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A Social Media Give and Take: A Study of What Young Adults Would Give up to Stay Connected

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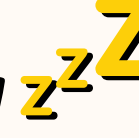
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A SOCIAL MEDIA GIVE AND TAKE: A STUDY OF WHAT YOUNG ADULTS WOULD GIVE UP TO STAY CONNECTED


Authors

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Background

Social media presents  and  for young adults. Users may experience  connectivity and creativity, but excessive use can cause neglect in other aspects of life (e.g.,  ).


 time on social media =   chance of developing a social media addiction.



Research Questions



- 1 How addicted to social media are young adults?
- 2 What are young adults willing to give up to remain connected to social media?
- 3 Are individuals with higher social media patterns and/or a social media addiction willing to give up more to remain connected to social media?

Methods

Participants
750 's, 16 to 30 years old who have accessed social media in the past 12 months.

Methods
 Survey questions related to:

- Demographics
- Social media usage patterns
- Relationships with social media
- A variety of trade-offs to stay on social media

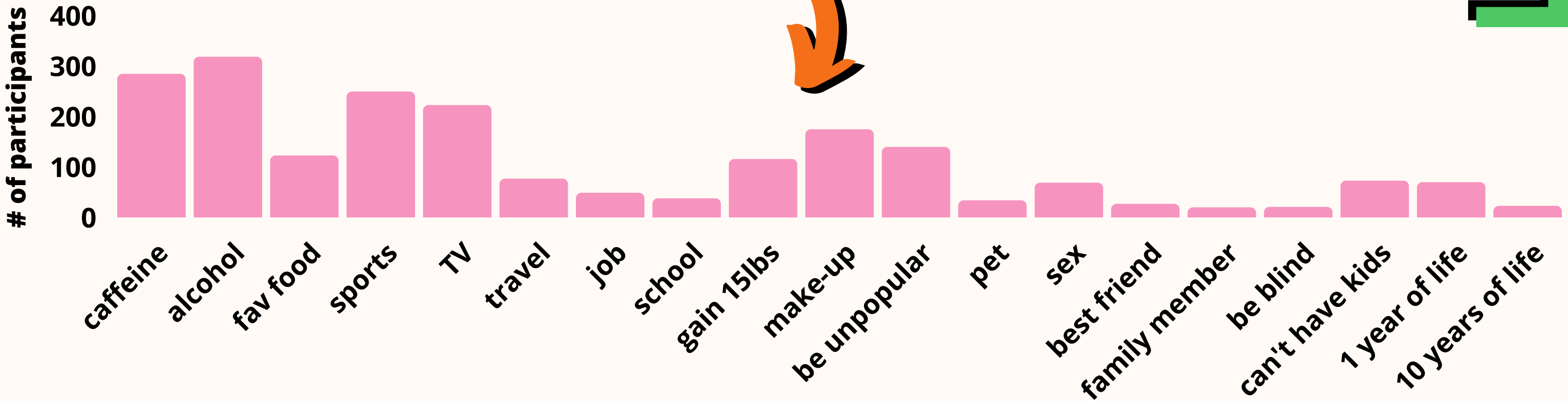



Results

- 95% Participants ($n = 727$) had 2+ social media accounts.
- Almost half of the sample ($n = 342$) reported checking social media 9+ times per day or on every notification beep.

More participants were willing to make food/drink or hobby-related trade-offs than health or life-related trade-offs.

Number of checks/day ($p < 0.05$), time/day spent on social media ($p < 0.01$), and social media addiction ($p < 0.001$) all predicted an increase in the number of trade-offs participants were willing to make.



Conclusion

Higher social media usage rates or a social addiction can increase young adults' willingness to make trade-offs in their personal lives to remain on social media.