

Title: The Role of Extroversion in Revealing Information about the Self
in Response to Social Exclusion

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This research explores how social exclusion affects individuals' willingness to share information about themselves. The authors demonstrate that the effect of social exclusion on engaging in self-disclosure depends on individuals' levels of extroversion. Social exclusion increases aggression among individuals who are high on extroversion. Consequently, they show reluctance to socially interact with others and divulge information about themselves. However, individuals who are low on extroversion show more interest in interacting with others, having longer conversations with them, and divulging information about themselves. Divulging information about oneself helps individuals combat the negative effects of social exclusion as it helps build and maintain social connections. Our results suggest that only individuals who are low on extroversion become motivated to benefit from the advantages of divulging information about themselves to cope with social exclusion.

Keywords: social exclusion, self-disclosure, extroversion

Track: consumer behaviour