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Effects of Social Media Use on Emotional Well-being and Life Satisfaction

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Effects of Social Media Use on Emotional Well-being and Life Satisfaction

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INTRODUCTION

- 4 billion people use the social media platforms; Facebook, Instagram, and Twitter (Costello, et al., 2020)
- Previous studies have shown correlational and causal data showing social media can impact individuals (Tromholt, 2016)
- This study is replicating Facebook Experiment conducted by Tromholt (2016).
- The following hypotheses were tested:
 - H1: Instagram use affects emotional well-being negatively.
 - H2: Instagram use affects life satisfaction negatively.

METHODS

- 7 St. Norbert students participated in our week-long study
- Assigned to two conditions:
 - Maintain Instagram usage as normal
 - Refrain from using Instagram
- Scales used in this study are:
 - CES-D scale (Well-being)
 - PANAS-SF scale (Well-being)
 - self-reported life-satisfaction scores

	t(5)	p
Well-Being (CES-D)	-1.72	0.495
Well-Being (PANAS-SF)	0.5	0.718
Life-Satisfaction	.84	0.113

p=.05

Table 1: Results of Independent Samples T-Tests

We found **no statistical evidence** that social media effects emotional well-being or life satisfaction negatively.

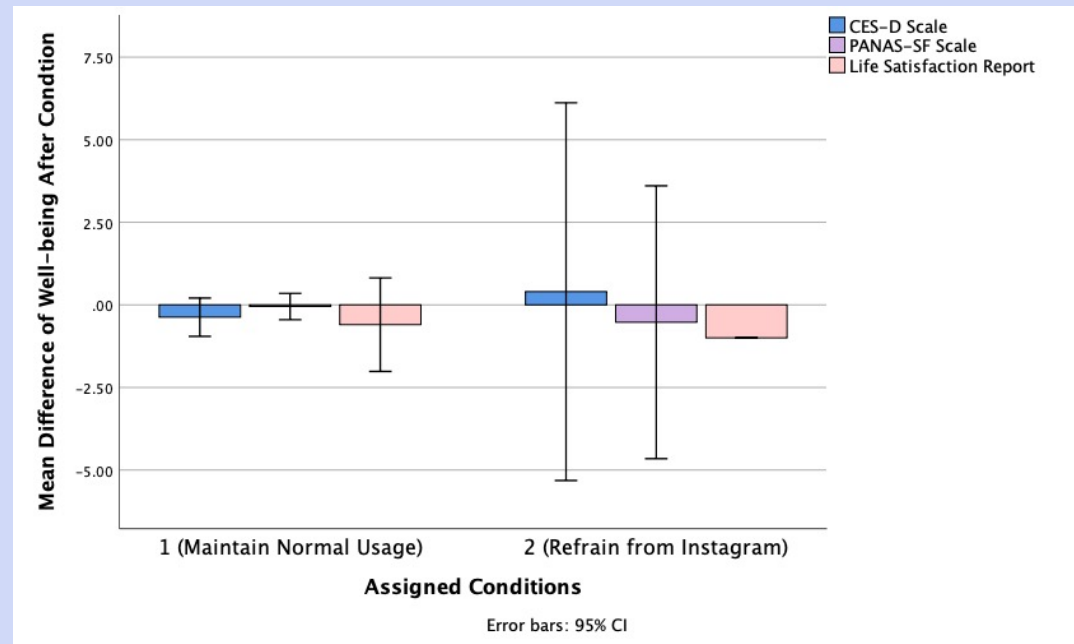


Figure 1: Bar Graph of Mean Difference of Well-Being and Life Satisfaction by Condition

RESULTS

- Compared the scores of participants before and after conditions (1-week interval)
- After running independent samples t-tests for both scales and the self-reported life-satisfaction scores differences no statistical difference was found. (See Table 1.)

DISCUSSION

- Other studies found social media can have positive and negative affects on individuals (Sharifian & Zahodne, 2021)
- Strengths of the study are strong operational variables
- Weakness may include selection bias due to the nature of collecting participants through volunteering and small sample size
- Future researchers could examine different other variables (ex. Self-esteem) or see if longer periods of time would cause significant differences.

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