The Relationship between Personality Traits and Anxiety with the Mediating Role of Desire for Fame among TikTokers

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Abstract

The main aim of this study was to explore the relationship between personality traits (extraversion, agreeableness, conscientiousness, emotional stability, and openness to experiences) and anxiety with the mediating role of desire for fame among TikTokers. For this purpose, cross-sectional research was conducted on the sample of 205 male and female young adults using purposive sampling technique. Ten Item Personality Inventory, Hamilton Anxiety Measure scale, and Desire for Fame scale were used to measure the variables. Results showed a significant positive association between Extraversion and Desire for fame, while a non-significant relationship with anxiety. It showed a significant positive relationship between Agreeableness, anxiety and desire for fame. Conscientiousness shows a significantly positive relationship with anxiety and desire for fame. Emotional stability is significantly positively related to anxiety and desire for fame. Openness shows a significantly positive correlation with anxiety and desire for fame. Furthermore, a significant positive correlation exists between anxiety

and desire fame. The t-test results showed that there will be a gender difference in extraversion trait, agreeableness trait and openness to experience trait. There is no statistically significant difference in terms of area (urban and rural). Individuals with age range 18-21 reported higher anxiety as compared to the 22-24 and 25-28 age ranges. Desire for fame appeared to fully mediate the path between personality traits and anxiety. These findings fill the research gap and have practical implications in the area of psychological health concerns and social media use.

Key words: Personality traits, Anxiety, Desire for fame, TikTokers

Introduction

"Your mental and physical health is more important than the number of likes and random opinions on your TikTok video" (Kent. G).

Personality traits

One of the first things that amazes us when we observe individuals around us is how different they are from each other. Some people are extremely talkative, while others are really silent. Some people are active, while others are lazy people. Some people worry a lot, while others don't seem to care at all. When we use one of these adjectives, such as "talkative," "quiet," "active," or "anxious," to define others around us, a person's personality is specifically referred by it which is defined as the distinctive methods by which people are distinct from each other. Psychologists specialized in personality traits attempt to describe and comprehend these differences among everyone . While there are multiple perspectives on the personalities of everyone, Gordon Allport along with some other personality psychologists stated that studying the traits of personality can be the most effective strategy to understand the variations among individuals. Personality traits indicate basic variations between every individual. Personality traits are typically defined as abiding patterns of thoughts, feelings, and behaviors that are relatively stable over time and across situations. Some common personality traits include extraversion, openness, agreeableness, neuroticism and conscientiousness to

experience (Whiteman et al., 2003). There is no definitive research on the personality traits of TikTokers.

Anxiety.

Feeling Anxious is a completely normal emotion. It is the brain's way of reacting to stress or alerting us to the potential dangers ahead. Every individual undergoes moments of anxiety occasionally. For example, People might get worried when they face work related issues, before taking an assessment, or prior to making a crucial choice. Anxiety and anxiety disorders, however, are clearly separate entities. Anxiety disorders constitute the categories of mental disorders that can elevate the levels of anxiety and fear. An abundance of anxiety can lead people to steer clear of work, educational institutes, family gatherings with family members, and in various social scenarios that may provoke or exacerbate these symptoms. The disorders related to anxiety can be classified into multiple types: GAD Generalized Anxiety Disorder in which People experience excessive, unreasonable worries and tension for no apparent reason .

Desire for fame

Many people appear to have the desire for fame, which is linked to material gain, recognition in society, and adoration. Reality television recently gave ordinary individuals the possibility to attain fame with minimal effort or great accomplishment which is capturing the interest of many people . TikTok has catapulted to become one of the trendiest and fastest-growing social media sites since its debut in 2016. TikTok has unparalleled reach and popularity among teenagers. TikTok is popular among Generation Z, however they are not the only ones. TikTok had 800 million users who were active by 2020. Getting TikTok popular is a dream shared by hundreds of millions of individuals across the world
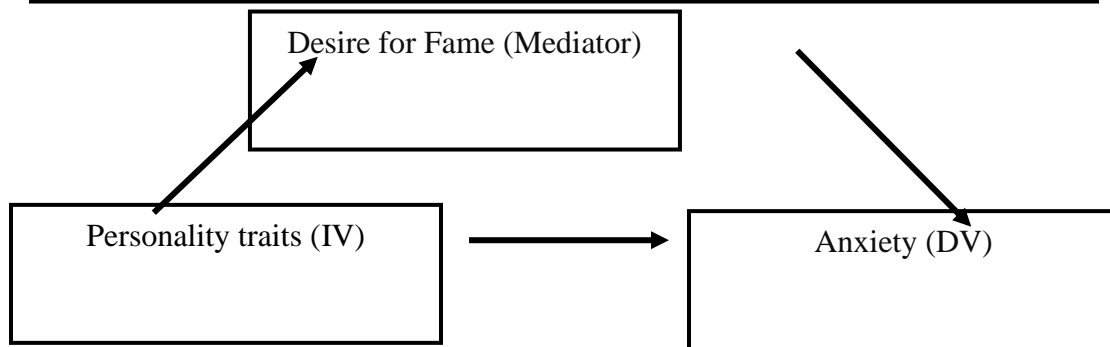
Proposed model

Figure 1 depicts the relationship between personality trait (independent variable) and anxiety (dependent variable) with desire for fame serving as the mediating variable in this relationship.

Literature review

The intersection of personality traits, anxiety levels, and the desire for fame among young adults represents a compelling area of inquiry. In an era characterized by pervasive social media platforms and the promise of instant recognition, the dynamics driving the desire for fame have garnered substantial attention. This literature review embarks on a comprehensive exploration of the intricate relationships between personality traits, with a particular focus on traits such as agreeableness, openness, conscientiousness, extraversion, and neuroticism, and the experiences of anxiety within the context of young adults' fervent aspirations for fame. There is a wealth of knowledge on one or two variables but three of them are not discussed together in any of the previous research. As we navigate through the extensive body of literature, we aim to elucidate the nuanced connections between personality traits, anxiety, and the quest for fame that shape the lives and aspirations of today's young adults. In 2022, Shabahang et al. conducted research which was the only study so far known that delved into the psychological aspects and consequences of aspiring to become a social media influencer (SMI) and to get fame in public. It found that the wish for fame, materialistic tendencies, feeling of lacking, urge for instant satisfaction over belated rewards, and belief on the individual's capabilities as a social media influencer are psychological and personality components that lead to the

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desire to be Social Media Influencer and get fame. Additionally, an increased inclination towards getting an SMI correlated with a decreased emphasis on valuing education, although it didn't impact career choices in the field of education (such as teaching). These discoveries imply that the ambition to become a Social Media Influencer might drive individuals to engage in 'hope labor,' potentially leading young people to undervalue formal education

According to research, a dominant neuroticism personality has issues with anxiety, depression, impulsive behavior, self-consciousness, and fragility. Furthermore, past research indicates that those with an elevated level of openness and neuroticism, but modest levels of agreeableness and conscientiousness are more likely to risk their lives. It happens when a person is unable to control his or her impulses when confronted with unfavorable circumstances. An individual does such things feeling anxious to cope with negative feelings caused by undesirable events. A person with a dominant neuroticism personality had difficulty controlling his or her compulsions. Trauma also drives youngsters to feel anxiety in 2021, Ayesha Batool conducted research in Lahore, Pakistan. A significant positive correlation was found among traits like conscientiousness, agreeableness, extroversion, self-esteem openness, and the aspiration of fame or recognition. Conversely, neuroticism showed an adverse association with these six characteristics, and self-esteem emerged as a strong predictor of the desire for fame. Women exhibited higher levels of sociability, amiability, conscientiousness, and self-confidence, while men displayed elevated levels of neuroticism trait. Additionally, individuals who regularly created TikTok videos and those residing in larger cities demonstrated elevated levels of desire for fame and self-esteem. Ultimately, traits of personality, self-esteem, and a drive for fame all exhibited a robust connection with TikTok users. The findings of this study hold relevance for researchers, social media advocates, students, psychologists, and counselors alike .

The goal of the study conducted in 2023 was to inquire the role of loneliness, the desire for popularity, and behavioral issues in adolescents' use of virtual networks. The research was descriptive and correlational in nature.

This study's population included all male and female high school students in Ardebil city during the 2018-2019 academic year, with 200 selected by multistage cluster sampling. Virtual network questionnaires, Russell's experience of loneliness, Achenbach's behavioral problems of teenage reporting, and the demand for popularity were utilized for data collection. Data was analyzed by utilizing the technique of regression analysis and Pearson correlation. According to the findings, Loneliness, desire for popularity and behavioral difficulties were found to be highly connected to teenage use of virtual networks .The very concept of chasing social media challenges, to become a public figure and get fame, varies from amusing fun to potentially dangerous ones. A more profound example is the 'Blue whale challenge,' which had received a lot of attention in recent years because it allegedly encouraged youth to participate in dangerous activities, with their last task was to commit suicide to get fame. Besides these dangerous outcomes these activities can also cause mental health issues including anxiety and depression at a small age .

Methodology

Study Design

This study is based on cross-sectional research design using correlational research methods. Personality traits served as an independent variable whereas anxiety was the dependent variable and desire for fame played the role of mediator in the current study.

Objectives

The objectives of this research were the following.

1. To investigate the influence of personality traits on anxiety and desire of fame among male and female young adults.
2. To investigate the correlation among personality traits, anxiety, and desire for fame in the young adults of TikTok community.
3. To explore the mediating effect of desire for fame on the relationship between personality traits and anxiety.
4. To identify the role of demographic factors on the variables under study.

Hypothesis

1. There will be significant positive relationship between personality trait (low Emotional Stability) and anxiety among young adults.
2. There will be significant negative relationship between personality traits (Openness, Conscientiousness) and anxiety among young adults.
3. There will be a significant positive relationship between desire for fame and anxiety among young adults.
4. Personality trait (Extraversion) will be significantly positively related to desire for fame among young adults.
5. Personality trait (Agreeableness) will be significantly negatively related to desire for fame among young adults.
6. Desire for fame will act as a mediator between anxiety and personality traits.

Sample

The type of sampling used for the research was non-probability purposive sampling, as the participants were chosen from the population for research purposes. The population of this study specifically included young adults with age range between 18 to 28 years. The sample of 205 young adults was filtered which included 102 female students and 103 male students from random universities of Gujranwala city.

Inclusive criteria

Participants within the age range of 18-28, who used TikTok frequently to make videos and upload them on their public accounts were included. The sample was filtered by the screening questions asked before filling the questionnaire i.e., time duration on the app and how the time is spent on it.

Exclusive criteria

Those students outside the desired age range, who used TikTok infrequently or use it scarcely ever were excluded from sampling. Students who used TikTok only to watch videos were excluded from the sample as well.

Research instruments.

The research instruments used in the study were:

- *Ten Item Personality Inventory scale*

- *Hamilton Anxiety Scale*
- *Desire for Fame scale*

Procedure

The data collection was completed in 1.5 months. A consent form ensured that all the data will be kept confidential and will be used for research purpose only. It was used to get the willingness of participation of the sample. Brief information of the rationale, objectives and purpose of the research was provided to the participants before participation. Researcher performed the research with the sample of university students both male and female. The sample included 200 participants. The participants were selected randomly. The participants were eligible on the basis of their TikTok usage which was tested with some questions asked before their participation. Data was collected online in the form of google forms. There was no pressure on the respondents for participation.it took 8 to 10 minutes to complete the questionnaires. Instructions about filling in the form were written at the beginning of each scale as well as verbal instructions were also provided to avoid any confusion. The questionnaire included the questions related to all three variables. The scales used during the research were Desire for Fame scale, Ten Item Personality Inventory (TIPI) and Hamilton Anxiety Scale. The data analysis was done after scoring the variable scales filled by the participants. The respondents showed interest and were not distracted while filling the questionnaire.

Results

For the completion of the main aim and objectives of this research, the result section comprises of a number of statistical analyses. Descriptive statistics were utilized to write the summarized form of measurements and characteristics of the inclusive sample used in the research. The reliability of the measurement tools was assessed by calculating Cronbach's coefficient, which indicates the internal consistency of the scales used for the study variables. The internal consistencies of the used instruments were estimated by using alpha reliability. The relationships between the research variables were examined by using correlations. T-test and ANOVA method was used

to examine the relationship statistics of variables with the demographics of the sample. All these statistics were computed by using the SPSS-22 edition. The mediating effect of Desire for fame between the relationship of personality traits and anxiety of young adults was assessed by using Andrew Hayes' Process Macro in SPSS-22 software.

Data Cleaning and Dealing with Missing Values

A dataset consisting of 206 young adults was meticulously screened to identify and rectify both multivariate and univariate outliers, ensuring data accuracy. Upon entry-level evaluation, none of the data cells contained errors as all the data was collected online in the form of Google forms. After confirming the data accuracy, box plots were scrutinized to detect univariate outliers. This process identified one individual exhibiting outlier behavior, leading to their exclusion from the study. Ultimately, the dataset was refined to include 205 young adults who had undergone comprehensive examination, rendering it ready for conclusive analysis.

Demographic characteristics of the sample
Table 1
Demographic Characteristics of the sample (N= 205)

Variables	F	%
Age		
18-21	94	45.9
22-24	87	42.4
25-28	24	11.7
Gender		
Male	104	50.7
Female	101	49.3
Education		
University student	155	75.6
	25	12.2
College student	25	12.2

Other

Marital Status		
Single	163	79.5
Engaged	20	9.8
Married	13	6.3
committed	9	4.4
Area		
Urban	129	62.9
Rural	76	37.1

Note. f= frequency of the characteristics

   Table 1 presents an overview of the sample characteristics. Frequencies and percentages for age, gender, education, marital status and area were computed. The sample comprised 104 males (50.7%) and 101 females (49.3%). 45.9% fall in the age range of 18-21, 42.4% among 22-24 and 11.7% among 25-28 age range. Among young adults, 62.9% came from urban areas while 37.1% were from rural area. Additionally, the majority of the sample, specifically 79.5%, were unmarried.

Psychometric Properties of the study variables

The study employed the Alpha Coefficient to assess reliability. Correlations among the scales were calculated to determine the relationship patterns of the research variables. The table below presents the psychometric properties used in the study.

Table 2

Psychometric Properties for Study Variables, (N = 205

	K	M	SD	Range	Cronbach's alpha
TIPI (Extraversion)	2	7.88	2.69	2-14	.75
TIPI (Agreeableness)	2	8.32	2.61	2-14	.81

TIPI (Conscientiousness)	2	7.83	2.65	2-14	.72
TIPI (Emotional Stability)	2	8.72	2.47	2-14	.72
TIPI (Openness to experience)	2	7.93	2.33	2-14	.77
Hamilton Anxiety Rating scale	14	17.57	10.51	0.00-44	.87
Desire for Fame scale	6	17.18	6.37	6-30	.88

Note. *TIPI= Ten Item Personality Inventory,* *M=* mean, *SD=* standard deviation

Table 2 presents the Means, Standard deviations, and Cronbach's Alpha coefficient for three scales i.e. The Ten Item Personality Inventory includes 5 subscales having the Cronbach's Alpha reliability of .75 (Extraversion), .81(Agreeableness), .72 (Conscientiousness), .72 (Emotional Stability) and .77(Openness to experience). Hamilton Anxiety 14-Items scale with .87 Cronbach's Alpha and Desire for Fame 6-item scale with .88 Cronbach's Alpha.

Correlation between study variables

In the present study, zero-order bivariate correlations were performed to analyze and uncover the patterns of relationships between the variables under research. The results displaying the relationships between these variables are provided in Table 3. It is noteworthy that a significant portion of the variables exhibited statistically significant correlations, indicating the presence of meaningful relationships among them.

Table 3

Pearson Correlation, N =205

	TTIPI_E	TTIPI_A	TTIPI_C	TTIPI_ES	TTIPI_O	THAM	TDF
TTIPI_	-	.49**	.43**	.39**	.42**	.11	.30*

E						**
TTIPI_A	-	.39**	.46**	.38**	.17*	.31**
TTIPI_C		-	.22**	.42**	.17*	.23**
TTIPI_ES			-	.40**	.16*	.24**
TTIPI_O				-	.16*	.18**
THAM					-	.27**
TDFF						-

Note. TTIPI_E= extraversion personality trait, TTIPI_A= agreeableness personality trait, TTIPI_C= conscientiousness personality trait, TTIPI_ES= emotional stability trait, TTIPI_O= openness to experience trait, THAM= anxiety, TDFF= desire for fame.

Table 3 illustrates the relationship between 5 personality traits, anxiety and desire for fame. The findings revealed a significant positive association between Extraversion and Desire for fame (r = 0.303, p < 0.001). While extraversion will have non-significant relationship with anxiety (r = 0.109, p = 0.12). Additionally, there will be a significant positive relationship between Agreeableness and anxiety (r = 0.172, p <=0.014) and desire for fame (r = 0.307, p < 0.001). Conscientiousness shows significantly positive relationship with anxiety (r = 0.172, p = 0.014) and desire for fame (r = 0.230, p = 0.001). Emotional stability is significantly positively related with anxiety (r = 0.157, p =0.02) and desire for fame (r = 0.238, p =0.001). Moreover, Openness shows significantly positive correlation with anxiety (r = 0.164, p = 0.02) and desire for fame (r = 0.184, p= 0.01). Furthermore, a significant positive correlation exists between anxiety and desire fame (r = 0.274, p < 0.001).

The role of demographic factors

Various calculations were carried out to demonstrate the significance of demographic variables in relation to personality traits, anxiety and desire for fame among young adults. The significance of demographic factors is shown in the following tables.

Table 4

Means Differences of personality traits, anxiety, and desire for fame among males and females (N= 205)

	Male		Female		t(df)	p	Cohen's d
	M	SD	M	SD			
Personality Trait (Extroversion)	7.56	3.07	8.22	2.21	-1.74(203)	.001**	0.24
Personality trait (Agreeableness)	7.88	2.87	8.85	2.197	-2.91(203)	.022*	0.41
Personality trait (Conscientiousness)	7.43	2.77	8.25	2.47	-2.22(203)	.226	0.31
Personality Trait (Emotional stability)	8.18	2.72	9.28	2.07	-3.27(203)	.140	0.46
Personality Trait (Openness to experience)	7.46	2.53	8.43	2.01	-3.02(203)	.028*	0.42
Anxiety	17.15	10.57	18.00	10.49	-.56(203)	.786	0.08
Desire for Fame	18.13	6.94	16.19	5.60	2.19(203)	.051	0.31

*Note. *** p<0.001, ** p<0.01.* p<0.05*

The above table displays the average variations in personality traits (extraversion, agreeableness, conscientiousness, emotional stability and openness to experience), anxiety and desire of fame between males and females. The results revealed that there are no statistically significant differences between genders in conscientiousness (p=0.226), emotional stability (p= 0.140), anxiety (p= 0.786) and desire for fame (p =0.051) as

indicated by p-values greater than 0.05. Specifically, the findings demonstrate that there is a significant gender distinction in extraversion (p = 0.001), agreeableness (p = 0.022) and openness to experience (p = 0.028).

Table 5

Means Differences of personality traits, anxiety and desire for fame among people from urban area and rural area.

	Urban		Rural		t(df)	p
	M	SD	M	SD		
Personality Trait (Extroversion)	7.92	2.59	7.81	2.888	.24(203)	.811
Personality trait (Agreeableness)	8.26	2.64	8.42	2.58	-.42(203)	.678
Personality trait (Conscientiousness)	7.82	2.66	7.86	2.67	-.09(203)	.931
Personality Trait (Emotional stability)	8.73	2.57	8.72	2.33	.014(203)	.989
Personality Trait (Openness to experience)	7.78	2.43	8.19	2.14	-1.23(203)	.22
Anxiety	17.07	10.32	18.42	10.85	-.89(203)	.375
Desire for Fame	16.86	6.19	17.72	6.69	-.94(203)	.35

Means Differences of personality traits, anxiety, and desire for fame among people from urban area and rural area was computed using t-test. The above table displays the average variations in personality traits (extraversion, agreeableness, conscientiousness, emotional stability, and openness to experience), anxiety and desire of fame between the people from urban area and rural area revealed that there are no statistically significant differences between the area (urban and rural) in any of these variables, as indicated by p-values greater than 0.05. Specifically, the findings demonstrated that there is

no significant area distinction in extraversion (p= 0.81), agreeableness (p= 0.68), conscientiousness (p= 0.93), emotional stability (p= 0.99), openness to experience (p= 0.22), anxiety (p= 0.38) and desire for fame (p = 0.35).

Table 6

Means, standard deviation and One-way Anova analysis across three age groups (N= 205)

	Qualification	M	SD	F	P	η²	Posthoc
	18-21	19.21	10.16				
HAM	22-24	17.67	10.52	6.47	.002*	0.06	1>2
	25-28	10.79	9.51				>3

Note. M= Mean, SD =standard deviation, HAM= Hamilton Anxiety Measure

Through the literature review of several researches and theories, the age group of the sample was divided into three age groups which are late adolescence (18-21), young adulthood (22-24) and later adulthood (25-28). Table 6 represents the means and standard deviations of anxiety in accordance with the three age groups. The findings revealed a significant difference in anxiety based on the age groups, with an F-value of 6.47 and a significance level of $p < 0.05$. It was observed that individuals with an age group of 18-21 reported higher anxiety (mean = 19.21, standard deviation = 10.16) as compared to those with an age group of 22-24 (mean = 17.67, standard deviation = 10.52) and 25-28 (mean = 10.79, standard deviation = 9.51) with a small effect size η²=0.06.

Role of Desire for fame as Mediator

In this current study, desire for fame was considered as a potential mediator to examine its role in mediating the connection between anxiety and personality traits among young adults. To compute the mediation, we utilized the software of PROCESS MACRO developed by Hayes. Baron and Kenny (1986) put forward several criteria for exploring a mediating influence, which encompass the following: there should be a statistically significant correlation between the predictor variable and the outcome variable, the predictor variable must also have a significant relationship with the mediator, the mediator should predict the outcome variable even when accounting for the

predictor variable, and the correlation between the predictor and the outcome variable should be diminished or constrained when the mediator is taken into account. The following summarizes the findings of the current study, which investigated the mediating role of desire for fame in the relationship between anxiety and personality traits of young adults.

Table 7

Desire for fame as a mediator between Personality traits and anxiety

Mediator			TTIPI_E		
			Effects	R2	F
		Total B	.43	.01	2.46
Desire for Fame	for	Direct B	.11	.08	8.31
		Indirect B	.08		
			95%CI (.03, .14)		

Note. *E= Extraversion.*

The table illustrates the mediating role of Desire for fame for the effect of extraversion on anxiety. The findings indicated that extraversion has a significant impact on desire for fame (B = 0.72, p < 0.000) and desire for fame positively predicted anxiety (B = 0.44, p < 0.000). Mediation results confirmed that extraversion increases anxiety by increasing desire for fame (B indirect= 0.08, 95%Cl=.029, 0.14). The mediation model resulted in an additional 8% explained variance in the anxiety. The desire for fame shows full mediation between extraversion and anxiety.
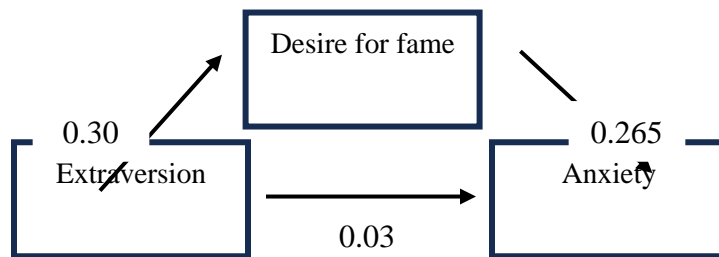
Figure 2 shows the mediation between extraversion personality trait and anxiety

Table 8

Desire for fame as a mediator between Personality traits and anxiety

Mediator		TTIPI_A		
		Effects	R2	F
	Total B	.69**	.03	6.19
Desire for Fame	Direct B	.39	.84	9.23
	Indirect B	.08		
		95%CI (.03, .13)		

Note. A= Agreeableness. **p<0.01

The table illustrates the mediating role of Desire for fame for the effect of agreeableness on anxiety. The findings indicated that agreeableness has a significant impact on desire for fame (B = 0.75, p <0.000) and desire for fame positively predicted anxiety (B = 0.40, p < 0.000). Mediation results confirmed that agreeableness increases anxiety by increasing desire for fame (B indirect= 0.075, 95%Cl=.03, 0.13). The mediation model resulted in an additional 84% explained variance in the anxiety. The desire for fame shows full mediation between extraversion and anxiety.

Figure 3 shows the mediation between agreeableness personality trait and anxiety.

Table 9

Desire for fame as a mediator between Personality traits and anxiety

Mediator		TTIPI_C		
		Effects	R2	F
	Total B	.68**	.03	6.17
Desire for Fame	Direct B	.46	.09	9.71

Indirect B	.057	
	95%CI	(.01,
	.12)	

Note. C= Conciestiousness. **p<0.01

The table illustrates the mediating role of Desire for fame for the effect of conscientiousness on anxiety. The findings indicated that conscientiousness had a significant impact on desire for fame (B = 0.55, p < 0.000) and desire for fame positively predicted anxiety (B = 0.41, p < 0.000). Results confirmed that conscientiousness increases anxiety by increasing desire for fame (B indirect= 0.06, 95%Cl= 0.014, 0.12). The mediation model resulted in additional 9% explained variance in the anxiety. The desire for fame shows full mediation between extraversion and anxiety.

Figure 4 shows the mediation between conscientiousness personality trait and anxiety.

Table 10

Desire for fame as a mediator between Personality traits and anxiety

Mediator			TTIPI_ES		
		Effects	R2	F	
	Total B	.67**	.02	5.15	
Desire for Fame	Direct B	.41	.08	9.28	
	Indirect B	.06			
		95%CI	(.02,		
		.12)			

Note. ES= Emotional Stability. **p<0.01

The table illustrates the mediating role of Desire for fame for the effect of emotional stability on anxiety. The findings indicated that emotional stability had a significant impact on desire for fame (B = 0.61, p < 0.000) and desire for fame positively predicted anxiety (B = 0.44, p < 0.000). Mediation results confirmed that extraversion increases anxiety by increasing of desire for fame (B indirect= 0.06, 95%Cl=.015, 0.12). The mediation model

resulted in additional 8% explained variance in the anxiety. The desire for fame shows full mediation between extraversion and anxiety.

Table 11

Desire for fame as a mediator between Personality traits and anxiety

Mediator		TTIPI_O		
		Effects	R2	F
	Total B	.74**	.03	5.6
Desire for Fame	Direct B	.53	.09	9.8
	Indirect B	.05		
		95%CI (.005, .10)		

Note. O= Openness to experience. **p<0.01

The table illustrates the mediating role of Desire for fame for the effect of openness to experiences on anxiety. The findings indicated that openness to experiences significantly impact desire for fame (B = 0.5, p = 0.008) and desire for fame positively predicted anxiety (B = 0.42, p < 0.000). Mediation results confirmed that openness to experiences increases anxiety by increasing desire for fame (B indirect= 0.05, 95%Cl= 0.005, 0.10). The mediation model resulted in an additional 8% explained variance in the anxiety. The desire for fame shows full mediation between extraversion and anxiety.

Discussion

The objective of this study was to investigate about the relationship between personality traits (extraversion, agreeableness, conscientiousness, emotional stability and openness to experiences), anxiety with the role of desire for fame as a mediating variable. The main aim was to gain a comprehensive understanding about the five personality traits contributing differently in anxiety and desire for fame. The sample included specifically young adults who use TikTok frequently between the age ranges of 18-28. The Ten Item Personality Inventory (TIPI), Hamilton Anxiety Rating scale (HAM) and Desire for Fame scale were used to assess personality traits, anxiety and desire for fame respectively. The research was conducted on the sample of 205

young adults filtered by the screening questions asked in the questionnaire. Statistical analysis was done by SPSS-22. Alpha reliability coefficient was computed for each scale to know its internal consistency. Ten item personality scales used to assess 5 personality traits had an alpha coefficient of 0.72. The Hamilton anxiety rating scale used to measure anxiety had an alpha reliability coefficient of 0.87. While desire for fame scale had an alpha reliability coefficient of 0.88 and it was used to measure the desire for fame among the participants. According to the several research, the typical guideline is that a Cronbach's alpha value of 0.70 or higher is considered acceptable, 0.80 or higher is preferable, and 0.90 or higher is optimal. The demographic factors which were taken into consideration include age, gender, education, marital status and area. Frequencies as well as percentages were computed for each factor. According to the results, there were 50.7% of males and 49.3% were female participants. The participants who belonged to the age range of 18-21 and 22-24 were 45.9% and 42.4% respectively. However, 11.7% were between the age ranges of 25-28. These age range young adults were specifically selected because they mostly use social media app TikTok as compared to others. A significant proportion 75.6% of the sample was taken from university undergraduate students. 62.9% of participants belonged to the urban are while 37.1% were from rural area. Mostly, participants were unmarried 79.5% while 6.3% were married 9.8% were engaged and 4.4% were committed. The means and standard deviations were also computed. Based on research findings, it was concluded that there was a positive correlation between low levels of emotional stability and anxiety symptoms in high school students. In other words, high school students who exhibit bad emotional stability tend to experience more pronounced anxiety symptoms (M.Y Ho et al., 2018; M. Joaquim et al., 2022). The results supported the literature review that there was a significantly positive relationship between the personality trait of (low emotional stability) and anxiety. Hence, the first hypothesis "there is a significantly positive relation between emotional stability and anxiety" was accepted. Our second hypothesis was rejected. The findings revealed that

openness and conscientiousness show a positive relationship with anxiety, rejecting our second hypothesis that openness and conscientiousness will be significantly negatively related to anxiety. The results may vary due to the personality scale used with less items or sample size as larger sample sizes generally provide more reliable and generalizable results. Literature reviews show that anxiety had weaker relationships with the personality traits of agreeableness, openness, and conscientiousness. Specifically, it implies that individuals with high levels of openness may be less prone to experiencing higher levels of anxiety, indicating that this personality trait might have a protective effect against elevated anxiety levels

Results supported the literature review as well as the third hypothesis was confirmed that there will be a significantly positive relationship between anxiety and desire for fame. Results showed a significant positive relationship between desire for fame and anxiety according to the assumed hypothesis. In a 2019 study involving 437 participants, it was observed that the desire for fame explained 7% of the variance in psychiatric symptoms, which include factors like anxiety, depression, paranoid ideation, and hostility. Additionally, the need to belong accounted for 18% of this variance. This suggested that both a strong desire for fame and a strong need to belong can contribute to negative mental health outcomes. According to the results, a significantly positive correlation was found between extraversion and desire for fame. So, the fourth hypothesis was accepted. It was also supported by literature review. In research conducted on TikTok Makers, it was proved that a significant positive correlation found between Extroversion and Desire for Fame

The fifth hypothesis was rejected stating that Personality trait (Agreeableness) is significantly negatively related to desire for fame among young adults. The results may vary due to the sample characteristics (age range) and cultural differences in the sample. In a mediation model, the independent variable doesn't have a direct impact on the dependent variable; instead, its influence was transmitted through an intermediate variable, often referred to as a 'middleman'.The last hypothesis as also confirmed stating that Desire for fame will show full mediator between anxiety and personality

traits. Literature reviews on the topic of desire of fame is very scarce so supporting evidence on the mediation effect of desire for fame was not found.

Conclusion

There is very little research on the topic of fame. So, this research fills this research gap. This research can contribute to a deeper understanding of how personality traits and anxiety levels relate to the desire for fame, specifically within the context of social media platforms like TikTok. Understanding the relationships between personality traits, anxiety, and fame desire can inform efforts to enhance media literacy and resilience among young adults, helping them navigate the online world more effectively. Advertisers and marketers targeting the young adult demographic on TikTok may find this study's insights useful in creating more effective campaigns that resonate with their target audience. The study shed light on the potential impact of social media use on mental health, particularly among young adults. This knowledge can be crucial for designing interventions or support systems. Schools, colleges, and mental health professionals could use this study to develop educational programs or therapeutic interventions aimed at promoting healthy social media use and addressing related anxiety especially in students. Parents and caregivers could benefit from insights into the psychological factors influencing their children's online behavior. This knowledge can inform conversations about healthy social media use. It can be beneficial for future research and studies. This study could serve as a foundation for further research in this area, potentially leading to a more comprehensive understanding of the psychological dynamics of social media use.

Limitations and Recommendations

The findings might not apply to individuals who are not part of the specified age group (18-28) or who do not use TikTok. Future research can aim for a diverse sample in terms of age, gender, ethnicity, socio-economic background, and TikTok usage patterns. This study uses a cross-sectional design (collecting data at one point in time), it might not capture changes in personality traits, anxiety, or fame-seeking desires over time. Longitudinal study can be done to observe changes over time. This could help to establish

potential causal relationships and understand how these traits evolve in relation to TikTok use. TikTok's popularity and user behavior can vary widely across different cultures and regions. These findings might not be applicable to a global context. In addition to quantitative measures, including qualitative interviews or open-ended survey questions can be considered in further research. This can provide deeper insights into the motivations and experiences of participants.

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