Dirasat: Human and Social Sciences, Volume **5**2, No. 3, 2025, 6663

Deanship of Scientific Research

The impact of Personality traits on Code-Switching Frequency in Saudi Arabia: A Mediating role of Adaptive Communication

***Zakria Mohammed Albahoth**, Mohd Azidan bin Abdul Jabar, Farhana Muslim Binti Mohd Jalis*

Faculty of modern languages and communication Applied Comparative Linguistics, University Putra Malaysia

Received: 15/1/2024
Revised: 10/2/2024
Accepted: 27/2/2024
Published online: 2/2/2025

* *Corresponding author:*
zakriaalb@gmail.com

Citation: Albahoth, Z. M., Jabar, . M. A. bin A., & Jalis, F. M. B. M. (2025). The impact of Personality traits on Code-Switching Frequency in Saudi Arabia: A Mediating role of Adaptive Communication. *Dirasat: Human and Social Sciences*, *52*(3), 6663.
https://doi.org/10.35516/hum.v52i3.6663

© 2025 DSR Publishers/ The University of Jordan.

This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY-NC) license https://creativecommons.org/licenses/by-nc/4.0/

Abstract

Objectives: The research explores how personal traits influence adaptive communication behaviors and code-switching frequency by focusing on the big five personality traits (openness, consciousness, extraversion, agreeableness, and neuroticism).

Methods: To obtain the aim of the present study, we gathered data from 448 respondents using closed questionnaire, we tested the hypotheses using structural equation modeling through Smart PLS software.

Results: The empirical findings reveal positive associations between personality traits (i.e., openness, consciousness, extraversion, agreeableness, and neuroticism) and communication accommodation, emphasizing individuals' ability to adjust communication styles in diverse social and linguistic contexts. The study uncovers a positive relationship between communication accommodation and code-switching frequency, highlighting the frequency with which individuals switch between languages or dialects. Notably, communication accommodation mediates the relationship between personality traits (i.e., openness, consciousness, extraversion, agreeableness, and neuroticism) and code-switching frequency.

Conclusions: this study provides valuable insights into the association between personality traits, communication accommodation, and code-switching, offering practical applications and contributing to the evolving discourse on effective and adaptive communication in diverse environments.

Keywords: Code-switching frequency, Big five personality traits, Communication, Saudi Arabia

تأثير السمات الشخصية على التحول اللغوي المتكرر في المملكة العربية السعودية: دور الوسيط على التواصل الفعال

زكريا بن محمد الباحوث، محمد زيدان بن عبدالجابر، فرحانا مسلم بنت محمد جالس*

كلية اللغات الحديثة والتواصل واللسانيات التطبيقية المقارنة جامعة بوترا ماليزيا

ملخّص

الأهداف: تهدف هذه الدراسة الاستكشافية إلى معرفة مدى تأثير السمات الشخصية، والتواصل الفعال على عدد مرات استخدام التحول اللغوي من خلال التركيز على السمات الشخصية الخمسة (الانفتاح، والوعي، والانطباعية، والتسامح، والعصبية).

الطريقة: لتحقيق الهدف من هذه الدراسة ، قمنا بجمع البيانات من 448 مشاركًا باستخدام استبيان مغلق. وبالتالي، قمنا باختبار الفرضيات باستخدام نموذج المعادلات الهيكلية من خلال برنامج Smart PLS.

النتائج: تكشف النتائج التجريبية عن وجودعلاقات إيجابية بين السمات الشخصية (الانفتاح، والوعي، والانطباعية، والتسامح، والعصبية) والتواصل الفعال، مما يؤكد قدرة الأفراد على التكيّف مع أساليب التواصل في السياقات الاجتماعية واللغوية المتنوعة. تكشف الدراسة عن وجودعلاقة إيجابية بين التواصل الفعال، وعدد مرات استخدام التحول اللغوي، بتسليط الضوء على عدد مرات استخدام الأفراد في التحول بين اللغات أو اللهجات. بشكل ملحوظ، يعتبرالتواصل الفعال وسيطًا في العلاقة بين السمات الشخصية (الانفتاح، والوعي، والانطباعية، والتسامح، والعصبية) وعدد مرات استخدام التحول اللغوي.

الخلاصة: هذه الدراسة تقدم رؤية قَيِّمة حول العلاقة بين السمات الشخصية, التواصل الفعال والتحول اللغوي، مقدمّة تطبيقات عملية ومساهمات حول الحوار المتطور و التواصل الفعّال في البيئات المتنوعة.

الكلمات الدالة: التحول اللغوي المتكرر، السمات الشخصية الخمسة الكبيرة، التواصل، المملكة العربية السعودية

Introduction

Code-switching is a linguistic phenomenon wherein individuals seamlessly switch between two or more languages or linguistic codes during communication (Kharkhurin and Wei, 2015). Code-switching is not a sign of linguistic confusion but rather a strategic and nuanced use of language influenced by social, cultural, and contextual factors (Anastassiou, 2017). One of the primary drivers of code-switching is the speaker's desire to convey meaning more effectively or to express a phenomenon that may be better captured by a specific language or dialect (Hamed et al., 2022). Barasa (2016) mentioned that code-switching is a common practice in multilingual and bilingual communities, serving various functions such as emphasizing a point, signaling group identity, or adapting to the communicative context. The motivations behind code-switching are diverse, ranging from pragmatic considerations, such as accommodating different language proficiencies among interlocutors, to more sociolinguistic aspects, including establishing solidarity within a specific community (Kharkhurin and Wei, 2015).

Recently, several empirical studies defined the term code-switching in different contexts. For example, Brdarević-Čeljo et al. (2021) define code-switching as a linguistic strategy where individuals switch between languages or linguistic varieties, utilizing each one purposefully and contextually relevant. Accordingly, Woolard, (2004) defined code-switching as it is viewed as a sociocultural phenomenon, reflecting social dynamics, identity, and group affiliations. Hamed et al. (2022) suggested that personality traits play a pivotal role in code-switching, influencing the frequency, style, and motivations behind linguistic shifts. The role of personality traits in the code-switching of an individual has been emphasized. Yet, there is a notable gap in understanding how code-switching practices are influenced by personality traits through communication, mainly in Saudi Arabia. Hence, prior studies presented several challenges to communicating with different groups. First, the sociolinguistic landscape in Saudi Arabia is complex, with a predominant use of Arabic in various contexts (Alhourani, 2018).

Theoretically, limited research grounded in theoretical frameworks exists to explore the factors and implications of code-switching for social and/or professional purposes. Drawing on the big five personality traits theory and communication accommodation theory, this study investigates the influence of personality traits and communication accommodation on code-switching frequency. Specifically, it employs the traits theory of personality to examine how different personality traits affect code-switching to engage in communicative practices. The research aims to fill above mentioned empirical gaps by exploring the acceptance of code-switching frequency in the Saudi Arabian context.

The article structure discusses the theoretical and conceptual underpinnings of personality traits, communication accommodation, and code-switching frequency in the second section. The methodology in the third section details the analysis approaches, with study findings and discussions presented in the fourth section. The conclusion encompasses practical and theoretical implications, limitations, and recommendations for future research.

Underpinning Theories

In the theoretical development to address the link between the big five personality traits, communication accommodation, and code-switching frequency, we employed and integrated communication accommodation theory and trait of personality theory due to their shared focus on understanding adaptive communication.

First, the communication accommodation theory, developed by Howard Giles 1970s, aims to theoretically predicate how individuals adjust their communication behaviors to either converge with or diverge from their interlocutors (Rahimian, 2013). The theory emerged as a response to the need for a comprehensive understanding of the dynamics of interpersonal communication and the ways people adapt their language in various social contexts. Empirical studies widely applied and discussed the communication accommodation theory in different contexts; for example, Zhang and Giles (2018) highlighted that the application of the communication accommodation theory expanded to health communication, examining how healthcare providers accommodate their language to patients and the impact of accommodation on patient satisfaction, adherence, and health outcomes.

Second, personality traits encompass heritable patterns of thoughts, feelings, and behaviors (Roberts, 2009), constituting

integral aspects of an individual's motivations, beliefs, values, and attitudes. The widely used big five personality trait model, also known as OCEAN, was formulated by Goldberg (1990) and is a prevalent framework in social sciences (Stoeber et al., 2009). Comprising Agreeableness (A), Openness (O), Conscientiousness (C), Extraversion (E), and Neuroticism (N) (Goldberg, 1992), the big five model is extensively employed in social science research. Therefore, the conceptual framework of the present study is presented in Figure 1.

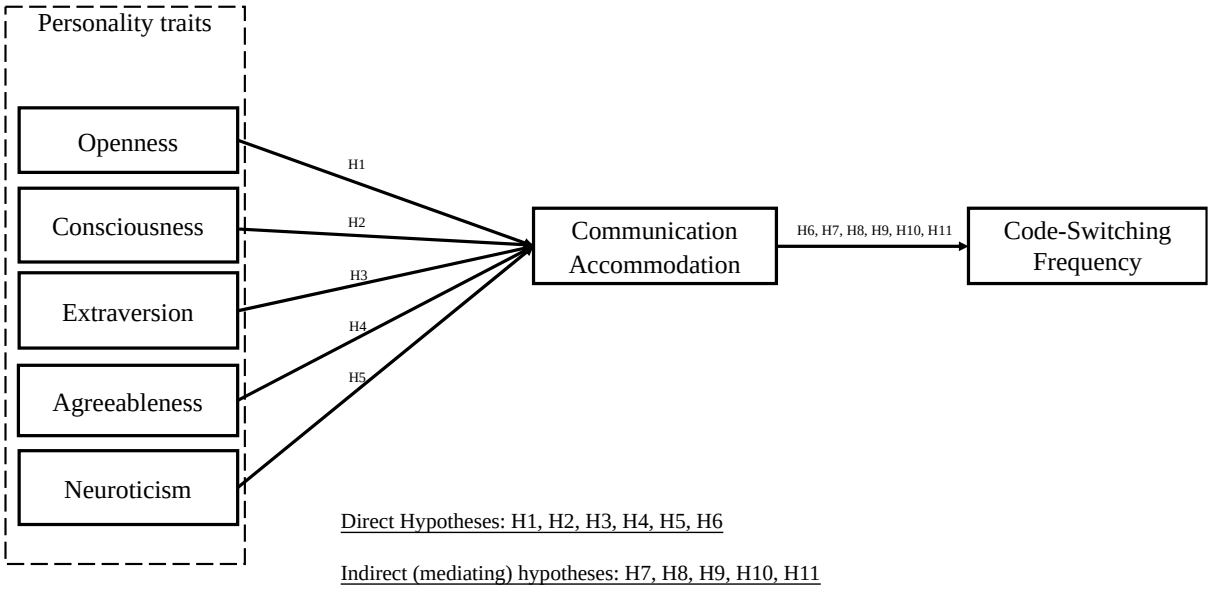


Figure 1. Conceptual Framework

Amiri et al. (2011) outlined the relationship between the big five personality traits and communication behaviors among individuals and/or social groups. For instance, understanding code-switching, communication accommodation theory, and personality traits lies in the limited exploration of their interactive dynamics. Existing research often focuses on isolated aspects, neglecting comprehensive examinations of how personality traits intersect with communication accommodation theory and jointly influence code-switching behaviors.

Hypotheses Development

Openness and Communication Accommodation

Existing literature supports the significant role of personality traits in influencing intentions related to instant messaging, social networking and collaborative work environments (Alikaj et al., 2021). Therefore, the openness of the big five personality traits encompasses a proclivity for novel experiences, intellectual curiosity, and a willingness to engage with diverse ideas (Silvia and Christensen, 2020). In communication, individuals high in openness exhibit a greater propensity for code-switching as they actively seek linguistic variety to express their receptiveness to different linguistic and cultural elements. Previously, Sand (2023) investigated and concluded that openness translates into a heightened receptivity to linguistic diversity, prompting individuals to fluidly switch between languages to align with the current context of communication. Therefore, we proposed the following hypotheses:

H1: A significant and positive impact of openness on communication accommodation

Conscientious and Communication Accommodation

Conscientious is an important trait of the big five personality, which characterizes an individual by their organizational skills, attention to detail, and goal-oriented nature (Mammadov, 2022); practically, individuals high in conscientiousness exhibit specific code-switching patterns driven by a desire for precision, clarity, and effective conveyance of information

(Hamed et al., 2022). Schuller (2020) mentioned that conscientious communicators are likely to consider the formality of the communicative setting, adapting their language to align with the expected norms and conventions. For instance, Hamed et al. (2022) examined that highly conscientious individuals engage in code-switching as a deliberate strategy to enhance clarity and maintain a structured flow of communication. Thus, we posed the following hypothesis.

H2: A significant and positive impact of conscientious on communication accommodation

Extrovert and Communication Accommodation

According to Itani et al. (2020), extroverted individuals are characterized by their sociable, outgoing nature and propensity for social engagement. Extraverts thrive on social interactions, and their communicative behavior reflects a heightened sensitivity to the social nuances of different communicative settings (Madhura, 2020). Within a group or social context, individuals with high extroversion are more inclined to use code-switching as a social tool to establish connections, foster camaraderie, and create a positive communicative atmosphere (Hamed et al., 2022). Additionally, Bouamli et al. (2016) concluded that individuals high in extraversion exhibit distinctive code-switching patterns driven by their desire for social interaction, rapport-building, and adaptability to diverse conversational dynamics. Thus, we posed the following hypothesis:

H3: A significant and positive impact of Extroverts on Communication Accommodation

Agreeableness and Communication Accommodation

Individuals with agreeableness tend to prioritize social harmony, cooperation, and positive interpersonal relationships (Lawn et al., 2022). They are more sensitive to their interlocutors' perceived needs and preferences, motivating them to switch between languages to accommodate diverse language expectations flexibly. Previously, Milfont and Sibley (2012) elaborated that the agreeableness trait manifests in a heightened adaptability to the linguistic preferences of others. In addition, agreeable individuals may be more attuned to the sociolinguistic cues of a communicative setting, leading to a greater likelihood of code-switching to establish rapport and foster a positive communicative atmosphere. Therefore, we posed the following hypothesis.

H4: A significant and positive impact of agreeableness on communication accommodation

Neuroticism and Communication Accommodation

The final trait is neuroticism, characterized by an individual's emotional sensitivity, heightened reactivity to stress, and a tendency to experience negative emotions. In communication, individuals with high neuroticism exhibit distinct code-switching patterns driven by emotional states and a desire to manage interpersonal dynamics within communicative settings (Amiri et al., 2011). Similarly, Hamed et al. (2022) advocated that neurotic individuals use code-switching as a coping mechanism to navigate social interactions and mitigate stress. Language choices, including code-switching, could vary based on the need to regulate emotions, alleviate anxiety, or convey nuanced meanings that align with their emotional state (Balla, 2023). For instance, Arpaci et al. (2022) illustrated that neuroticism influences code-switching as a response to perceived power dynamics or social hierarchies. Therefore, we posed the following hypothesis.

H5: A significant and positive impact of neuroticism on communication accommodation

Communication Accommodation and Code-Switching Frequency

Communication entails transferring information from one individual to another (Al-beity, 2020). More precisely, it involves conveying information, ideas, emotions, and skills through words and data visualizations (Green, 2023). Communication plays a pivotal role in the functioning of temporary organizations, as explored by scholars such as (Williams, 1999). Since Green et al. (2023) investigated and concluded that the communication accommodation emphasizes the adaptability of language based on social contexts, code-switching, similarly, Barasa (2016) states that it involves altering language within a conversation which aims to align with a particular social group or marking a distinction between different

communicative settings. In the context of code-switching, individuals converge by incorporating elements of the interlocutor's language into their speech, using the same language or dialect to create a sense of similarity (Azlan and Narasuman, 2013), such practices could be driven by a desire for social approval, building rapport, or signaling affiliation with a particular social group. In sum, communication accommodation provides a broader theoretical framework for understanding how individuals adapt their communication; code-switching represents a specific linguistic manifestation of such adaptation within the discourse. Thus, we posed the following hypothesis.

H6: a significant and positive impact of communication accommodation on code-switching frequency

Mediating Role of Communication Accommodation

Researchers noted that the effectiveness of the big five personality traits significantly enhances the capabilities of communication (Amiri et al., 2011; Sims, 2017). Previous studies indicate that communication accommodation plays a mediating role suggested by Jeong and Kim (2023). However, a research gap exists concerning the potential mediating role of communication accommodation in the relationship between the big five personality traits and code-switching. In code-switching, the mediating role of communication accommodation between the big five personality traits and code-switching becomes a nuanced interplay of individual characteristics, communication strategies, and social dynamics. The big five personality traits (i.e., openness, conscientiousness, extraversion, agreeableness, and neuroticism) shape how individuals engage in code-switching, and their communication accommodation tendencies influence the process. Thus, we posed the following mediating hypotheses:

H7: communication mediates the relationship between openness and code-switching frequency.
H8: communication mediates the relationship between conscientiousness and code-switching frequency.
H9: communication mediates the relationship between extraversion and code-switching frequency.
H10: communication mediates the relationship between agreeableness and code-switching frequency.
H11: communication mediates the relationship between neuroticism and code-switching frequency.

Method

Procedure and participants

In this study, we aim to investigate the relationship between the big five personality traits (i.e., openness, conscientiousness, extraversion, agreeableness, and neuroticism), communication accommodation, and cross-coding frequency among individuals in Saudi Arabia. To efficiently gather responses on this less investigated area, we developed and distributed an online survey link among the targeted individuals who likely use more than one language to interact with social and/or professional groups. Therefore, we crafted the questionnaire to address the hypotheses derived from the proposed theoretical framework (Fig. 1). To ensure the measures' validity and reliability and to achieve a more logical question sequence, a pilot survey was conducted. The survey targeted individuals who speak more than one language to interact in Jeddah, Saudi Arabia and was administered via email in May 2022.

Measurement Instrument

To obtain the aim of this study, a cross-sectional survey was employed. Thus, the measurement items were divided into two sections (Section A defines the demographic and qualifying items) For example, “Language Proficiency,” “Frequency of Cross-Coding,” and “industry,” and Section B states measurement items for all constructs before distributing the online survey were translated the whole questionnaire in English to Arabia versions. Notably, all items for seven constructs and scales were adapted from past studies, for example, communication accommodation items were adapted from (Al-beity, 2020), big five personality traits items were adapted from (Choi and Lee, 2014), and code-switching frequency items were adapted from (Kharkhurin and Wei, 2015) with minor modifications. Each item was assessed using a seven-point Likert scale, ranging from 'Strongly Disagree' (1) to 'Strongly Agree' (7). In May 2023, 500 questionnaire links were distributed,

resulting in 448 valid responses being returned and entrained for final data analysis. Briefly, 58.71% of respondents were male, 33.71% were 25-34 years old, and 46/65% held a bachelor's degree. Therefore, a detailed descriptive statistic on respondents' characteristics is presented in Table 1.

Table 1 Demographic information

Indicators		Frequency	Percentage
Gender	Male	263	58.71
	Female	185	41.29
Age	18-24	127	28.35
	25-34	151	33.71
	35-44	59	13.17
	45-54	78	17.41
	55 above	33	7.37
Occupation	Student	137	30.58
	Employed (full-time)	203	45.31
	Employed (part-time)	34	7.59
	Self-employed	60	13.39
	Unemployed	14	3.13
Education Level	High School or equivalent	17	3.79
	Some College/associate degree	84	18.75
	Bachelor's Degree	209	46.65
	Master's Degree	119	26.56
	Doctoral Degree	19	4.24
How proficient are you in the languages you typically code-switch between?	Fluent	103	22.99
	Proficient	78	17.41
	Intermediate	140	31.25
	Beginner	127	28.35
On average, how often do you engage in cross-coding (switching between different coding languages) in your professional or personal projects?	Rarely (almost never)	13	2.90
	Occasionally (infrequently)	55	12.28
	Regularly (moderately often)	209	46.65
	Frequently (very often)	103	22.99
	Always (constantly)	68	15.18
In which industry do you primarily work or study?	Technology/IT	230	51.34
	Education	80	17.86
	Healthcare	25	5.58
	Finance	31	6.92
	Marketing/Advertising	82	18.30

Validation Measures for the Model

Several measures were considered to ensure a robust and validated model, including construct reliability, indicator reliability, convergence validity, and discriminant validity. The detailed results, along with their corresponding calculations, are presented in Tables 2 and 3, and Figure 2 outlines the constructs used in the study.

Indicator reliability was assessed based on the criterion that loadings should exceed 0.6, and any loading below 0.6 should be eliminated (Saleem et al., 2023). Consequently, the CO10, EX1, EX2, EX3, AG10, OP10, CS9, and CS10 item was excluded due to their low loading and lack of statistical significance, prompting a recalibration of the model without it. Table 2 illustrates the factor loadings for all items, demonstrating that each surpassed the 0.6 threshold, indicating reliable constructs.

Table 2 presents that all constructs exhibit commendable composite reliability (CR) of 0.7 or higher (Wong et al., 2019). Convergent validity was evaluated using the average variance extracted (AVE), which should exceed 0.5 (Saleem et al., 2023), signifying that latent variables explain over half of the variance in their indicators (Wong et al., 2019). In our

research, the AVE surpasses the expected threshold of 0.5, affirming convergence.

Moreover, the square roots of AVE exceed the correlation between each pair of constructs (off-diagonal elements), adhering to the recommended practice for ensuring discriminant validity (Fornell and Larcker, 1981). This is further reinforced by loadings greater than cross-loadings (Saleem et al., 2023). Consequently, all seven constructs in our model are statistically distinct, enabling their utilization for testing the structural model.

Table 2. Validation of constructs

Constructs	α	CR	AVE
Openness	0.938	0.948	0.671
Consciousness	0.894	0.914	0.572
Extraversion	0.906	0.925	0.64
Agreeableness	0.895	0.916	0.577
Neuroticism	0.903	0.919	0.534
Communication accommodation	0.951	0.958	0.696
Code-switching frequency	0.885	0.908	0.554

Note: α = Cronbach's alpha, CR = Composite reliability, and AVE = Average variance extracted, OP= Openness, CO= Consciousness, EX= Extraversion, AG= Agreeableness, NEU= Neuroticism, CA=Communication accommodation, and CS=Code-switching frequency

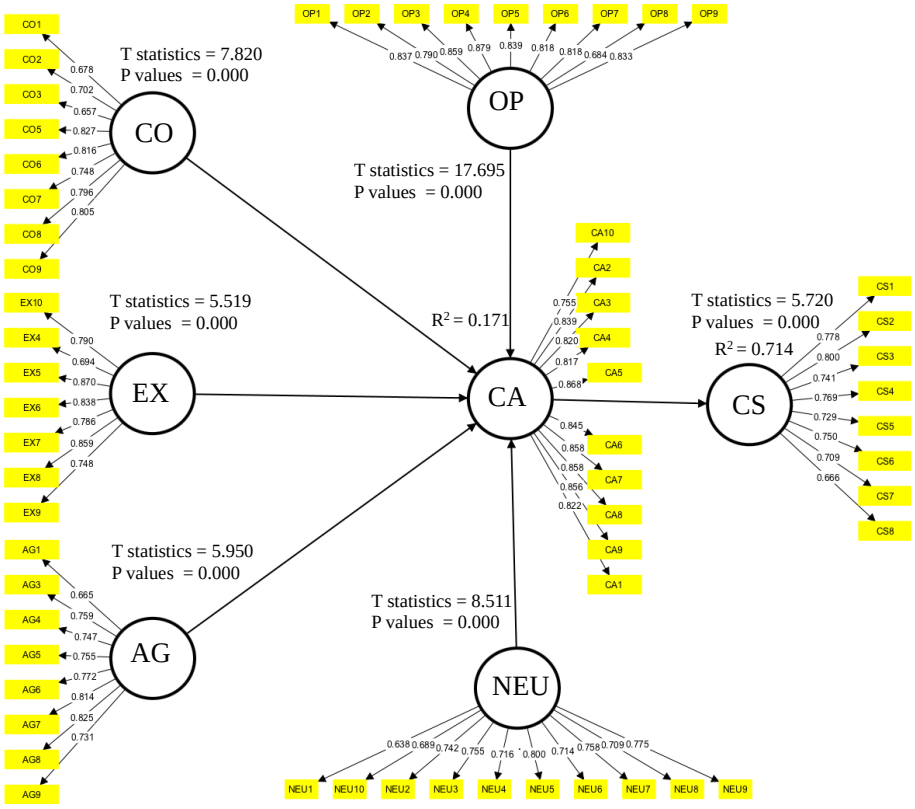


Figure 2. Structural Model

Table 3 Discriminant validity

	AG	CA	CO	CS	EX	NEU	OP
AG	**0.760**						
CA	0.464	**0.834**					
CO	0.464	0.252	**0.756**				
CS	0.709	0.414	0.359	**0.744**			
EX	0.728	0.472	0.333	0.641	**0.800**		
NEU	0.697	0.365	0.423	0.709	0.576	**0.731**	
OP	0.454	0.806	0.247	0.489	0.513	0.431	**0.819**

Hypotheses Testing

Following establishing a comprehensive measurement model, the subsequent step involved analyzing the structural model to test the formulated direct and indirect hypotheses. Illustrated in Figure 3 are the path coefficients, R^2 and f^2, of our proposed model, derived from t-statistics calculated through the bootstrapping resampling method, employing 5000 iterations (Saleem et al., 2022).

Hypothesis 1 (H1) shows a positive coefficient of 0.804, indicating a strong positive relationship between openness and communication accommodation; thus, the high T statistics of 17.695 and the extremely low P value of 0.000 suggest this relationship is statistically significant.

Hypothesis 2 (H2) elaborates a positive coefficient of 0.522, suggesting a positive relationship between consciousness and communication accommodation. The T statistics of 7.820 and the low P value 0.000 indicate this relationship is statistically significant. Individuals with higher consciousness scores are significantly more likely to engage in communication accommodation.

Hypothesis 3 (H3) shows a positive coefficient of 0.645, suggesting a positive relationship between extraversion and communication accommodation. The T statistics of 5.519 and the low P value of 0.000 indicate this relationship is statistically significant. Individuals with higher extraversion scores are significantly more likely to engage in communication accommodation.

Hypothesis 4 (H4) illustrated a positive coefficient of 0.467, suggesting a positive relationship between agreeableness and communication accommodation. The T statistic of 5.95 and the low P value of 0.000 indicate this relationship is statistically significant.

Hypothesis 5 (H5) presents a positive coefficient of 0.6330, suggesting a positive relationship between neuroticism and communication accommodation. The T statistic of 8.511 and the low P value of 0.000 indicate that this relationship is statistically significant.

Hypothesis 6 (H6) elaborates a positive coefficient of 0.414, suggesting a positive relationship between communication accommodation and code-switching frequency. The T statistic of 5.72 and the low P value of 0.000 indicate this relationship is statistically significant.

In conclusion, the study provides valuable insights into the complex relationships between personality traits, communication accommodation, and code-switching frequency. Therefore, all the direct hypothetical results are presented in Table 4.

Table 4. Hypotheses Testing (direct)

	Original sample	T statistics	P values
Openness -> Communication accommodation	0.804	17.695	0.000
Consciousness -> Communication accommodation	0.522	7.820	0.000
Extraversion -> Communication accommodation	0.645	5.519	0.000
Agreeableness -> Communication accommodation	0.467	5.950	0.000
Neuroticism -> Communication accommodation	.6330	8.511	0.000
Communication accommodation -> Code-switching frequency	0.414	5.720	0.000

Hypothesis 7 (H7) illustrated a positive coefficient of 0.333, indicating a positive relationship between openness and code-switching frequency, mediated by communication accommodation. The T statistics of 5.331 and the very low P value of 0.000 suggest this sequential relationship is statistically significant.

Hypothesis 8 (H8) shows a positive coefficient of 0.250, suggesting a positive relationship between consciousness and code-switching frequency, mediated by communication accommodation. The T statistics of 3.630 and the P value of 0.016 indicate that this sequential relationship is statistically significant, although somewhat less than openness.

Hypothesis 9 (H9) interpreted the statistical values and shows a positive coefficient of 0.567, suggesting a positive relationship between extraversion and code-switching frequency, mediated by communication accommodation.

Hypothesis 10 (H10) shows a positive coefficient of 0.609, suggesting a positive relationship between Agreeableness and Code-switching Frequency, mediated by Communication Accommodation. The T statistics of 5.754 and the very low P value of 0.000 indicate that this sequential relationship is statistically significant.

Hypothesis 11 (H11), a positive coefficient of 0.720, suggests a positive relationship between Neuroticism and Code-switching Frequency, mediated by Communication Accommodation. The T statistics of 5.474 and the very low P value of 0.000 indicate that this sequential relationship is statistically significant.

The findings suggest how individual differences contribute to language behaviors, shedding light on the intricate interplay between personality and communication dynamics. Therefore, all mediating hypothetical results are presented in Table 5.

Table 5. Hypotheses Testing (mediating)

Path	Original sample	T statistics	P values
Openness -> Communication accommodation -> Code-switching frequency	0.333	5.331	0.000
Consciousness -> Communication accommodation -> Code-switching frequency	0.250	3.630	0.016
Extraversion -> Communication accommodation -> Code-switching frequency	0.567	3.130	0.001
Agreeableness -> Communication accommodation -> Code-switching frequency	0.609	5.754	0.000
Neuroticism -> Communication accommodation -> Code-switching frequency	0.720	5.474	0.000

Discussion

The present study aims to investigate and conclude the relationship between the big five personality traits (i.e., openness to experience, conscientiousness, agreeableness, neuroticism, and extraversion), communication accommodation, and code-switching frequency in Saudi Arabia by employing of trait theory of personality and communication accommodation theory. Therefore, we posed eleven hypotheses to conclude and support the overall research objectives. Thus, the discussion of the hypotheses is presented below.

First, individuals with higher levels of openness are characterized by an eagerness to explore novel ideas, experiences, and perspectives. This inherent curiosity and openness to new concepts will likely manifest in their communication styles. The positive relationship with communication accommodation suggests that individuals who score high on openness are more adaptable and flexible in their communication approaches. For instance, an individual high in openness readily adopts the communication norms and language preferences of a multicultural or diverse group and adjusts to accommodating linguistic variations, such as code-switching or adjusting their communication style to suit the cultural context (Dewaele and Wei, 2014).

Second, individuals with higher levels of consciousness are characterized by a sense of responsibility, organization, and dependability. This trait suggests a propensity for individuals to approach communication in a structured and reliable manner. The positive relationship with communication accommodation implies that individuals high in consciousness are

more likely to adjust their communication styles to accommodate the preferences and expectations of their interaction partners. Fedotov and Baidyuk (2023) mentioned that such individuals adapt their communication style to align with the organization's expectations or the cultural context of their colleagues, which shapes effective teamwork, interpersonal relationships, and overall communication effectiveness.

Third, individuals with higher levels of extraversion are characterized by outgoing, social, and assertive tendencies. This trait suggests a propensity for seeking social interactions and being comfortable in group settings. The positive relationship between extraversion and communication accommodation implies that such individuals are more likely to adjust their communication styles to align with the preferences and expectations of their social environment. Extraversion individuals are inclined to mirror their peers' energy and social cues, facilitating smoother communication and rapport-building (Stipdonk et al., 2014).

Fourth, individuals with higher levels of agreeableness are characterized by a cooperative and empathetic orientation toward interpersonal relationships. This trait suggests a predisposition towards understanding and accommodating the needs and preferences of others. The significant relationship with communication accommodation implies that individuals high in agreeableness are more likely to adjust their communication styles to foster positive and harmonious interactions. For instance, Rink et al. (2013) mentioned that the agreeable individual in a team setting is attuned to their team members' communication preferences and expectations. Such individuals readily adapt their language and tone to create an atmosphere of cooperation and mutual understanding (Graziano et al., 2007).

Fifth, individuals with higher levels of neuroticism are characterized by heightened emotional reactivity, sensitivity to stress, and a tendency to experience negative emotions such as anxiety and mood swings. The positive relationship with communication accommodation implies that individuals high in neuroticism are more likely to adjust their communication styles in response to emotional and social cues. For example, a neurotic individual in a communication setting attaches to others emotionally.

Sixth, communication accommodation involves adjusting one's communication style, such as language, tone, or non-verbal cues, to match the norms and expectations of communication partners. The positive relationship with code-switching frequency suggests that individuals who engage in communication accommodation are likelier to exhibit a higher frequency of code-switching. For example, in a multicultural workplace, an individual who accommodates their communication style to align with colleagues from different linguistic backgrounds may naturally incorporate code-switching (Piechurska et al., 2021).

Finally, individuals high in openness exhibit a curiosity for new experiences and unconventional ideas, fostering a positive relationship with code-switching frequency. Open individuals readily adapt their communication to multicultural teams, promoting communication accommodation and higher code-switching rates. Similarly, conscientious individuals, known for their organization and reliability, are more likely to accommodate communication preferences, correlating with increased code-switching frequency (Giles and Ogay, 2007). Extraverts, with their social inclination, readily adjust their communication to team norms, facilitating dynamic interactions through code-switching (Purkarthofer, 2019). Agreeable individuals, valuing cooperation and harmony, engage in communication accommodation, thus boosting code-switching frequency (Walther and Bunz, 2005). Conversely, individuals high in neuroticism, prone to emotional sensitivity and stress, also exhibit increased code-switching, using it as a coping mechanism in challenging communication situations (Schneider et al., 2014). Overall, these findings highlight the role of personality traits in fostering communication accommodation and subsequently influencing code-switching behaviors in diverse contexts.

Practical Implications

The empirical findings from the study provide valuable insights into the complex relationships between the big five personality traits, communication accommodation, and code-switching frequency in Saudi Arabia, by employing trait theory of personality and communication accommodation theory. These insights have practical implications across various domains, including organizational communication, interpersonal relationships, and educational settings.

Enhanced Communication Strategies: understanding the positive relationships between personality traits (openness, consciousness, extraversion, agreeableness, and neuroticism) and communication accommodation suggests that organizations can benefit from fostering environments that value and encourage diverse personality traits. Further, organizations can implement training programs to enhance communication strategies, emphasizing adaptability and accommodation to various communication styles, ultimately leading to more effective communication.

Cultural Competence and Diversity: the positive relationship between personality traits and code-switching frequency implies that individuals with certain personality traits may be more adept at navigating diverse cultural or linguistic contexts. Organizations seeking to promote cultural competence and diversity can leverage these insights to create inclusive environments where individuals feel empowered to express themselves in their preferred communication styles.

Limitations and Future Research

While contributing valuable insights into the intricate interplay of personality traits, communication accommodation, and code-switching, the present study is not without its limitations, which point toward promising avenues for future research. The reliance on self-reported data introduces potential bias, urging the incorporation of observational methods or linguistic analyses to enhance result reliability. The study's neglect of cross-cultural variations prompts exploring how personality traits influence communication accommodation and code-switching in diverse cultural contexts. Furthermore, the study's limited generalizability necessitates replication with more diverse samples to enhance the applicability of its findings to broader populations. Future research endeavors should focus on unraveling the mediating mechanisms through which personality traits influence communication accommodation and code-switching. Delving into these specific mechanisms will provide a more significant comprehension of the intricate relationships under scrutiny.

Lastly, designing interventions and training programs that leverage personality traits to enhance adaptive communication strategies emerges as a promising area of research. Assessing the effectiveness of such interventions in real-world settings would not only enrich academic discourse but also offer actionable insights for individuals, organizations, and educators navigating the complexities of communication in diverse and dynamic environments.

Conclusion

The present study has significantly contributed to understanding the intricate relationships between personality traits, communication accommodation, and code-switching frequency. The empirical findings provide valuable insights into how individual differences in personality influence adaptive communication behaviors, shedding light on the significant dynamics that shape linguistic adaptation in various social contexts. The study's focus on the Big Five personality traits (i.e., openness, consciousness, extraversion, agreeableness, and neuroticism) illuminates these traits' role in shaping individuals' communication behaviors. The positive relationships observed between these personality traits and communication accommodation highlight the adaptability of individuals in adjusting their communication styles to suit diverse social and linguistic environments. These findings underscore the importance of considering personality traits as key determinants of communication strategies, offering practical implications for organizations, educational institutions, and interpersonal relationships. The present study opens the door to a deeper exploration of the multifaceted interplay between personality, communication accommodation, and code-switching. As communication evolves in an increasingly interconnected and diverse world, understanding how individual differences shape linguistic behaviors becomes paramount.

REFERENCES

Al-beity, F. M. A. (2020). *Effects of Helping Mothers Survive Bleeding After Birth in-service training of maternity staff: A Cluster-Randomized trial and mixed-method evaluation. Doctoral dissertation*, Karolinska Institutet (Sweden).

Alhourani, A. Q. (2018). Code switching as a communicative strategy for the bilingual Saudi speakers at Jouf University. *International Journal of Linguistics, Literature and Translation*, *1*(4), 63-72.

Alikaj, A., Ning, W., & Wu, B. (2021). Proactive personality and creative behavior: examining the role of thriving at work and high-involvement HR practices. *Journal of Business and Psychology*, *36*, 857-869.

Amiri, M., Farhoodi, F., Abdolvand, N., & Bidakhavidi, A. R. (2011). A study of the relationship between Big-five personality traits and communication styles with marital satisfaction of married students majoring in public universities of Tehran. *Procedia-social and behavioral sciences*, *30*, 685-689.

Anastassiou, F. (2017). Factors associated with the code mixing and code switching of multilingual children: An overview. *International Journal of Linguistics, Literature and Culture*, *4*(3), 13-26.

Arpaci, I., Karatas, K., Kusci, I., & Al-Emran, M. (2022). Understanding the social sustainability of the Metaverse by integrating UTAUT2 and big five personality traits: A hybrid SEM-ANN approach. *Technology in Society*, *71*, 1-10.

Azlan, N. M. N. I., & Narasuman, S. (2013). The role of code-switching as a communicative tool in an ESL teacher education classroom. *Procedia-Social and Behavioral Sciences*, (*90)*, 458-467.

Balla, A. A. S. (2023). Embarrassment-Triggered Language Switching in Multilingual Communication: Strategies and Identity Development. *Migration Letters*, *20*(S9), 1425-1452.

Barasa, S. (2016). Spoken code-switching in written form? Manifestation of code-switching in computer mediated communication. *Journal of Language Contact*, *9*(1), 49-70.

Bouamli, S., Bouanani, C., & Chioukh, C. (2016). *Exploring the role of personality trai (introversion-extreversion) in developing Speaking Abilities the case of third year LMD students at the english language department of Mohamed Saddik Ben Yahia University-Jijel . Doctoral dissertation*, university the jijel.

Brdarević-Čeljo, A., Ahmetović, E., & Bajić, E. (2021). Variation in attitudes towards codeswitching and codeswitching frequency among multilingual speakers. *Journal of Multilingual and Multicultural Development*, 1-16. 10.1080/01434632.2021.1983580.

Choi, Y., & Lee, D. (2014). Psychological capital, big five traits, and employee outcomes. *Journal of Managerial Psychology*, *29*(2), 122-140.

Dewaele, J. M., & Wei, L. (2014). Attitudes towards code-switching among adult mono-and multilingual language users. *Journal of Multilingual and Multicultural Development*, *35*(3), 235-251.

Fedotov, S. A., & Baidyuk, E. V. (2023). Communication as the Origin of Consciousness. *Integrative Psychological and Behavioral Science*, *57*(1), 20-42.

Giles, H., & Ogay, T. (2007). *Communication accommodation theory*. In *Explaining communication: Contemporary Theories and exemplars*, pp. 293-310. Mahwah, NJ: Lawrence Erlbaum.

Goldberg, L. R. (1992). The development of markers for the Big-Five factor structure. *Psychological assessment*, *4*(1), 26.

Graziano, W. G., Habashi, M. M., Sheese, B. E., & Tobin, R. M. (2007). Agreeableness, empathy, and helping: a person× situation perspective. *Journal of personality and social psychology*, *93*(4), 583.

Green, J. A. (2003). *Communication accommodation theory: understanding language use in social interaction. Doctoral dissertation*, University of Otago.

Hamed, I., El Bolock, A., Herbert, C., Abdennadher, S., & Vu, N. T. (2022). The Who in Code-Switching: A Case Study for Predicting Egyptian Arabic–English Code-Switching Levels. *International Journal of Asian Language Processing*, 32 (1), 1-21.

Itani, O. S., El Haddad, R., & Kalra, A. (2020). Exploring the role of extrovert-introvert customers' personality prototype as a driver of customer engagement: does relationship duration matter?. *Journal of Retailing and Consumer Services*, *53*, 1-13

Jeong, H. J., & Kim, J. (2023). Brand accommodation to informal communications on social media: with the mediation of communication appropriateness and the moderation of product involvement. *International Journal of Internet Marketing and Advertising*, *19*(1-2), 42-62.

Kamarudin, S., Shoaib, H. M., Jamjoom, Y., Saleem, M., & Mohammadi, P. (2023). Students' behavioural intention towards e-learning practices through augmented reality app during COVID-19 pandemic in Saudi Arabia. *Interactive Learning Environments*, 31(9), 5715-5731.

Kharkhurin, A. V., & Wei, L. (2015). The role of code-switching in bilingual creativity. *International Journal of Bilingual*

Education and Bilingualism, *18*(2), 153-169.

Madhura, B. (2020). The Impact of Personality Traits on Individual Behavior. *IUP Journal of Soft Skills*, *14*(3), 59-69.

Mammadov, S. (2022). Big Five personality traits and academic performance: A meta-analysis. *Journal of Personality*, *90*(2), 222-255.

Milfont, T. L., & Sibley, C. G. (2012). The big five personality traits and environmental engagement: Associations at the individual and societal level. *Journal of Environmental Psychology*, *32*(2), 187-195.

Piechurska-Kuciel, E., Ożańska-Ponikwia, K., & Skałacka, K. (2021). Can the neuroticism-willingness to communicate relationship across languages be explained by anxiety?. *Moderna Sprak*, *115*(4).

Purkarthofer, J. (2019). Building expectations: Imagining family language policy and heteroglossic social spaces. *International Journal of Bilingualism*, *23*(3), 724-739.

Rahimian, M. (2013). *Communication accommodation theory in conversation with second language learners*. University of Manitoba (Canada).

Rink, F., Kane, A. A., Ellemers, N., & Van der Vegt, G. (2013). Team receptivity to newcomers: Five decades of evidence and future research themes. *The Academy of Management Annals*, *7*(1), 247-293.

Roberts, B. W. (2009). Back to the future: Personality and assessment and personality development. *Journal of research in personality*, *43*(2), 137-145.

Saleem, M., Kamarudin, S., Shoaib, H. M., & Nasar, A. (2022). Retail consumers' behavioral intention to use augmented reality mobile apps in Pakistan. *Journal of Internet Commerce*, *21*(4), 497-525.

Saleem, M., Kamarudin, S., Shoaib, H. M., & Nasar, A. (2023). Influence of augmented reality app on intention towards e-learning amidst COVID-19 pandemic. *Interactive Learning Environments*, *31*(5), 3083-3097.

Sand, S. (2023). Language Diversity and Performance in International Teams: A Qualitative Research. 1-17. https://osuva.uwasa.fi/handle/10024/15204.

Schneider, A., Wübken, M., Linde, K., & Bühner, M. (2014). Communicating and dealing with uncertainty in general practice: the association with neuroticism. *PLoS One*, *9*(7). https://doi.org/10.1371/journal.pone.0102780.

Schuller, M. L. (2020). *CoachMotivation: Developing Transformational Leadership by Increasing Effective Communication Skills in the Workplace. Doctoral dissertation*, Seattle Pacific University.

Silvia, P. J., & Christensen, A. P. (2020). Looking up at the curious personality: Individual differences in curiosity and openness to experience. *Current Opinion in Behavioral Sciences*, *35*, 1-6.

Stipdonk, L., Lieftink, A., Bouwen, J., & Wijnen, F. (2014). Extraversion and communication attitude in people who stutter: A preliminary study. *Journal of fluency disorders*, *42*, 13-20.

Stoeber, J., Otto, K., & Dalbert, C. (2009). Perfectionism and the Big Five: Conscientiousness predicts longitudinal increases in self-oriented perfectionism. *Personality and Individual Differences*, *47*(4), 363-368.

Walther, J. B., & Bunz, U. (2005). The rules of virtual groups: Trust, liking, and performance in computer-mediated communication. *Journal of communication*, *55*(4), 828-846.

Williams, A. (1999). Communication accommodation theory and miscommunication: Issues of awareness and communication dilemmas. *International Journal of Applied Linguistics*, *9*(2), 151-165.

Wong, K. K. K. (2019). *Mastering partial least squares structural equation modeling (PLS-Sem) with Smartpls in 38 Hours*. IUniverse.

Woolard, K. A. (2004). Codeswitching. *A companion to linguistic anthropology*, 73-94. https://doi.org/10.1002/9780470996522.

Zhang, Y. B., & Giles, H. (2018). *Communication accommodation theory*. In *The international encyclopedia of intercultural communication*, pp. 95-108. Hoboken, NJ: Wiley. https://doi.org/10.1002/9781118783665.ieicc0156.