

## Research Article

# The Role of Personality in Shaping Online News Consumption and Reader Satisfaction

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**Abstract:** Digital transformation has redefined news consumption by shifting audiences from traditional print media to mobile applications, websites, and social media platforms. As competition among digital news providers intensifies, understanding the determinants of reader satisfaction has become increasingly important. Among the various factors influencing news engagement, personality particularly the introversion–extraversion type has emerged as a significant yet underexplored predictor of online news consumption and satisfaction. This systematic review synthesizes research conducted over the past two decades to examine how personality shapes online news behavior and reader satisfaction patterns. The findings reveal that personality influences information needs and content preferences: extraverts tend to prefer socially shared, audiovisual, and interactive news formats, whereas introverts are more inclined toward in-depth, text-rich, and distraction-free content. The study concludes that personalization strategies integrating psychological segmentation based on personality can enhance user satisfaction and promote sustained engagement with digital news platforms. Practical recommendations for digital publishers, implications for communication research, and directions for future academic inquiry are also discussed.

**Keywords:** Personality, Extravert, Introvert, Online news consumption, Reader satisfaction, Digital news platforms.

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## INTRODUCTION

### Digital Transformation and Online News Consumption

The digital media landscape has undergone a major transformation over the past two decades. The growth of smartphones, high-speed internet, and social networking platforms has reshaped the way audiences' access and experience news. According to Fletcher and Park (2017), the expansion of digital platforms has significantly altered how audiences encounter and engage with news content across devices and platforms. Unlike traditional print and broadcast media, digital news platforms offer immediacy, personalization, multimedia integration, and opportunities for user interaction. Audiences today are no longer passive recipients of information; they actively share, respond to, and influence the news environment. Studies suggest that this participatory culture has increased competition among digital news platforms and made reader satisfaction a key element in sustaining audience engagement and platform loyalty (Omar, 2014).

Online news consumption is not uniform across audiences. Some readers prefer detailed and analytical reporting, while others are drawn to short, visually engaging, or conversational formats. Individuals also consume news for different purposes, such as gaining knowledge, staying socially connected, or seeking entertainment. These varied motivations highlight the role of individual differences in shaping reader experience. Research indicates that personality plays a central role in influencing how individuals process information and interact with digital media environments (Yuan, 2011).

### Personality and Digital News Engagement

Personality plays an important role in determining how individuals interpret information, communicate, and engage with digital platforms. One of the most relevant personality dimensions influencing online news behavior is the distinction between extraversion and introversion. According to Baptista and Gradim (2020), these orientations influence motivations for news use and shape preferences for content formats and engagement features. Individuals with an extravert orientation are generally sociable, expressive, and outward-focused. For them, news serves not only as a source of information but also as a means of social participation. Engaging with news allows them to discuss current events, share opinions, and connect with others around trending topics.

A study by Antunovic et al. (2018) highlights that socially oriented users show higher engagement with interactive and multimedia news environments that encourage participation and expression. They often prefer multimedia and interactive formats such as live news videos, short clips, visual explainers, and socially shareable content. Digital platforms that allow commenting, reacting, polling, and real-time discussions tend to enhance their satisfaction because these features support visibility, expression, and participation. The news behaviour of socially oriented users is also linked to self-expression and social connection. Sharing news stories or responding to them enables individuals to communicate their views and maintain social presence within online communities. Even when informational depth is limited, content that encourages conversation or interaction can generate a strong sense of satisfaction. Scholars note that interactive and socially driven news environments often strengthen user engagement and loyalty to platforms that support real-time participation (Omar, 2014).

### **1.3 Personality-Based Differences in Reader Satisfaction**

Individuals with a more reflective orientation are generally introspective, self-paced, and focused on internal understanding. Their motivation for consuming news is often centred on knowledge acquisition and thoughtful interpretation rather than social interaction. They tend to prefer digital environments that support concentration and provide space for uninterrupted reading. According to Casero-Ripollés (2012), readers seeking deeper understanding are more likely to engage with long-form journalism, analytical reports, and explanatory content that provides context and multiple perspectives. These readers value structured content that offers depth and clarity rather than fast-paced or highly visual updates.

For reflective users, satisfaction is closely associated with clarity, depth, and autonomy in the reading experience. Features such as distraction-free reading modes, organized archives, bookmarking options, and clean visual layouts contribute to a more comfortable and meaningful interaction with news. Studies further suggest that satisfaction among such readers arises from internal understanding and thoughtful engagement rather than from visible engagement metrics such as likes or shares (Baptista & Gradim, 2020).

The differences between socially oriented and reflective orientations demonstrate that reader satisfaction in digital news environments is closely linked to how well platform design aligns with user preferences. Research indicates that platform user compatibility plays a crucial role in shaping satisfaction and continued engagement. Platforms emphasizing high interactivity and visual stimulation may appeal strongly to socially oriented users but may overwhelm those who prefer calm and focused reading environments. Conversely, platforms that prioritize detailed written content and minimal distractions may deeply satisfy reflective readers but appear less engaging to others seeking interactive participation. This variation suggests that satisfaction is shaped not only by the quality of news content but also by how effectively digital platforms accommodate personality-based preferences (Fletcher & Park, 2017).

### **1.4 Objectives of the Study**

- To understand how personality types influence patterns of online news consumption.
- To understand how personality types shape reader preferences toward different digital news formats and platforms.
- To understand how personality-based differences affect reader satisfaction with online news content.

## **REVIEW OF LITERATURE**

The review of literature highlights that personality types play a dominant role in shaping online news consumption and reader satisfaction in the contemporary digital media environment. Studies in communication psychology, digital journalism, and human computer interaction indicate that audiences engage with digital news platforms in predictable ways influenced by enduring individual differences. Readers do not approach news randomly; rather, they demonstrate distinct preferences for formats, engagement styles, and content depth. According to Wu (2023), individual differences significantly influence how audiences process, interpret, and evaluate digital news content across platforms. With the growing integration of multimedia storytelling, hyperlinked narratives, personalized feeds, and interactive participation features, the influence of personality on digital news engagement has become increasingly visible (Anderson, 2018).

Rapid advancements in digital communication technologies have transformed news readership globally as well as in India. Online news platforms now provide instant access, continuous updates, and multimedia-rich content that encourages active user participation through comments, sharing, and social media interaction. Research suggests that these evolving

engagement patterns influence how readers evaluate and respond to digital news experiences (Lee, 2021). As digital media environments become more competitive, reader satisfaction has emerged as a crucial factor in determining platform loyalty and continued engagement. Satisfaction is shaped not only by content quality but also by usability, credibility, accessibility, and relevance of information (Patel, 2021). In this context, platform–user compatibility plays an important role in sustaining long-term engagement and trust (Wei & Hindman, 2011).

Globally, the evolution of online news readership has been closely connected to technological innovation and the growth of mobile and social media platforms. According to Anderson (2018), digital technologies have reshaped how audiences’ access, interpret, and interact with news content. Social networking platforms now function as major gateways for news discovery, encouraging selective exposure, shorter reading spans, and multitasking during news consumption (Zhang & He, 2007). In India, online news readership has expanded rapidly due to affordable smartphones, declining data costs, and the availability of multilingual digital content. Social media and messaging applications play a significant role in news discovery, particularly among younger users who frequently encounter news through digital networks (Lee, 2021). Despite this growth, challenges such as misinformation, varying trust levels, and changing user expectations continue to shape reader engagement and satisfaction (Wu, 2023). Global, and Indian scholarship suggests that understanding personality-based differences is essential for interpreting reader satisfaction and engagement in the evolving digital news landscape (Patel, 2021).

## 2.1 Personality Types and Online News Consumption

Personality plays a central role in shaping how individuals process information, communicate, and interact with digital environments. Within the Big Five framework, the extraversion–introversion continuum is particularly influential in explaining differences in online news consumption and reader satisfaction. This dimension reflects whether individuals seek stimulation from social interaction and external engagement or prefer reflection and internally driven understanding. In digital journalism, personality orientation influences not only news selection but also emotional responses, cognitive motivations, and satisfaction outcomes. Research indicates that audiences with different personality orientations engage with the same digital news content in distinct ways, leading to varied satisfaction levels across platforms (de Bruin *et al.*, 2024).

Individuals with an extravert orientation are typically sociable, expressive, and outward-focused, and they often approach news as a means of social participation rather than solely for information. They prefer audiovisual and interactive formats such as live broadcasts, video explainers, and real-time discussion forums that allow them to react, share opinions, and engage with others. Studies show that such users are particularly drawn to news on social media platforms, where features like commenting, tagging, and sharing support visibility and interaction (Northup *et al.*, 2022). Extravert users also respond strongly to emotionally engaging content including politics, sports, and entertainment because it stimulates discussion and social connection (Barnes *et al.*, 2018). Even when informational depth is limited, satisfaction remains high if the content encourages conversation or identity expression (Wu, 2023). Their continued loyalty to digital news platforms is often strengthened by features that enable public engagement and community participation.

Individuals with an Introvert orientation are reflective, self-directed, and focused on internal understanding. Their primary motivation for consuming news is knowledge acquisition and thoughtful interpretation rather than public interaction. Introvert readers prefer text-focused formats such as long-form articles, investigative reports, and explanatory journalism that allow deep engagement with ideas (Barnes *et al.*, 2018). They are more satisfied with calm and structured digital environments that support concentration through features such as reader modes, organized archives, and minimal distractions (Eg, 2019). Unlike socially oriented users, they may avoid autoplay videos, excessive notifications, or forced participation features that disrupt focused reading (Gnambs & Appel, 2018). For these readers, satisfaction arises from clarity, autonomy, and intellectual depth rather than from social recognition or emotional stimulation.

These contrasting patterns demonstrate that reader satisfaction in digital news environments is shaped by the alignment between platform design and personality orientation. Extraverts tend to report higher satisfaction with platforms emphasizing interaction, continuous updates, and multimedia engagement, whereas introverts prefer platforms that support depth, focus, and selective interaction (Lampropoulos & Siakas, 2022). Research further shows that extraverts often recall news through emotional resonance and community discussion, while introverts recall news through thematic understanding and personal interpretation (Seidman, 2020). Emotional responses also vary across orientations, influencing how users connect with different news narratives (Seidman, 2013). Overall, the extraversion–introversion dimension remains a powerful predictor of online news reader satisfaction, highlighting the need for adaptable digital news environments that accommodate diverse user orientations and support meaningful engagement across audiences (Sørensen, 2020).

## FINDINGS AND DISCUSSION

The purpose of this systematic review was to examine how personality types shape online news consumption and reader satisfaction in a rapidly evolving digital media environment. The discussion integrates converging findings from empirical

studies to explain similarities and differences in news engagement patterns across users.

### 3.1 Personality and Patterns of Online News Consumption

The presented findings demonstrate that personality types, as defined by the Big Five Model, serve as stable predictors of content preference, platform selection, and satisfaction drivers. Unlike demographic factors such as age or gender, personality reflects deeper psychological mechanisms that dictate why and how individuals engage with digital news. One of the clearest contrasts emerges between extraverts and introverts. Extraverts pursue stimulation, social validation, and emotional participation; therefore, they are highly satisfied by interactive and audiovisual news formats that allow public engagement through comments, reactions, and sharing. Introverts, conversely, pursue depth, intellectual enrichment, and autonomy, leading to greater satisfaction from text-oriented, analytical, and less socially intrusive platforms.

Alongside this distinction, other personality dimensions also shape news experience. Openness and conscientiousness are associated with the highest levels of platform satisfaction openness due to enjoyment of varied perspectives and knowledge expansion, and conscientiousness due to preference for credible and structured reporting (Barnes, Mahar, Cockshaw, & Wong, 2018). Agreeableness and neuroticism predict emotional rather than cognitive satisfaction, with agreeable users drawn to positive narratives and neurotic users reacting strongly to crisis-oriented content. These nuances confirm that reader satisfaction cannot be treated as a uniform cognitive indicator. It is shaped by emotional, motivational, and social needs unique to individual personality patterns.

### 3.2 Personality and Reader Preferences for Digital News Formats

A major implication of this review is that digital news consumers should not be treated as a single homogeneous audience. Personality-driven differences mean that the same platform can satisfy one user segment while alienating another, depending on whether the format aligns with their cognitive and emotional expectations. For instance, a postgraduate introvert may become overwhelmed by auto-play videos and socially charged interfaces, while a lower-educated extravert may disengage from dense, text-heavy reporting with limited interaction (Wei & Hindman, 2011). Thus, reader satisfaction is not determined by content quality alone, it depends on content–user fit.

AI-driven personalization in news delivery offers benefits but also risks. When algorithms curate content solely based on past clicks and emotional engagement, they may unintentionally reinforce users' existing biases, promote selective exposure, and narrow the range of viewpoints encountered. This can deepen echo chambers, elevate sensational content, and polarize public opinion over time. Therefore, ethical personalization requires balancing user comfort with information diversity, ensuring that credibility and accuracy are not sacrificed for engagement metrics (Eg, 2019). Platforms that support choice-based personalization allowing users to configure content rather than forcing algorithmic feeds are more likely to protect both user autonomy and journalistic integrity.

### 3.3 Influence of Personality on Reader Satisfaction

Personality plays a significant role in shaping how individuals interpret, evaluate, and engage with digital news content. Users do not simply prefer different news formats; rather, they approach news through distinct psychological and cognitive pathways influenced by their personality orientations (Lampropoulos & Siakas, 2022). These orientations guide not only content selection but also the emotional and cognitive processes involved in interpreting information. For instance, individuals with an extravert orientation often value audiovisual, fast-paced, and socially interactive news experiences that allow them to participate, react, and connect with others. Engagement features such as comments, live discussions, and shareable clips enhance their sense of involvement and increase perceived satisfaction. In such cases, satisfaction is closely linked to stimulation, visibility, and opportunities for social exchange.

Individuals with an introvert orientation tend to prefer long-form, analytical, and distraction-free reporting that supports reflection and deeper understanding (Zhang & He, 2007). Their satisfaction arises from clarity, depth, and the ability to process information independently without excessive external stimulation. Rather than seeking social validation or rapid updates, these readers value structured narratives and focused interfaces that encourage thoughtful interpretation. These inherent differences help explain why user experiences on digital news platforms vary across audiences, as satisfaction is evaluated based on differing expectations and engagement styles shaped by personality (Anderson, 2018). A platform that prioritizes interactive and high-energy formats may strongly satisfy extravert users while overwhelming introvert readers. Therefore, reader satisfaction in digital journalism depends largely on how well platform design aligns with personality-based preferences.

### 3.4 Summary of Key Findings

**The most critical learnings from this systematic review are:**

Personality plays a significant role in shaping news preferences, engagement patterns, and reader satisfaction.

- Differences between introvert and extravert orientations influence how individuals select, interpret, and interact with digital news content.
- Reader satisfaction varies according to the compatibility between personality-based preferences and the design.

format, and interactivity of digital news platforms.

- Digital news platforms that incorporate personality-oriented personalization and flexible content formats are more likely to enhance long-term reader engagement and satisfaction.
- These findings provide a foundation for industry strategies and future academic research on digital news audiences.

## CONCLUSION

This review highlights the growing importance of personality in shaping online news consumption patterns and reader satisfaction within the evolving digital media environment. As digital journalism continues to expand across platforms and formats, understanding how individuals engage with news based on their personality orientations becomes essential for improving user experience, platform credibility, and long-term audience engagement. Differences in engagement styles, content preferences, and satisfaction levels demonstrate that digital news consumption is not uniform, and therefore requires flexible and user-centered approaches. Recognizing personality-based variations can support the development of more inclusive, engaging, and responsible digital news ecosystems.

### 4.1 Implications

- The findings of the present study suggest several important implications for digital journalism and media practice. Understanding personality-based differences can support more effective design, research, and media literacy efforts.
- Digital news platforms can enhance reader satisfaction and retention by aligning content formats, interactivity, and presentation styles with different personality orientations rather than relying on a single standardized interface.
- Academic research in digital journalism can benefit from incorporating personality-based factors to better understand variations in news engagement, interpretation, trust formation, and satisfaction.
- Media literacy initiatives should adopt adaptive approaches that recognize differences in how audiences process and respond to digital news based on personality orientations.
- Sustainable growth of digital news platforms depends on recognizing diverse reader motivations and offering flexible, personalized news experiences that strengthen engagement and loyalty.

### Recommendations

Based on the review findings, several recommendations can support digital news organizations, journalists, educators, and researchers in enhancing reader satisfaction and engagement. Digital news platforms should provide multiple content formats and flexible reading modes that cater to different personality orientations, including interactive multimedia options and focused reading environments. News stories should be structured with varying levels of depth such as summaries, explainers, and detailed analyses to meet diverse information needs. Journalists should maintain a balance between engaging presentation and factual accuracy while using visuals and storytelling responsibly. Media educators and policymakers should design adaptive media literacy programs that help audiences evaluate credibility, manage information overload, and engage critically with digital news. Researchers are encouraged to develop tools and frameworks that explore personality-based differences in news engagement and satisfaction to strengthen future scholarship in digital journalism.

### Limitations

Despite its comprehensive scope, the study has certain limitation. Existing research often examines digital news engagement from limited perspectives, and many studies rely on self-reported measures of satisfaction that may be influenced by temporary perceptions or contextual factors. Rapid technological changes in digital media also pose challenges, as platform features and user behaviours evolve faster than academic research can fully capture. Additionally, variations in cultural contexts, media systems, and technological access may influence how personality shapes news engagement, which may affect the generalizability of findings across different regions and audiences.

### Future Scope

Future research can further strengthen understanding of personality-based differences in digital news engagement by conducting empirical and longitudinal studies that track user behaviour over time. Advanced methods such as behavioural analytics, user-interaction tracking, and experimental research designs can provide deeper insights into how audiences respond to different news formats and platform features. Scholars can also explore the role of adaptive and AI-driven personalization in enhancing reader satisfaction while maintaining ethical standards and information diversity. Comparative studies across platforms and cultural contexts will contribute to a more comprehensive understanding of how personality influences digital news consumption in an increasingly global and technology-driven media environment.

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