IDENTIFYING LEARNERS 'PERSONALITY IN SOCIAL NETWORK SITE (SNS) AMONG FIRST-YEAR UNDERGRADUATE STUDENTS BASED ON ONLINE COMMUNICATION STYLE

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Abstract: In online learning, social network site (SNS) plays an important role because it provides an interesting platform for interaction among learners[43]. However, online students seem to have different personality characteristics than the students in the face to face classes. This research has been done to identify undergraduate learners' personality in social network site (SNS)based on their communication style to help the educators or lecturers understand their students. The objectives of this research are; 1) To identify learners' personality based on The Platinum Rule; 2) To identify patterns of communication styles personality based on The Platinum Rule in Social Network Site (SNS); and 3 To identify similarity between learners' personality and communication style in Social Network Site (SNS)[6][22]. 11 first year undergraduate students from one university were selected randomly as the respondents for this research. Questionnaire, online interaction activity via SNS and interview has been used as instruments for this research. The directive content analysis was used to analyze each respondent's personality. Findings from the survey instrument showthat learners personality is not similar to their communication style in SNS. The results and findings obtained are expected to provide information for lecturers, to get to know their students better even without face to face interaction.

Index terms: Social Network; Communication style; Learners personality; Platinum Rule

I. INTRODUCTION

Personality have some interpretation that basically origin from the word 'persona' which referred to the actors' mask and to a character in dramatic performance. However, based on Oxford Dictionary, there are two meanings of personality which are 1) distinctive personal character and 2) being a person, a personal existence or identity.

Based on personality is the person that acts upon, or adjust to environment, but his or her behaviour is not a product of environmental forces[8]. So, we can say that personality is an identity of a person upon their behaviour that he or she reacts[10].

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On the other hand, communication can be defined as the exchange and flow of information and ideas from one person to another. It involves a sender transmitting an idea, information, or feeling to a receiver. Effective communication will occurs only if the receiver understands the exact information or idea that the sender intended to transmit There are several factors influencing a good communication which are Attitude, Socio-cultural Background, Past Experiences, Knowledge of Subject Matter, Ability to Relate with Others, Interpersonal Perception, and Environmental Factors

Few studies did some research on how communication styles affect the ways of people create and sustain their communication[35]. We can see that each individuals exhibit different personality in their basic communication Latest technology has allow communication to be done via online platform rather than just face to face. According to social networking site such as MySpace, Bebo and others have generated a sudden increase in the number of people online and the scale of interaction[32].) said that it is been the choice of people who interested in public debate on a very specific topic.

Social networking sites (SNSs) have the potential to facilitate interaction, communication, and collaboration, and as a result have been prominently featured in discussions centring on the use of technology to support and amplify educational endeavours (Greenhow, Robelia, & Hughes, There was varies research on their role in online education in formal learning contexts as well as in non-formallearning contexts[4][7][19][47].

As we know, many social network sitesavailable today. However, in this study, we will only focus on Facebook, which has become the most popular site.

Facebook holds the first rank in the "The Most Popular Social Media Sites in 2018" according to statistics on the 15 Most Popular Social Media Networks and Sites Facebook SNS contains good environment, especially in providing the platform for the community for sharing their ideas, giving support, learning, and so on[5]. These are the kind of friends maker website that connected the people all over the

world, through the internet network. Through Facebook,

users will be able to explore with all providing mechanisms such as profile page, groups, message, picture gallery, and wall. From all those mechanisms, users can send their private message to other users, video and pictures upload, updating status, discussion, comment, 'poking' friends and so forth.

claimed that Facebook is the platform for various discourse communities, which is not the space for a single monolithic one. These can be done by various communication styles, whether it is informal or formal style.

Since that the new generation preferred to use SNS to communicate among them, it will be interesting to study their communication style as it is something new, widely spread and more important in everyday life (Adhalina, 2011) which can benefit the education field.This is because; impairment of the ability of effective communication through the use of appropriate language may prevent the development of successful relationships among young adults (Drussell, 2012) whether online or face to face[1][21].

II.   RESEARCHOBJECTIVE

Below are the objectives that concerned in this study:

i   To identify learners' personality based on The Platinum Rule (Alessandra and O'Connor, 1996)
ii   To identify patterns of communication styles based on The Platinum Rule (Alessandra and O'Connor, 1996)in Social Network Site (SNS).
iii   To identify the similaritybetween learners' personality and communication style in Social Network Site (SNS).

III.   RESEARCH METHODOLOGY

For this study, a case study research design was conducted to identify students' personality and communication style in the social network site. The researcher collected the data fromthe online interaction case study;questionnaire adapted from The Platinum Rule by Alessandra and O'Connor (1996) and guided interview.

Firstly, questionnaire adapted from the Platinum Rule by Alessandra and O'Connor was given to all respondents to identify the personality of the respondents. This instrument will classify each respondent into four style of learners' personality which is controller or director, promoter or socializer, supporter and relator, and analyzer or thinker[2][34].

For online interaction activity, the researcher has created a group in Facebook named 'Communication Style'. All respondent were added to the group and started to discuss a few issues as thecase study. Activity Theory was applied as a method of understanding and analysing the phenomena, finding patterns, and making inferences across interactions,

describing phenomena and presenting the phenomena of the communication style among the undergraduates SNS users. The Activity Theory suit well for this study because we concerned about understanding and supporting the tasks based on objectives. This theory has always been used in the educational field

Researchers chose the First Generation of Activity Theory Model because it involves meditational means or tools, subject, and object or motive[23]. The elements have been described in a triangular figure that was drawn heavily from Vygotsky's concept of mediation Figure 1 shows the triangular model of First Generation Activity Theory[41].
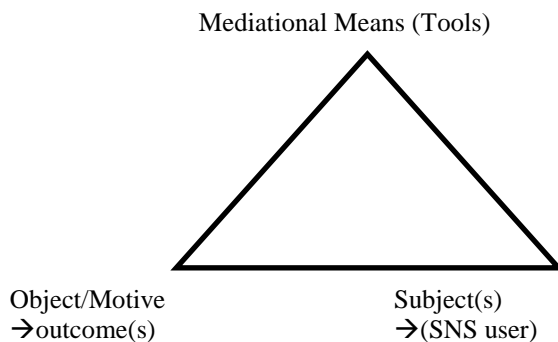
Mediational Means (Tools)

Object/Motive   Subject(s)
→outcome(s)   →(SNS user)

Figure 1: First Generation Activity Theory Model

In this study, activity theory wasused when the researcher pointed out some issues and the respondents'response, followed by interactions between the respondents,in various communication styles. The activity was divided into2phases which are:

Phase 1: Icebreaking and Social Background
  -    The discussion is more to experience related.
Phase 2: Issue on First Year Experience
  -    Discussion focuses on content knowledge or cognitive.

Respondents are free to communicate and contribute as many ideas as they want concerning the issues. Using the content analysis method, we examined the personality traits and communication style based on The Platinum Rulewhichiscontroller or director, promoter or socializer, supporter and relator, and analyzer or thinkerin every discussion.

The data collected from the online interaction via Facebookwasanalysed using the direct content analysis method which includes several steps as proposed by Zhang and They stated eight important steps in the process of qualitative content analysis through the collection and analysis of data which are;

i) Data preparation
ii) Defining a unit of analysis
iii) Developing categories and coding scheme
iv) Test the coding scheme through sample text
v) Text encoding
vi) Assess the consistency of coding
vii) Conclusions from data that has been encoded
viii) Report the methods
and results of the study

Table1 shows the theme and descriptions in of communication style that will beused for this research[30][46].

Table 1: Communication Style based on the Platinum Rule (Alessandra and O'Connor, 1996)

Platinum Rule Learners Personality	Descriptions / Communication Style based on Norton (1982)
Controller or Director (P1)	- Speak freely and controls conversation (Dominant)
Promoter or Socializer (P2)	- Very expressive language. Often exaggerates and embellishes (Dramatic) - Disclose personal information. Shows emotions and feelings (Open).
Analyzer or Thinker (P3)	- Argumentative and often hostile (Contentious) - States ideas and feelings in an indelible fashion (Impression-leaving).
Supporter or Relator (P4)	- Energetic and expressive gestures,facial expressions and the like (Animated). - Calm,comfortable and seldom nervous around others (Relaxed) - Good listener. Offers verbal and nonverbal encouragement to the speaker (Attentive). - Offers positive feedback and encouragement (Friendly)

An interview was also done bythe researcher to identify the major personality of the respondents'. All respondents involved in the interview session.Interviewhas been done to support the results in the online interaction. According to Folkestad interview provides a new insight into a social phenomenon. It means that, we can get the new information clearly instead of only using one method especially for this research.

This interview will be conducted in an informal way using semi-structured interviews. Semi-structured interviews based on have a flexible structure. It is not as structured interview that contains a sequence of structured questions where the interviewer will ask in the same way to each interviewee. The structure of semi-structured interviews are usually assisted by an interview guide includes the topics, themes, or areas to be covered during the interview and not a script sequence standardized questions This will ensure the flexibility of the sequence of questions. According to David Case semi-structured interviews were conducted with a fairly open framework which allows focus, conversational, and two-way communication. They can be used to give and receive information[27].

The population in this study is referring to all undergraduates students from different faculty in Universiti Teknologi Malaysia (UTM) Skudai, Johor[45]. Other than that, the population should be that very popular nowadays

The samples for this research were selectedrandomly among first year undergraduate students in one university in Malaysia. The sample must be familiar with the social network sites used in this research and voluntarily agree to help with the research. Thus, there were only 11 undergraduates agree to be the sample or respondents of this research. Small number of samples gives very wide range to researchers to make observations on the behaviour being studied. In general, this research is a step to understand the situation based on context and unique interaction[31].

The sample was randomly chosen from different faculty because the researcher does not want the sample to know each other before they meet up in the group.

It is because, during open learning or distance learning, student had no chance to meet each other before class started, and some not even during the learning session. Other than that, researcher wanted samples from different social background and different courses so that opinions and responses will be varied depends on their cognitive level.

IV. RESULTS AND DISCUSSION

A. Demographic data

The researcher had approached about 30 first yearstudents and informed them about this research. However, only 11 students are willing or volunteer to help. So, some of the data will be varied andall the respondents have never met before.

Table 2 depicts the detail information about the respondents that involved in this research.

Table 2: Number of Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	5	45.50
Female	6	54.50
Total	11	100.0

All participant did not know did not know each other and reunited in a group on Facebook named 'Communication Style' for the purpose of this research.The sums of 11 respondents were from fromthree (3)different faculty namely Faculty of Engineering, Faculty of Built Environment and Surveying and Faculty of Social Sciences and Humanities[3][13][43] .

Table 3 : The Number of Respondents Based on Faculty

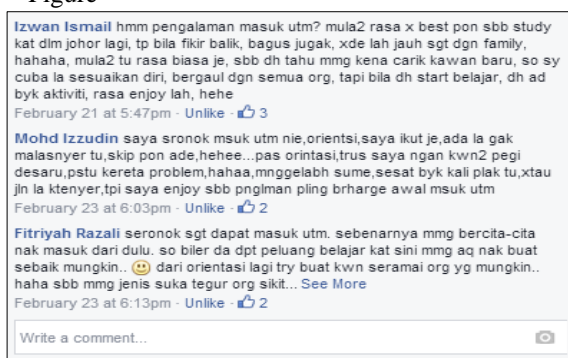| Faculty	Frequency
Faculty of Engineering	8
Faculty of Built Environment and Surveying	2
Faculty of Social Sciences and Humanities	1
Total	11

B. Learner's Personality Based on the Platinum Rule

From the questionnaire, researcherhas identifyspecific personality style for each respondentsas shown in Table 4. There is no best style from the four style featured. It is because each of the style has it strengths and weaknesses.

Table 4: Summary of Learner's Personality based on the Platinum Rule Questionnaire

Respondents	Learners' Personality
A	Promoter or Socializer(P2)
B	Supporter or Relator(P3)
C	Promoter or Socializer(P2)
D	Promoter or Socializer(P2)
E	Promoter or Socializer(P2)
F	Promoter or Socializer(P2)
G	Controller or Director(P1)
H	Promoter or Socializer(P2)
I	Supporter or Relator(P3)
J	Supporter or Relator(P3)
K	Analyzer or Thinker(P4)

Majority of the respondents (six out of eleven respondents)are socialiser or promoter (P2), while the other Table 5 :Number of statement based on Platinum Rule personality for theFirst Year ExperienceIssue

three respondents are supporter or relater (P3).

Figure

1:
Comments on Issue 2:First Year Experience

Pattern of Communication Style of Social Network Site (SNS)

All the comments were analysed using directive content analysis technique withreference to an existing theme.

In the first phase, they have to introduce themselves to their background. Therefore, every respondent like to tell the others their personal information in a gentle way. They respond each other in a proper mannerand each of them gives good feedback. However, only for respondent F, he is not only an open person, but he is dominant because sometimes he controlled the conversations compared to the others. Some of his comment that has been characterized as Controller or Director (P1)are as follows:

F: Anda semuamacammana? Sihat?
F: Asal Negeri Sembilan ke? Duduk lama di mana?

The other respondents also have variescharacteristics while communicating which were coded more as Promoter or Socializer (P2)with an open and dramatic comments. Below is the example of the open and dramatic statement that coded as P2personality ;
D: Assalamualaikum dan selamatsejahterasemua, namasaya …,bolehpanggilnanadje. Pelajar jurusan Sains Komputer Sistem Maklumat. [Open]

D: Asal beranang dan membesarsepenuhnya di Beranang… kesiantak hehe. [Dramatic]

Every respondents have different communication stylebut most of them are open which fall under Promoter or Socializer (P2)personality and friendly which fall underSupporter or Relator(P3) in the first topic discussion.

In the second part of the communication phase, we are looking for respondent's experience when they enter the university. They were required to share their experience and their feeling if they have good and bad memories. Figure 1 shows some comments about this issue.

Referring to Table 5, we can see that not all of the respondents contribute their idea on this issue, compared to the first issue. However, the analysis shows that the most personality that used by the respondents is the same, which is P2 (Promoter or Socializer). In this issue, the researcher wanted to know their experience when the first time they enter the university. They could share their memories, their experience of orientation week, services provided by the university and so on. Majority of them have shared their stories and experience with some expressions.

For example, respondents A shows an open, relaxed, friendly, and attentive communication style because she likes to share her story and shows who she is before and after she enters the university[17]. Here is the example that shows that she was the person as described below:
Open:*Mula2 dulumemanglakanpendiamje. Xtunjuk perangaisebenarlg. Orang dulucakapsayasombongsbb muka xpernahnksnyum.*
Attentive: *Haa, nisoalan best ni.*
Relaxed ;*Bersyukurla dapat kawan jujur macam diorg*
Friendly :*Korang pulak?*

Other than that, she also asked a question to the other respondents to share stories like her. After that, the other also join the discussion like respondent B; she stated that she did not like to join the orientation week because they have followed the rules. The statement shows that she led the discussion and becamea contentious person because hercomment has some element of argumentative. Besides that, she also felt the same with the others, that she had a lot of fun after meeting some friends and try something new in university.

Some respondents show their dramatic stories like respondents B, C, E, and I. For example, respondent E tell

that he went to the beach by car with his friends after the orientation week but on the way to the beach, they had some problems with the car and they go astray because they do not know the exact way to the beach. So, for him, that is the most valuable experience he had in university life. For this issue, the respondents were more comfortable to interact with each other,and we also can see there are varieties of themes that respondents used to show their ideas.

For examples, respondents D had shown the variety of themes which is he had been open, relaxed, animated, attentive and also contentious person according to this issue.

In phase 3, students were allowed to start any issues locally and globally. They came out with twodifferent

Respondents	Personality	No. of Statement
A	P2	5
	P4	3
	P3	1
B	P2	3
	P3	1
	P4	2
C	P2	6
	P3	1
	P4	1
D	P2	2
	P4	3
E	P3	3
	P4	4
I	P2	4
	P3	2
Most Theme Used	**P2**	**20**

topics which isInternet Access and First Year Experience Video.

Topic 1: Internet access

Internet access is one of the issues raised by respondent E. He probably sees this issue as a problem among the students in the university. So, he wanted to know further about this problem and gently asked the others about the services of the internetaccess in university. This issue shows a bit aggressive response among respondents because most of them show their concerned about this issue. Moreover, they all were together faced this internet access in university. So, they know how to react and show their feeling towards this issue. Figure 2 below shows the example of comments of respondents regarding this issue.

Figure 2: Example of Comments on Internet AccessIssue

From this topic, it is quite different themes or traits that respondents used in discussion. Majority of the respondents show their characteristics that offer to state ideas and feelings towards the issues which is impression-leaving style that fall under Analyzer or Thinker (P3) Learners Personality. That is

a good way in the discussion. Respondents A,B,D,E,F, and H have their own opinions and suggestions on services of internet access. However, some respondents did not contribute their ideas. Amazingly, for this issue, the respondents can point out their ideas with some argumentation and not always agreed on this issue. Due to that, most of the respondents end up with the suggestions and recommendations. For example, respondent K said that if they want to access the internet, they need to wake up early in the morning because students do not widely use the internet usage and we should focus on the study at night rather than 24 hours online.

For this issue, respondents become more dramatic, relaxed, friendly, attentive, and contentious and the impression-leaving.

Topic 2: First Year Experience Video

Before this, we have seen the analysis of issue 2, about the first-year experience. Now, the researcher wanted to go further about this issue by observing a video related to the first-year experience that published to the group. Respondents were instructed to watch the video and give their comments about the video as their feedback. Figure 3 shows the examples of comments about this issue and Table 6 shows the feedback analysis after watching the video.

Only six respondents gave their feedback on this issue while the others just watched the video but did not comment on anything. For this time, we can conclude that most themes that have been used by them are contentious that shows the comment of argumentative and often hostile which fall under Analyzer or Thinker (P3) personality.

Respondents	Learners' Personality	
	Experience Related (Issue 1&2)	Content Knowledge (Issue 3&4)
A	Promoter or Socializer	Analizer or Thinker
B	Promoter or Socializer	Analizer or Thinker
C	Promoter or Socializer	Analizer or Thinker
D	Promoter or Socializer	Supporter or Relator
E	Promoter or Socializer	Analizer or Thinker
F	Controller or Director & Promoter or Socializer	Analizer or Thinker
G	Promoter or Socializer	Promoter or Socializer
H	Promoter or Socializer	Analizer or Thinker
I	Promoter or Socializer	-
J	Promoter or Socializer	-
K	Promoter or Socializer	Promoter or Socializer

After watching the video, the respondents might need to think deeply about their experienceand then they canshare their experience and give some suggestions for the future.

The table above indicates the total of statements based on 4 learners personality. In comparison, we could see the greater number of statements belongs to P2 which are 112. Communication style that fall under P2 weremostly used in issue 1 and also in issue 2..

The least theme used by respondents in online interaction was P1 (Controller or Director). There are only 16 statements that categorized under this theme. Since that the respondents are first year students and did not know between each other, plus Malaysia culture that more polite might be the reason why this theme did not occur as frequent as other personality.

We will identify the learners' personality by identifying most theme used by each of them so that we could know their learners' personality according to The Platinum Rule when they were communicating in virtual interaction.

Figure 3: Examples of Comments on Issue 4: First Year Experience Video

Table 5 below shows the summary for all statements in the Facebook Group to indicate the communication style in online interaction based on the Platinum Rule[36].

Table 5: The Number of Themes Used by Respondents in Online Interaction

Personality	Issue 1	Issue 2	Issue 3	Issue 4	Total
P1	10	0	6	0	16
P2	78	25	2	7	112
P3	3	5	22	19	49
P4	25	24	8	5	60

Table 6: Learners' Personality for each Respondent in Online Interaction

The findings show that majority of the respondents have the style of promoter or socializer for both categories. All of the respondents have that style for the issues related to experience because most of their statements openly disclose their

personal information. However, for respondent F, he does have not only pattern P2, but also P1 which is dominant. He was a dominant person in issue 1 because some of his statement shows that he tends to control the conversation. He got the same number of statements for both themes. So, he supposedly owned the dominant personality and socializer person in the context of experience in online interaction.

According to the category of content knowledge, the majority of the respondents tends to be analyzer or thinker. It is due to the topics drawn those issues were based on their prior knowledge. Some of them like to state their ideas and gave their suggestion because they have the knowledge on the issue. Besides, 2 of them acted as promoter or socializerand 1 of them acted as supporter or relater. Nevertheless, there are also those who do not engage in discussing the content knowledge issues like respondent I and respondent J. Respondent I did not involve in discussing that issue because she were very busy with her assignment and project on that time frame. So, she did not have time to engage in the discussion as she very rarely online. Then, for respondent J, she did not like to use SNS in her daily life. She creates a Facebook account only for learning purpose.

The same thing goes to respondent I, she was rarely online and that makes her have no time to engage in the discussion.

For this research, other than using survey and online interaction as instruments, the researcher also used the interview to triangulate with online interaction and survey to justify the learner's personality based on The Platinum Rule and learners' perceptions.

Apart from that, the researcher wanted to go in depth personally to every respondent to see their character in real setting.

|	Questionnaire	Online Interaction		Interview	
		Experience Related	Content Knowledge		
A	Promoter or Socializer (P2)	Promoter or Socializer (P2)	Analyzer or Thinker (P4)	Controller or Director (P1)	=
B	Supporter or Relator (P3)	Promoter or Socializer (P2)	Analyzer or Thinker (P4)	Promoter or Socializer (P2)	≠
C	Promoter or Socializer (P2)	Promoter or Socializer (P2)	Analyzer or Thinker (P4)	Promoter or Socializer (P2)	=
D	Promoter or Socializer (P2)	Promoter or Socializer (P2)	Supporter or Relator (P3)	Supporter or Relator (P3)	=
E	Promoter or Socializer (P2)	Promoter or Socializer (P2)	Analyzer or Thinker (P4)	Controller or Director (P1)	=
F	Promoter or Socializer (P2)	Controller or Director (P1) & Promoter or Socializer (P2)	Analyzer or Thinker (P4)	Analyzer or Thinker (P4)	≠
G	Controller or Director (P1)	Promoter or Socializer (P2)	Promoter or Socializer (P2)	Analyzer or Thinker (P4)	≠
H	Promoter or Socializer (P2)	Promoter or Socializer (P2)	Analyzer or Thinker (P4)	Promoter or Socializer (P2)	=
I	Supporter or Relator (P3)	Promoter or Socializer (P2)	-	Supporter or Relator (P3)	≠
J	Supporter or Relator (P3)	Promoter or Socializer (P2)	-	Promoter or Socializer (P2)	≠
K	Analyzer or Thinker (P4)	Promoter or Socializer (P2)	Promoter or Socializer (P2)	Promoter or Socializer (P2)	≠

All the respondents give their good feedback even they have to spend some time for an interview. From this interview, we could see the difference in learners' personality from online interaction and face to face interaction.

In this interview, researcherwants to highlight some questions that might be considered to show respondents' personality when it comes to interact and communicate in reality.

We can see several aspects that affect their style of communication such as their social background including their background, the language they used at home, their parent's job and salary, work experience, how to deal with problems around them and so forth. Usually, when the different backgrounds interact, they will face some challenges.

Other than that, the researcher also looks at their cognitive level like their background of the study, their

perceptions of communication and so on. People will communicate based on the ways which we have been socialized to think about self and society.
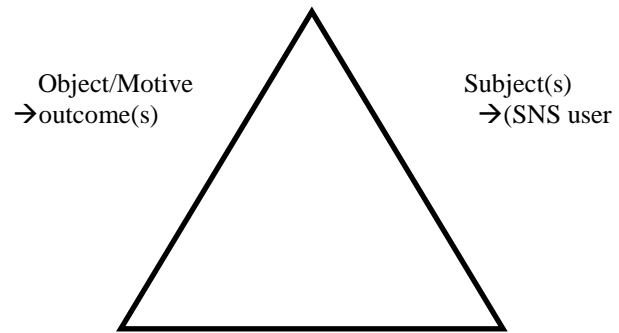
Other than that, researcher also looks at their cognitive level like their background of study, their perceptions on communication and so on. People will communicate based on the ways which we have been socialized to think about self, and society. Therefore, table 7 below are some examples of questions that personally answered by respondents for this research;

The findings on interviewshow some of the characteristics of each respondent to determine their learner's personality based on answer and face to face interaction. The table 7 below indicates each respondent or learners' personality that they belong to;

Table 8: Learners' Personality for each Respondent based on Interview

After we go through all the methods, now, we can conclude all the pattern of communication style and learners' personality based on The Platinum Rule that had been used by all the respondents[28]. Table 9 below shows the triangulation among the respondents regarding the data collected from online interaction, survey and interview session.

Based on the Table 9, we know that majority of the respondents have some changes in their personality according to three methods used by the researcher. Among these findings, it was particularly interesting that promoter socializer (P2) favoured the most by all the respondents because,from the triangulation, 8 out of 11 respondents have shown that they are like to be as promoter or socializer[24]. As a promoter or socializer, they tend to be more open, sometimes dramatic and relaxed in their statement either in online interaction or face to face interaction.

Sometimes, they are influenced to do so because of their social background and their cognitive level.

We should go in depth for some of the respondents here. Based on the table above, for respondent A, in the survey, she got the personality of promoter or socializer. Same went when she was in online interaction on an issue that touched about experience related. Nevertheless, it is quite different for the other issue in online interaction which

is for content knowledge issue. She tends to be an analyser or thinker. Her personality also changed when the researcher interviewed her,and from her feedback and face to face interaction, she was likely to be a controller or director. To conclude her personality, the researcher takes the most personality that she had from overall triangulation. From the triangulation, we could see that, most personality that she tends to be was a promoter and socializerbecause 2 of 4 comparisons of all methods in the triangulation.

It was likewise the same for respondent B, C, E, G, H, I, J and K. The personality that they got were based on the most personality from all the methods that been used in the triangulation. At the end of the triangulation, we could see that promoter or socializer was the most favourable personality among the four behaviour personality by The Platinum Rule. Except for respondents D, F and I, all of them got the personality that describes best on them. Otherwise, respondent D and I tended to be supporter and relators while only respondent F got the personality of an analyzer or thinker. None of the respondents has the personality of controller or director,but it does not mean that they do not have a personality of director. Some of the respondents have that personality in a few methods,but when we generalised.

Respondent D shows some personalities that were not different for each method. For survey and online interaction (experience related) methods, he got the personality of promoter or socializer while for online interaction (content knowledge) and interview, the best personality suit for him was supporter or relater. So, it is quite difficult to the researcher to choose the right personality for him whether he is more to promoter or supporter. However, at the end of the triangulation, the researcher did some conclusion for his personality because based on face to face interaction which means by interview method, his characteristics tend to be more on supporter or relator.

According to respondent F, there is5 times personality that he got from the triangulation according to the 4 methods that the researcher used. He has the same personality in the survey method and online interaction that involved experience related issue which is promoter or socializer. However, he has an additional personality in the online interaction for experience related issue which is controller or director. It is because he has the same number of statements that show both personalities in online interaction (experience related) issue. Other than that, on the other issue in online interaction was based on content knowledge. Therefore, the suitable personality that best describes him is

an analyser or thinker. It was also the same result for interview method. So, for the conclusion, it was quite difficult like the respondent D because there are two choices of the same personality which is to be a promoter, socializer, analyzer or thinker. But, at the end of triangulation, the researcher 'found that respondent F tends to be analyser or thinker based on his most characteristics of face to face interaction.

V. CONCLUSION

Based on the findings, the majority of the respondents involved in this research shows the personality of promoter or socializer for the survey method. A promoter or socializer based on characteristics from The Platinum Rule should be an entertainer, have values of enjoyment and like to help others, full of ideas and impulsive, talkative, like to communicate in a fun way, flexible, intuitive and creative person. This Platinum Rule was created for business purposes that want to categorise into 4basic behaviour personalities in the business environment. However, this rule can be adapted to social life because it is consistent with what we know about motivation in our life (O'Connor, 1996). Especially in an educational institution, this rule will help to increase awareness of how a person or student expects to be treatedby their teacher or lecturer. The teacher also will understand their students' behaviour so that they can treat their students properly.

This rule is more recent research on behavioural with four more basic tendencies which are director, thinker, relater, and socializerSo, the rule shows its potential to be adapted into four basic styles of learners' personality to treat the learners in the way they would prefer to be treated. Rather than more traditional behaviour, The Platinum Rule accommodates the feelings of others

Other than promoter and socializer, the second highest personality that belongs to respondents in this survey is the personality of supporter or relator. This kind of personality brings us to have a person that can harmonise a situation. The person usually an easy-going person and tend to support others or like to offer their help. However, this person usually reacts slowly and deliberately. They may be a good listener and concerned about others' feelings. When we relate this with teaching and learning, this person likes to think about the problems that were drawn first because they tend to help others. Mazo and Thirstated that to communicate and build relationships with people are critical to this type of personality, as networking with others maintains important communication connections.

This survey also shows the respondents personality of analizer or thinker and controller or director. But, only a small number of them have this personality. It may be because to be a controller; the person should act as a commander.

Then, he or she would able to give orders to others but at the same time should good at delegating the works. This type of learners has values of accomplishing tasks efficiently, results-oriented, and very competitive. They are also strong problem-solvers who may seek the answers through the articulation of ideas. (Mazo & Thira, So, maybe it

is quite hard to find this kind of person because to be a controller, we need to be brave and confident in ourselves.

For analizer or thinker, usually, this kind of person values accuracy in details being correct in those details. This person likes to plans thoroughly before acting[16]. Some of them are highly organized, even the spontaneous plan. In teaching and learning perceptions, this person is an idea-oriented. Alessandra and O'Connor stated that this style is prevalent in critical thinking and reflection

processes can be applied by university educators through the development of assignments such as journaling and problem-solving at multiple levels.

According to the triangulation that has shown in Table 9, the majority of the respondents have some changes in their personality starting from the survey, online interaction and the interview session. This probably due to the situation on how they act and the best personality that they should show among the methods that been used. From the triangulation results, the personality of promoter or socializer favoured the most by all the respondents, which are 6 out of 11 respondents have a different personality at the end of the triangulation.

Promoter or socializer personality favoured the most because in online interaction, most of the respondents' leads to be this kind of personality when they were discussing on category experience related. Then, from triangulation, this personality matched each other. As the conclusion, most of the respondents tend to be this kind of personality.

As discussed earlier based on each method, some factors that may lead to the changes of the personality were related to respondents' culture, cognitive level, courage, personal background, family and so on. However, some respondents do not change much in their personality because of maintaining their personality in most of the method.

Learners' personality is very important to study among the students because it is a critical factor to consider when lecturers want to engage their students in teaching and learning purposes. As we know, the modern era was introduced by the advancement of technology that leads to online learning. Hopefully, basedon this research, the educators will know how to handle the students through their personality in this modern era. Online learning creates the opportunities for institutions to serve larger populations better and meet broader sets of needs than they can otherwise. So, the larger the populations, the more lecturers need to know their most learners' personality that should be tackled by them in virtual. This is due to the new trend of learning forced to use virtual learning in education.

To tackle the learners' personality, the lecturer should be aware of their motivation, attitudes about teaching and learning and also the students' need. According to Felder and Brent (2005), they stated that students have different levels of motivation, different attitudes, and different responses to specific environments and instructional practices[14]. They also claimed that more thoroughly instructor understands the differences, they have a better chance of meeting the diverse learning needs. Furthermore,

this modern learning makes the SNS as the trend as the platform to fulfil students' needs.

VI.   LIMITATION OF THIS STUDY

Some of the limitations of this study include generalizability of the study because only 11 students involved in this study and the finding were based only on their perception through the interview. So, further research is recommended to be conducted among a greater number of samples future,an additional method such as observation should be included.

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