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Published in:
Journal of Personality and Social Psychology

DOI:
[10.1037/pspi0000373](https://doi.org/10.1037/pspi0000373)

Publication date:
2022

Document Version
Early version, also known as pre-print

[Link to publication in Tilburg University Research Portal](#)

Citation for published version (APA):
Ren, D., Stavrova, O., & Loh, W. W. (2022). Nonlinear effect of social interaction quantity on psychological well-being: Diminishing returns or inverted U? *Journal of Personality and Social Psychology*, 122(6), 1056-1074. <https://doi.org/10.1037/pspi0000373>

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Nonlinear effect of social interaction quantity on psychological well-being:

Diminishing Returns or Inverted U?

In press at *Journal of Personality and Social Psychology*

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26 **Abstract**

27 Social contact is an important ingredient of a happy and satisfying life. But is more social
28 contact necessarily better? While it is well-established that increasing the quantity of social
29 interactions on the low end of its spectrum promotes psychological well-being, the effect of
30 interaction quantity on the high end remains largely unexplored. We propose that the effect of
31 interaction quantity is nonlinear; specifically, at high levels of interaction quantity, its
32 positive effects may be reduced (Diminishing Returns Hypothesis) or even reversed (Inverted
33 U Hypothesis). To test these two competing hypotheses, we conducted a series of six studies
34 involving a total of 161,836 participants using experimental (Study 1), cross-sectional
35 (Studies 2 & 3), daily diary (Study 4), experience sampling (Study 5), and longitudinal
36 survey designs (Study 6). Consistent evidence emerged across the studies supporting the
37 Diminishing Returns Hypothesis. On the low end of the interaction quantity spectrum,
38 increasing interaction quantity enhanced well-being as expected; whereas on the high end of
39 the spectrum, the effect of interaction quantity was reduced or became nearly negligible, but
40 did not turn negative. Taken together, the present research provides compelling evidence that
41 the well-being benefits of social interactions are nearly negligible after moderate quantities of
42 interactions are achieved.

43

44 *Key words: social interactions, well-being, happiness, life satisfaction, inverted-U*

45

46 **Nonlinear effect of social interaction quantity on psychological well-being:**
47 **Diminishing Returns or Inverted U?**

48 Social contact is essential for human beings (Baumeister & Leary, 1995; Ryan &
49 Deci, 2000). The amount of social interactions—henceforth referred to as interaction
50 quantity—has been shown to be one of the most consistent predictors of psychological well-
51 being (Diener & Seligman, 2002; Lucas, & Dyrenforth, 2006; Lucas, Dyrenforth, & Diener,
52 2008; Myers, 2000; Rohrer et al., 2018; Srivastava et al., 2008; Sun et al., 2019).

53 Despite the essential role of interaction quantity in predicting psychological well-
54 being, there is limited understanding of how well-being changes as a function of interaction
55 quantity. Almost all existing studies have assumed and only tested linear relations between
56 indicators of interaction quantity and well-being outcomes, concluding that the more social
57 interactions, the better. For example, the more social activities people engage in, the more
58 positive affect they experience (Clark, & Watson, 1988; Lucas, Le, & Dyrenforth, 2008;
59 Watson et al., 1992); the more time people spent socializing, the happier they are (Diener &
60 Seligman, 2002); and the more friends people have, the less loneliness they feel (Luhmann &
61 Hawkey, 2016). This assumption of linearity has resulted in the idea of “the more, the
62 better” that has dominated the studies of social interactions and well-being for decades. In the
63 current research, we challenge the assumption of linearity and propose that the effect of
64 interaction quantity is in fact nonlinear: At the low end of the spectrum, increasing the
65 quantity of social interactions indeed promotes well-being; but at the high end of the
66 spectrum, increasing interaction quantity may have little impact, or even possibly detrimental
67 effects, on well-being. To evaluate the possibility of nonlinearity, we set out to examine the
68 effect of interaction quantity across its full spectrum.

69 It is important to examine the full spectrum of interaction quantity for two reasons.
70 First, while the low end of the spectrum—when people have no or limited social contact—

71 has been extensively studied, little empirical attention has been given to the other end of the
72 spectrum where levels of interaction quantity are relatively high. It therefore remains unclear
73 how high (vs. moderate) quantities of interactions potentially affect well-being. Second,
74 recognizing the benefits of social relationships, the promotion of social contact has become
75 the focus of many social policies (Umberson & Montez, 2010). While these policies can be
76 effective when target groups have relatively small quantity of social interactions, they may
77 not be as effective, or possibly even backfire, when interaction quantity among such target
78 groups surpasses moderate levels.

79 Our goal is therefore to determine how well-being changes as a nonlinear function of
80 interaction quantity across the full spectrum of interaction quantity. Below we first review
81 existing evidence in the literature that supports a linear effect of interaction quantity on well-
82 being; we then turn our attention to evidence that implies a nonlinear relation.

83 **Interaction quantity and well-being: evidence of a linear relation**

84 An extensive number of studies have shown that increasing interaction quantity
85 promotes well-being. However, the most compelling evidence for such a positive association
86 is found in studies focusing on the low end of the interaction quantity spectrum. These
87 studies consistently link low levels of interaction quantity with poor well-being outcomes.
88 For example, being excluded from social interactions induces stress and pain, lowers basic
89 need satisfaction (e.g., belonging, self-esteem), leads to self-regulation failures, impairs
90 cognitive abilities, and triggers aggressive responses (Bernstein et al., 2013; Eisenberger et
91 al., 2003; Gaertner & Iuzzini, 2005; Twenge et al., 2001; Twenge et al., 2003; Warburton et
92 al., 2006; Williams 2009). Further, chronic social exclusion forces individuals into isolation,
93 leading to the feelings of helplessness, worthlessness, alienation, and depression (Riva et al.,
94 2017). Similarly, chronically lacking social contacts often leads to loneliness, which has been
95 associated not only with worse psychological health (inducing stress, depressive symptoms,

96 diminishing optimism and self-esteem, impairing cognitive functioning) but also worse
97 physical health, predicting higher blood pressure, increased risk for heart diseases, and early
98 mortality (Cacioppo & Patrick, 2008; Cacioppo, Hawkley, et al., 2006; Cacioppo, Hughes, et
99 al., 2006; Hawkley & Cacioppo, 2010; Tilvis et al., 2004). Finally, solitary confinement—an
100 extreme form of low interaction quantity—leads to a multitude of pathological reactions,
101 such as impaired concentration, loss of appetite, hallucinations, illusions, lethargy, and
102 suicidal thoughts (Smith, 2006).

103 It is therefore unsurprising that some social interactions, as compared to no social
104 interactions at all, contribute to higher well-being. For example, people report higher
105 subjective well-being when interacting with others, as compared to time spent in solitude
106 (e.g., Mehl et al., 2010; Milek et al., 2018). This holds even when the interactions are brief,
107 casual, and with acquaintances or strangers (Epley & Schroeder, 2014; Kahneman et al.,
108 2004; Sandstrom & Dunn, 2014).

109 **Interaction quantity and well-being: proposal for a nonlinear relation**

110 There is strong evidence that an increase in interaction quantity at the low end of its
111 spectrum is linked with better well-being. But do the results necessarily imply that further
112 increases in interaction quantity maintain the same beneficial effects as well? Can the linear
113 trend be extrapolated to the high end of the spectrum, or is there a threshold (or “breaking
114 point”) after which increased interaction quantity is no longer beneficial for, or possibly even
115 detrimental to, well-being? Below we introduce two competing hypotheses regarding the
116 nonlinear relation between interaction quantity and well-being.

117 **Diminishing Returns Hypothesis.** It is possible that the positive impact of
118 interaction quantity on well-being is restricted to the low end of the spectrum, with benefits
119 of additional social interactions substantially reduced at the high end. This hypothesis is
120 consistent with several well-established theories. For example, the economic law of

121 diminishing marginal utility states that as consumption of a commodity increases, the
122 additional happiness or satisfaction derived from each additional unit consumed declines
123 (Gossen, 1854/1983). Social Impact Theory (Latane, 1981) states that the impact of others on
124 a target individual follows a similar nonlinear trend: the larger the number of group members
125 attempting to influence an individual's behavior or attitudes, the stronger the influence;
126 however, as the number of group members increases, the added value of every new member's
127 impact declines. Specific to the benefits of social contact, the Need to Belong theory hints at
128 the possibility of nonlinearity by stating that human beings strive for "a minimal quantity of"
129 social relationships (Baumeister & Leary, 1995, p. 497).

130 Consistent with these theoretical ideas, some studies have suggested that the effect of
131 interaction quantity on well-being follows the principle of diminishing returns. For example,
132 the association between time spent socializing and subjective well-being was only positive up
133 to a point, beyond which social time was no longer associated with well-being (Kushlev et
134 al., 2018). Similarly, social contact frequency was no longer associated with physical health
135 once social contact reached a moderate level (Stavrova & Ren, 2020). Moreover, being
136 included by more group members in a group interaction decreased aggression, but each
137 additional "includer" has a smaller incremental effect for reducing aggression (DeWall et al.,
138 2010). Finally, being socially included in an interaction resulted in more positive outcomes,
139 as compared to being excluded; but being overincluded (e.g., being included to a greater
140 extent than other group members) did not result in higher levels of positivity (Ren et al.,
141 2021; van Beest & Williams, 2006; Wolf et al., 2015; Williams, Cheung, & Choi, 2000).

142 **Inverted U Hypothesis.** It is also possible that the effect of interaction quantity
143 follows an inverted-U curve, whereby social interactions first benefit well-being, but after a
144 certain point, the effect turns negative. This idea can be traced back to Aristotelian
145 philosophy, which suggested that there might be "too much of a good thing" and it is the

146 moderate (rather than excessive or deficient) level of virtue, such as exercise or courage, that
147 promotes well-being (Aristotle, trans. 1999). Importantly, this idea has been reflected in both
148 psychological theories and research. For example, the Optimal Distinctiveness Theory
149 (Brewer, 1991) states that individuals prefer moderately inclusive, rather than extremely
150 inclusive or extremely exclusive, groups, yielding an inverted-U relation between group
151 inclusiveness and group identification (for a review, see Leonardelli et al., 2010). More
152 recently, several areas of psychological research have documented the inverted-U-shaped
153 effect, including time spent volunteering and psychological well-being (Windsor et al., 2008),
154 empathy and prosocial behaviors (Eisenberg, 2000), the number of choice options and choice
155 satisfaction (Reutskaja & Hogarth, 2009). Building on the prevalence of the inverted-U-
156 shaped effect, it has been argued that such a nonlinear relation may serve as a general
157 principle in psychology (Grant & Schwartz, 2011).

158 The relation between interaction quantity and well-being may arguably follow a
159 similar inverted-U curve. In support of this idea, it has been shown that socializing with
160 family and friends was positively associated with affect balance; however, the association
161 turned negative when the social time increased beyond 17 hours (Diener et al., 2008).
162 Similarly, social contact frequency was associated with lower morality risk; but this
163 association turned negative at the high end of contact frequency (i.e., socializing daily;
164 Stavrova & Ren, 2020). Why might high interaction quantity reduce well-being? One
165 possible explanation could be that the demands of social interactions, such as providing
166 support and care, can be psychologically taxing (Cichy et al., 2014; Kahneman et al., 2004).
167 In contrast, spending time away from social interactions may promote well-being in several
168 ways, including fostering beneficial contemplative or spiritual thoughts (Long et al., 2003),
169 decreasing high-arousal affect (Nguyen et al., 2018), and providing an opportunity to avoid
170 or recover from unpleasant social encounters (Ren et al., 2021). Indeed, adolescents who

171 spent a moderate amount of time in solitude were found to be better adjusted than those who
172 spent little time alone (Larson, 1990). Finally, not spending enough time alone has been
173 linked with diminished well-being in the general population (Coplan et al., 2019).

174 **Current Research**

175 The present research directly tested these two competing hypotheses regarding the
176 nonlinear relation between interaction quantity and psychological well-being: the
177 Diminishing Returns Hypothesis and the Inverted U Hypothesis. We applied a variety of
178 methods to diverse samples across a series of six studies. We first report a laboratory
179 experiment using college students from the United States (Study 1, $N = 157$). We then
180 present a cross-sectional dataset from a representative adult sample from 29 European
181 countries (European Social Survey, 2018; Study 2, $N = 129,228$) and a social network study
182 involving students across 57 middle schools in the United States (Study 3, $N = 22,163$). To
183 further examine the hypotheses in everyday, naturalistic settings, we present two studies
184 using daily diary design (Study 4, 2,562 observations from $N = 461$ participants recruited via
185 Amazon Mechanical Turk) and experience sampling design (Study 5, 7,943 observations
186 from $N = 272$ UK residents recruited via Prolific Academic). Finally, we report longitudinal
187 evidence from a panel study tracking Dutch adults for 10 years (the Longitudinal Internet
188 Studies for the Social Sciences, LISS Panel; Study 6, 42,386 observations from $N = 9,555$
189 participants).

190 We used various indicators of the key variables for interaction quantity and
191 psychological well-being. Across the studies, interaction quantity (the predictor) was either
192 manipulated (Study 1) or measured using well-defined indicators: the frequency of social
193 contact (Studies 2 & 6), the number of peers interacted with at school (Study 3), the amount
194 of time spent socializing (Study 4), and the number of target groups interacted with (Study 5).
195 Psychological well-being (the outcome) was measured using established indicators, such as

196 happiness (Argyle, 2001; Studies 2, 4, 5, & 6), life satisfaction (Diener et al., 1985; Studies 1,
197 2, 5, & 6), and social well-being (the appraisal of one's relationship with others; Keyes, 1998;
198 Larson, 1996; Studies 4, 5, & 6). In addition to these main variables, measures of the Big
199 Five traits were included in Studies 1, 5, and 6. These datasets allowed us to explore whether
200 personality traits moderated the nonlinear effect of interaction quantity on well-being. We
201 provide a summary of these exploratory moderation analyses in a separate section after we
202 report all six studies.

203 For all analyses, we rescaled all outcome variables to be between zero and one. Doing
204 so eases interpreting the effects simply as the proportion difference of the outcome variable
205 per unit change in the predictor variable (e.g., a coefficient of .10 is a 10% increase in
206 happiness for every additional hour spent with others). Each effect size is followed by its
207 95% confidence intervals in brackets throughout the manuscript. All analyses were conducted
208 in R version 4.0.0 (R Core Team, 2020) with packages lme4 (Bates et al., 2014), the lmerTest
209 (Kuznetsova et al., 2015), nlme (Pinheiro et al., 2013), and the functions provided by
210 Muggeo et al. (2014). All research materials, data, and analysis scripts are available at the
211 Open Science Framework (OSF): <https://osf.io/8r7gz/>

212 **Study 1**

213 Our first study examined the nonlinear effect of interaction quantity on well-being
214 using an experimental design. Participants were randomly assigned to receive a forecast
215 about their future career that would involve interaction quantity at one of three levels: low,
216 moderate, or high. Afterwards, participants reported their anticipated job satisfaction, need
217 satisfaction at work, affect at work, and overall life satisfaction.

218 **Method**

219 **Participants.** College students from a research university in the United States
220 participated in this study for course credits. Data was collected for three weeks and a sample

221 of 159 participants was obtained. One participant did not grant permission to use their data,
222 and one participant indicated to the experimenter that they had difficulty following
223 instructions in English, leaving 157 participants in the final sample (63 male, 94 female; M_{age}
224 = 19.52 years, $SD = 1.34$). A power analysis based on Monte Carlo simulations (1,000
225 simulations, >80% power, $\alpha = .05$, two-tailed test) using R package SIMR (Green &
226 MacLeod, 2016) yielded a minimal detectable (unstandardized) effect size of 0.25 given the
227 observed sample size when comparing moderate (vs. low) interaction quantity or high (vs.
228 moderate) interaction quantity.

229 **Procedure and materials.** Participants were brought into a laboratory and directed to
230 individual cubicles to complete the study on a computer. Participants were told that this was a
231 study about personality and future career. First, to support the cover story, participants
232 completed a personality test (Big Five Inventory; John & Srivastava, 1999). Participants then
233 learned that, based on their responses to the personality test, they would receive a forecast
234 about their future career. In reality, regardless of participants' personality scores, they were
235 randomly assigned to receive a description of a job in which social interactions were either
236 "rarely involved" (low quantity; $n = 53$), "involved to some extent" (moderate quantity; $n =$
237 52), or "constantly involved" (high quantity; $n = 52$). Importantly, aside from the
238 manipulated interaction quantity level, all other aspects of the job were held constant across
239 conditions (e.g., work pressure was the same in all conditions: "it could be quite demanding
240 at times that you will have to work towards close-approaching deadlines"). See
241 Supplementary Materials for the full text of the descriptions.

242 After receiving the forecast about their future career, participants completed
243 manipulation check items, and four measures of psychological well-being (job satisfaction,
244 need satisfaction at work, affect at work, and life satisfaction). Participants also filled out a
245 few measures that are not relevant to the current research (e.g., their preferred leisure

246 activities). Next, participants reported demographics information. Finally, they were
247 debriefed and thanked.

248 **Manipulation check.** Participants indicated their agreement with two items: (1) “I
249 would be spending most of the time by myself during work hours.” (2) “I would be spending
250 most of the time interacting with others during work hours.” (1 = *not at all*; 5 = *extremely*). A
251 single manipulation check index of perceived interaction quantity was computed by reverse-
252 coding the response to the first item, then taking the average of both items ($r_{\text{Spearman-Brown}}$
253 = .88; Eisinga et al., 2012).

254 **Job satisfaction.** Participants indicated their agreement with three items: (1) “I would
255 enjoy the working environment.” (2) “The job would be ideal for me.” (3) “I would want to
256 quit and find a different job.” (1 = *not at all*; 5 = *extremely*). Item 3 was reverse coded and
257 the average of the three items taken to provide a single index such that higher average
258 responses reflected greater anticipated job satisfaction ($\alpha = .94$).

259 **Need satisfaction at work.** Drawing on the belonging literature, we used a brief
260 version of the need satisfaction scale (Williams, 2009), with one item per need, assessing
261 participants’ anticipated need satisfaction for belonging (“I would feel disconnected”), self-
262 esteem (“My self-esteem would be high”), meaningful existence (“I would feel invisible”),
263 and control (“I would feel I have control over my social situation”). All items were rated on a
264 5-point scale (1 = *not at all*, 5 = *extremely*). Items were recoded when necessary, and
265 averaged to provide a single index for need satisfaction ($\alpha = .88$).

266 **Affect at work.** We used 12 items to assess participants’ anticipated affect at work:
267 good, bad, angry, sad, stressed, excited, motivated, supported, unsatisfied, suffocated,
268 frustrated, exhausted. All items were rated on a 5-point scale (1 = *not at all*, 5 = *very much*).
269 Items were recoded when necessary, and averaged to provide a single index for affect with
270 higher values indicating more positivity ($\alpha = .92$).

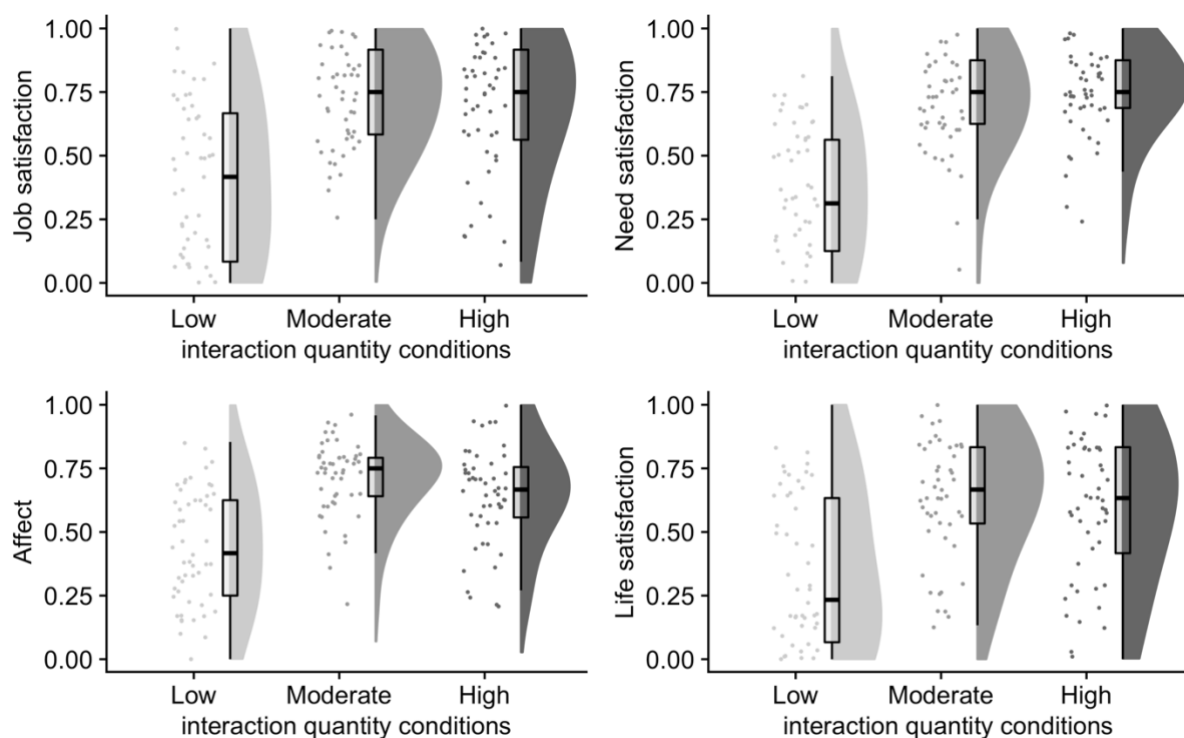
271 **Life satisfaction.** We adapted the Satisfaction with Life Scale (Diener et al., 1985) to
 272 measure participants' anticipated overall life satisfaction. The original scale consists of 5
 273 items rated on a 7-point scale (e.g., "In most ways my life is close to my ideal." 1 = *strongly*
 274 *disagree*; 7 = *strongly agree*). All items were re-worded to subjunctive tense ("In most ways
 275 my life would be close to my ideal.") and their responses were averaged to form a single
 276 indicator of life satisfaction ($\alpha = .96$).

277 Results

278 A visual inspection of the data is presented in Figure 1, using raincloud plots (a
 279 combination of raw data points, a boxplot, and a half violin plot illustrating the data
 280 distribution; Allen et al., 2019).

281 Figure 1

282 *Interaction quantity and well-being outcomes (Study 1)*



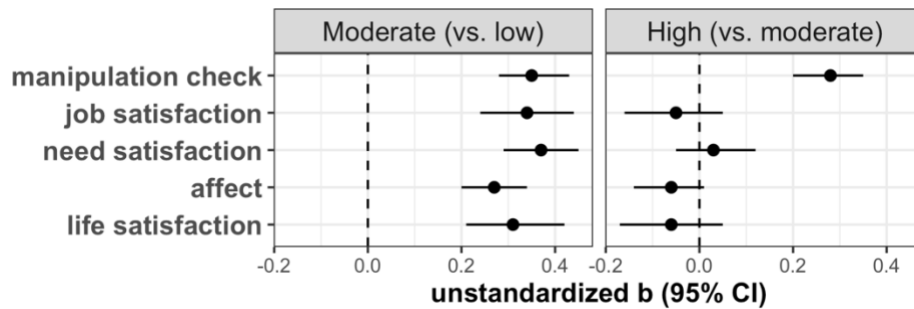
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284 We tested the effect of the conditions on the index of manipulation check and the
 285 well-being outcomes. For all analyses, we estimated regression models with the experimental

286 conditions (two dummy coded variables) as predictors. The reference category depended on
 287 the effect of interest (i.e., moderate vs. low, high vs. moderate), and is specified in Figure 2,
 288 in which the unstandardized coefficients are plotted.

289 **Figure 2**

290 *Regression models predicting each outcome variable from the conditions (Study 1)*



291 As shown in Figure 2, our manipulation was successful with similar estimates across
 292 both comparisons. Across all four outcomes, participants' well-being increased from the low-
 293 quantity condition to the moderate-quantity condition as expected from the existing literature;
 294 however, there was no evidence suggesting that well-being levels differed between the
 295 moderate and high conditions.

296 **Discussion**

297 Study 1 provided initial support for the Diminishing Returns Hypothesis: Increasing
 298 interaction quantity from low to moderate improved well-being, but increasing interaction
 299 quantity from moderate to high did not further increase (or decrease) well-being. While this
 300 study provided an experimental test of our hypotheses (which suggested a causal
 301 relationship), using an undergraduate student sample and a laboratory task undermined its
 302 external validity. To address this limitation, in the next study, we conducted secondary data
 303 analyses of a large-scale dataset of nationally representative adult samples from 29 European
 304 countries.

305 **Study 2**

306 We used data from a large international survey project on Europeans' values and
307 attitudes: the European Social Survey (ESS, 2018). Every two years since 2002, ESS recruits
308 new nationally representative samples in 36 European countries. Participants are recruited
309 using a random probability sample, with a minimal sample size of 1,500 respondents per
310 country (or 800 in countries with the total population of less than 2 million). Respondents are
311 interviewed in a face-to-face mode. The data can be downloaded from here:
312 <https://www.europeansocialsurvey.org/about/>.

313 **Method**

314 **Participants.** We analyzed data from all waves that included our focal variables
315 (interaction quantity and subjective well-being): waves 3 (year 2006), 6 (year 2012), and 7
316 (year 2014). After removing individuals with missing values on the key variables, the final
317 sample consisted of 129,228 individuals ($M_{age} = 47.76$, $SD_{age} = 18.47$, 46.1% male) from 29
318 countries. See Supplementary Table 1 for the list of countries and descriptive statistics by
319 country.

320 **Measures.**

321 **Interaction quantity.** We used one item to assess interaction quantity. Participants
322 were asked to indicate how often they meet socially with friends, relatives, or work
323 colleagues. Response options were: 1 = *never*, 2 = *less than once a month*, 3 = *once a month*,
324 4 = *several times a month*, 5 = *once a week*, 6 = *several times a week*, 7 = *every day*. Among
325 this sample, the average social frequency was about once a week ($M = 4.88$, $SD = 1.59$). To
326 identify potential influential outliers, histograms representing the distributions of the
327 interaction quantity indicators in this study and all subsequent studies are presented in
328 Supplementary Figure 6. For brevity, we will not repeat this information below, except when
329 outliers were identified (Studies 3 and 5).

330 **Psychological well-being.** We used three measures to assess psychological well-
331 being: happiness, life satisfaction, and affect during the past week. Happiness was measured
332 with one item: “Taking all things together, how happy would you say you are?” (0 =
333 *extremely unhappy*, 10 = *extremely happy*). Life satisfaction was measured with one item:
334 “All things considered, how satisfied are you with your life as a whole nowadays?” (0 =
335 *extremely dissatisfied*; 10 = *extremely satisfied*). Affect was measured using eight items.
336 Participants indicated how much of the time during the past week: (1) they felt depressed, (2)
337 they felt that everything they did was an effort, (3) their sleep was restless, (4) they felt
338 lonely, (5) they felt sad, (6) they could not get going, (7) they felt happy, and (8) they
339 enjoyed life. Responses were given on a 4-point scale (1 = *none or almost none of the time*, 2
340 = *some of the time*, 3 = *most of the time*, 4 = *all or almost all of the time*). Items were recoded
341 when necessary and averaged to form a single index of affect with higher values reflecting
342 more positivity ($\alpha = 0.84$).

343 **Covariates.** We used the following socio-demographic and economic variables as
344 covariates: gender (female, male), age (in years), education (number of years), employment
345 status (categories: employed, unemployed, student, retired, other), marital status (categories:
346 married or in a civil partnership, divorced or separated, widowed, and never married/never in
347 a civil partnership), and household income (“Which of the descriptions on this card comes
348 closest to how you feel about your household’s income nowadays?” 1 = *Living comfortably*
349 *on present income*, 2 = *Coping on present income*, 3 = *Finding it difficult on present income*,
350 4 = *Finding it very difficult on present income*; recoded such that higher values correspond to
351 a higher income¹).

352

¹ This was the only measure of income that was included in all the waves without changes in phrasing or response options.

353 Analytic Plan

354 To evaluate the nonlinear relation between interaction quantity (predictor) and
355 psychological well-being (outcome), we used two different analytic approaches. In the first
356 approach, we fitted a quadratic regression model, commonly used for detecting nonlinear
357 effects (e.g., Nickel et al., 2019; Vergauwe et al., 2018). To account for the clustered nature
358 of the data (participants are clustered within both countries and waves), we estimated
359 random-intercepts for each country and each wave in a cross-classified multilevel model.
360 Because the variance of the random intercepts for waves was negligible (across models,
361 variance <0.00017), for model parsimony, we refitted a model with only the random
362 intercepts for each country. Models were estimated either without or with covariates: Model
363 1 included only the linear and quadratic (i.e., squared) terms of interaction quantity as
364 predictors; Model 2 additionally included the covariates described above. The interaction
365 quantity scores were mean-centered so that the linear and squared term of interaction quantity
366 were orthogonal. Significant squared terms of interaction quantity would indicate the
367 presence of a nonlinear effect.²

368 The first analytic approach detects the presence (or absence) of nonlinearity.
369 However, this approach assumes a quadratic relationship that forces the parabola to bend at a
370 single turning point and be symmetric around said point. This assumption prevents us from
371 evaluating the two competing hypotheses regarding the shape of the curve. In fact, as
372 demonstrated in simulation studies, the quadratic regression approach for testing a U-shaped
373 effect has a high false positive rate (Simonsohn, 2018). To address this limitation, a “two-
374 lines” approach that estimates separate line segments within two sub-intervals (low vs. high)
375 of the predictor has been proposed as a valid method to evaluate the shape of the nonlinear
376 curve (Simonsohn, 2018). This approach has been increasingly adopted in various areas of

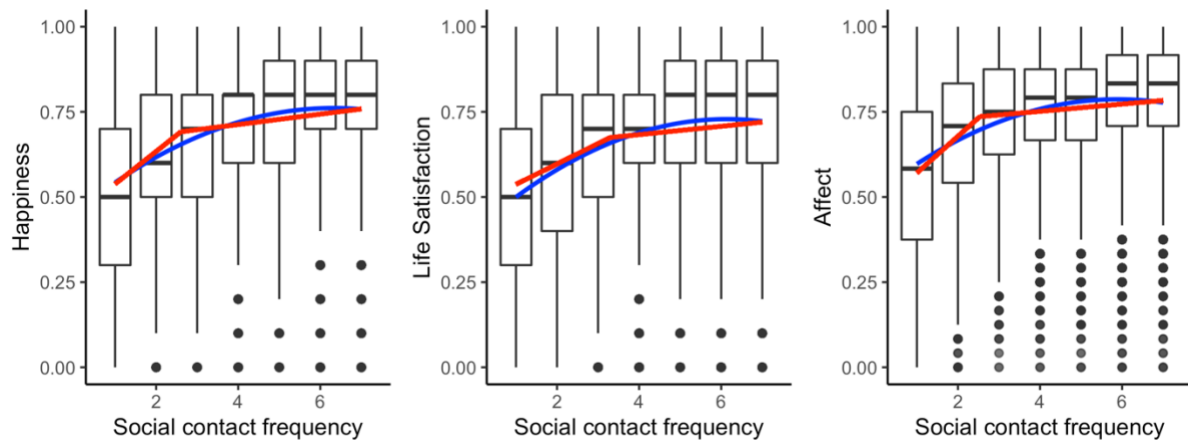
² For completeness, inflection points are calculated and provided in Supplementary Materials.

377 psychological research (e.g., Gula et al., 2021; Jordan et al., 2019; Nickel et al., 2019; Nook
378 et al., 2018; Zmigrod et al., 2019). In our analyses, we used segmented multilevel models
379 (Muggeo et al., 2014), a “two lines” approach which takes into account the nested structure
380 of the data. Using the functions in Muggeo et al. (2014), we first estimated the location of the
381 so-called “breakpoint,” and then the segment slopes before and after the breakpoint. We refer
382 interested readers to Muggeo (2008) for technical details. Such an approach allowed us to
383 evaluate the possibly different relations between interaction quantity and well-being at either
384 the low or high values of interaction quantity. We expect the slope of the first line segment
385 (at low values of interaction quantity) to be positive based on established evidence from past
386 research, such that increasing interaction quantity from low to moderate is associated with
387 higher well-being. Critically, for the second line segment (at high values of interaction
388 quantity), a positive slope of reduced magnitude (or a slope that is statistically
389 indistinguishable from zero) would support the Diminishing Returns Hypothesis, whereas a
390 (statistically significant) negative slope would support the Inverted-U Hypothesis.

391 **Results**

392 A visual inspection of the data is presented in Figure 3. Below we present the results
393 from each analytic approach in turn.³

³ Because the interaction quantity indicator had seven discrete levels, we additionally used pairwise comparison tests (as implemented in the package *LmerTest*, Kuznetsova et al., 2017) to estimate the differences in the well-being outcomes between the levels. Results support the same conclusions of our primary analyses. See Supplementary Materials for details.

394 **Figure 3**395 *Interaction quantity and well-being outcomes (Study 2)*

396 *Note.* The superimposed blue line represents the predictions from the quadratic model

397 (without covariates); the red line represents the predictions from the segmented model. The

398 horizontal axis represents social contact frequency (1 = *never*, 2 = *less than once a month*, 3

399 = *once a month*, 4 = *several times a month*, 5 = *once a week*, 6 = *several times a week*, 7 =

400 *every day*).

401 **Quadratic models.** Across the outcome variables, the linear terms of interaction

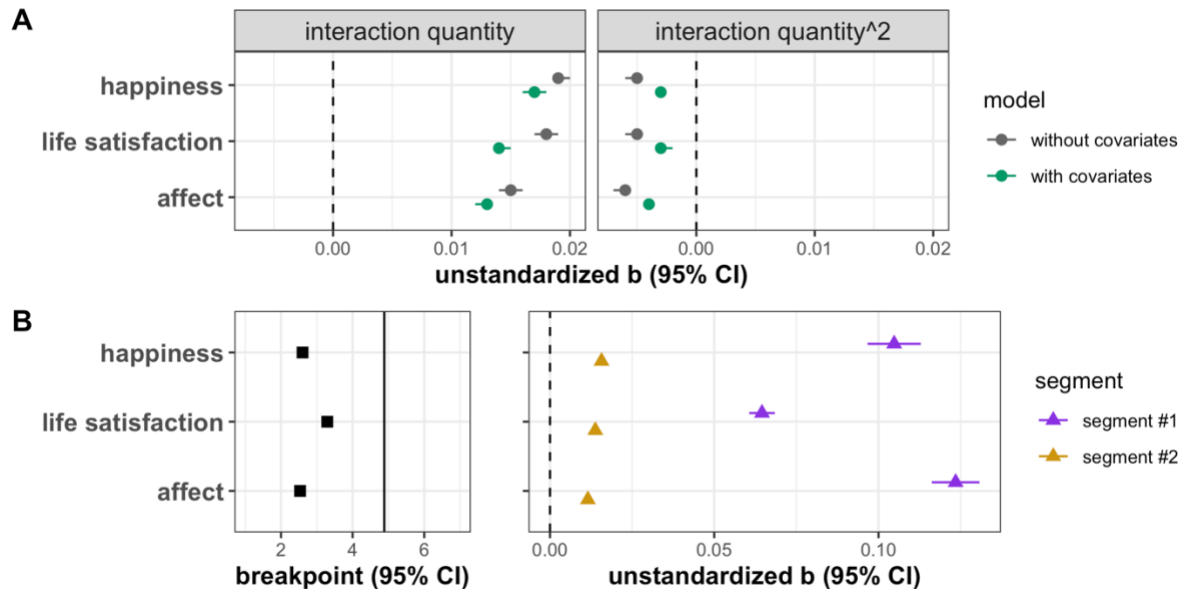
402 quantity were significant; critically, the quadratic terms of interaction quantity were also

403 significant, providing support for the nonlinear effect of interaction quantity. These findings

404 were robust to adjusting for the covariates listed above. The unstandardized regression

405 coefficients are presented in Figure 4, Panel A.

406 **Figure 4**
 407 *Quadratic models (Panel A) and segmented models (Panel B) for each outcome variable*
 408 *(Study 2)*



409 *Note.* 95% CI for all effects are plotted but may not be visible due to the small range relative
 410 to the size of the plotted point estimate. Breakpoints are plotted on the full range of
 411 interaction quantity (1 = *never*, 2 = *less than once a month*, 3 = *once a month*, 4 = *several*
 412 *times a month*, 5 = *once a week*, 6 = *several times a week*, 7 = *every day*). The solid vertical
 413 line represents the sample mean.

414 **Segmented models.** For each of the three outcome variables, a breakpoint for
 415 interaction quantity at around “once a month” (interaction quantity = 3) was detected. Across
 416 all three outcome variables, the slopes of the first line segments (before the breakpoint) were
 417 consistently positive; the slopes of the second line segments (after the breakpoint) continued
 418 to be positive, but their magnitudes were substantially reduced. For example, when
 419 considering happiness, the magnitude of the slopes was reduced from 0.11 (first segment) to
 420 0.02 (second segment), a decrease by 82%. In other words, a unit increase in interaction
 421 quantity was associated with an 11% increase in happiness, but only up to “once a month”; a
 422 unit increase in interaction quantity beyond “once a month” was associated with only a 2%

423 increase in happiness. All breakpoint estimates and segment slopes are presented in Figure 4,
424 Panel B.

425 **Discussion**

426 Using nationally representative samples across 29 European countries, we uncovered
427 a nonlinear association between interaction quantity and psychological well-being. The
428 nonlinear pattern supports the Diminishing Returns Hypothesis rather than the Inverted U
429 Hypothesis: increasing interaction quantity at the low end of the spectrum (from “never” to
430 “once a month”) was associated with greater well-being; this association became much
431 smaller at the high end of the spectrum (beyond “once a month”), but did not turn negative.

432 **Study 3**

433 In Study 3, we analyzed a publicly available dataset of a social network experiment,
434 conducted among student participants across 57 public middle schools in New Jersey, the
435 United States (Paluck et al., 2019). This study extends the findings of Study 2 in two ways.
436 First, instead of using a self-reported measure of interaction quantity, here we leveraged each
437 school’s network of peer interactions uncovered using a round robin design based on self-
438 and other-reports, and calculated the number of unique ties (one tie indicates one peer
439 interacted with) as a more objective indicator of interaction quantity. Second, we tested our
440 hypotheses regarding the relation between interaction quantity and well-being in a non-adult
441 population: middle school students.

442 Participants were surveyed twice: before (time 1) and after (time 2) an anti-conflict
443 intervention (see Paluck et al., 2016, for details of the intervention). For the purpose of this
444 research, we focused on time 1 data.

445 **Method**

446 **Participants.** A total of 24,471 students from 57 schools completed the survey. The
447 social networks of each school were uncovered among 24,286 students after removing 185

448 students with missing identification numbers. For data analysis, 2,123 were further removed
449 on the basis of having missing values on our key variables of interest. The final sample thus
450 consisted of 22,162 students (49.8% female; $M_{\text{age}} = 12.00$, $SD = 1.06$).

451 **Procedure and measures.** The data were collected at the beginning of a school year,
452 about three weeks after school started. Students within each school completed a survey at the
453 same time of a given day.

454 *Interaction quantity.* Each student was asked to report which other students (up to
455 ten) in their school they chose to spend time with in the past few weeks (Paluck et al., 2016).
456 Using this question, networks of social interactions within each school were uncovered: Two
457 students were connected if at least one of them reported the other as an interaction partner
458 (e.g., students A and B were connected if either A reported having spent time with B, or B
459 reported having spent time with A, or both). The number of each student's social ties was
460 used as an indicator of interaction quantity. Among this sample, the average number of ties
461 was 11.48 ($SD = 4.75$, range: 0-41). Visually inspecting a histogram (Supplementary Figure
462 6) representing the distribution of the interaction quantity index shows a positively skewed
463 distribution with clear outliers. Specifically, 99% of the students had 23 or fewer ties but 1%
464 had at least 24 ties and as many as 41 ties; the interaction quantity index for these outlying
465 individuals were truncated to 23 ties to reduce their influence on the results. In the following
466 we report analyses after outliers were recoded, but note that the results were consistent in
467 analyses before recoding the outliers (see Supplementary Materials).

468 *Well-being at school.* We combined three single-indicator variables to form a
469 composite for students' overall well-being at school. Participants were asked to report
470 whether they agree with the statements based on what they think: (1) "I feel like I belong at
471 this school." (2) "I have stayed home from school because of problems with other students."
472 (3) "During the past month, I have often been bothered by feeling sad and down". Each item

473 was measured using a dichotomous response format. The items were recoded when necessary
 474 and averaged to form a composite so that higher values reflected greater well-being.⁴

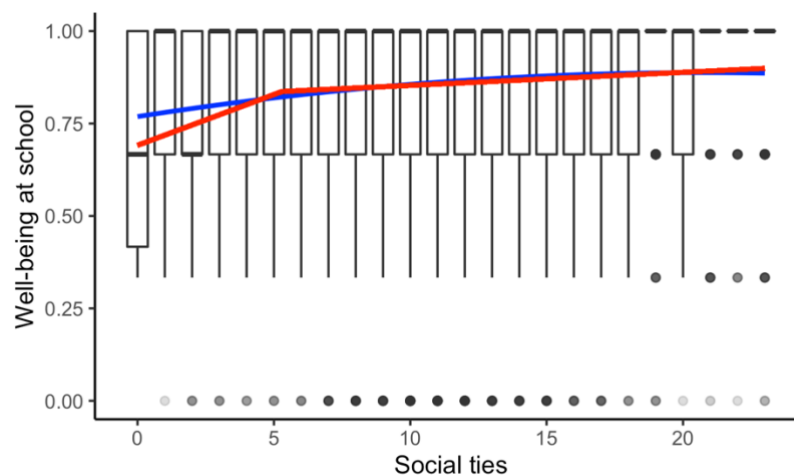
475 **Covariates.** We included basic demographic variables: age (in years), gender (female,
 476 male), grade (5th grade, 6th grade, 7th grade, 8th grade), ethnicity (white, nonwhite); and one
 477 variable that is a likely confounder of the number of social ties and students' well-being at
 478 school: whether or not they were new to the school.

479 Results

480 A visual inspection of the data is presented in Figure 5. Following the analytic plan of
 481 Study 2, we estimated both the quadratic regression model, and the segmented model. To
 482 account for the clustered nature of the data (students are clustered within schools), we fitted
 483 multilevel models with random intercepts for each school.

484 Figure 5

485 *Interaction quantity and well-being at school (Study 3)*



486 *Note.* The superimposed blue line represents the predictions from the quadratic models
 487 (without covariates); the red line represents the predictions from the segmented model.

488 **Quadratic models.** The linear term of interaction quantity was significant; critically,
 489 the quadratic term was also significant, providing support for the nonlinear effect of

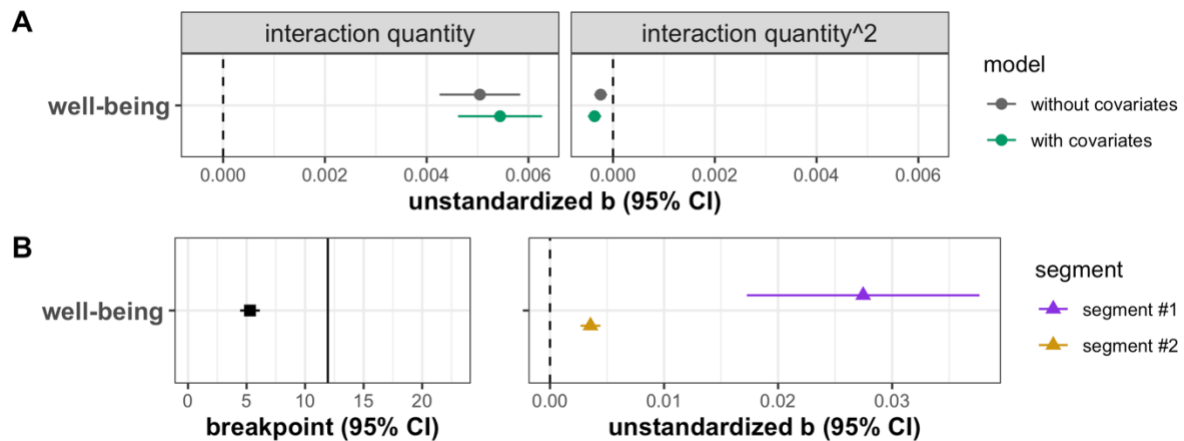
⁴ Because this was a composite variable (a linear combination of three variables which do not necessarily correlate with one another; Bollen & Bauldry, 2011), Cronbach alpha was not computed.

490 interaction quantity. These findings were robust to adjusting for the covariates listed above.

491 See Figure 6, Panel A.

492 **Figure 6**

493 *Quadratic models (Panel A) and segmented models (Panel B; Study 3)*



494 *Note.* 95% CI for all effects are plotted but may not be visible due to the small range relative
 495 to the plotted point estimate. The breakpoint is plotted on the full range of recoded interaction
 496 quantity (0-23). The solid vertical line represents the sample mean.

497 **Segmented models.** A breakpoint for interaction quantity at around five social ties
 498 was detected. The slope of the first line segment was positive; the slope of the second line
 499 segment was positive but smaller in magnitude. Concretely, up to five social ties, an increase
 500 of one social tie was associated with a 2.7% increase in well-being; beyond five ties, an
 501 increase of one social tie was associated with only a 0.4% increase in well-being. See Figure
 502 6, Panel B.

503 **Discussion**

504 Using a sample of students from 57 middle schools, we uncovered a nonlinear
 505 association between students' interaction quantity at school and their overall well-being at
 506 school. The nonlinear pattern was consistent with the results of Studies 1 and 2 and supports
 507 the Diminishing Returns Hypothesis, rather than the Inverted U Hypothesis: increasing
 508 interaction quantity on the low end of the spectrum (from zero to five ties) was associated

509 with greater well-being; on the high end of the spectrum (beyond five ties), well-being
510 benefits diminished.

511 **Study 4**

512 Moving beyond the laboratory experiment (Study 1) and single assessment methods
513 (Studies 2 and 3), in Study 4, we investigated social interactions as they occurred in daily life
514 using a diary method. Participants in this study reported how much time they spent with
515 others, and their well-being, on a daily basis over a seven-day period. Using these data
516 allowed us to understand the relation between interaction quantity and well-being as it
517 occurred in vivo.

518 **Method**

519 **Participants.** We recruited participants on Amazon Mechanical Turk (MTurk). A
520 total of 536 participants took part in an intake survey; 31 failed the attention check. The
521 remaining 505 participants were invited to take part in a seven-day long diary study. Of these
522 participants, 461 completed at least one daily assessment and constituted our final sample
523 (243 male; $M_{age} = 36.50$, $SD_{age} = 11.51$; one did not report age). Participants in our final
524 sample completed an average of 5.56 assessments ($SD = 1.88$) and 50.1% of the sample
525 completed all seven assessments. In total, 3,227 observations were recorded; 665 were further
526 removed for having missing ($n = 664$) or erroneous values ($n = 1$; the time spent interacting
527 with others was reported as 25 hours out of the past 24 hours) on the key variables of interest.
528 Our analyses were based on 2,562 observations.

529 **Procedure and measures.** Every day, for a period of seven days, participants
530 received a link to a daily assessment. The link was sent at 4pm Eastern Standard Time and
531 was active for 24 hours. Most participants completed the daily assessment within 3.62 ($SD =$
532 4.76) hours after receiving the link.

533 **Daily interaction quantity.** Participants reported the number of hours within the past
534 24 hours they spent interacting with other people. Of all observations, the average number of
535 social hours was 9.65 ($SD = 5.95$; range: 0-24).

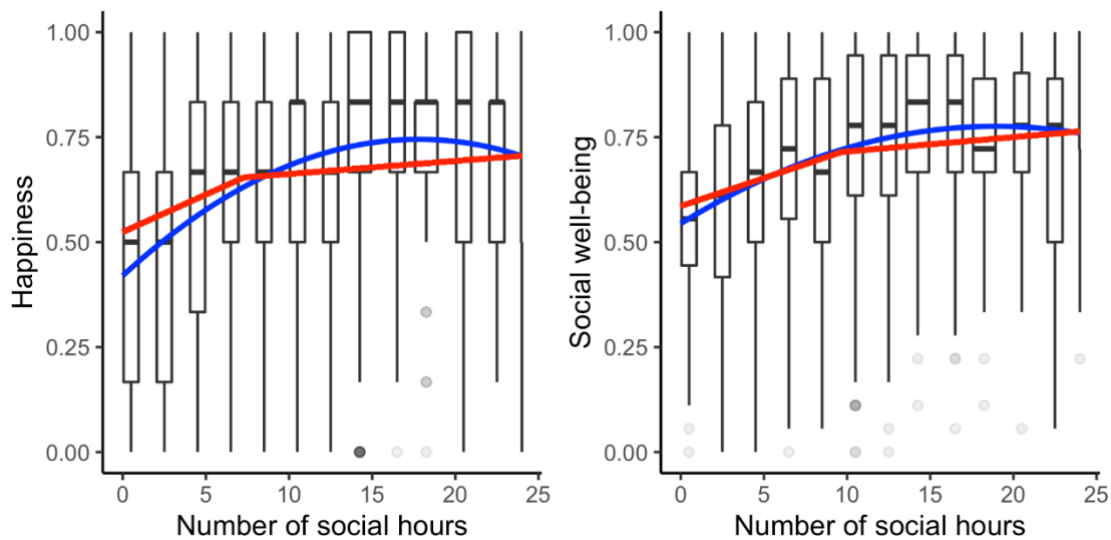
536 **Daily well-being.** We used two measures to assess psychological well-being:
537 happiness and social well-being. Happiness was measured by asking participants to indicate
538 to what extent they “felt happy” within the past 24 hours. Social well-being was measured by
539 asking participants to indicate to what extent they “felt lonely,” “felt close to the people
540 around you,” and “felt annoyed with other people,” within the past 24 hours. All measures
541 used a 7-point scale (1 = *not at all*, 7 = *a lot*). Items for social well-being were reverse coded
542 when necessary and averaged to provide a single index so that higher values reflected greater
543 daily social well-being ($\alpha = 0.58$).⁵

544 **Covariates.** Consistent with other studies, we included the standard demographic
545 variables: age (in years), gender (female, male), relationship status (categories: living
546 together with my partner or spouse, dating, single, other), employment status (categories:
547 full-time employed, part-time employed, self-employed, student, retired, unemployed,
548 housekeeper, other), the highest educational level attained (categories: did not complete high
549 school, completed high school, have a college degree).

550 **Results**

551 A visual inspection of the data is presented in Figure 7. Following the analytic plan of
552 Study 2, we estimated both the quadratic regression model, and the segmented model. To
553 account for the repeated measures within each individual, we fitted multilevel models with
554 random intercepts for each participant.

⁵ Social well-being had relatively low estimates of internal consistency in Studies 4 and 5. This is not uncommon for short scales that cover a broad construct (e.g., Gosling et al., 2003).

555 **Figure 7**556 *Interaction quantity and well-being (Study 4)*

557 *Note.* The superimposed blue line represents the predictions from the quadratic models
 558 (without covariates); the red line represents the predictions from the segmented models.

559 **Quadratic models.** The linear terms of interaction quantity were significant;
 560 critically, the quadratic terms were also significant, providing support for the nonlinear effect
 561 of interaction quantity. These findings were robust to adjusting for the covariates listed
 562 above. See Figure 8, Panel A.

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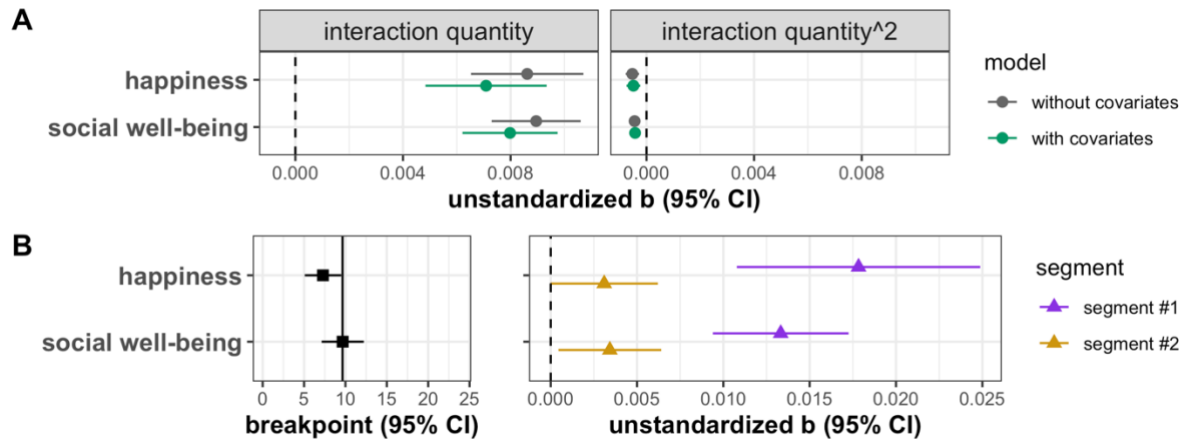
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573 **Figure 8**574 *Quadratic models (Panel A) and segmented models (Panel B) for each outcome variable*575 *(Study 4)*

576 *Note.* 95% CI for all effects are plotted but may not be visible due to the small range relative
 577 to the size of the plotted point estimate. Breakpoints are plotted on the full range of
 578 interaction quantity (0-24). The solid vertical line represents the sample mean.

579 **Segmented models.** For the happiness outcome, a breakpoint at seven hours was
 580 detected: the first line segment was positive, whereas the second line segment was not
 581 statistically significant. In other words, an increase of one hour spent interacting with other
 582 people, up to seven hours, was associated with a 1.8% increase in happiness; any increase in
 583 time spent socializing beyond seven hours was no longer associated with changes in
 584 happiness. For social well-being, a breakpoint at 10 hours was detected: although both line
 585 segments were positive, the magnitude reduced by 77%. In other words, an increase of one
 586 hour spent interacting with other people, up to 10 hours, was associated with a 1.3% increase
 587 in social well-being; whereas an increase of one hour beyond 10 hours was only associated
 588 with a 0.3% increase in social well-being. See Figure 8, Panel B.

589 **Discussion**

590 Using daily diary data, we replicated the nonlinear association between interaction
 591 quantity and well-being. Increasing interaction quantity on the low end of the spectrum (from

592 zero to 10 hours of socializing) was associated with greater well-being; on the high end of the
593 spectrum (beyond 10 hours), well-being benefits of socializing were nearly negligible (social
594 well-being) or statistically indistinguishable from zero (happiness). The results of this study
595 provided further support to the Diminishing Returns Hypothesis, but not the Inverted U
596 Hypothesis.

597 **Study 5**

598 Across Studies 1-4, we have observed no evidence for the potential negative impact
599 of high (vs. moderate) interaction quantity under the Inverted U Hypothesis. One possible
600 reason is that the indicators of interaction quantity used in the aforementioned studies (e.g.,
601 social contact frequency, number of social ties) are not particularly well-suited to capture the
602 demanding aspects of social interactions, which may drain well-being (e.g., Cichy et al.,
603 2014). Therefore, in Study 5, we used a different indicator of interaction quantity that might
604 better reflect the demanding aspects of social interactions: the number of distinct social
605 groups (e.g., romantic partner, friends, colleagues) one interacted with in a short period of
606 time. Individuals usually have multiple identities linked to other target groups (Ashforth &
607 Johnson, 2001), and interacting with a given target group activates the associated identity.
608 For example, interactions with one's spouse could activate their identity as a romantic
609 partner; interactions with one's children could activate their identity as a parent; and
610 interactions with one's colleagues could activate their professional identity. Although having
611 a greater number of social identities has been shown to enhance well-being (Iyer et al., 2009;
612 Jetten et al., 2015), engaging in social interactions with a greater number of distinct target
613 groups within a short period of time may drain well-being, as people would need to navigate
614 multiple and potentially conflicting identities (Brook et al., 2008).

615 We used an experience sampling method. Participants reported the different social
616 groups they interacted with in the past hour (the number of distinct target groups was

617 computed as the interaction quantity index), and their well-being in the past hour, up to five
618 times per day, for seven days.

619 **Method**

620 **Participants.** We recruited a sample of United Kingdom residents on Prolific
621 Academic for a week-long experience sampling study. A total of 454 participants completed
622 the intake survey; 146 failed an attention check. On the following day, the remaining 308
623 participants were invited to take part in a seven-day long experience sampling study. Of these
624 invited participants, 272 participants (88%) completed at least one assessment and constituted
625 our final sample (68 male; $M_{\text{age}} = 34.33$, $SD_{\text{age}} = 12.47$; seven did not report gender or age).
626 Participants in our final sample completed an average of 29.2 assessments ($SD = 7.76$) and
627 67% completed 30 assessments or more out of a total of 35 possible assessments. In total,
628 7,943 observations were recorded.

629 **Procedure and measures.** Participants first completed an intake survey and were
630 provided with instructions on how to access the study via a smartphone application for the
631 daily surveys. For seven consecutive days following intake, participants received five time-
632 triggered push notifications on the smartphone application per day to fill out momentary
633 assessments. The notifications were sent randomly within each of the following time
634 intervals: 9:20-11:40 (first assessment), 11:40-14:00 (second assessment), 14:00-16:20 (third
635 assessment), 16:20-18:40 (fourth assessment), 18:40-21:00 (fifth assessment). Each survey
636 stayed active for 80 minutes.

637 **Momentary interaction quantity.** Participants were asked to report whether they were
638 interacting with others in the past hour, and if so, with whom they had been interacting. They
639 were provided with a list of eight possible target groups and asked to check all that apply:
640 spouse/partner, friend(s), colleague(s), client(s)/customer(s)/pupil(s)/student(s)/patient(s),
641 child(ren) (also adoptive or stepchild(ren)), parents/relatives, supervisor/teacher/trainer, and

642 other. The number of target groups participants interacted with were used as an indicator of
643 the interaction quantity of the past hour. Of all observations, the average number of interacted
644 groups was 1.23 ($SD = 0.93$, range: 0-6). Visually inspecting a histogram (Supplementary
645 Figure 6) representing the distribution of the interaction quantity index shows a positively
646 skewed distribution with clear outliers. Specifically, 99% of the episodes involved three or
647 fewer groups but 1% involved four or more groups. Consistent with Study 3, the number of
648 episodes for the outlying individuals were truncated to 3 to avoid potentially influencing the
649 results. We report analyses after outliers were recoded, but note that the results were
650 consistent in analyses before recoding the outliers (see Supplementary Materials).

651 ***Momentary well-being.*** We used three measures to assess psychological well-being:
652 happiness, life satisfaction, and social well-being. Happiness was measured by asking
653 participants to indicate to what extent they “have felt happy” in the past hour. Life
654 satisfaction was measured by asking participants to indicate to what extent they “have felt
655 satisfied with life” in the past hour. Social well-being was measured using two items (“I have
656 felt lonely,” and “I have felt connected”). A single index of social well-being was computed
657 by reverse-coding the response to the first item, then taking the average of both items
658 ($r_{\text{Spearman-Brown}} = .42$; Eisinga et al., 2012). All measures used a 5-point scale (1 = *not at all*, 5
659 = *a great deal*).

660 ***Covariates.*** We included the standard demographic variables collected from the
661 intake survey: age (in years), gender (female, male), relationship status (categories:
662 married/living together with a partner, in a committed relationship but not living together,
663 dating, single), employment status (categories: work [home office], work [no home office],
664 unemployed, student, retired, other), the highest educational level attained (categories: less
665 than high school degree, high school graduate, some college but no degree, associate degree
666 in college, Bachelor’s degree in college, Master’s degree, Doctoral degree, Professional

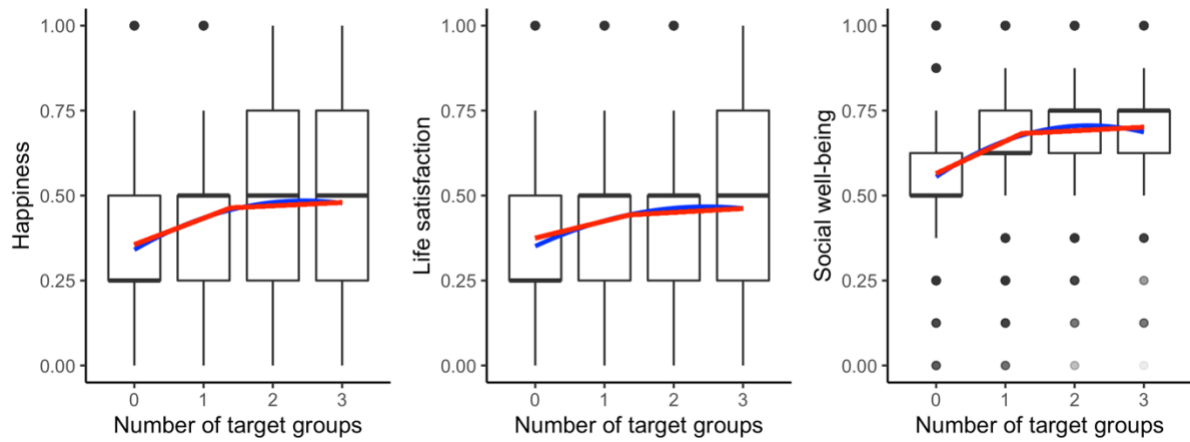
667 degree), household income (12 options were provided, ranging from 1= Less than \$10,000 to
668 12=\$150,000 or more).

669 Because this dataset was collected in August 2020, during the ongoing pandemic of
670 COVID-19, we measured additional covariates that may have affected participants'
671 psychological well-being: perceived threat of COVID-19 to personal health, perceived threat
672 of COVID-19 to financial safety, perceived threat of COVID-19 to day-to-day life, diagnose
673 of COVID-19, suspicion of COVID-19 infection, living alone, and care-taking duties. The
674 first three items were measured using a 4-point scale (1 = *not a threat*, 4 = *major threat*); the
675 last four items were measured using a dichotomous response format (yes or no).

676 **Results**

677 A visual inspection of the data is presented in Figure 9. Following the analytic plan of
678 Study 2, we estimated the quadratic regression model and the segmented model⁶. To account
679 for the repeated measures within each individual, we fitted multilevel models with random
680 intercepts for each participant.

⁶ Same as in Study 2, because the interaction quantity indicator had discrete levels, we conducted pairwise comparison tests. Results support the same conclusions of our primary analyses. See Supplementary Materials.

681 **Figure 9**682 *Interaction quantity and well-being (Study 5)*

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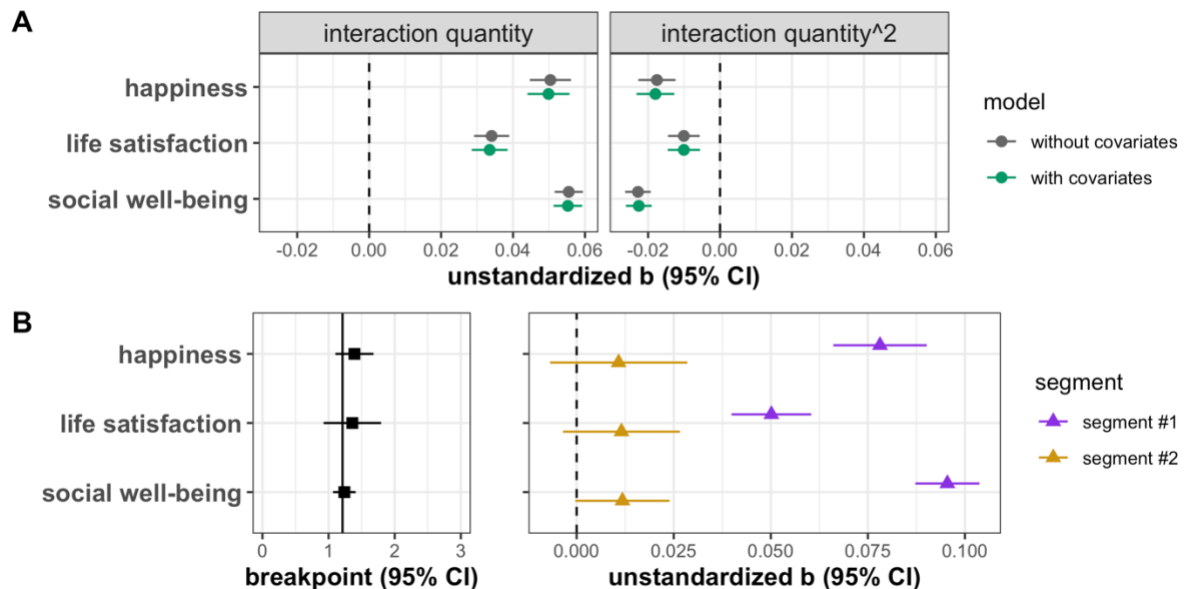
684 *Note.* The superimposed blue line represents the predictions from the quadratic models

685 (without covariates); the red line represents the predictions from the segmented models.

686 **Quadratic models.** Both the linear and the quadratic terms of interaction quantity

687 reached significance across all outcome variables. These results are robust to adjusting for

688 covariates. See Figure 10, Panel A.

689 **Figure 10**690 *Quadratic models (Panel A) and segmented models (Panel B) for each outcome variable*691 *(Study 5)*

692 *Note.* 95% CI for all effects are plotted but may not be visible due to the small range relative
 693 to the size of the plotted point estimate. Breakpoints are plotted on the full range of recoded
 694 interaction quantity (0-3). The solid vertical line represents the sample mean.

695 **Segmented models.** Consistently across all three outcome variables, a breakpoint
 696 between one and two target groups (on average, 1.4) was detected; the slope of the first
 697 segment was positive, whereas the slope of the second segment was statistically
 698 indistinguishable from zero. That is, interacting with one target group (as compared to no
 699 interactions) in a given hour was associated with better well-being during that time; but
 700 interacting with a greater number of groups was no longer associated with changes in well-
 701 being. See Figure 10, Panel B.⁷

702 **Discussion**

703 Using an experience sampling method, we sought to maximize the possibility of

⁷ At the request a reviewer, we explored the lagged effect of interaction quantity on well-being. See Supplementary Materials.

704 detecting evidence in favor of an inverted-U trend by focusing on the number of different
705 social groups people interact with in a given hour. Interacting with a greater number of social
706 groups within a short period of time can be demanding and could potentially lead to reduced
707 well-being. Nonetheless, consistent with the previous studies thus far, the nonlinear
708 association between momentary interaction quantity and momentary well-being provided
709 support for the Diminishing Returns Hypothesis but not the Inverted U Hypothesis: Increases
710 in the number of social interaction groups beyond a certain point was no longer associated
711 with changes in well-being outcomes.

712 **Study 6**

713 Studies 2-5 presented evidence for the concurrent associations between interaction
714 quantity and well-being using cross-sectional survey data (Studies 2 and 3), or observing
715 participants repeatedly over short periods of time (one week; Studies 4 and 5). Does the
716 nonlinearity then extend to the associations between interaction quantity and well-being
717 assessed over more extensive periods of time? In Study 6 we evaluated this possibility using
718 a 10-year long panel study of a nationally representative panel study of Dutch adults:
719 Longitudinal Internet Studies for the Social Sciences (LISS Panel). The data can be
720 downloaded from <https://www.lissdata.nl/about-panel>.

721 **Method**

722 **Participants.** Every year, panel members complete surveys on different topics,
723 referred to as modules, at different time points throughout the year. We combined data from
724 two modules: Social Integration and Leisure, and Personality, collected from 10 waves
725 (annually from 2008 to 2018). The measures of interaction quantity temporally preceded
726 measures of psychological well-being within each year for almost all participants, with the
727 exception of less than 1% of participants in only two particular years (see Supplementary
728 Table 2 for more details). We removed these participants from our analyses to ensure the

729 temporal precedence of the predictor (interaction quantity) and outcomes (well-being). After
730 removing the missing values on the key variables, our final sample consisted of 42,386
731 observations from 9,555 individuals ($M_{\text{age in 2008}} = 48.2$, $SD_{\text{age in 2008}} = 17.78$; 46.0% male).

732 **Measures.**

733 ***Interaction quantity.*** We combined three items to assess interaction quantity.

734 Participants reported how often they spent an evening with family (excluding members of
735 their household), someone from the neighborhood, and friends outside their neighborhood.
736 Response options were: 1 = *almost every day*, 2 = *once or twice a week*, 3 = *a few times per*
737 *month*, 4 = *about once a month*, 5 = *a number of times per year*, 6 = *about once a year*, 7 =
738 *never*. All three items were reverse coded and averaged to form a composite with higher
739 values reflecting higher quantity of social interactions.⁸ Of all observations, the average
740 social frequency was about once a month ($M = 3.87$, $SD = 1.14$).

741 ***Psychological well-being.*** We used three measures to assess psychological well-
742 being: happiness, life satisfaction, and social well-being. Happiness was measured with the
743 same item as in Study 2: “On the whole, how happy would you say you are?” (0 = *totally*
744 *unhappy*, 10 = *totally happy*). Life satisfaction was measured with the same scale as in Study
745 1 (Satisfaction with Life Scale; Diener et al., 1985; $\alpha = .90$). Social well-being was measured
746 using one item: “How satisfied are you with your social contacts?” (0 = *not at all satisfied*, 10
747 = *completely satisfied*).⁹

748 ***Covariates.*** We included the standard socio-demographic and economic control
749 variables: age (in years), gender (female, male), marital status (categories: married,
750 divorced/separated, widowed, never married), employment status (categories: employed,

⁸ Cronbach alpha was not computed for composite variables (see footnote 4).

⁹ LISS panel also included measures of affect (Module: Personality). However, in years 2010, 2012, 2015 and 2017, these measures were only administered to the participants who did not respond to them in the previous waves (i.e., 2009, 2011, 2014 and 2016). Therefore, given the longitudinal nature of the present analysis, we included only the measures that were consecutively collected in all waves.

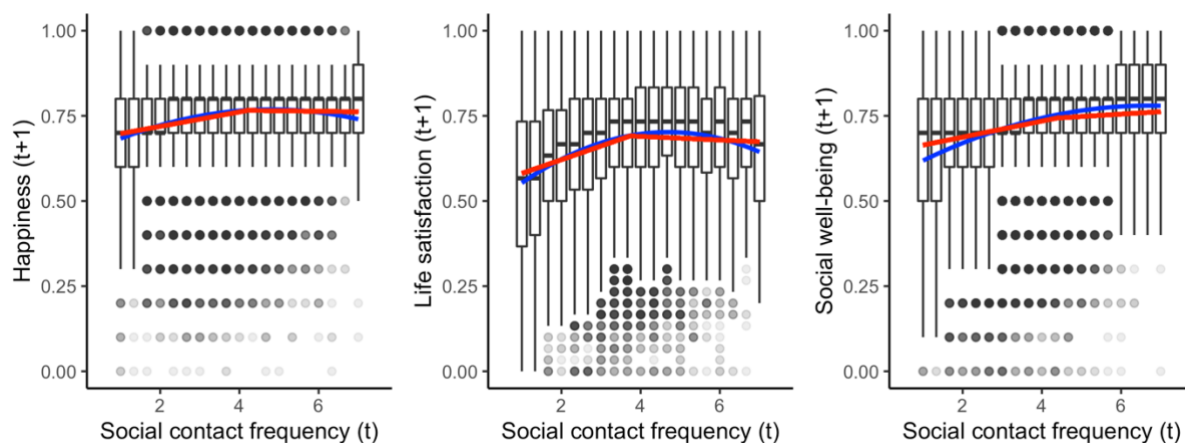
751 unemployed, in education, other), level of education (categories: higher secondary, higher
 752 vocational, university), and personal gross monthly income (12 response options were
 753 provided, ranging from 0 = *no income* to 12 = *more than 7,500 EUR*).

754 Results

755 A visual inspection of the longitudinal associations between interaction quantity at
 756 time t and well-being at time $t+1$ across all time points t is presented in Figure 11. Following
 757 the analytic plan of Study 2, we estimated both the quadratic model and the segmented
 758 model. To account for the repeated measures within each individual, we fitted multilevel
 759 models with random intercepts for each participant.

760 Figure 11

761 *Interaction quantity at time t and well-being at $t+1$ (Study 6)*



762 *Note.* The superimposed blue line represents the predictions from the quadratic models
 763 (without covariates); the red line represents the predictions from the segmented models. The
 764 horizontal axis represents social contact frequency at time t (1 = *never*, 2 = *about once a year*,
 765 3 = *a number of times per year*, 4 = *about once a month*, 5 = *a few times per month*, 6 = *once*
 766 *or twice a week*, 7 = *almost every day*).

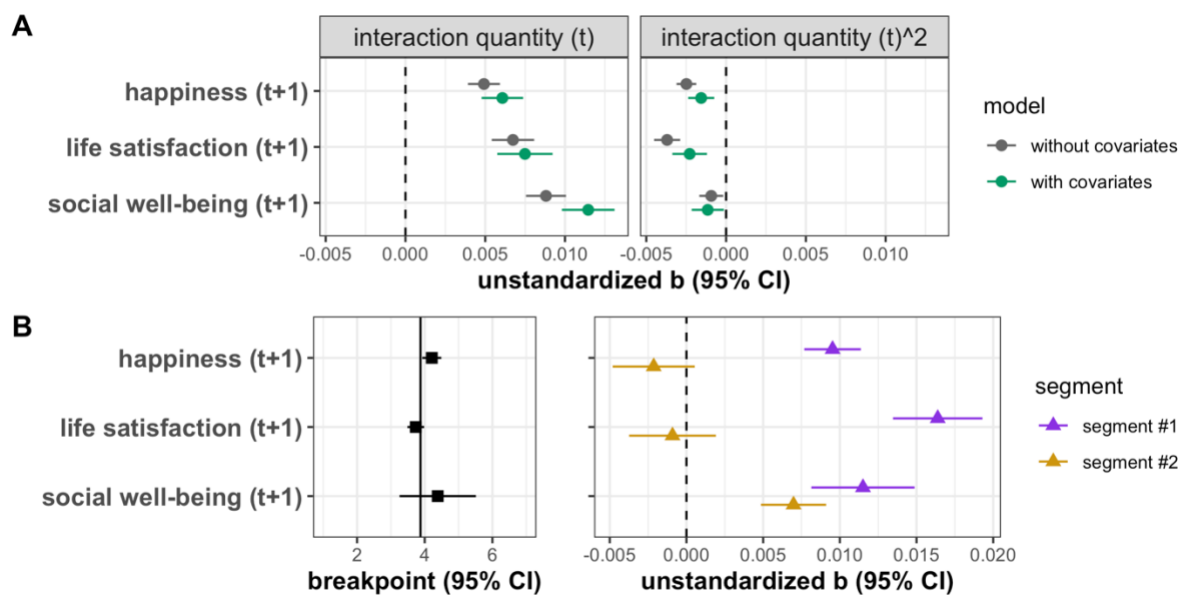
767 **Quadratic models.** To estimate the longitudinal effects of interaction quantity, in
 768 Model 1, we regressed each outcome at time $t+1$ on the linear and quadratic terms of
 769 interaction quantity (mean-centered) at the previous time t , adjusting for the outcome at t , for

770 $t = 1, \dots, 10$. Each coefficient thus reflected a prospective or longitudinal effect of interaction
 771 quantity, that is, the effect of interaction quantity at time t on well-being at time $t+1$,
 772 adjusting for participants' well-being at time t . In Model 2, we further included the socio-
 773 demographic and economic control variables described above as covariates.

774 Results from both models revealed that, across all three outcome variables, interaction
 775 quantity at time t was indeed linearly associated with well-being at a later time $t+1$.
 776 Critically, the quadratic terms of interaction quantity at t were significant predictors of well-
 777 being at $t+1$, providing evidence of nonlinear effects. See Figure 12, Panel A.

778 Figure 12

779 *Quadratic models (Panel A) and segmented models (Panel B) for each outcome variable*
 780 *(Study 6)*



781

782 *Note.* 95% CI for all effects are plotted but may not be visible due to the small range relative
 783 to the size of the plotted point estimate. Breakpoints are plotted on the full range of
 784 interaction quantity (1 = never, 2 = about once a year, 3 = a number of times per year, 4 =
 785 about once a month, 5 = a few times per month, 6 = once or twice a week, 7 = almost every
 786 day). The solid vertical line represents the sample mean.

787 **Segmented models.** For each of the three outcome variables, a breakpoint around
788 “once a month” was detected: the first line segments had a positive slope, whereas the second
789 line segment had a slope that was either of a smaller magnitude (social well-being), or
790 statistically indistinguishable from zero (happiness and life satisfaction). See Figure 12, Panel
791 B.

792 **Discussion**

793 Extending the results from previous studies in this report, our final study tested the
794 nonlinear relation between interaction quantity and well-being assessed over an extensive
795 period of time (i.e., 10 years): While increasing social contact frequency from “never” to
796 “once a month” predicted greater well-being over time, further increases in contact beyond
797 that point yielded either reduced or no additional benefits at all. These results provided
798 additional support to the Diminishing Returns Hypothesis.

799 **Exploring moderation by the Big Five traits**

800 Across six studies, we have consistently shown that the effect of interaction quantity
801 on well-being is nonlinear and follows the principle of diminishing returns. These analyses
802 evaluated an average trend, but between-individual heterogeneity may exist in how social
803 interactions shape their well-being. Is it possible the Diminishing Returns Hypothesis applies
804 to some individuals while the Inverted U Hypothesis applies to others? And can the basic
805 personality dimensions (e.g., Big Five) explain this variability? We explored these questions
806 using the data from studies which included measures of the Big Five traits (i.e., Studies 1, 5,
807 and 6; see Supplementary Materials for a full report of the analyses). We considered trait
808 extraversion as the primary candidate moderator: people who score low in extraversion are
809 less sociable, have a weaker desire for social attention, and may enjoy social interactions less
810 than those who score high in extraversion (Srivastava et al., 2008; Wilt & Revelle, 2016),
811 suggesting that less extraverted individuals may be more likely to experience reduced well-

812 being at high levels of interaction quantity (the Diminishing returns hypothesis). For
813 completeness, we also explored other big five traits (i.e., agreeableness, conscientiousness,
814 neuroticism, and openness) as potential moderators. Overall, we observed no evidence that
815 any of the big five traits systematically moderated the nonlinear effect of interaction quantity
816 on well-being outcomes. Importantly, the effect of interaction quantity followed a
817 diminishing returns curve regardless of individual differences in the Big Five traits.

818

General Discussion

819 Social contact is considered to be one of the most important predictors of
820 psychological well-being (e.g., Myers, 2000). However, is more social contact always better?
821 While low (vs. moderate) quantity of social interactions has been consistently linked to poor
822 well-being outcomes (e.g., Smith, 2006; Williams, 2009), it remains unclear whether
823 increasing interaction quantity beyond a moderate level maintains a significant positive
824 impact on well-being. Drawing on theories from psychology, philosophy, and economics, we
825 proposed and tested two competing hypotheses regarding the nonlinear relation between
826 interaction quantity and psychological well-being. The Diminishing Returns Hypothesis
827 predicts that increasing interaction quantity beyond a moderate level has no or little well-
828 being benefits; the Inverted U Hypothesis predicts that increasing interaction quantity beyond
829 a moderate level will incur well-being costs. Across six studies, we obtained consistent
830 evidence supporting the Diminishing Returns Hypothesis, demonstrating that the well-being
831 benefits of social interactions are substantially reduced after a moderate amount of
832 interactions are achieved.

833 The diminishing returns pattern was robust across a range of interaction quantity
834 indicators (the frequency of social contact, the number of peers interacted with at school, the
835 amount of time spent socializing, and the number of target groups interacted with), well-
836 being indicators (e.g., happiness, life satisfaction, social well-being), samples (adults from

837 over 30 countries, middle school children), and methods (experimental, cross-national
838 survey, daily diary, experience sampling, and longitudinal). Exploratory moderation analyses
839 further established that the Diminishing Returns pattern holds regardless of individual
840 variation on the Big Five traits.

841 **Implications**

842 Numerous existing studies have focused on the low end of the interaction quantity
843 spectrum highlighting the negative impact on well-being outcomes due to the lack of social
844 interactions. The current set of studies are among the first to systematically examine the
845 effect of interaction quantity across the full spectrum from low to moderate to high. We
846 consistently observed that increasing interaction quantity beyond a certain point had little to
847 no impact on well-being. The present research thus suggests that interaction quantity has
848 declining marginal utility for well-being and, more generally, supports the notion that the
849 utility (well-being) one could derive from one single domain (e.g., social domain) of life can
850 be limited (Sheldon & Niemiec, 2006).

851 Our work has novel contributions beyond extant theoretical frameworks. Although a
852 nonlinear relation between interaction quantity and well-being may be inferred from several
853 leading theories in psychology and related areas, most of these theories focus on other areas
854 of research (e.g., consumption of a commodity, group inclusiveness) and therefore, are not
855 directly applicable to the effects of social interactions. More importantly, the existing theories
856 disagree about the shape of the nonlinear curve, with some supporting the principle of
857 diminishing returns while others suggesting an inverted U effect. Here, we directly evaluated
858 these two predictions, providing compelling evidence that moderate levels of interaction
859 quantity are sufficient to make people happy and satisfied. Our studies further identified the
860 locations of the breakpoints after which well-being benefits of social interactions fade,

861 showing novel results that help to quantify the minimal amount of social interactions people
862 need.

863 More broadly, the current research contributes to an ongoing debate about the
864 prevalence of the U-shaped effects in psychological research. The inverted-U-shaped effects
865 have been theorized to be a general principle in various areas of human experience (Grant &
866 Schwartz, 2011). While several studies support this notion (e.g., Eisenberg, 2000; Windsor et
867 al., 2008), more recent evidence suggests the U-shaped effects are less prevalent than initially
868 theorized. For example, some studies have failed to find support for such a nonlinear pattern
869 with regard to the effects of several predictors of well-being including self-control (Wiese et
870 al., 2018), conscientiousness (Nickel et al., 2019), and sexual frequency (Muisse et al., 2016).
871 Adding to this growing literature, the present research provides unique evidence that the
872 inverted-U curve does not apply to another important predictor of well-being: the quantity of
873 social interactions.

874 Finally, our findings may provide practical recommendations for organizations and
875 policy makers interested in promoting well-being. Specifically, our research reveals that
876 people do not need to have a great amount of social contact to achieve high levels of well-
877 being. Therefore, policies that aimed at affording individuals with social contact
878 opportunities should prioritize specific target groups whose existing levels of social contact
879 are low. Target groups who are relatively socially active should be encouraged to allocate
880 their time to other activities to further enhance well-being (Diener et al., 2008; Sirgy & Wu,
881 2009).

882 **Limitations and future research**

883 The current conclusions apply only to the levels of interaction quantity that are
884 observable in natural settings. Across the non-experimental studies (Studies 2-6), the
885 observed interaction quantity ranged from absolute solitude (i.e., no social interactions) to

886 socializing every day (Study 2), interacting with 23 peers at school in the past few weeks
887 (Study 3), spending 24 hours with others in a 24-hour period (Study 4), interacting with three
888 different groups of people in one hour (Study 5), and spending an evening socializing with
889 others almost every day (Study 6; see Supplementary Materials for histograms of interaction
890 quantity). It remains to be explored how higher levels of social interactions—beyond these
891 upper bounds recorded in our studies—affect well-being. For example, a possible future
892 study may build on our current Study 5 by having participants report the number of distinct
893 social groups they have interacted with in a 24-hour period. Another possibility is to focus on
894 holidays where people engage in a particularly high number of social interactions with
895 several distinct groups (such as family, friends, romantic partners, religious organizations,
896 charitable groups, among others).

897 Although the experimental design (Study 1) and longitudinal aspect (Study 6) of the
898 current research can help to establish causality, most of our analyses are based on cross-
899 sectional data. A laboratory experiment that manipulates interaction quantity in vivo would
900 strengthen causal inference; however, we have several reservations about using this method
901 to answer our research question. The first issue is feasibility. It is unfeasible to manipulate
902 most of the indicators of interaction quantity we used in our studies (e.g., social contact
903 frequency, hours spent socializing, number of social ties) in a lab setting. The second issue is
904 ecological validity. Consider the following thought experiment, in which participants are
905 randomly assigned to interact with a varying number of groups (e.g., 0, 2, 4, 6) during a one-
906 hour long lab session. Social interactions in this study would be a result of experimenter's
907 instructions (which is rarely the case in real life); participants would interact with partners
908 they would not have met before, nor expected to meet again; the duration of these
909 interactions would be limited to the duration of a lab session (e.g., one hour); researchers may
910 run the risk of creating an artificially high level of interaction quantity (e.g., interacting with

911 six different groups in one hour) that does not occur in real life. In brief, we believe that
912 manipulating participants' interaction quantity in a lab setting falls short of providing insights
913 to our research question. We look forward to future development of innovative experimental
914 manipulations and designs that would be suitable for testing the effect of interaction quantity
915 on psychological well-being in a naturalistic environment. A promising direction is randomly
916 assigning participants to maintain either a low, a moderate, or a high frequency of social
917 contact over several weeks (see Jacques-Hamilton et al., 2018 for an example).

918 Future research is needed to understand the underlying mechanisms of the nonlinear
919 effect of interaction quantity on well-being. We posit that there are both benefits (e.g.,
920 interactions increase a sense of belonging; Baumeister & Leary, 1995) and costs (e.g.,
921 providing emotional support can be psychological taxing; Cichy et al., 2014) associated with
922 social interactions. At the low end of the interaction quantity spectrum, the costs are
923 outweighed by the benefits, yielding a positive effect of interaction quantity on well-being.
924 Yet, as interaction quantity increases, the benefits of any additional interactions diminish,
925 whereas the costs of any additional interactions escalate (Grant & Schwartz, 2011). As such,
926 beyond moderate quantities of social interactions, the costs and the benefits cancel each other
927 out, and social interactions no longer further promote well-being. Why does the curve stay
928 flat but does not turn negative? We put forward two possible explanations. One explanation is
929 that the benefits associated with social interactions carry more weight in determining
930 people's overall well-being than the associated costs. As evolutionary theories have
931 suggested, people are motivated by multiple biologically significant goals (Kenrick,
932 Griskevicius, et al., 2010; Kenrick, Neuberg, et al., 2010). Several of these goals, including
933 affiliation, mate acquisition, and parenting, cannot be achieved without social interactions. In
934 contrast, the costs associated with interactions (e.g., psychological taxing, little time alone;
935 Cichy et al., 2014; Coplan et al., 2019) are unrelated to evolutionarily fundamental needs, and

936 therefore unlikely to negate or override the benefits. Another explanation is that while well-
937 being may potentially turn negative at extremely high levels of interaction quantity, people
938 can preemptively avoid such deteriorations by downregulating interaction quantity where
939 possible. Compared to interaction upregulation (e.g., initiating interactions and establishing
940 new connections in consent with others), interaction downregulation (e.g., foregoing
941 interaction opportunities) is arguably less effortful, and more controllable (i.e., relying less on
942 mutual agreement between interaction parties).

943 The present research focused on the quantity of social interactions. Future work may
944 consider taking into account other attributes of social interactions that may affect well-being,
945 such as the quantity of social interactions one may wish to have, the type of social
946 relationship (e.g., friends, family, coworkers), and the quality of social interactions.
947 Moreover, it remains an open question whether a nonlinear pattern applies to other aspects of
948 social experience, such as the amount of “likes” received on social media (Wolf et al., 2015)
949 and the number of group memberships (Iyer et al, 2009; Jetten et al., 2015).

950 Finally, we have shown that one does not need to maximize interaction quantity to be
951 happy. But do people have an accurate understanding of this? Are people seeking more social
952 contact than what they need in daily life? To answer these questions, it is important to
953 examine people’s lay beliefs about the effect of interaction quantity across its spectrum, and
954 to what extent these lay beliefs are accurate. Given the social norm to be socially engaged
955 and the stigma associated with solitary behaviors (Kerr & Levine, 2008; Rubin et al., 1991),
956 people may hold inaccurate beliefs, assuming they have to be highly socially active to
957 maximize their well-being. Assessing and dispelling these misguided beliefs could be a
958 useful strategy for enhancing well-being.

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Conclusion

Social contact promotes well-being. However, is more social contact necessarily better? To answer this question, the current research explored the effect of interaction quantity on well-being across the full spectrum from complete solitude to extreme interaction quantity. Across six studies using diverse methods, measures, and samples, we obtained compelling evidence supporting the diminishing marginal utility of interaction quantity on well-being: increasing interaction quantity is associated with higher well-being only up to a certain point; increasing interaction quantity beyond that point has a reduced or nearly negligible impact on well-being.

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