejiang, Heilongjiang, Xinjiang, Sichuan, etc. The target population of the questionnaire is mainly young people aged 15-34 years old, who have an important influence and power of change in the society, and at the same time, young people are also the main focus group of the MBTI personality test. They are usually in the early stage of personality development and have a stronger need for self-knowledge and understanding of their own personality, and they are also in the stage of expanding their social circle, so more young people will pay attention to the MBTI as a new type of test.

3.Theoretical foundations

This study adopts Davis's Technology Acceptance Model (TAM) combined with the characteristics of MBTI personality test. Technology Acceptance Model (TAM) has been involved in various fields, Li Zhen et al. applied the TAM model to the evaluation index of adaptive learning system and proposed that personalised learning is the inevitable requirement of education reform and development and education informatisation, and the adaptive learning system is an important hand to support the realisation of this goal [6]. Cai Jun, Zhang Lei et al. used TAM to study the factors influencing the willingness of farmers to withdraw from homesteads, and proposed that the confirmation of homestead rights in the future can stimulate the willingness of farmers to withdraw from homesteads more effectively than the government's forceful promotion [7]. Dong Xuewang et al. used TAM in the study of tourists' intention to use online tour guides, proposing that consumers' personality traits have an important impact on the intention to use behaviour, and that tourists with different personality traits show higher choice dispersion [8]. Most of the models of TAM have been used in the study of their users' intention to use, so using the TAM model in conjunction with the thesis of this study can help us better understand the factors influencing the MBTI social willingness of the youth group. MBTI social intention influencing factors.

4.Research hypotheses

Perceived ease of use is designed to assess the user's experience of using the app and interface interaction subjectively it's research can influence the user's engagement and continued willingness to use the MBTI social app. If users perceive that the application is easy to use the concept or application, they are more likely to actively participate and continue to use the concept and application. Therefore, in the context of the thesis this study defines perceived ease of use as the ease with which people can use MBTI for further communication in social interaction; perceived usefulness is to assess people's subjective feelings about the actual value and effectiveness of the application, and it also refers to the extent to which an individual's use of an application can provide a positive experience, bring tangible benefits, and satisfy his or her needs and expectations. Therefore, perceived usefulness refers to the extent to which users perceive that the use of MBTI social networking apps can bring practical benefits or value, such as improving self-perception and interpersonal relationships. "Identity is a psychological concept

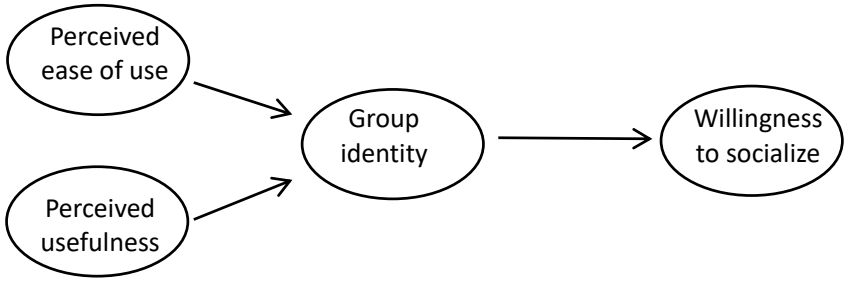
that refers to the degree of acceptance of self and others. Self-identity emphasises the individual's reflection, identification and pursuit of oneself [9]. Group identity refers to an individual's sense of belonging to and identifying with a particular group.The MBTI test is simple and easy to understand, which allows youth to quickly complete the test and obtain their type. At the same time, MBTI test results can be easily shared on social media and online communication platforms. This ease of sharing allows youth to find groups of people who share their MBTI type, facilitating communication and identification with each other. In social situations, especially among young people, people often want to quickly understand and adapt to others, and the MBTI provides a simple and effective social code that enables young people to quickly determine the personality type of others and then better interact with them. This common "language" promotes mutual understanding and recognition. This creates a social circle from which a sense of belonging and identity can be gained. The opposite is true if a strong sense of group identity and a wide range if not. In summary, the hypotheses are formulated:

H1: Perceived ease of use positively influences group identity

H2: Perceived usefulness positively influences group identity

H3: Group identity positively influences willingness to socially interact

In summary, it is proposed that the technology acceptance model is used as a basis for further understanding of the factors influencing MBTI social willingness in youth groups based on the development of a predefined model for this study (Figure 1).



(Figure1) MBTI Social Willingness Technology Acceptance Presuppositional Model for Youth Groups

5. Data acquisition

Perceived ease of use is measured by the ease of comprehension of the questions in the MBTI personality test instrument and the ease of the interface and the flow of operations; perceived usefulness is measured by the interpersonal relationships and social interactions in social situations and by the usefulness of social behaviour; group identity is measured by the values of the culture, the sense of belonging, and the emotional resonance; and willingness to socialise is measured by the dimensions of proactive communication, sharing, and discussion. Sharing, and Discussion dimensions. Non-probability sampling method is used for sampling based on two forms of online, offline survey is mainly through the distribution of paper questionnaires for statistics, online survey is mainly through the distribution of questionnaires to various social platforms to obtain, reference to domestic and international mature scale and based on the research problems of this study slightly modified to form a preliminary scale of each variable, to carry out a pre-survey of 50 questionnaires and then carry out a test of the reliability and validity of the discovery of and improve the problems in the questionnaire so as to formally establish the questionnaire, and finally obtained 180 questionnaires, eliminating invalid questionnaires and finally obtained 168 valid questionnaires, the effective recovery rate of 93.3%.

(Table 1)Measure of MBTI social application intention in youth group

Variant	Items	Element
Perceived ease of use	A1	Do you find personality assessment tools like the MBTI easy to understand and use?
	A2	Easy-to-understand interface and procedure when using the MBTI test tool.
	A3	No additional explanation or instruction is needed to understand and use the MBTI personality test when taking it

Perceived usefulness	B1	When using the MBTI socially it can provide valuable insights and guidance to help you understand yourself and others better
	B2	MBTI tips and advice on socialising can have a positive impact on your social behaviour
	B3	You would like to use the MBTI as a common tool to guide your social interactions and relationships
Group identity	C1	You identify well with the values that culture represents
	C2	You will be amused if others talk about the test
	C3	If it's the same type of personality as the other person, you'll want to be closer to her more
Willingness to socialize	D1	You will recommend that my family and friends have their MBTI tested
	D2	You will be willing to use the MBTI to help you open up the conversation
	D3	You expect to be able to share and discuss topics about personality and relationships with other MBTI types

6. Data analysis

6.1 Reliability Statistics

This study will use the Cronbach α coefficient as a validation indicator for each variable for reliability verification and analysis, the validation results show that the range of reliability between the variables between 0.752-0.915, are above the reliability value of 0.7 indicates that each measurement model has a good indicator of reliability.

6.1.1 Perceived ease of use

It can be seen that the reliability of perceived ease of use research data is very high(Table 2). First of all, its reliability coefficient reached 0.752, exceeding the standard of 0.6, which indicates that the data is extremely reliable. When considering whether to remove an item, it is found that the reliability coefficient is not significantly improved even if any item is removed, which indicates that all items are necessary. At the same time, the CITC value of each analysis item exceeded 0.4, indicating a good correlation between the items and further confirming the high reliability of the perceived ease of use data. Overall, the perceived ease of use data is highly reliable and well suited for further analysis.

(Table 2) Reliability Statistics (Cronbach Alpha)

Items	Corrected Item-Total Correlation(CITC)	Cronbach Alpha if Item Deleted	Cronbach α
A1	0.616	0.634	0.752
A2	0.583	0.667	
A3	0.551	0.711	
Cronbach α (Standardized):0.756			

6.1.2 Perceived usefulness

The reliability coefficient of the perceived usefulness data is 0.915, which exceeds the conventional standard of 0.6 and significantly indicates the high quality reliability of the data (Table 3). In addition, CITC values exceeded 0.4 for all items analyzed, which not only indicates a strong correlation between all items of perceived usefulness, but also further confirms the high reliability of the data. In summary, the results show that the perceived usefulness data has a high reliability coefficient of more than 0.9, ensuring its high reliability and suitability for in-depth analysis.

(Table 3) Reliability Statistics (Cronbach Alpha)

Items	Corrected Item-Total Correlation(CITC)	Cronbach Alpha if Item Deleted	Cronbach α
B1	0.775	0.921	0.915
B2	0.859	0.853	
B3	0.855	0.856	
Cronbach α (Standardized):0.915			

6.1.3 Group identification

According to the data in the table, the group identification reliability coefficient is 0.869, which exceeds the standard of 0.6, indicating that the group identification research data has high reliability(Table 4). From the perspective of "Cronbach Alpha if Item Deleted", the reliability coefficient did not increase significantly after removing any item, indicating that the group agreed that all items were necessary and should not be excluded. In addition, with regard to the "CITC value", all items have a CITC value of more than 0.4, which means that there is a good correlation between the analysis items and the level of confidence is also acceptable. In general, since the reliability coefficient exceeds 0.8, it can be concluded that the data of group identity research are highly reliable and suitable for further analysis.

(Table 4) Reliability Statistics (Cronbach Alpha)

Items	Corrected Item-Total Correlation(CITC)	Cronbach Alpha if Item Deleted	Cronbach α
C1	0.736	0.828	0.869
C2	0.761	0.804	
C3	0.751	0.814	
Cronbach α (Standardized):0.869			

6.1.4 Willingness to socialize

(Table 5)As can be seen from the table, the obtained reliability coefficient of willingness to socialize is 0.850, which is higher than the usual acceptance standard of 0.6, indicating that the research data has high reliability. When "Cronbach Alpha if Item Deleted" is considered, the removal of any item does not significantly increase the reliability coefficient, indicating that each item contributes to the application intention reliability and therefore should not be removed. At the same time, all analysis items have a "CITC value" of more than 0.4, which means that there is a stable correlation between the items and the confidence level is adequate. In summary, the reliability coefficient is higher than 0.8, indicating that the research data of application intention are reliable in reliability and suitable for further analysis.

(Table 5)Reliability Statistics (Cronbach Alpha)

Items	Corrected Item-Total Correlation(CITC)	Cronbach Alpha if Item Deleted	Cronbach α
D1	0.720	0.789	0.850
D2	0.716	0.794	
D3	0.722	0.789	
Cronbach α (Standardized):0.850			

6.1.5 Overall reliability:

(Table 6)Overall reliability (Cronbach Alpha)

Items	Corrected Item-Total Correlation(CITC)	Cronbach Alpha if Item Deleted	Cronbach α
A1	0.524	0.865	0.872
A2	0.411	0.870	
A3	0.406	0.871	
B1	0.658	0.856	
B2	0.658	0.856	
B3	0.677	0.855	
C1	0.642	0.857	
C2	0.632	0.858	
C3	0.720	0.852	
D1	0.456	0.869	
D2	0.437	0.870	
D3	0.466	0.868	
Cronbach α (Standardized):0.869			

6.2 Validity analysis

6.2.1 Total Variance Explained

This study will be used to verify the validity of the research data through the use of KMO and Bartlett's test (Table 7) . The data in the table mainly analyses the number of factors extracted and the amount of information. As can be seen from the table, a total of four factors were extracted, each of which had an eigenroot value of more than 1. After performing factor rotation, the variance explained by these four factors was 21.303% ,19.682% ,19.331% ,17.545% respectively. These proportions add up to a cumulative variance explained of 77.861%, which indicates that most of the data variability can be explained by these four factors.

(Table 7)Total Variance Explained

Factor	Eigen values			% of variance (Initial)			% of variance (Rotated)		
	Elgen	% of Variance	Cum. % of Variance	Elgen	% of Variance	Cum. % of Variance	Elgen	% of Variance	Cum. % of Variance
1	5.054	42.121	42.121	5.054	42.121	42.121	2.556	21.303	21.303
2	1.841	15.338	57.458	1.841	15.338	57.458	2.362	19.682	40.985
3	1.433	11.943	69.402	1.433	11.943	69.402	2.320	19.331	60.316
4	1.015	8.460	77.861	1.015	8.460	77.861	2.105	17.545	77.861
5	0.564	4.700	82.561	-	-	-	-	-	-
6	0.440	3.667	86.228	-	-	-	-	-	-
7	0.369	3.072	89.300	-	-	-	-	-	-
8	0.351	2.927	92.227	-	-	-	-	-	-
9	0.290	2.413	94.641	-	-	-	-	-	-
10	0.261	2.177	96.818	-	-	-	-	-	-
11	0.244	2.036	98.854	-	-	-	-	-	-
12	0.138	1.146	100.000	-	-	-	-	-	-

6.2.2 KMO and Bartlett test

By using KMO and Bartlett tests to verify the validity of the research data, conclusions can be drawn according to the data in the following table.(Table 8) The KMO value (the Kaiser-Meyer-Olkin metric) is 0.841. KMO value is an index used to evaluate the suitability of data for factor analysis, and this value indicates that the data is relatively suitable in factor extraction. The closer the KMO value is to 1, the stronger the correlation between the variables in the data, so it is more suitable for factor analysis. Therefore, the KMO value of 0.841 reflects the good validity of the research data from one side, indicating that the dataset is suitable for factor analysis to extract valuable information.

(Table 8) KMO and Bartlett test

KMO		0. 0.841706
Bartlett test	Approx. Chi-Square	1110.690
	df	66
	p value	0.000

7. Factor loading (Rotated)

In this study, the data were subjected to varimax rotation in order to more clearly reveal the correlation between the factors and the study items(Table 9). This rotation method helps simplify the factor load structure, making the association between each factor and a particular study item more obvious. According to the tabular data provided, it can be observed that the common degree value of all studies exceeds 0.4. Commonality refers to the proportion of variation in a particular variable that can be explained by all factors together, so a high commonality value indicates a strong association between the study item and the extracted factors. In other words, these factors can effectively extract important information from individual studies.

(Table 9) Factor loading (Rotated)

Items	Factor loading				Communalities
	Factor 1	Factor 2	Factor 3	Factor 4	
A1				0.783	0.709
A2				0.799	0.686
A3				0.783	0.658
B1	0.835				0.814
B2	0.888				0.888
B3	0.877				0.876
C1			0.809		0.775
C2			0.853		0.818
C3			0.775		0.800
D1		0.861			0.776
D2		0.86			0.772
D3		0.856			0.771

8. Correlation analysis.

The data in the table discussed the relationship between perceived ease of use, perceived usefulness, group identification, and application intention through correlation analysis(Table 10). In this analysis, the Pearson correlation coefficient was used to measure the strength of the relationship between these variables.

Specifically, the relationship between perceived ease of use and perceived usefulness, group identification, and application intention is significant. This means that the correlation between these variables did not occur by chance, but was statistically significant. The specific Pearson correlation values were 0.368, 0.452 and 0.211, respectively. The values of these coefficients are all greater than 0, indicating that there is a positive correlation between perceived ease of use and perceived usefulness, group identification and application intention. A positive correlation means that when the value of one variable increases, the value of the other variable associated with it also tends to increase.

(Table 10) Pearson Correlation

	Mean	Std. Deviation	Perceived ease of use	Perceived usefulness	Group identity	Willingness to socialize
Perceived ease of use	3.964	0.769	1			
Perceived usefulness	3.333	1.147	0.368**	1		
Group identity	3.394	1.108	0.452**	0.576**	1	
Willingness to socialize	3.748	0.972	0.211**	0.292**	0.339**	1
* p<0.05 ** p<0.01						

9. Linear Regression

9.1 Perceived Ease of Use and Perceived Usefulness for Group Identity of Linear Regression

(Table 11)The linear regression analysis results showed that the regression model formula was as follows: group identification = 0.283 + 0.400 * perceived ease of use + 0.458 * perceived usefulness. The R-square value of this model is 0.398, indicating that perceived ease of use and perceived usefulness are sufficient to explain 39.8% of the variation in group identification.

In addition, the results of F-test show that the model is significant (F = 54.844, p = 0.000< 0.05), indicating that at least one independent variable in the model (perceived ease of use or perceived usefulness) has a significant impact on group identity. At the same time, the multicollinearity of the model is tested, and it is found that all VIF (variance inflation factor) values are less than 5, which indicates that there is no collinearity problem in the model. Moreover, the value of D-W (Durbin-Watson) is close to 2, indicating that there is no autocorrelation in the model, and the sample data are independent from each other, thus proving the effectiveness of the model.

Considering the influence of each independent variable, the regression coefficient of perceived ease of use was 0.400 (t = 4.284, p = 0.000 < 0.01), indicating that it has a significant positive effect on group identity. Similarly, the regression coefficient of perceived usefulness was 0.458 (t = 7.307, p = 0.000 < 0.01), also showed that it has a significant positive effect on group identity.

Based on these analysis results, it can be concluded that both perceived ease of use and perceived usefulness have significant positive effects on group identity, both of which are important in understanding and predicting group identity.

(Table 11)Perceived Ease of Use and Perceived Usefulnesss for Group Identity of Linear Regression

	Unstandardized Coefficients		Standardized Coefficients	t	p	Colinearity	
	B	Std. Error	Beta			VIF	Tolerance
Constant	0.283	0.358	-	0.792	0.429	-	-
Perceived ease of use	0.400	0.093	0.278	4.284	0.000**	1.157	0.864
Perceived usefulness	0.458	0.063	0.473	7.307	0.000**	1.157	0.864
R^2	0.398						
Adjusted R^2	0.391						
F	F (2,166)=54.844,p=0.000						
D-W Value	1.728						
Dependent variable: group identity							

	Unstandardized Coefficients		Standardized Coefficients	t	p	Colinearity	
	B	Std. Error	Beta			VIF	Tolerance
* p<0.05 ** p<0.01							

9.2 The effect of Group Identity on Willingness to socialize of Linear Regression

(Table 12) The analysis results show that the formula of regression model is: application intention = 2.740 + 0.297 * group identification. The R-square value of this model is 0.115, indicating that group identification can explain 11.5% of the variation in application intention. Further F-test results showed that the model was statistically significant (F = 21.612, p = 0.000 < 0.05), which means that group identification does have a statistically significant effect on application intention. The regression coefficient of group identification was 0.297 (t = 4.649, p = 0.000 < 0.01), indicating that there is a significant positive relationship between group identification and application intention.

Based on the above analysis, it can be concluded that group identification has a significant positive impact on application intention. This indicates that the stronger the group identity, the higher the application intention of individuals, reflecting the important role of group identity in stimulating or enhancing the application intention.

(Table 12)The effect of Group Identity on Willingness to socialize of Linear Regression

	Unstandardized Coefficients		Standardized Coefficients	t	p	Colinearity	
	B	Std. Error	Beta			VIF	Tolerance
Constant	2.740	0.228	-	12.016	0.000**	-	-
Group identity	0.297	0.064	0.339	4.649	0.000**	1.000	1.000
R^2	0.115						
Adjusted R^2	0.109						
F	F (1,167)=21.612,p=0.000						
D-W Value	2.021						
Dependent variable: Willingness to socialize							
* p<0.05 ** p<0.01							

10. Conclusion:

Perceived ease of use, perceived usefulness and group identity all have a significant positive relationship on willingness to socialize. The results of the study show that perceived usefulness and perceived ease of use are the most important factors in determining the willingness to use MBTI social applications among youth groups. Perceived ease of use can directly affect the overall experience of the product. When young people perceive MBTI social apps to be easy to use and operate, they do not need to pay too much learning cost to use the product. For youth, they may prefer apps that are easy to use and intuitive to understand. When they find MBTI social apps easy to use, they are more likely to be willing to try and quickly integrate into the app's user base. The MBTI is being used more frequently among adolescents today, and young people believe that using the MBTI socially provides useful information about their own and others' personality types, which strengthens their own and others' portraits, and that the usefulness of this information not only satisfies young people's need to understand themselves and others, but also provides them with a basis for comparing and communicating with others, and that young people are likely to be more likely to identify with groups that use the app, and believe that they are more likely to be more likely to identify with groups that use the app. Young people may identify more with the group that uses the app and believe that they share common interests and values with that group. Meanwhile, when they socialize using the MBTI, they may gain positive emotional experiences, such as satisfaction with self-perception and recognition

of others, and this emotional resonance may be transformed into a sense of belonging to the group that uses the app. This sense of belonging further strengthens the young person's identification with the app and may further reinforce identification with the group using the app. When individuals identify with a group, they are more likely to connect and interact with other group members. This sense of belonging and identification motivates individuals to be more willing to sociali1e with that group and share their thoughts and experiences, thus increasing their willingness to socialize. At the same time they are more inclined to establish social relationships with the group. This identification with common goals and values makes individuals feel that it is meaningful to interact with the group, thus stimulating a stronger willingness to socialize.

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