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Facebook and Life Satisfaction: In Search of the Happy Balance

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Facebook and Life Satisfaction: In Search of the Happy Balance

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Boise State University
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Current trends: General

 Variety of Users

 Daily Use

 Social Connection

 Positive or Negative?
## Current trends

<table>
<thead>
<tr>
<th>Political Participation</th>
<th></th>
<th>Relationship Stability</th>
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</thead>
<tbody>
<tr>
<td><strong>Support and Satisfaction</strong></td>
<td></td>
<td><strong>Connectedness</strong></td>
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Positive
Current trends

Friend Envy

“Facebook Depression”

Loneliness and dissatisfaction

Lurking

Negative
Research Question

How can Facebook users utilize the site to increase or maintain life satisfaction while minimizing negative outcomes?
Hypothesis

Life satisfaction reports will be higher for the groups that are asked to change their Facebook behaviors.

- Following a News Feed of close friends only (50 max)
- Deleting the Facebook app from your Smart Phone
- Not changing your Facebook behaviors
Method: Procedure

**Part 1**
- 51 Questions
- No change

**Part 2**
- 20 Questions
- 1 week of change

**Part 3**
- 14 Questions
- 2 weeks of change
Method: Participants

<table>
<thead>
<tr>
<th>Psychology 101 Students</th>
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</thead>
<tbody>
<tr>
<td>66.7% Female</td>
</tr>
<tr>
<td>32.3% Male</td>
</tr>
<tr>
<td>92.2% fell in 18-25 age range</td>
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<td>Compensated with credits</td>
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</table>
Results

Used one-way ANOVA for Part 3

No significant difference in life satisfaction reports between the groups

Hypothesis not supported
Results

Used a independent samples t-test

Significant difference between those who had deleted their Facebook profiles in the past and those who had not

Correlation between deleting one’s profile and reports of life satisfaction
## Results

<table>
<thead>
<tr>
<th>Unexpected outcomes</th>
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<tbody>
<tr>
<td>Many think that Facebook has minimal (55.4%) to no (21.1%) impact on life satisfaction</td>
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<tr>
<td>78.6% reported using Facebook most often by scrolling through the News Feed</td>
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<tr>
<td>Only 39.9% reported using Facebook more than other social media sites</td>
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<tr>
<td>65.3% reported using their phones to view Facebook more than other devices</td>
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</table>
Limitations

- Following directions
- Drop-out rate
- Generalizing
Directions for Future Research

Larger sample size
Connections with other social media sites
Longer longitudinal time frame
“Facebook used to be like a great party for all of your friends where you can dance, drink and flirt. But now with your Mum, Dad and boss there, the party becomes an anxious event full of social landmines” (The University of Edinburgh, 2012)
Questions?

More questions?
Contact me!
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