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College of Social Sciences and Public Affairs  
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2014 Undergraduate Research and Scholarship  
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4-21-2014

## **Facebook and Life Satisfaction: In Search of the Happy Balance**

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## Facebook and Life Satisfaction: In Search of the Happy Balance

### Abstract

This study focuses on what psychological and behavioral changes lead to increases in life satisfaction for Facebook users either after they delete their profiles or after they alter the way they use the site (e.g. through behaviors such as changing the friends visible on the News Feed). College students are the primary sample for this study as they are some of the major consumers of Facebook. The research is conducted through online questionnaires, and it includes a 2-week experimental period where participants are asked to change a Facebook behavior and report back. With more knowledge about what increases life satisfaction in the realm of Facebook, certain patterns should indicate potential management techniques for people who want to continue using the site without deleting their profile completely. The goal of the study is to answer the following question: How can Facebook users utilize the site to increase or maintain life satisfaction while minimizing negative effects like loneliness and depression?

### Keywords

Facebook depression, life satisfaction

### Disciplines

Psychology

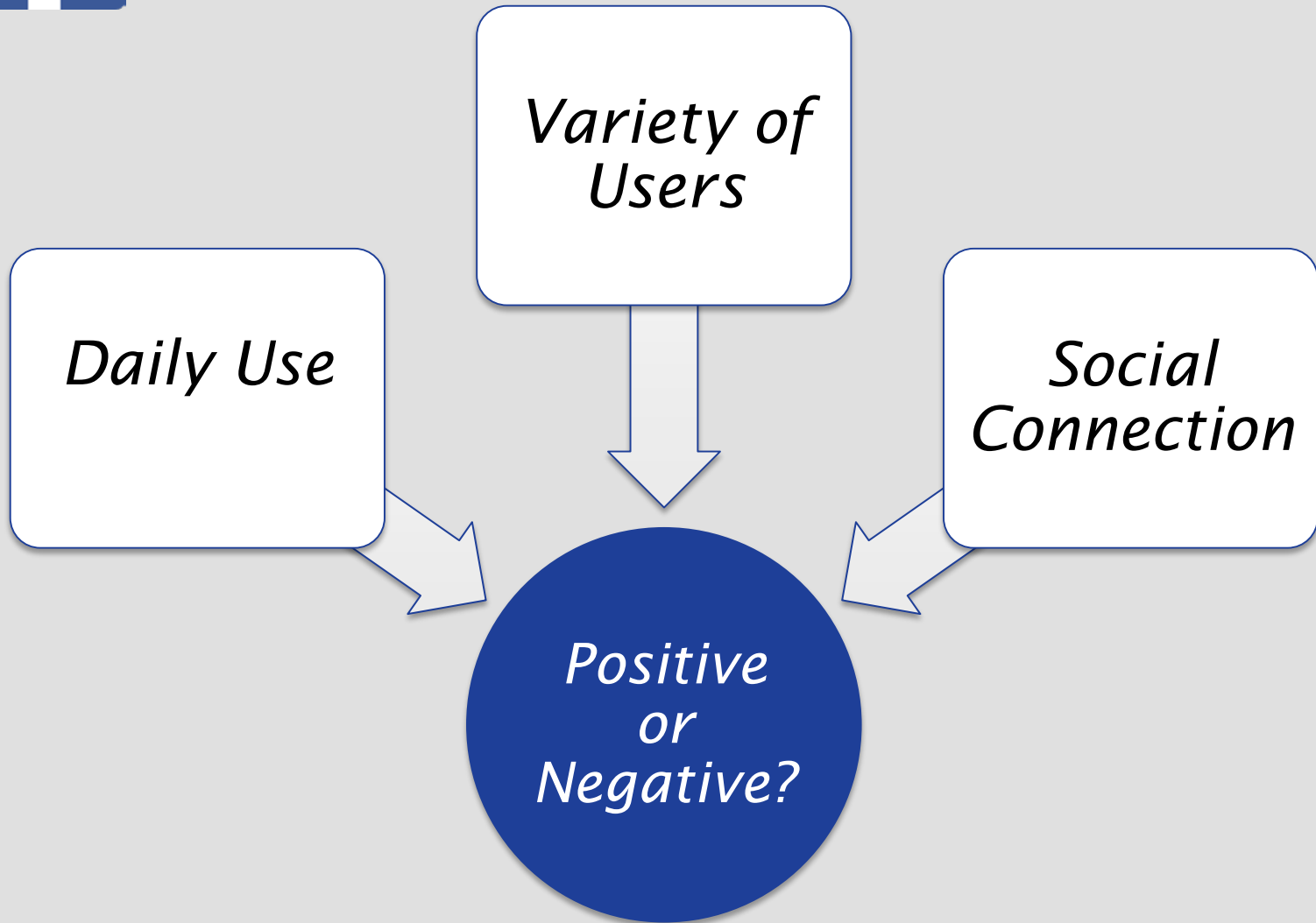


*Facebook and Life  
Satisfaction:  
In Search of the Happy  
Balance*

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Undergraduate Research Conference  
April 21<sup>st</sup>, 2014*



# Current trends: General





## Current trends

*Political  
Participation*

*Relationship  
Stability*

*Positive*

*Support and  
Satisfaction*

*Connectedness*



## Current trends

*Friend Envy*

*“Facebook Depression”*

*Negative*

*Loneliness and dissatisfaction*

*Lurking*



## 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

### *Psychology 101 Students*

*66.7% Female  
32.3% Male*

*92.2% fell in  
18-25 age  
range*

*Compensated  
with credits*



# Results

*Used one-way ANOVA for Part 3*

*No significant difference in life satisfaction reports between the groups*

*Hypothesis not supported*



# Results

*Used an 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

*Many think that Facebook has minimal (55.4%) to no (21.1%) impact on life satisfaction*

*78.6% reported using Facebook most often by scrolling through the News Feed*

*Unexpected outcomes*

*Only 39.9% reported using Facebook more than other social media sites*

*65.3% reported using their phones to view Facebook more than other devices*



# Limitations

*Following directions*

*Drop-out rate*

*Generalizing*



## *Directions for Future Research*

*Larger sample size*

*Connections with other social media sites*

*Longer longitudinal time frame*



## *Conclusion*

“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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