

## ORIGINAL ARTICLE

# Internet Addiction, Social Media Addiction, and Nomophobia in Social Media Managers: What Is Their Relationship with Personality Traits?

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## Main Points

- Social media managers can be considered a risk group in terms of developing behavioral addictions due to their work.
- Agreeableness, neuroticism, and openness were found to be positive predictors of internet addiction in social media managers.
- Agreeableness and neuroticism are positive significant predictors of social media addiction in social media managers.
- Agreeableness, neuroticism, and openness are positive significant predictors of nomophobia in social media managers.
- These results suggest that these personality traits are risk factors for developing behavioral addictions.

## Abstract

Excessive and pathological use of the internet, social media, and smartphones increases the risk of behavioral addiction. Social media managers are constantly online because of their work and responsibilities, which suggests that they are a risk group for developing behavioral addictions. It has been stated in the literature that personality traits are a potential source of many problematic behaviors related to addiction. The current study examined the role of personality traits on internet addiction, social media addiction, and nomophobia in social media managers. In this predictive correlational study, the research group comprises 218 social media managers working in public and private institutions in different provinces of Türkiye. According to the results of multiple regression analyses conducted separately for each dependent variable, personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) together exhibited a significant relationship with internet addiction, social media addiction, and the sub-dimensions of nomophobia. The five personality traits together explained 41% of the variance in internet addiction, 21% of the variance in social media addiction, and 14% of the variance in nomophobia. Based on the results obtained, the current study can provide insights into the risk factors for developing behavioral addictions in social media managers.

**Keywords:** Internet addiction, nomophobia, personality traits, social media addiction

## Introduction

The internet is a multidimensional and diverse environment that offers a multitude of experiences as a product of a specific virtual space (Ryding & Kaye, 2018). As of 2025, 5.56 billion people use

the internet, equal to 67.9% of the world's population; there are 5.24 billion active social media users worldwide, equal to 63.9% of the world's population; and 5.78 billion people use mobile phones, equal to 70.5% of the world's population (We Are Social, 2025). According to the Turkish Statistical

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Institute (2025) the internet usage rate in Türkiye in 2024 is documented as 88.8% among individuals aged 16–74. This indicates that the use of the internet, computers, smartphones, and other electronic devices and the amount of time individuals spend online are increasing. The increasing use and prevalence of new technological devices such as personal computers, tablets, smartphones, and virtual communication are causing changes in individuals' daily habits and behaviors (King et al., 2013). At this point, internet technology has a leading position in the world of information technology in terms of its depth and breadth in information branches. However, the computerization of society is recognized as one of the main factors affecting human health. Widespread access to the internet has significantly changed daily life due to the wide range of opportunities and services offered by the web. However, excessive or pathological use has also led to behavioral addictions (Tikhonov & Bogoslovskii, 2015). The concept of addiction has expanded recently to include many addictive behaviors and is not limited to behaviors related to the abuse of substances (Kuss & Pontes, 2019). In this context, it is emphasized that addiction is not only caused by various substances but also by contact with digital technologies (Rachubińska et al., 2021).

Internet addiction, which is one of the behavioral addictions and is increasingly recognized as a health problem in many parts of the world (Elik & Karadeniz, 2025; Zivnuska et al., 2019), is considered an internet use behavior pattern that includes a dysfunctional desire to use the internet irregularly and for excessive periods (Kuss & Pontes, 2019). Internet addiction is described as a global concern by Ryding & Kaye (2018) and is characterized by an individual's obsessive desire to access the internet while offline and the inability to go offline while online (Tikhonov & Bogoslovskii, 2015). Since the internet is the active ingredient of social media addiction and smartphone addiction, it is stated that internet addiction is highly related to these addictions (Savcı & Aysan, 2017).

Social media addiction is another behavioral addiction and is considered a type of internet addiction in some studies in the literature (Andreassen et al., 2017; Kuss & Pontes, 2019; Ezung & Baksh, 2024). While social media use is associated with both drawbacks and benefits to mental and social well-being, it can also lead to addictive social media use (Santini, 2024). Social network sites (SNSs) can significantly affect individuals' lifestyles, communication, interests, and psychology, especially as online interaction becomes more used than face-to-face interaction for many individuals (Sheinov, 2021). Moreover, the nature of social media can lead to compulsive behaviors, a level of behavioral addiction that can interfere with daily functioning and productivity (Zivnuska et al., 2019). Therefore, ubiquitous SNSs and easy access to the internet increase the risk of social media addiction (Hou et al., 2019). Social media addiction is defined as being overly concerned about social media, driven by an uncontrollable motivation to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas (Andreassen & Pallesen, 2014). According to another definition, it is the excessive use and habitual monitoring of social media, manifested in compulsive usage that comes at the expense of other activities (Zivnuska et al., 2019).

Today, smartphones facilitate instant communication with their numerous features, help individuals stay connected anytime and anywhere, and provide individuals with constant access to information (Yıldırım & Correia, 2015). The prevalence of nomophobia ranges from 6% to 73% among various populations (León-Mejía et al., 2021). The increasing popularity of smartphones has led to many problems due to overuse and addiction to smartphones, which has led to the development of a phobia called nomophobia (Chhabra & Pal, 2020). Nomophobia (No MOBILE PHOne PhoBIA - a combination of the words “no mobile phone” and “phobia”), which refers to the anxiety or fear that individuals experience when they do not have or cannot use their smartphones, was first introduced in 2008 and is considered a modern phobia (Notara et al., 2021). King et al. (2010) consider nomophobia a 21st-century disorder caused by new technologies. In this context, nomophobia is a form of behavioral addiction to the smartphone, which refers to the anxiety caused by disconnection from the mobile network or the inability to access the smartphone (Anshari et al., 2019).

In today's world of rapid development and communication, the most important factor that enables institutions and organizations to keep pace with these changes is the effective use of SNSs (Kasap, 2021). Public and private sector institutions and organizations that want to benefit from SNSs in a more effective, efficient, and professional manner employ expert staff or outsource services (Köseoğlu & Aydın, 2022). In this context, many institutions and organizations take measures to protect the image of their institutions in virtual environments by hiring communication experts such as social media managers (Eşitti & Işık, 2015). Moretti & Tuan (2015) state that social media managers have gained an active and important role for institutions and organizations in this process. Social media managers use SNSs strategically in communication, receive training in this field, and follow the latest information communication technologies (Linke & Zerfass, 2013). It also improves organizations' social media strategies by changing traditional practices and engaging with various stakeholders in an easier, faster, and more efficient way (Moretti & Tuan, 2015). Therefore, due to their work and responsibilities, they follow current news and information, create various content, provide feedback (comments, messages, etc.) to maintain two-way communication, follow trends and user behaviors on SNSs, and therefore are constantly online both on their phones and computers. This shows that they need to be connected to the internet frequently as part of their work and that this use is “compulsory.” In this context, considering that social media managers are a risk group at the point of developing behavioral addictions, it is important to evaluate these increasing addictions in a sample of social media managers.

Servidio (2014) states that personality refers to all aspects of individuality and that individuals' activities and behavior types are consistent with certain characteristics of personality. Zilberman et al. (2018) also state that personality traits are the potential source of many problematic behaviors related to addiction. Especially the increase in the prevalence of behavioral addictions worldwide makes it important to identify individual risk and protective factors for these addictions (Valero-Solís, 2018). However, individuals who are addicted to the internet, computer games, and social media are significantly different from non-addicted

individuals in terms of personality trait levels (Rachubińska et al., 2021). Furthermore, it is emphasized that personality traits play a role in the development and maintenance of these addictions, even though behavioral addictions appear to be very different from one another (Sayan-Karahan, 2023).

In addition to the terms “internet addiction,” “social media addiction,” and “smartphone addiction,” the term “problematic use” is also widely used in the literature. However, empirical studies are increasingly defining internet addiction, social media addiction, and nomophobia as independent constructs and explicitly point out that, although they are not officially recognized by the WHO (World Health Organization), APA (American Psychological Association), DSM-5 (Diagnostic and Statistical Manual-5), or ICD-11 (International Classification of Diseases-11), they are serious and problematic pathologies (Lozano-Blasco et al., 2022; Santini et al., 2024; Al-Mamun et al., 2025). In this study, the term “addiction” was used in line with the relevant theoretical and empirical studies in the field to refer to specific behavioral addictions. In this context, the use of the term “addiction” rather than “problematic use” in this study is a deliberate choice, and these concepts were preferred for the conceptual and methodological consistency of the study.

Behavioral addictions have become widespread with the increasing use of technology in society. Behavioral addictions have physical, psychological, and social effects on individuals, and personality traits of individuals can affect addictive behaviors. Determining the personality traits of social media managers who experience internet addiction, social media addiction, and nomophobia, examining their predictors, and investigating which personality traits are effective in these behavioral addictions are considered very important. Developing a healthy and adaptive personality can be an important and effective way to struggle with behavioral addictions. Therefore, the current study aims to examine the role of personality traits in internet addiction, social media addiction, and nomophobia among social media managers.

In line with this aim, the following research questions were examined:

1. Do personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) significantly predict internet addiction?
2. Do personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) significantly predict social media addiction?
3. Do personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) significantly predict nomophobia?

## Material and Methods

### Participants

In this study, which was carried out with predictive correlational research, the research group consisted of 218 social media managers, 69 (31.7%) females and 149 (68.3%) males, working in public and private institutions in different provinces of Türkiye. The participants’ ages ranged from 20 to 55, and the mean age was 35.07 years (standard deviation [SD] = 6.97). In addition, 181 (83%) of the participants work in public institutions, and 37

**Table 1.**  
*Descriptive Information About Participants*

Variables	Features	N	%
Gender	Female	69	31.7
	Male	149	68.3
Type of organization	Public	181	83.0
	Private	37	17.0
Daily social media usage times	0 – 1 hour	17	7.8
	1 – 3 hours	64	29.4
	3 – 6 hours	73	33.5
	6 hours and more	64	29.4
Daily internet usage times	0 – 1 hour	3	1.4
	1 – 3 hours	41	18.8
	3 – 6 hours	70	32.1
	6 hours and more	104	47.7
Daily smartphone usage times	0 – 1 hour	3	1.4
	1 – 3 hours	42	19.3
	3 – 6 hours	81	37.2
	6 hours and more	92	42.2
Daily frequency of checking the smartphone	1 – 10 times	9	4.1
	11 – 20 times	31	14.2
	21 – 40 times	83	38.1
	40 times and more	95	43.6
The social media platform that spends the most time	Facebook	11	5.0
	Twitter	75	34.4
	Instagram	120	55.0
	YouTube	12	5.5
Whether or not you see yourself as and internet / social media addict	Yes	64	29.4
	Undecided	73	33.5
	No	81	37.2

(17%) work in private institutions. Table 1 summarizes detailed descriptive information about the participants.

### Measures

**Personal Information Form:** The personal information form prepared by the researchers included questions about gender, age, type of organization, daily social media, internet and smartphone usage times, daily frequency of checking the smartphone, the social media platform where the participants spent the most time, and whether the participants considered themselves internet/social media addicts. For the participants to answer more easily and for the confidentiality of the information, name information is not included in the form.

**Internet Addiction Scale:** The scale designed by Hahn & Jerusalem (2001) and adapted to Turkish by Şahin & Korkmaz (2011) is a 5-point Likert-type scale. It consists of 19 items and three sub-dimensions: loss of control, desire to stay online more, and negativity in social relationships. In the reliability analyses, Cronbach’s alpha internal consistency coefficient was .85 for the

overall scale and .90, .88, and .92 for the sub-dimensions, respectively. As a result of confirmatory factor analysis, goodness-of-fit values indicated acceptable fit ( $\chi^2 = 580.17$ ;  $df = 149$ ; Root Mean Square Error of Approximation (RMSEA) = .079; Standardized Root Mean Square Residual (SRMR) = .045, Goodness of Fit Index (GFI) = .90, Adjusted Goodness of Fit Index (AGFI) = .85, Comparative Fit Index (CFI) = .97, Non-Normed Fit Index (NNFI) = .96, Incremental Fit Index (IFI) = .95; Şahin & Korkmaz, 2011). In the current study, Cronbach's alpha internal consistency coefficient of the scale was found to be .94.

**Social Media Addiction Scale:** The scale developed by Tutgun-Ünal & Deniz (2015) is a 5-point Likert scale consisting of 41 items. The scale has four factors which explain 59% of the total variance. The highest point obtained from the scale is 205; the lowest is 41. The sub-dimensions can be assessed among themselves. The sub-dimensions are labeled occupation, mood modification, relapse, and conflict. In the reliability analyses, the Cronbach's alpha internal consistency coefficient of the scale was found to be .97, and the sub-dimensions were found to be .93, .89, .91, and .96, respectively (Tutgun-Ünal & Deniz, 2015). In the current study, Cronbach's alpha internal consistency coefficient of the scale was found to be .97.

**Nomophobia Scale:** The scale developed by Yıldırım & Correia (2015) and adapted into Turkish by Yıldırım et al. (2016) is a 7-point Likert-type scale. It consists of 20 items and four sub-dimensions: not being able to communicate, losing connectedness, not being able to access information, and giving up convenience. In the reliability analysis, the Cronbach's alpha internal consistency coefficient of the scale was found to be .92, and the four sub-dimensions were found to be .90, .74, .94, and .91, respectively. Confirmatory factor analysis indicated that the model received acceptable values ( $\chi^2/df = 2.86$ , CFI = .92, RMSEA = .08; Yıldırım et al., 2016). In the current study, Cronbach's alpha internal consistency coefficient of the scale was found to be .96.

**International Personality Inventory Short Form:** The scale developed by Goldberg (1999) and adapted to Turkish by Yöyen (2016) based on the Five Factor Personality Model created by Costa and McCrae is a 5-point Likert-type scale. It consists of 40 items and five sub-dimensions with two ends. The subscales are "extraversion – introversion," "conscientiousness – disorganization," "emotional stability – instability," "openness to experience – closeness to experience," "agreeableness – hostility." In the reliability analysis, the Cronbach's alpha internal consistency coefficient of the overall scale was .82; the sub-dimensions were found to be .74, .70, .75, .68, and .55, respectively. Confirmatory factor analysis showed that the model exhibited a good fit ( $\chi^2/df = 2.40$ , RMSEA = .051, RMR = .099, CFI = .77, GFI = .85, AGFI = .86; Yöyen, 2016). In the current study, Cronbach's alpha internal consistency coefficient for the total scale was found to be .83; for the extraversion dimension, .77; for the emotional instability dimension, .83; for the conscientiousness dimension, .77; for the openness dimension, .73; and for the agreeableness dimension, .70.

#### Procedure

Permission for all scales to be used in the study was obtained via e-mail from the researchers who developed/adapted the scales. Ethics Committee Approval was obtained from Artvin Coruh

University Scientific Research and Publication Ethics Committee dated March 2, 2022 and numbered E-18457941-050.99-41684 for the conduct of the research. Scale instruments based on self-reporting were administered to the participants. The researchers informed all participants about the aims of the study before the administration of the measurement instruments. Participation in the study was voluntary, and informed consent was obtained from each participant. The administration of the measurement instruments was completed in 20 minutes. The data in this study was collected between March and October 2024.

#### Data Analysis

In the study, multiple regression analysis was performed to determine the predictive role of personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) on internet addiction, social media addiction, and nomophobia. Multiple regression analysis was employed to simultaneously evaluate the effects of independent variables on the dependent variable. Within the scope of the research, a series of statistical adjustments (Field, 2016) were made before analyzing the data. In this context, missing value analysis was completed first, and then normality, multicollinearity, autocorrelation, linearity, and residual values were checked for the assumptions of multiple regression analysis. The analysis of the data was carried out using the IBM SPSS Statistics v26.0 (IBM SPSS Corp.; Armonk, NY, USA) package program.

#### Results

##### Preliminary Analyses

Before starting the analysis, the assumptions of the multiple regression analysis were checked. First, the missing value analysis was completed, and in this context, frequency analysis was performed, and it was determined that there was no missing value in the data set. Then, it was observed that the skewness values examined to determine whether the variables met the normal distribution assumption ranged between  $-0.81$  and  $0.64$ , and the kurtosis values ranged between  $-1.00$  and  $0.24$ . Skewness and kurtosis values between  $-2.00$  and  $+2.00$  indicate that the data are normally distributed (George & Mallery, 2010). According to these values, it can be assumed that the data show a normal distribution. Then, multicollinearity, variance inflation factor (VIF), tolerance values, and residual values were examined. Considering the information that the correlation coefficients between the independent variables should be less than 0.80 (Field, 2024), it is seen that the relationships between the variables are below this criterion when Table 2 is examined. This result shows that there is no problem of multicollinearity.

When Table 2 is examined, it is seen that there is a positive significant relationship between internet addiction and social media addiction ( $r = .72$ ,  $p < .01$ ), nomophobia ( $r = .66$ ,  $p < .01$ ), agreeableness ( $r = .31$ ,  $p < .01$ ), neuroticism ( $r = .50$ ,  $p < .01$ ) and openness ( $r = .35$ ,  $p < .01$ ) variables; there is a positive significant relationship between social media addiction and nomophobia ( $r = .62$ ,  $p < .01$ ), agreeableness ( $r = .17$ ,  $p < .05$ ) and neuroticism ( $r = .43$ ,  $p < .05$ ) variables; and there is a positive significant relationship between nomophobia and agreeableness ( $r = .23$ ,  $p < .01$ ), neuroticism ( $r = .23$ ,  $p < .01$ ) and openness ( $r = .26$ ,  $p < .01$ ) variables.

**Table 2.**  
*Descriptive Statistics, Correlations, and Reliabilities Among Study Variables*

	1	2	3	4	5	6	7	8
1. Internet addiction	1							
2. Social media addiction	.72**	1						
3. Nomophobia	.66**	.62**	1					
4. Extraversion	.12	-.03	.07	1				
5. Agreeableness	.31**	.17*	.23**	.56**	1			
6. Conscientiousness	.02	-.05	.10	.26**	.34**	1		
7. Neuroticism	.50**	.43**	.23**	-.24**	.02	-.18**	1	
8. Openness	.35**	.09	.26**	.50**	.43**	.44**	-.00	1
Mean	55.38	93.32	74.71	29.28	30.48	36.62	23.48	27.16
Standard deviation	8.75	32.69	30.42	5.59	4.93	5.61	6.55	4.41
Skewness	.10	.64	.16	-.39	-.44	-.81	-.06	-.53
Kurtosis	-.24	-.03	-1.00	-.24	-.41	.24	-.68	-.46

\* $p < .05$ .  
\*\* $p < .01$ .

However, it was found that VIF values calculated separately for internet addiction, social media addiction, and nomophobia variables were between 1 and 1.85, and tolerance values were between .54 and 1. Accordingly, since the VIF values are less than 10 and the tolerance values are greater than .20 (Field, 2024), it can be said that all values are at an acceptable level. In addition, the Durbin-Watson value was found to be 1.98 for internet addiction, 2.02 for social media addiction, and 1.96 for nomophobia, and these values showed that there was no autocorrelation. When the scatter plot of the predicted standardized values ( $Z$ -Predicted) and standardized residual values ( $Z$ -Residuals) for all analyses was examined, it was seen that the points on the graph were randomly scattered around the 0 value, and the errors were normally distributed. For the linearity assumption, the scatter plot matrix was examined, and it was seen that ellipse-shaped distributions were obtained. These results show that the linearity assumption was met. After all assumptions were met, multiple regression analysis was performed.

**Multiple Regression Analysis**

In multiple regression analysis, internet addiction, social media addiction, and nomophobia were used as dependent variables, and personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) were used as independent variables. Separate analyses were conducted for each dependent variable.

When Table 3 is examined, it is seen that internet addiction and personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) exhibit a significant relationship ( $R^2 = .414$ , Adjusted  $R^2 = .400$ ;  $F_{(5,212)} = 29.96$ ,  $p < .01$ ). These five variables together explain 41% of the variance in internet addiction. When the variables in the model are examined, agreeableness ( $\beta = .20$ ,  $p < .01$ ), neuroticism ( $\beta = .48$ ,  $p < .01$ ), and openness ( $\beta = .32$ ,  $p < .01$ ) are seen to be positive significant predictors of internet addiction.

It was observed that social media addiction and personality traits (extraversion, agreeableness, conscientiousness, neuroticism,

openness) exhibited a significant relationship ( $R^2 = .213$ , Adjusted  $R^2 = .194$ ;  $F_{(5,212)} = 11.45$ ,  $p < .01$ ). These five variables together explain 21% of the variance in social media addiction. When the variables in the model are examined, agreeableness ( $\beta = .18$ ,  $p < .05$ ) and neuroticism ( $\beta = .41$ ,  $p < .01$ ) are seen to be positive significant predictors of social media addiction.

It was observed that nomophobia and personality traits (extraversion, agreeableness, conscientiousness, neuroticism, openness) exhibited a significant relationship ( $R^2 = .140$ , Adjusted  $R^2 = .120$ ; ( $F_{(5,212)} = 6.92$ ,  $p < .01$ ). These five variables together explained 14% of the variance in nomophobia. When the variables in the model are examined, agreeableness ( $\beta = .19$ ,  $p < .05$ ), neuroticism ( $\beta = .20$ ,  $p < .01$ ), and openness ( $\beta = .23$ ,  $p < .01$ ) are seen to be positive significant predictors of nomophobia.

**Discussion**

The main purpose of this study is to examine the role of personality traits on internet addiction, social media addiction, and nomophobia in social media managers. Personality traits are seen as particularly important when considering the theory that addiction shapes personality and leads to a dependent personality. Attempts to understand addiction-related personality traits are ongoing and are being investigated in different addiction samples (Rachubińska et al., 2021; Zilberman et al., 2018). The current study is very important in terms of examining the behavioral addictions of social media managers, who are a risk group, and revealing which personality traits are effective in these behavioral addictions. The personality traits identified in this study can be considered both protective and risk factors.

The study found that neuroticism is a positive predictor of both internet addiction and social media addiction. The literature shows that neuroticism is the most consistent evidence linking internet addiction and personality traits. In fact, many studies have linked internet addiction (Marciano et al., 2022; Zhang, 2021) and social media addiction (Huang, 2022; Marengo et al.,

**Table 3.**  
Multiple Regression Analysis Results on the Prediction of Internet Addiction, Social Media Addiction, and Nomophobia by Personality Traits

Variables		Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness	R <sup>2</sup>	Adj R <sup>2</sup>	SE	F <sub>(dfn, dfd)</sub>
Internet addiction	B	-.02	.36	-.16	.64	.63	.414	.400	6.78	29.96 <sub>(5,212)</sub>
	SE	.11	.12	.10	.08	.13				
	$\beta$	-.01	.20	-.10	.48	.32				
	t	-.14	3.01**	-1.66	8.44**	4.75**				
Social media addiction	B	-.29	1.19	-.27	2.02	.41	.213	.194	29.35	11.45 <sub>(5,212)</sub>
	SE	.49	.52	.41	.33	.58				
	$\beta$	-.05	.18	-.05	.41	.06				
	t	-.59	2.30*	-.65	6.15**	.71				
Nomophobia	B	-.52	1.13	-.01	.94	1.59	.140	.120	28.54	6.92 <sub>(5,212)</sub>
	SE	.47	.50	.40	.32	.56				
	$\beta$	-.10	.18	-.00	.20	.23				
	t	-1.11	2.24*	-.03	2.92**	2.84**				

\* $p < .05$ .

\*\* $p < .01$ .

B = Unstandardized Coefficient, SE = Standard Error,  $\beta$  = Beta, Standardized Coefficient, t = t-value

2020) to neuroticism. It is claimed that neuroticism may be a personality trait that increases the risk of internet addiction and that addicted individuals are more prone to have high neuroticism (Rachubińska et al., 2021). Social media managers work in a constantly changing and highly interactive environment, managing the online processes of the institutions and organizations they represent, and they maintain constant control over comments, likes, shares, and interactions. This situation can lead to high performance expectations for social media managers. In addition, social media managers are exposed to the opinions and criticism of many people in their work. People with high levels of neuroticism may be more sensitive to expectations, negative comments, criticism, or content that has received fewer likes. This can be a serious source of anxiety at work and lead to a constant need to be online. Considering that anxiety is an aspect of neuroticism, these individuals may overly focus on comments and likes they receive on social media posts due to their strong anxiety, which can lead to constant use of the internet and social media. At this point, it can be stated that neuroticism is a risk factor for both internet and social media addiction.

The study found that agreeableness is a positive predictor of both internet addiction and social media addiction. In studies that found a negative relationship between the variables, agreeableness is considered a protective factor in both internet addiction and social media addiction (Kuss et al., 2013; Huang, 2022). The findings obtained from the current study show that there is a positive relationship between the variables, indicating that agreeableness can also be considered a risk factor and providing a new perspective to the literature. This makes it important to repeat the research on the subject in different samples and to obtain more consistent results. Agbaria & Bdier (2019) concluded that there is a positive relationship between internet addiction and agreeableness, suggesting that high levels of agreeableness may be related to pleasing others, leading to internet overuse due to the desire to be accessible to others. Social media managers

may also try to please their stakeholders, target audiences, and managers by producing content intensively to gain their approval and consent and avoid conflicts with them. This intensive work may lead social media managers to excessive internet and social media use.

The study found that openness was a positive predictor of internet addiction. In the literature, while some studies conclude that there is a positive relationship between internet addiction and openness (Rachubińska et al., 2021; Servidio, 2014), there are also studies proving a negative relationship between the two variables (Randler et al., 2014; Tian et al., 2021). Due to its interactive nature, the internet offers access to various environments and activities. These activities may attract more attention from individuals who are open to experience, as they can use the internet to satisfy their curiosity. In addition, the internet can also meet the need of these individuals to seek novelty and have new experiences, as it constantly offers information. Considering that individuals who are open to experience prefer diversity, innovations, change, and creative thinking, social media managers with a high level of openness may attach more importance to making different and remarkable posts and developing innovative ideas to stand out on SNSs. New experiences, new social media platforms, and interaction with different social groups, communities, and individuals can increase the interest of individuals who are open to experience in the online world. This can lead to a constant search for content production and interaction. In addition, individuals who are open to experience may be inclined to explore innovative and creative content on the internet. Making these discoveries in an uncontrolled manner can cause excessive internet use and create addiction.

Another result obtained from this study is that agreeableness, neuroticism, and openness are positive significant predictors of nomophobia. Studies in the literature confirm the positive relationship between nomophobia and agreeableness (Öz & Tortop,

2018), neuroticism (Uguz & Bacaksız, 2022), and openness (Nasran & Seman, 2024). Today, smartphones are more accessible, easier to use, and more practical than other internet-based devices, making connections to the internet and SNSs timeless and spaceless. Social media managers also follow the news, create content in line with trends, adapt to innovations, evaluate feedback from stakeholders and target groups, control and analyze the performance of content, develop online strategies, manage campaigns, increase access to stakeholders and target audiences, carry the organization's brand and corporate identity to social media, and make online media planning. To achieve these goals, they may need to use smartphones intensively as they are more accessible. As discussed above, internet addiction and social media addiction have been associated with neuroticism, agreeableness, and openness. Since smartphones are also used to access the internet and social media platforms, the association of these personality traits with nomophobia can be considered an expected situation.

#### Limitations and Directions/Suggestions for Future Research

This is the first study to examine personality traits and different behavioral addictions such as internet addiction, social media addiction, and nomophobia in a sample of social media managers. Based on the results obtained, the current study can provide insights into the risk factors for social media managers to develop behavioral addictions. The current study was conducted with social media managers working in different private/public institutions and organizations. The heterogeneity in sample selection can be considered a limitation. In future research, the behavioral addictions of social media managers with a sectoral focus (e.g., social media managers only in local governments or only in private organizations) and their relationship with different personality traits can be examined. However, in future studies, comparative analyses can be conducted on different behavioral addictions and personality traits of social media managers working in private organizations and those working in public organizations. Another limitation of this study is that it deals with internet addiction, social media addiction, and nomophobia among behavioral addictions. It may be recommended to conduct research examining the role of different behavioral addictions in personality traits.

However, some practical suggestions can be made for social media managers. Social media managers spend a large part of their time on tasks such as content creation, analysis processes, agenda and trend tracking, and campaign management. This is where artificial intelligence – powered tools and applications can save time and labor and support social media managers. In addition, social media managers can develop an awareness of the conscious, balanced, and safe use of digital technologies by participating in various digital awareness training programs and receiving educational support on preventing behavioral addictions. Considering that social media managers usually earn their living through these platforms, the management of institutions and organizations can be encouraged to define corporate values that prioritize the digital health of social media managers within institutional and organizational policies.

**Data Availability Statement:** The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to restrictions (e.g., their containing information that could compromise the privacy of research participants).

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