

## Factors Influencing Facebook Usage for Life Happiness Enhancement

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### Abstract

Why is our life happier when using Facebook? Have we ever realized that interpersonal attraction is important for us to be happier in SNS? That is the reason this paper needs to examine the factors influencing Facebook usage for life happiness enhancement. This study was using an integrated purposive sampling method through a snowballing procedure by respecting the characteristics of respondents to suit the purpose of the study. A total of 402 questionnaires were distributed online. The findings of this study formulated that physical attraction, social attraction, popularity, and extraversion contributed to life happiness enhancement. This means that happiness in life is not only can be obtained through Face-to-Face social interaction but life happiness can also be achieved through social media mediated-communication. Future research should investigate the effect on the different contexts of media communication through an alternative continuum of social media.

**Keywords:** Interpersonal Attraction, Life Happiness, Facebook, Mediated-Communication

### Introduction

As society evolves, it comes gradually to support growth and potential of individual fulfilment, which varies from all perspectives that include a psychological, cultural, or spiritual angle. The most influential factor that affects those fulfillments is the feeling of happiness when having a relationship with others (Stroianovska, 2021). Without a relationship, people would feel alone, depressed, and unhappy, as there is no purpose in living a life (Attan, 2011).

Due to the knowledge expansion of Computer-Mediated Communication (CMC), the evolution of social interaction is transforming from FtF to CMC interaction (Nadler, 2020). The presence of New Communication Technology (NCT) changes how people relate to one another, and CMC is yet to reinstate the conventional medium of communication as an active communication channel (Carr, 2021). Such activity on Social Networking Sites (SNS) is

replacing FtF social interactions and reaching people who have undergone individual social capital (Arampatzi et al., 2018) through various platforms of social media; e.g., Facebook, YouTube, Instagram, Tumblr, and Twitter.

The sophistication of technology advancement in NCT is evolving where people do not depend on CMC to socialize in SNS but directing to other media of communication namely Mediated-Communication (MC); by using updated smart devices; e.g., smartphones, tablets, or iPads, to mingle in social media. For instance, an analysis from Kepios (2022) shows that there are 4.70 billion social media users around the world in July 2022, equating to 59.0 percent of the total global population. Social media user numbers have continued to grow over the past 12 months too, with 227 million new users joining social media since this time in 2021 (Kepios, 2022). According to Statista (2022), the current number of smartphone users in the world today is 6.648 billion, meaning 83.40% of the world's population owns a smartphone.

These smart devices act as surplus computers that people can use anywhere without limitation (Sultana, et al., 2021), and now are replacing pen and paper, most likely to stay in a paperless society (Hawkridge, 2022). MC is more practical and flexible in so many ways; e.g., the smaller size that makes it convenient for people to use it in any location and the Internet connectivity that is always on (Lo & Stark, 2021). Besides, social tools on these devices provide users with easy access to social media; like Facebook, Twitter, or Instagram (Huda, 2021).

Because of its useful mechanisms for keeping in touch with one's circle of contacts (Hogben & Dekker, 2010), social media has become ubiquitous and essential for social networking and content sharing. Past research had suggested that MC could be a positive experience (Nitzburg & Farber, 2013); especially for happiness in life. Thus, social media is an information source for its users, which is convenient to interconnect with millions of others around the world by providing unparalleled access to information (Wajcman, 2008). Besides, people who are attracted to one another would find a feeling of happiness in their lives (Russell, 2015). What happiness means is diverse, flexible, and adaptable; in certain circumstances, happiness is illustrated as feeling excited; e.g., being enthusiastic or eager; and in other situations, happiness is portrayed as feeling calm; e.g., being relaxed and tranquil (Teasdale, 2022).

### **Life Happiness in Social Media**

Life happiness refers to the individual's state of affairs who successfully manages time well and succeeds in achieving balance in their whole life through daily activities from various aspects, including work, family, health, and social relations (Gropel, 2005). Life happiness is the psychological state of well-being, joy, and contentment, which evolved from the positive movement in life since the pursuit of happiness is an important life goal for every human being (Lyubomirsky, 2001).

According to Scheibe et al (2013), adolescents prefer to describe happiness in life as provisions of enjoyment, eagerness, and elevated level of encouragement, while senior citizens express happiness as a state of tranquillity, relaxation, and low level of encouragement. This assertion is in order with Mogilner et al (2010) who reported that adolescents prefer to relate happiness with enjoyment and contentment, while senior citizens prefer to describe happiness with tranquillity. However, there was no exploration of the

deeper mechanism underlying the core effect that leads to experiencing happiness in life, such as being tranquil and enjoying life.

Kim and Lee (2011) investigated the Facebook path to happiness through the strategies of positive self-presentation by concentrating on the number of friends on Facebook, which could enhance users' happiness in life. By envisioning and showing a significant number of friends on Facebook, it reminds users of their proudly social networks. It later increases their confidence and self-esteem, which at last is beneficial to their level of happiness in life. The findings suggested that online friendships provide a new social climate for users' life happiness.

Lin and Utz (2015) explored the emotion of reading the Facebook news feed and assessed the tie strength's role in predicting the feeling of happiness in life. They stated that reading a constructive news feed on Facebook brings more positive emotions, e.g., a sense of joy and cheerfulness, as well as more deceptive emotions, e.g., the feeling of sadness, loneliness, envy, and boredom. The result presented that positive emotions are extra dominant while browsing Facebook than deceptive emotions. Moreover, tie strength serves a moderate effect on the feeling of happiness after reading a Facebook news feed. This proclamation signifies that Facebook users feel happier when useful posts and updates appeared in the news feed from a close connection, rather than a weak tie. In other words, users will experience more happiness in life when receiving more headlines from their close friends on Facebook.

This discussion is parallel to the study conducted by Amichai & Vinitzky (2010), which examined the behavior of users and its effect on their personality on Facebook. In their research, they detected a strong relationship between the behavior and the personality of Facebook users, most of them were extraverts that tend to post more positive content on Facebook to show their happiness in life through enjoyment on their Facebook timeline. This statement implies the act and behavior of a person reflect their image and personality equally, where this experience brings peace of mind and serenity to the particular person (Boekaerts et al., 2006).

Wang (2013) explored the function of extraversion and openness to inspire the behavior of self-disclosure, which affects the intensity of Facebook check-in. The study discovered that an absolute path from extraversion to self-disclosure and content sharing to Facebook check-in leads to the feeling of happiness in life. This motivation indicated that check-in is a crucial element to disclose the specific location for representing their social life, choices, lifestyle, and preferences, which allows them to have an improved self-image for life happiness enhancement.

Akin (2012) revealed that Internet addiction negatively predicted vitality and happiness. Meanwhile, vitality serves as a mediating effect on the relationship between Internet addiction and happiness in life. The study also presented that happiness in life is often connected with self-perception of well-being, satisfaction with life, satisfaction with relationships, constructive emotions, emotional intelligence, and self-improvement tendencies. However, the study did not deliberate on the relationship between Internet addiction and other psychological constructs of life happiness such as anxiety, motivation,

love, trust, or uncertainty. Based on the literature review, it is possible that enhancement of life happiness indeed happens in virtual reality. Within this study context, the improvement of life happiness is promising with interpersonal attraction, especially amongst Facebook users.

Interpersonal attraction is conceptualized as a multidimensional construct that has several distinct aspects; particularly physical attraction, which is based on physical features, and appearance; social attraction or personal liking property; extraversion, which is related to the behavior of enjoying being around people; and popularity, which referred to the state of being admired by many. Within the context of this study, there are four interpersonal attraction traits, namely physical attraction, social attraction, extraversion, and popularity, as those traits are essential determinants of users' involvement with social media (Shen et al., 2017).

### **Physical Attraction towards Life Happiness**

According to Lydon et al (2008), physical attraction exists a lot because people do not necessarily have to talk to a person to be physically attracted to them. Hence, in the borderless world of social media, physical attraction refers to when users believe that another user is visually pleasing by looking at their physical attributes (McCroskey et al., 2006). As this study is focusing on online interaction, physical attraction refers to the self-photos posted by Facebook users on their timeline, which find appealing to other users. Since the photo is the central component in representing identity, Facebook users were displaying themselves and tagging others through photo updates on Facebook with the intention of self-introducing and presenting the user's identity on the social network (Mendelson & Papacharissi, 2010). Thus, Facebook users always have the intention to post photo updates, especially of attractive versions of themselves online (Ong et al., 2011). Although Facebook users recurrently edited and refined photos to hide imperfections, previous studies had discovered that Facebook photo profiles provide fairly accurate portrayals (Morrison et al., 2018).

Niesta & Schwarz (2017) focused on the role of situational factors and their effect on humans' notice of others based on physical attraction. They found that attractive individuals as the nature of interpersonal attraction connected with all sorts of valuable qualities, including enhanced happiness, more career success, and more sociability. In contrast, less attractive counterparts are less favorably portrayed. Moreover, people with higher physical attraction are pleasingly delightful, thus, generating effective outcomes that influence other people to think that attractive people have flattering appearances.

Conformable to Scott (2014) in his online study, which revealed that the content of Facebook profiles influenced impressions viewers to form physical attraction. The study exposed that physical attraction is related to specific aspects of positivity; thus, the initial impressions of an individual's physical attraction encompass many assumptions of constructive attributes, such as the emotion of happiness and cheerfulness. This interpretation indicated that the rating of physical attraction is increased when the initial impression is positive, which is attached to the perspective of integrity; for instance, the sense of happiness in one's life.

Aretz et al (2010) investigated the psychological traits of physical attraction in contrast to those who previously never used dating services online. The result clarified that several aspects predicted the force of using online dating platforms, e.g., sociability or self-esteem,

which could enhance the feeling of happiness in life. The study also advocated that these people were motivated to find a partner who concealed their physical attraction if they consider that a romantic relationship is imperative for their happiness in life.

As regards, Hall (2016), in the online survey, introduced a seductive frame that specified physical attraction as the interactive outcome of living a happy life in the courtship. Physical attraction is essential since a pleasing appearance connects to numerous positive qualities such as assertive, appreciative, motivated, honest, reliable, and responsible. Thus, those who are attracted to an attractive individual are expected to be happier, as physical attraction is functioning as a sentinel that points partners toward the enhancement of long-term relationship success. However, there is no explanation of the speed and duration in which persons arrive upon relational judgments in the courtship that can be a direction to walk on a light path in life.

H1: There is a significant relationship between physical attraction and life happiness amongst Facebook users.

### **Social Attraction towards Life Happiness**

Harris et al (2003) defined social attraction in which existing partners seize the past, present, and future partners as attractive, based on their capability to deliver and access social compatibility. According to Simpson and Harris (1994), social attraction is a stimulating state wherein an individual is liable to deliberate, belief, sense, and perform constructively towards another person. People are socially attracted to individuals who have stable interaction patterns (Montoya et al., 2008). Thus, social attraction is the desire of one to socialize with someone else to whom they are attracted to.

In connection with that situation, Walther (1997) examined social attraction to measure the interpersonal attraction for the interaction of long-term, and short-term effects, associated with the group and individual identity. They revealed that geographically distributed partners who interact in online conditions have much higher consequences than those obtained in Face-to-Face (FtF) interactions, in terms of relationship development and communication effectiveness, due to the glows of attraction during social interaction between them. These findings indicate that users' active participation on Facebook through social attraction appears to be one of the significant factors contributing to the enhancement of happiness in Facebook users' life.

Hong et al (2012) assessed the effect of social cues and other-generated comments in self-presentation on Facebook. The findings revealed that the profile owner was perceived as socially unattractive once the comments were dissimilar and unequal with the self-presentation of the profile owner. This circumstance will make the profile owner feel less happy if this is going to happen, and vice versa. No matter how individuals are promoting themselves with embellished self-presentations through their Facebook profile, it cannot be lucrative without validation and ratification from other users. This situation indicated that impressions from users are formed not only due to the factor of self-presentations itself but the feedback and views from other users are essential in creating positive impressions of the profile owner. Thus, positive content during social interaction is a necessity to endure the

aspiration of social attraction, which later, the feeling of contentment is obtainable within Facebook users.

Kramer et al (2017) assessed the probable response of selfies compared to photos taken by others. The findings exposed that Facebook users who took selfies and posted them on Facebook were appraised more negatively than photos taken by others. Although others regarded the person in selfies as selfish, narcissistic, egocentric, and self-centered, compared to the same persons in photos taken by others on Facebook, Facebook users still frequently post self-portraits on their profiles, typically aiming to create a socially attractive impression on in their network. This line of reasoning is caused by the creation of more significant social interaction through comments when users were posting a selfie photo compared to a regular photo taken by others. Hence, the social interaction that appears on the news feed draws other users to be socially attracted, which later stimuli the feeling of happiness in their life.

Likewise, Winter et al (2011) examined the relationships between the status updates on an online profile and virtual self-presentation on social networking websites (SNS). The results indicated that an individual who is attached to many other users on SNS is appraised as more socially attractive since it is socially desired to be part of a robust social network. Within the context of this study, social interaction through comments on Facebook creates social attraction amongst Facebook users, primarily when the content of the communication is severely based on positivity and similarity among others. This position signifies that SNS recommends countless possibilities for conversing with various information, hence delivering the meaning of life happiness and offering an ultimate setting for staying connected with other SNS users.

Yang & Brown (2013) assessed the relationships between patterns of Facebook activity, motives for using Facebook, and late adolescents' social adjustment to the college environment. They stated that updating status with negative sides about oneself, for example, frustration or dissatisfaction is a depressive symptom that leads to a lower level of social attraction on Facebook. On the other hand, once positivity filled the content of status, the rating of social attraction is getting higher, hence leading Facebook users to be happy and cheerful. This judgment confirmed that Facebook facilitates social attraction amongst its users that may reflect users' psychological states, especially in enhancing the feeling of happiness in their life.

Cao et al (2013) specified that self-expression by users on SNS demonstrated their credibility, capability, and momentum to attain social attraction. A higher level of self-expression fulfillment induced more social attraction, which stimulates psychological satisfaction; and further, enhance life happiness. Thus, SNS users will adjust their expectations of happiness and contentment to suit the actual situation following their experience and occurrence. This conclusion signifies that the use of SNSs offers their users not only pleasures and entertainment but at the same time provides users with the potential for life happiness enhancement.

H2: There is a significant relationship between social attraction and life happiness amongst Facebook users.



**Extraversion towards Life Happiness**

Extraversion is a personality trait in which individuals tend to enjoy being around people, and socialization is a positive way for them to be more outgoing and friendlier. Extraversion is described by positive emotionality, sociability, and dynamic behavior, which are frequently correlated with life happiness development and depression relief (Andrews et al., 2010). Indicatively, a higher level of extraversion is preventing the occurrence of more significant depression, which enhances the feeling of happiness in life, considering that it promotes the functionality of social support (Hall & Pennington, 2013) through Facebook mainly.

Hall & Pennington (2013) investigated the association between self-monitoring and the content of Facebook profile users. They found that the content of the Facebook profile of extraverted users correlated distinctively with high self-monitoring, which includes posting regularly with shorthand in status updates and a profile picture at a younger age. Furthermore, high self-monitoring formed more profiles of extraverted users, as they increased the number of Facebook friends. The extraverted person also mesmerized and increased the happiness level of other Facebook users when surrounded by the Facebook community of their choice. Thus, this finding indicated that the expansion in the size of the network on Facebook initiates the escalation of social support, which later contributes to the user's happiness in life.

Similarly, Garcia & Sikstrom (2014), in their study, stated that extraversion was associated with the size of the network on Facebook and the rate of recurrence of users posting their status updates. A growing number of Facebook friends led to an increase in social support obtained from one friend to another, which in turn, makes them delighted in happiness when reading the status updates concerning an extraverted person that they are attracted to, regardless of their daily activities or any other related information. However, this study did not utilize the status updates to straighten out whether happiness in life is articulated in their status updates or otherwise.

Dealing with self-disclosure, Wang (2013) explored the influence of extraversion on self-disclosure behavior and the effect of the intensity of checking-in on Facebook. The study found that users who displayed their high extraversion through Facebook check-in cultivated self-disclosure behavior, which was implicated in demonstrating their lifestyles, tastes, and social lives. This premise explained that extraverted users who are engaging in self-disclosure; through status updates, likes, and shares, are expected to gain social support from other Facebook users. Hence, Facebook users who are interested in extraverted people are gaining a higher level of happiness in their life due to the social support given to extraverted users.

Galioto et al (2014) examined the association between the content and frequency of Facebook users' status posts and their life happiness. The result revealed more self-disclosure on Facebook from frequent users who are high in extraversion, in comparison with those who are low in extraversion. They also explained that Facebook users who reported more happiness in life would have more positive posts in their content. This finding signifies that due to extraversion, users who are actively involved on Facebook are more promising to experience the attachment of lovingness and happiness in their life.

Additionally, Simoncic et al (2014) stated that people who are low on extraversion correlated with more symptoms of depression; meanwhile, those who are high on extraversion associated with fewer consequences of depression. This result is due to people who are high in extraversion being actively involved in Facebook activities, such as frequently updating their status, posting photos, and shares, the act of clicking likes, and responding to comments, which are considered social interactions on Facebook. These daily activities of extraverted users create an interest in other Facebook users, which provides them with the feeling of being happy and delightful, as social interaction is based on interpersonal attraction towards another.

Nadkarni & Hofmann (2012) suggested that the use of Facebook is driven by the need for self-presentation and the need for belonging. Notably, extraversion relates to feelings of connectedness in life, e.g., the desire to be happy, and emotions of disconnectedness in life, e.g., frustration and depression. Conversely, introverts transmitted their socially reserved behavioral character from FtF into the online realm. However, this judgment is far removed from the finding of Amichai et al (2008), which assessed the personality traits of extraversion and introversion through social services on the Internet designed for social interaction. The argument concerning introverted people who were discovered to be more likely to prefer online communication compared to offline interaction. As a result, introverted offline users were shifting from their introverted behavior offline to becoming extraverted online to counteract their deficiency in an offline life (Kim et al., 2019).

H3: There is a significant relationship between extraversion and life happiness amongst Facebook users.

### **Popularity towards Life Happiness**

Popularity is a dimension of attractiveness with various meanings, significances, and interpretations (Papadopoulos et al., 2012). For some, popularity is interpreted as being widely liked or being well-liked by peers, others see it as being socially dominant, and some define popularity as being accepted by one's peer group members (Gil et al., 2017).

As popularity plays a significant role in MCs (Utz et al., 2012), the approach of defining popularity on Facebook is not merely on being liked by others, but by the attribution of profile users; e.g., the length of timeline on Facebook (Zywica & Danowski, 2008). Besides, several friends, comments, likes, and shares would be an indicator of being popular on Facebook (De Vries et al., 2012). For example, the index of being popular on Facebook is based on the average number of likes per post that is more than 1500, the average number of comments per post is 123, and the average number of shares per post is 29 (Bonson & Ratkai, 2013). As stated, the popularity of Facebook users is indicated by the network size, which rendering by the number of Facebook friends (Weijs et al., 2017). However, the maximum number of friends allowed on Facebook is limited to 5000 friends only (Ekwok, 2017).

Scott (2014) investigated the role of online popularity and its effect on perceptions of targets' personalities and appearances on Facebook. The findings showed that the number of friends, photos, and timeline activities influenced the popularity of Facebook profile owners. This condition indicated that network size and their active involvement on Facebook appear to be a reliable indicator of online popularity. The study also signified that popular users were



appraised as more appealing and attractive by other Facebook users, which led those who were attracted to popularity to be happier in their life. This clarification is due to popular users being perceived more positively compared to unpopular users because of their social activities on Facebook, which are full of excitement and positive anticipation.

Converging on network size, Winter et al (2011) examined the relationship status displayed on users' Facebook profiles and its relationship to self-presentation online. The results showed that the number of Facebook friends influences popularity, considering that the rating of popularity was more significant when the profile owners had a higher number of Facebook friends. The approach that profile owners formed impressions through self-presentation by creating positive images of themselves is one of the ways for other Facebook users to be attracted to them and later enhance the feeling of happiness in their life.

Tong et al (2008) examined the effect of network size on popularity in non-traditional ways, mainly on Facebook. They established that the profile owners' popularity was more significant when there was a higher number of Facebook friends since the profile owner was recognized as being popular when their profile includes a large number of friends, and positive timeline postings, which have a severe effect on users' life happiness due to the attraction of popularity on the social network. This evidence signifies that the number of friends portrays the size of one's network, and thus represents an indicator of online popularity.

In contrast, Antheunis and Schouten (2011) explored the effect of impressions on the online popularity of adolescents and found that the number of Facebook friends did not indicate popularity. Rather than an advantage, this argument is caused by the implausible number of friends, which led to the interruption of apparent popularity to the excellent impression of the profile owner (Donath & Boyd, 2004). This result indicated that the excess of friend connections raises suspicions about the originality of Facebook users' popularity and reflects on how a popular user on Facebook connects to others, e.g., the aggregate of people that one interacts with life happiness enhancement.

Hong et al (2012) revealed that the similarity between one's self-presentation, and the comment that one made, leads other Facebook users to perceive Facebook's profile owner as more popular, compared to when there is a dispute of dissimilarity, which contradicts the self-presentation and the comments done. For example, if the timeline comments are negative, which are contrary to with profile photo, which is full of manners, users evaluate profile owners as unpopular. Thus, Facebook users with unattractive profile photos tend to be less popular, although they post positive comments on their timeline wall. This circumstance generates the feeling of emptiness amongst Facebook users due to the identity conflict of targeted popular users that is full of misperception and confusion, which possible to experience a lower level of happiness in life.

Chou and Edge (2012) assessed the effect of using Facebook on users' perceptions of other people's lives. They pointed out that popular users managed to portray themselves in a flattering way on their own Facebook profiles. For example, positive messages and cheerful photos posted on Facebook give the users an impression that they are happy, and this affects others' impression in terms of seeing them as being popular on Facebook, which collectively

lifts the element of greater happiness in users' life, due to the visualization of popular users are happier, and regularly enjoying good experiences.

H4: There is a significant relationship between popularity and life happiness amongst Facebook users.

### **Methodology**

The data collection for this study was executed through a quantitative approach by using a survey-development website, specifically <http://bit.ly/2w4QXEd>. The users of Facebook were chosen as the primary target population since Facebook is the world's largest and most popular online Social Networking Site (SNS) (Mohammadi et al., 2020).

A non-probability sampling technique was implemented to generate a sample size for this study. It is difficult to identify the population in this study due to the rapid growth of NCT. Thus, this study was using an integrated purposive sampling method through a snowballing procedure by considering the characteristics of respondents to suit the purpose of the study. This procedure includes asking people who have contributed to a survey to recommend other people that they assume are attached to the research and would be willing to take part in the survey. Later, the sampling is carried on until the required number of responses is achieved.

Within this study context, the relevant Facebook feature in structuring the snowballing procedure is a Facebook group. Thus, a researcher created the Facebook group based on specific interests, which includes the attraction to one specific local friend in the first year of involvement on Facebook, based on the initial relationship period between 1-3 years (Baumeister & Vohs, 2007). Then, a snowballing procedure was initiated by gathering respondents to one Facebook group via links to selected Facebook friends. Since the group administrator has access to control the content and the membership of the group, the administrator then progressively transmitted a message to up until the maximum of 5,000 group members. A total of 503 questionnaires were distributed online, with only 402 respondents returned the questionnaire.

The information in Table 1 shows the breakdown of variables involved and the adaption sources of the research instrument.

Table 1

*Description of Research Instrument*

Section	Variables	Items	Sources
A	Profile of Respondents	14	Not applicable
B	Desirable Questions	7	Not applicable
B	Physical Attraction	10	Interpersonal Attraction Scale (IAS) by McCroskey & McCain (1974)
B	Social Attraction	10	Interpersonal Attraction Scale (IAS) by McCroskey & McCain (1974)
B	Extraversion	7	Eysenck Personality Questionnaire-Revised (EPQR) by Eysenck & Eysenck (1994) Amichai & Vinitzky (2010) McCrae & John (1992)
B	Popularity	9	Facebook Popularity Scale (FPS) by Zywica & Danowski (2008) Popularity Scale (PS) by Santor et al. (2000)
B	Life Happiness	29	Orientations to Happiness Scale (OHS) by Peterson et al. (2005)
	Total	93	

Table 2 shows the Cronbach's alpha values for the pilot test. Based on the analysis through SmartPLS, all variables, namely, physical attraction, social attraction, extraversion, popularity, and life happiness, were exceptionally reliable. Therefore, this suggested that the items given in the instruments were having precise consistency.

Table 2

*Cronbach's Alpha Values for Pilot Test (N=67)*

Variables	Cronbach's Alpha Values ( $\alpha$ ) > 0.708
Physical Attraction	0.815
Social Attraction	0.777
Extraversion	0.821
Popularity	0.919
Life Happiness	0.952

**Findings****The Facebook Users**

Within the context of this study, female users were more likely to use Facebook compared to male users. Most Facebook users in this study are dominated by the digital-savvy generation, namely Gen-X and Gen-Y. Apart from that, single users were spending more time on Facebook, compared to married users. This result is driven by the occurrence that someone who uses Facebook multiple times per day gets about half the boost in total support that someone receives from being married or living with a partner (Hampton et al., 2011). Malay users were dominating Facebook compared to other races, followed by Chinese, Indian, and other races, namely Iban, Kadazan, Murut, and Bidayuh. This outcome is due to Malaysia as a

multicultural country that established many races in its population, with the Malays constituting most of the population in Malaysia. At the same time, the Chinese and Indians are the significant minority within the total population (Crouch, 2019). Malaysian Muslim users were using Facebook more, followed by Buddhists, Hindus, and Christians. It is important to note that in terms of religion aspect, Islam is the most widely practiced religion in Malaysia, with almost 62% of the population being Muslims (Azzman & Manaf, 2019). The majority of Facebook users in this study were students, followed by users who served in the private sector and government servants. However, the minority were running their own business in various fields such as restaurants, laundries, and cyber cafes, while some of them were housewives and jobless. Almost half of Facebook users in this study were using Facebook at home, followed by at work, while others were using Facebook at cafes, libraries, faculties, colleges, and hostels. Only a minority of them were paying for the service at a cyber cafe.

### **Relationship between Interpersonal Attraction Traits and Life Happiness amongst Facebook users**

Based on the structural model evaluation through SmartPLS, there is a significant relationship between physical attraction and life happiness ( $t=2.931$ ,  $p=0.004$ ) amongst Facebook users. This finding supports Chang's (2019) statement that physical attraction is one of the characteristics to trigger the feeling of happiness in people's life. People with a higher degree of physical attraction regularly posted photos and videos of themselves on Facebook and quickly draw attention and are more likely to be evaluated positively by other Facebook users. They tend to be more confident and assertive amongst others, and this escalates the eagerness of others to approach them, which eventually increases the feeling of happiness in their life. Thus, H1 is accepted; as other Facebook user shows more physical attraction, the higher their life happiness.

On the other hand, this study also discovered that there is a significant relationship between social attraction and life happiness ( $t=9.899$ ,  $p=0.000$ ) amongst Facebook users. For that reason, H2 is accepted; as other Facebook user shows more social attraction, the higher their life happiness. This finding indicated that communication through social interaction could improve happiness in life, based on friends' engagement on Facebook. That is, people feel better when their friends give "composed" communication, such as posts, comments, and messages; rather than "one-click" communication, such as likes and pokes; and "broadcast" communication, which included viewing friends' profiles, or clicking on links in their news feeds (Burke & Kraut, 2016). These reciprocal activities become a gauge of friend's engagement to furnish a sense of joy to both users involved for life happiness enhancement.

Besides, there is as well a significant relationship between extraversion and life happiness ( $t=12.848$ ,  $p=0.000$ ) among Facebook users. Consequently, H3 of this study is accepted; as other Facebook user shows more extraversion, the higher their life happiness. This situation is due to the characteristics of extraverts who frequently update their status, click to share, react to others' "likes" and comments (Lee et al., 2014), and post updates about their social activities and everyday life more frequently on Facebook (Marshall et al., 2015). As concerns, the status update is a medium for individuals to express "what is on your mind" on the Internet, including the events of their daily life; emotional states, or views on a particular topic, or to share music, movies, or articles that they appreciate (Deters & Mehl, 2013). Thus, these daily activities are effective stress relievers that can lift positive emotions and moods

to bursts of happiness. Those positive emotions, such as joy, contentment, or appreciation, broaden one's behavioral repertoire and personal resources, including mindfulness, resilience, closer relationships, and even improved physical health as well as lower levels of depression and higher levels of life happiness.

There is no significant relationship between popularity and life happiness ( $t=1.645$ ,  $p=0.101$ ) amongst Facebook users. Thus, H4 is rejected; as other Facebook user shows more popularity, the higher their life happiness. This condition is probably due to people with a lot of Facebook friends that tend to have low self-esteem. Lee et al (2012) stated that people with most friends on Facebook experience low self-esteem because they are worried about their public perception. However, those self-conscious people compensate for their low self-esteem by trying to appear popular on Facebook. Instead, low self-esteem is a negative pattern of thoughts, pigeonholed by an individual's subjective perception that they are inadequate in countless facets of life (Ng & Page, 2019). Psychologists have recognized that self-esteem is an essential aspect of mental health and is relevant for many important life outcomes. For example, low self-esteem predicts antisocial behavior, delinquency, anxiety, and depression (Orth & Robins, 2018). In contrast, high self-esteem predicts happiness, better job performance, and academic achievement (Marsh & Craven, 2006).

Table 3

*Relationship between Interpersonal Attraction Traits and Life Happiness amongst Facebook users (N=402)*

Hypothesis	Construct	t > 1.960	p < 0.050	Relationship	Decision
H1: There is a significant relationship between physical attraction and life happiness amongst Facebook users.	PA → LH	2.931	0.004	Significant	Accepted
H2: There is a significant relationship between social attraction and life happiness amongst Facebook users.	SA → LH	9.899	0.000	Significant	Accepted
H3: There is a significant relationship between extraversion and life happiness amongst Facebook users.	EV → LH	12.848	0.000	Significant	Accepted
H4: There is a significant relationship between popularity and life happiness amongst Facebook users.	PP → LH	1.645	0.101	Not Significant	Rejected

**Discussion**

People these days are sharing views, information, and entertainment, through photos, videos, and social support on online platforms, for example, Facebook, Instagram, LinkedIn, Twitter, or YouTube. They then benefited from their involvement in such online platforms through the information and conversation that they participate in (Beenen et al., 2004).

It is noted that life happiness is associated with decision-making development, health improvement, better work performance, and productivity growth. A happier society may be a supportive society since individuals who are at a higher level of life happiness are more positive and helpful toward others. However, all those life happiness immensities were not only happened in FtF interaction. Within this study context, life happiness in online society is enhanced by utilizing Facebook more often, which can overcome the feeling of loneliness, self-destructive behavior, or stress-related conditions. Considering that social support is an essential source of happiness, social connections on Facebook are also competent for boosting self-esteem, which in turn may enhance the level of happiness in life. On that account, this study discovered the factors that are influencing Facebook usage, which is competent to enhance happiness by focusing on the predictors of life happiness, namely interpersonal attraction traits, such as physical attraction, social attraction, and extraversion.

Firstly, the findings suggested that one of the factors influencing Facebook usage, which is capable of enhancing life happiness, is physical attraction. As stated, most Facebook users are attracted physically to one of their Facebook friends, as it is imperative to enhance the feeling of happiness in life. Thus, it is unbearable to refuse Holder and Coleman's (2008) statement that happiness in life is correlated with and predicted by ratings of their physical attraction. When a particular user displays their physical appearance through photos and videos on Facebook, the person who sees them might feel fascinated and captivated by that attraction and thus will make them feel happy. This situation means that physical attraction as an interpersonal attraction trait is competent in making people sense the feeling of happiness in their life. This finding supported Vries and Kuhne's (2015) statement that Facebook users may engage in great satisfaction and happiness in life through physical attraction shown by others when they were socializing with each other on Facebook.

Secondly, it is also discovered that interpersonal attraction trait, namely social attraction, is one of the factors influencing Facebook usage for life happiness enhancement. Within this study context, when a Facebook user contributes to positive social interaction through comments on Facebook, then another Facebook user who views it might feel magnetized to that attraction. This result suggested that positive social interaction on Facebook will make other users feel tempted and appealed to since the feeling of companionship through that social interaction makes them feel pleased and contented. It is not surprising that Facebook users who are less connected with social attraction manage to receive less happiness in their life (Arampatzi et al., 2018). Since lack of contact with friends and feelings of loneliness and dissatisfaction with social contacts is not in line with social norms, people who lack individual social capital are not only less likely to feel faithful on SNSs but also receive less happiness from expressing their true self online (Reinecke & Trepte, 2014).

Extraversion also is one of the interpersonal attraction traits found to be the factor influencing Facebook usage, as well to be the predictor of life happiness amongst Facebook users. In this



context, when an extravert shows the characteristics of extraversion on Facebook, such as always updating the status with many likes and shares, the person who sees it might catch the attraction, and this is one of the factors for enhancing the feeling of happiness in life. Therefore, this finding demonstrated that the characteristics of extraversion shown by a specific user on Facebook would make other Facebook users interested in them, and later, the feeling of happiness is boosted. This situation is in line with Simoncic et al (2014) that extraversion is often associated with increased feelings of happiness in people's life. Thus, extraversion may serve as a protective factor against the potential negative impact of excessive Facebook use by facilitating potentially less harmful use patterns (Best et al., 2014).

Besides physical attraction, social attraction, and extraversion, which contribute to life happiness enhancement, popularity is also playing a part as the factor influencing Facebook usage through interpersonal attraction traits. This circumstance means that there is a specific user who shows the characteristics of popularity on Facebook, which makes other Facebook users feel interested in them. Even so, based on the findings of this study, one does not necessarily feel happiness by being attracted to other Facebook user who has the characteristics of popularity on Facebook such as a high number of friends, likes, comments, and shares. This context is far removed from Holder and Coleman's (2008) statement that popularity and happiness may frequently be associated with people's life. This divergence occurred most likely due to Malaysian culture, which is always concerned about honesty and sincerity in a relationship (Goddard, 2001).

### **Conclusion**

It is recognized that physical attraction, social attraction, extraversion, and popularity are the factors influencing Facebook usage, which contribute to life happiness enhancement. The emotion of happiness in life is not just occurred in FtF, but online interaction could make them feel the same way as well. Thus, the presence of MC nowadays is not taking over the FtF approaches. Such communication is meant for stabilizing and strengthening the process of developing a social relationship in a different context of time and space. Therefore, enhancing life happiness through MC is necessary for the era of globalization in our society today.

Given psychological communication, the feeling of happiness can be improved with the aid of NCT. NCT contributes to an evolution in how people receive psychotherapy or work with a psychologist. For that reason, researchers are focusing on telepsychology by assessing how well it works, particularly in-office psychotherapy sessions compared to in-person sessions. Despite age, gender, or circumstances, everyone is struggling with life and feels down from time to time. In that order, the professional counselors who help people for finding ways to make sense of life may use the findings of this study as a standard to identify life happiness factors amongst their patients in social media contacts. Thus, it is possible to overcome and learn from those struggles to live with greater freedom, purpose, and happiness in their life.

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