

Personality Dimensions and Communication Satisfaction: The Impact of Introversion, Extroversion, and Communication Channels

Nurul Hafizah Sahuri^{1*}, Darlina Baharuddin^{2*}

*Corresponding Author: darlina@uptm.edu.my

Abstract

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Introversion, Extroversion,
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Theory

This study investigates the influence of introversion and extroversion on communication satisfaction, particularly through the lens of preferred communication channels. Drawing upon Social Exchange Theory and Media Richness Theory, this research surveyed 314 residents of Bandar Puncak Alam to assess correlations among personality traits, communication preferences, and satisfaction. Findings reveal that both personality traits and communication mediums significantly influence individuals' communication experiences. Extroverts tend to prefer synchronous, high-richness mediums like face-to-face or video calls, while introverts report greater satisfaction through asynchronous, structured formats like written communication. The study offers insights into how communication environments can be tailored to enhance interpersonal satisfaction across diverse personalities.

1. Introduction

Communication is a fundamental aspect of human interaction, shaping relationships, collaboration, and overall satisfaction across various personal and professional contexts. However, individuals differ significantly in their communication styles, and one key determinant of these differences is personality particularly the traits of introversion and extroversion (Eysenck, 1973; Cain, 2012). Extroverts are typically characterized as expressive, sociable, and energized by external stimuli, often thriving in group settings and spontaneous exchanges (McCroskey et al., 2016). In contrast, introverts are more reserved and reflective, preferring one-on-one or small-group interactions that allow for thoughtful engagement (Cain, 2012).

These personality traits not only shape how individuals participate in conversations but also influence their overall communication satisfaction—defined as the degree to which individuals feel their communication experiences are effective and fulfilling (De Vries et al., 2009). Extroverts often derive satisfaction from active participation and dynamic discussions, as they tend to initiate conversations easily and enjoy immediate feedback (McCroskey et al., 2016). Introverts, on the other hand, may prioritize meaningful dialogue and clarity over spontaneity, which may limit their engagement in fast-paced environments and potentially reduce their communication satisfaction (Amichai-Hamburger et al., 2002).

A critical factor influencing communication satisfaction is the level of participation in interactions. Research suggests that individuals who actively engage in communication—by contributing opinions, asking questions, and offering feedback—tend to report higher satisfaction, as they feel heard and valued (Olaniran, 2010). However, introverts often participate less in group discussions due to their preference for contemplation and cautious speech, which may hinder their satisfaction in environments that emphasize vocal contributions (MacIntyre et al., 1997).

Another influential element is the preferred communication medium. In the contemporary digital landscape, individuals can choose from a variety of channels including face-to-face conversations, phone calls, emails, instant messaging, and video conferencing. Extroverts generally favor synchronous and interactive modes such as verbal conversations and phone calls, which facilitate real-time engagement and emotional expression (Hurtz & Donovan, 2000). Conversely, introverts are more inclined toward asynchronous, written forms of communication like emails or text messages, which provide them time to organize and articulate their thoughts carefully (Amichai-Hamburger et al., 2002). When communication modes do not align with personality preferences, individuals may experience increased frustration and decreased satisfaction (De Vries et al., 2009).

Communication satisfaction is also closely tied to perceived communication effectiveness—how well individuals believe their messages are conveyed and understood. Extroverts often gauge effectiveness by the enthusiasm and responsiveness of their conversation partners, while introverts tend to value depth, precision, and coherence in communication (De Vries et al., 2009). Misalignment in communication styles, such as excessive spontaneity for introverts or perceived disengagement for extroverts, can reduce perceived effectiveness and, subsequently, overall satisfaction (MacIntyre et al., 1997). Despite the growing body of literature on personality and communication, there remains a gap in research specifically examining how introverts and extroverts experience communication satisfaction across different contexts. Much of the existing research tends to examine either personality traits or communication styles in isolation, without thoroughly analyzing how these factors intersect with participation, communication channels, and perceived effectiveness (MacIntyre et al., 1997; Amichai-Hamburger et al., 2002).

Understanding the nuanced relationship between personality traits and communication satisfaction is vital across various settings, including workplaces, educational institutions, and social environments. This study aims to bridge existing gaps by offering insights into how personality influences communication preferences and satisfaction, ultimately supporting the development of inclusive communication strategies tailored to diverse personality types (Olaniran, 2010; McCroskey et al., 2016). For instance, managers can use these insights to foster balanced team interactions, educators can design classroom activities that accommodate different participation styles, and individuals can enhance their interpersonal communication by recognizing and adapting to personality-based preferences.

Although personality traits such as introversion and extroversion have been widely studied in relation to communication styles, there is still limited research that directly explores how these traits influence communication satisfaction in different contexts, such as academic and professional environments. Much of the existing literature focuses either on general communication behaviors or personality types independently, without thoroughly examining how participation levels, communication channel preferences, and perceived communication effectiveness intersect with personality to impact satisfaction. Understanding these dynamics is essential for creating communication strategies that are inclusive of diverse personality types. In educational settings, this can help teachers engage all students more effectively. In workplaces, it can support managers in facilitating team discussions that encourage participation from both introverts and extroverts. In social contexts, it can enhance interpersonal relationships by reducing misunderstandings and promoting mutual respect.

Therefore, this study aims to analyze how personality traits specifically introversion and extroversion—affect communication satisfaction, with a focus on three key areas: participation levels, preferred communication channels, and perceived communication effectiveness. The study is guided by the following research objectives:

1. To analyze the relationship between the impact of introverts and extroverts on communication satisfaction.
2. To identify the relationship between preferred communication channels and communication satisfaction.

By exploring these relationships, the study seeks to provide evidence-based insights that can inform communication practices across different settings, ensuring that individuals with varying personality traits can communicate effectively and experience greater satisfaction in their interactions.

2. Literature Review

Impact of Introverts and Extroverts on Communication Satisfaction

Personality traits play a significant role in shaping an individual's communication experience. Extroverts are often characterized by their sociability, expressiveness, and preference for external stimulation, whereas introverts tend to be more reserved, introspective, and selective in their interactions (Cain, 2012; Eysenck, 1973). These personality differences contribute to varying levels of communication satisfaction across different contexts, including academic, workplace, and social settings (McCroskey & Richmond, 1990; Komaraju, Karau, & Schmeck, 2009).

Extroverts tend to have greater levels of communication satisfaction due to their active participation in conversations, ability to respond quickly to social cues, and fondness for participatory and dynamic debates (Raja, Akhtar, & Hussain, 2021; Smillie et al., 2012). Extroverts are more likely to initiate discussions, maintain eye contact, and use expressive gestures, all of which contribute to positive communication experiences (Grant, Gino, & Hofmann, 2011; Guadagno & Cialdini, 2007). Their preference for verbal communication also allows them to form stronger interpersonal relationships and create connections more quickly, resulting in higher communication satisfaction in team-based or social environments (Wilt & Revelle, 2009; Fleenor & Gallagher, 2009). However, extroverts may experience dissatisfaction when placed in low-stimulation settings with limited social contact. Remote work environments or asynchronous communication formats such as email may hinder their preferred interaction style, leading to reduced communication satisfaction (Harbaugh, 2010; Lanaj, Johnson, & Barnes, 2014).

In contrast, introverts often prefer structured, deliberate conversations over informal, spontaneous ones. Research shows that introverts may feel overwhelmed in high-energy discussions or large group settings, which can negatively affect their communication satisfaction (Abed, 2024; Laney, 2002). They tend to thrive in one-on-one conversations or written communication channels, where they have more time to organize their thoughts and express themselves clearly (Cain, 2012; Amichai-Hamburger, Wainapel, & Fox, 2002). When required to participate in fast-paced, extrovert-dominated discussions, introverts may experience frustration, feel overlooked, or struggle to contribute, resulting in lower levels of satisfaction (Lv, Sun, & Shi, 2023; McCroskey, Fayer, & Richmond, 1985). Studies have found that introverts report significantly higher communication satisfaction when given the opportunity to engage in environments aligned with their preferences, such as scheduled meetings or asynchronous written discussions (McCann, 2021; Hargie, 2011).

Preferred Communication Channels and Communication Satisfaction

Communication channels play a pivotal role in shaping how individuals experience and evaluate interactions. The mode of communication—whether face-to-face, phone calls, video conferencing, emails, or instant messaging—can significantly affect how comfortable individuals feel in expressing themselves and interpreting messages (Daft & Lengel, 1986). These preferences often vary based on personality traits, particularly between introverts and extroverts, which in turn influences communication satisfaction (Amichai-Hamburger et al., 2002; Lv, Sun, & Shi, 2023).

Extroverts generally prefer direct and synchronous modes of communication, such as in-person conversations, phone calls, or real-time video meetings (Hurtz & Donovan, 2000). These methods offer immediate feedback, emotional cues, and opportunities for dynamic interaction—elements that extroverts find energizing and essential for effective communication (Guadagno, Oskdie, & Eno, 2008). The richness of these channels aligns with their need for social stimulation and spontaneity, contributing to higher levels of communication satisfaction in environments where such methods are the norm (Carlson & Zmud, 1999; Raja et al., 2021). However, when extroverts are restricted to asynchronous communication—such as email or written reports—they may feel disconnected and less engaged, which can result in decreased satisfaction (Lanaj et al., 2014).

In contrast, introverts often favor asynchronous communication channels that provide time for reflection and allow them to structure their responses thoughtfully. Emails, text messages, and online forums offer a level of control and reduced social pressure, which can enhance comfort and satisfaction for introverted individuals (Amichai-Hamburger et al., 2002; Cain, 2012). These formats reduce the demand for immediate responses and help avoid overstimulation, aligning more closely with introverts' communication preferences (Chung, 2014). Research has shown that when introverts are allowed to communicate through their preferred channels, they tend to experience greater confidence, clarity, and overall communication satisfaction (McCann, 2021; Lu & Hsiao, 2009).

However, mismatches between communication environments and personality preferences can lead to dissatisfaction. For example, in organizations where real-time verbal communication is emphasized, introverts may feel overwhelmed or underperform, while in heavily text-based digital environments, extroverts may feel isolated or disengaged (Lv et al., 2023; Dennis, Fuller, & Valacich, 2008). Understanding and accommodating these preferences is crucial for fostering inclusive communication strategies that enhance participation and satisfaction

for all personality types (Carlson & George, 2004; Daft & Lengel, 1986).

Related Theories

Communication Accommodation Theory (CAT), introduced by Giles (1973), explores how individuals adjust their communication styles either consciously or unconsciously to align with their conversational partners. These adaptations play a significant role in shaping communication participation and overall satisfaction. CAT is particularly relevant to this study, as it provides a theoretical framework for understanding how introverts and extroverts modify their communication behaviors in academic, professional, and social settings.

Introverts tend to be more reserved, often engaging selectively and preferring thoughtful, structured exchanges, whereas extroverts are typically more expressive and active participants in conversations (McCann, 2021). These differing styles influence individuals' perceptions of communication satisfaction. Research by Raja, Akhtar, and Hussain (2021) highlights that extroverts often dominate interactions, while introverts, although less frequent contributors, seek meaningful dialogue. This variation in communicative behavior and adaptation can lead to differing perceptions of communication effectiveness and satisfaction, thereby reinforcing the need to explore how personality types impact communication experiences—a central aim of this study.

Media Richness Theory (MRT), developed by Daft and Lengel (1986), posits that communication channels differ in their capacity to convey rich, nuanced, and complex information. The theory is particularly valuable in this study for explaining how individuals with different personality traits—specifically introverts and extroverts—select communication mediums and how these choices affect their communication satisfaction.

According to MRT, extroverts are more inclined toward "rich" media such as face-to-face interactions and video calls, which facilitate immediate feedback, nonverbal cues, and dynamic engagement. These forms of communication align with extroverts' preference for spontaneous and expressive interaction. In contrast, introverts tend to favor "lean" media, such as text messages and emails, which allow for greater reflection, reduced sensory input, and more control over the timing of responses. As noted by Cain (2012), introverts often prefer structured digital communication as it minimizes social pressure and provides a comfortable environment for self-expression.

MRT thus helps to explain how mismatches between an individual's personality and the communication medium can lead to discomfort or dissatisfaction. Understanding these preferences is essential to this study's aim of exploring the relationship between personality traits, preferred communication channels, and overall communication satisfaction.

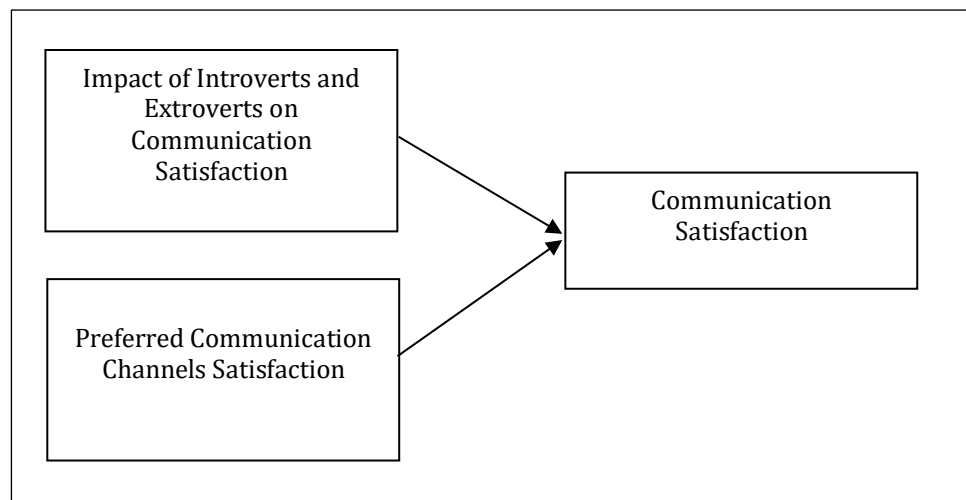


Figure 2.1 Research Framework

3. Methodology

A structured questionnaire was developed for this research study, comprising six distinct sections designed to address key variables. Part A collected demographic information, including age, gender, race, and education level. Part B focused on factors contributing to communication satisfaction, such as message clarity, emotional connection, active listening, feedback, and shared goals. Part C examined the influence of personality traits specifically introversion and extroversion on communication satisfaction, with attention to preferences regarding group size, emotional depth, conversational balance, and recognition.

Part D assessed participants' levels of engagement in communication, considering elements such as confidence, group dynamics, feedback, and personal interest. Part E explored participants' preferred communication channels, such as face-to-face interaction, text messaging, video calls, and social media, as well as how these mediums affect their comfort, engagement, and perceived effectiveness. Finally, Part F evaluated participants' confidence in self-expression. Responses were measured using a five-point Likert scale ranging from *Strongly Disagree* to *Strongly Agree*, to determine the impact of introversion and extroversion on communication satisfaction.

For this research, the target population was selected from Bandar Puncak Alam, located in Kuala Selangor. As a rapidly developing township, Bandar Puncak Alam is characterized by its diverse demographic, comprising students, working professionals, and families. The area has experienced significant growth due to the establishment of educational institutions, commercial enterprises, and residential developments. This diversity makes it an ideal setting for studying communication behaviors among individuals with varying personality traits. The choice of Puncak Alam as the respondent base was driven by its balanced representation of both introverted and extroverted individuals from different backgrounds. Furthermore, the presence of academic and professional environments within the township offers a suitable context for examining communication satisfaction across educational and workplace settings, thereby providing a relevant and representative sample for the study's objectives.

4. Result and Discussion

This subtopic covered the respondents' profiles in this study's response. Table 1 illustrates respondents' demographic including gender, age, and educational level. The table indicates that 314 people responded to the survey, with 178 (56.9) men and 135 (43.1) females.

Table 1: Frequency of Respondents

Demographic Factor	Category	n	%
Gender	Male	178	56.9%
	Female	135	43.1%
Age	18 – 24	159	50.8%
	25 – 34	75	23.9%
	35 – 44	56	17.9%
	45 and above	23	7.4%
Education Level	Foundation	24	7.7%
	Diploma	74	23.6%
	Bachelor's Degree	177	56.5%
	Master's/Doctorate	38	12.1%

Hypothesis 1: There is a relationship between Communication Satisfaction and The Impact of Introverts and Extroverts on Communication Satisfaction

In this section, the differences between communication satisfaction and the impact of introverts and extroverts on communication satisfaction will be explained. The first objective of the study is to examine the relationship between these two variables. They revealed a moderate relationship between Communication Satisfaction and the impact of Introverts and Extroverts on Communication Satisfaction, with a significant value of ($r = .945$, $p > 0.01$). The result in Table 2 indicated that these two factors will have an impact on one another, therefore the hypothesis is accepted.

Table 2: Correlation between the Impact of Introverts and Extroverts on Communication Satisfaction and Communication Satisfaction

The Impact of Introverts and Extroverts on Communication Satisfaction	Communication Satisfaction
r	.945**
n	313
p	0.01

Objective 1: To analyze the relationship between the impact of introverts and extroverts on communication satisfaction and communication satisfaction

According to the findings, this research successfully achieved the objective of the study which is to identify the relationship between between the impact of introverts and extroverts on communication satisfaction and communication satisfaction. The hypothesis is that there is a relationship between the impact of introverts and extroverts on communication satisfaction and communication satisfaction. The result is .945 which means these two variables have a moderate relationship and will have an impact on one another. These findings align with previous research by Cain (2013), which suggests that introverts and extroverts experience communication differently, affecting their satisfaction levels in group and individual interactions.

According to Jung's (1921) personality theory, extroverts tend to thrive in socially dynamic environments, while introverts prefer meaningful, low-stimulation conversations. Studies by Krause et al. (2022) further indicate that introverts may feel less satisfied in highly interactive discussions, as their preference for thoughtful communication may not always align with fast-paced group dynamics. Meanwhile, extroverts often report higher satisfaction levels in social communication due to their ability to engage actively and receive immediate responses (Asendorpf & Wilpers, 2021). These findings highlight the importance of adapting communication styles based on personality differences to improve satisfaction levels. The results also support the argument made by Eysenck (1991) that personality traits influence an individual's preferred communication environment, ultimately shaping their overall satisfaction.

Hypothesis 2: There is a relationship between Communication Satisfaction and Preferred Communication Channels

The second objective of the study is to examine the relationship between Communication Satisfaction and Preferred Communication Channels, hence in this part, the hypothesis between Communication Satisfaction and Preferred Communication Channels will be discussed. This revealed a moderate relationship between Communication Satisfaction and Preferred Communication Channels, with a significant value of ($r = .939$, $p > 0.01$). The result in Table 3 indicated that these two factors will connect. Thus, the hypothesis is accepted.

Table 3: Correlation between Preferred Communication Channels and Communication Satisfaction

Preferred Communication Channels	Communication Satisfaction
r	.939**
n	313
p	0.01

Objective 2: To identify the relationship between preferred communication channels and communication satisfaction.

Supported by the findings, this research managed to achieve the third objective which is to analyze the relationship between between preferred communication channels and communication satisfaction. The hypothesis is there is a relationship between preferred communication channels and communication satisfaction. The result is .939, indicating that the relationship between these two variables is moderate and will influence one another.

Face-to-face communication has been identified as a preferred medium for building deeper interpersonal relationships (Walther, 2021). However, digital communication, including instant messaging and video calls, has gained prominence due to its convenience and accessibility (Krämer et al., 2020). Studies by Hall and Baym (2022) found that individuals who prefer asynchronous communication (such as emails or recorded messages) often report greater satisfaction in professional settings due to the ability to structure their responses. Moreover, research by Liu and Lenhart (2023) suggests that introverts prefer text-based communication, as it allows for thoughtful responses, whereas extroverts derive more satisfaction from real-time interactions such as video calls or voice messages. 64 These findings suggest that selecting appropriate communication channels based on personality preferences significantly enhances communication satisfaction.

5. Conclusion

Based on the findings of this study, the researcher concludes that introversion and extroversion significantly influence communication satisfaction. This is evident in the moderate relationships identified between participation levels, preferred communication channels, and perceived communication effectiveness with communication satisfaction. These findings emphasize the need for individuals, educators, and organizations to consider personality traits when designing communication strategies in both academic and professional settings.

The study highlights that introverts and extroverts have distinct communication preferences that impact their overall satisfaction with interactions. While extroverts may thrive in face-to-face discussions and collaborative activities, introverts may feel more comfortable with structured, one-on-one conversations or written communication. Understanding these differences can help in developing inclusive communication environments that cater to various personality types, ultimately enhancing engagement and effectiveness. Additionally, this research reinforces the importance of digital communication tools in modern interactions. With the rise of remote learning and virtual workplaces, selecting appropriate communication channels is essential for maintaining satisfaction among different personality groups. For instance, introverts may prefer asynchronous communication methods like emails and text-based discussions, while extroverts may favor video calls and real-time interactions.

Recognizing these preferences can help improve communication efficiency in educational institutions and workplaces. Furthermore, this study contributes to the existing body of knowledge by supporting the Social Exchange Theory (SET) and Media Richness Theory (MRT). The findings suggest that individuals choose communication methods based on perceived benefits and suitability to their personality traits. This insight is valuable for organizations looking to foster better teamwork and collaboration by implementing communication strategies that align with individual preferences.

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