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Life Satisfaction: Still a Key to Internet & Social Media Addiction?

TREO Talk Paper

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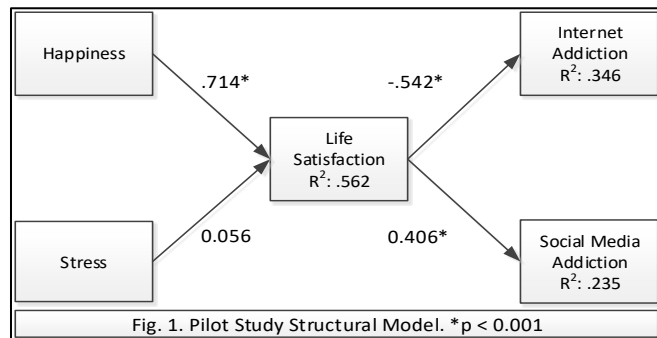
Abstract

For the past few years, we have been working to recover from a pandemic that impacted the entire world. As a result of the pandemic, the average working adult was immediately forced into a remote working situation. In this environment, individuals went almost overnight from varying states of internet and social media usage into using them almost exclusively for their news and social interactions. This unique phenomenon took your average user and brought them to addict-level usage almost overnight. This abrupt worldwide change leads to many questions about internet and social media addiction, including the one we are focusing this research on, that of life satisfaction as it relates to Internet and Social Media addiction. Though this is not a new topic (Longstreet & Brooks 2017), but what is new is that the nature of how people have used, continue to use, and plan to use these mediums has changed.

Prior to the pandemic, internet use was most predominant in the entertainment and social media areas. The pandemic has shifted many things almost completely online, such as the traditional working environment as well as dating, socializing, food delivery, and many others. This causes the average adult to spend a tremendous amount of time on their electronic devices as shown by the resulting electronics shortage from all the individuals and businesses that sought to quickly revamp home offices around the world. With this increase in dependence on the internet and social media, the possibility of increasing levels of addictive behaviors related to it has become all but a certainty. As such, we are revisiting the influence that life satisfaction has on internet addiction and social media addiction.

This research is designed as a replication study so that the results of the research can be directly interpreted in relation to the original research. The original research found that life satisfaction had a direct negative relationship with both types of addiction; at the same time, it was found that happiness corresponded with increased life satisfaction, while increased stress corresponded with decreased life satisfaction. With the environmental changes that have happened over the last few years, we expect to see similar results as was found previously though a higher magnitude in the responses. This is due to the pandemic introducing more technological stress into people's lives while also showing some people the importance of happiness in their lives.

A pilot study for this replication was conducted using University students. The initial analysis of the results indicated support for the increase in magnitude with two notable differences. These differences support the supposition that the environmental factors have fundamentally influenced these relationships and deserve further study.



References

Longstreet, P. and Brooks, S. 2017. "Life Satisfaction: A key to managing internet & social media addiction," *Technology in Society* Vol. 50, pp. 73-77. <https://doi.org/10.1016/j.techsoc.2017.05.003>