

# Bidirectional Effects Between Social Media Use and Wellbeing

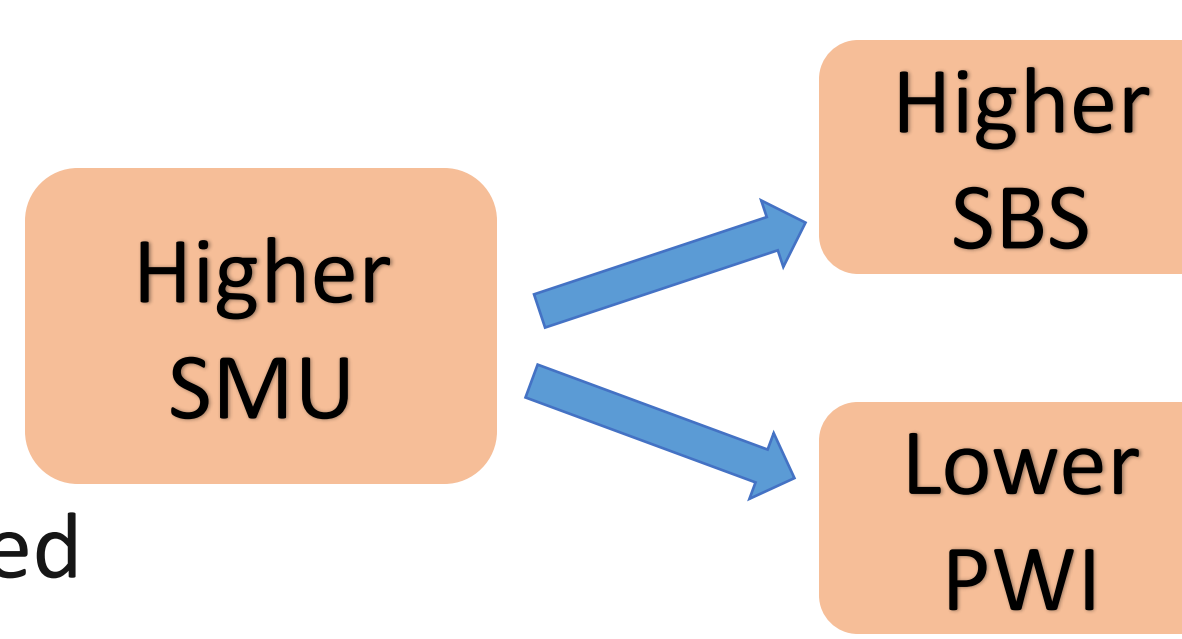
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## Background:

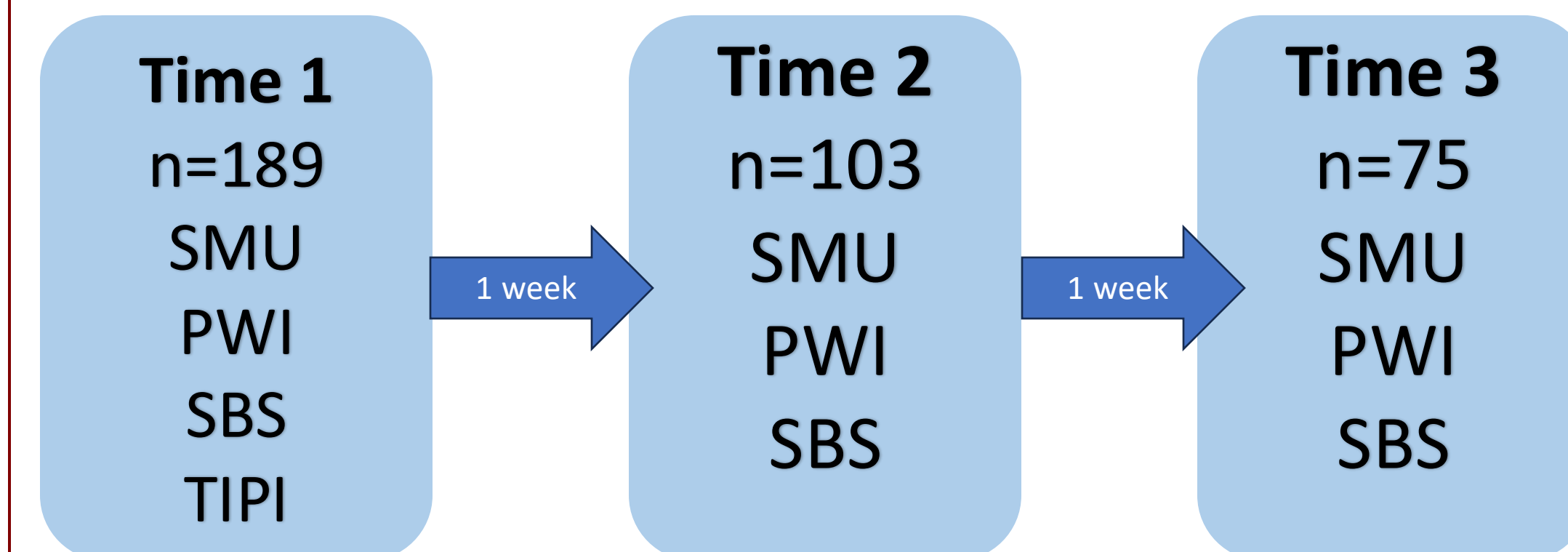
- **Social media use (SMU)** has been associated to positive outcomes (**sense of belonging (SBS)**<sup>1</sup> and **personal wellbeing (PWI)**<sup>2</sup>) as well as negative outcomes (**increased depression and anxiety**<sup>3</sup>) in wellbeing.
- Personality, such as **extraversion and neuroticism**, has also been associated with wellbeing<sup>4-5</sup>.

## Hypothesis:

- 1) Changes in SMU are associated with changes in PWI and SBS.
- 2) Personality is associated with SMU

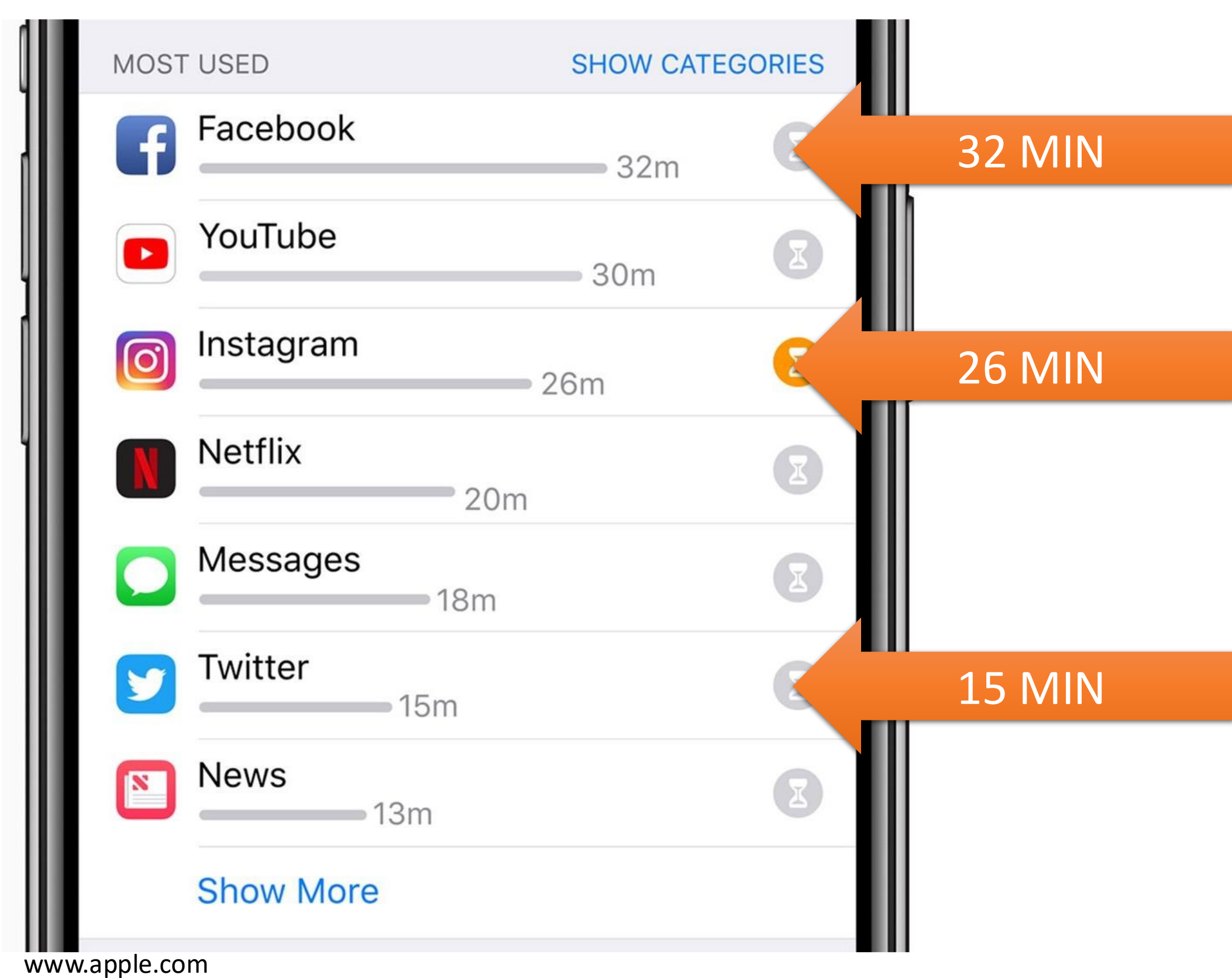


## Design Overview: Initial survey + 2 follow-ups

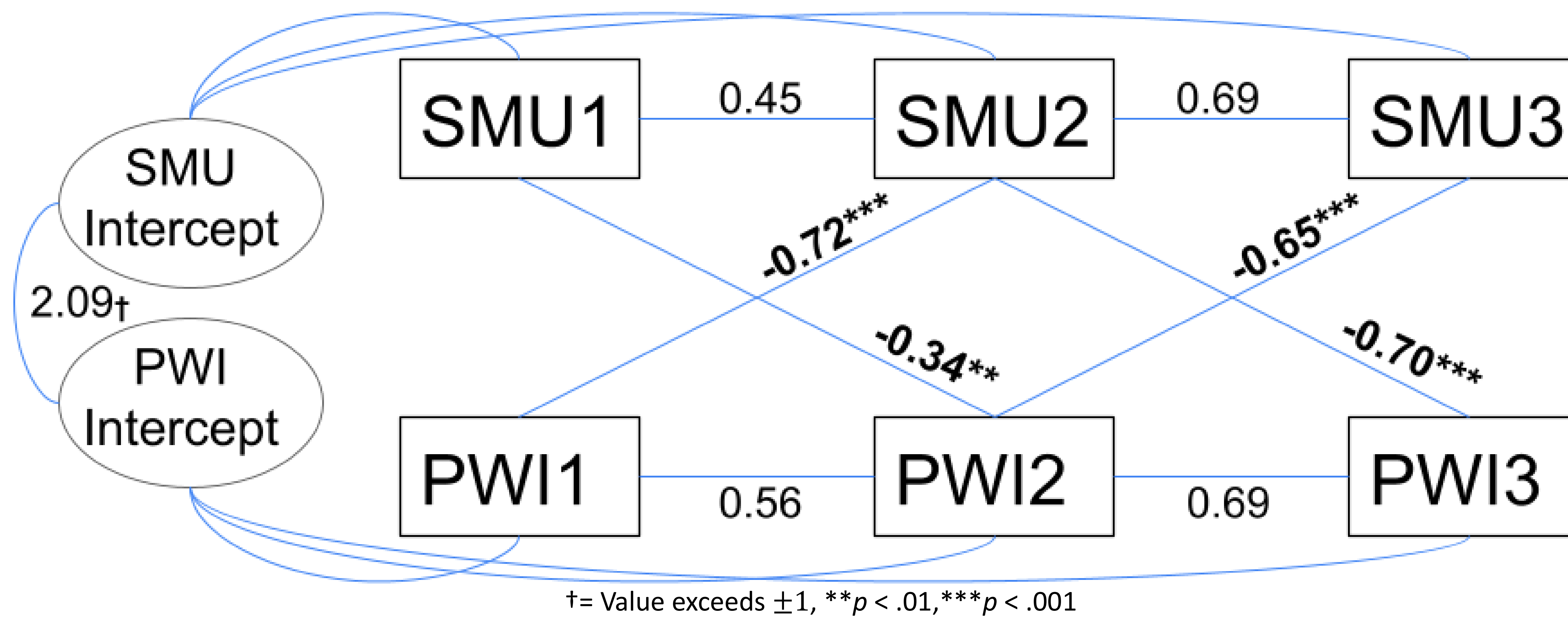


## Methods: Survey measures

- Single Measure**
  - Ten Item Personality Measure (TIPI)
  - Extraversion and Emotional Stability
- Repeated Measures**
  - Sense of Belonging Scale (SBS-8)
  - Personal Wellbeing Index (PWI-A)
  - Social Media Use (SMU) through Screen Time



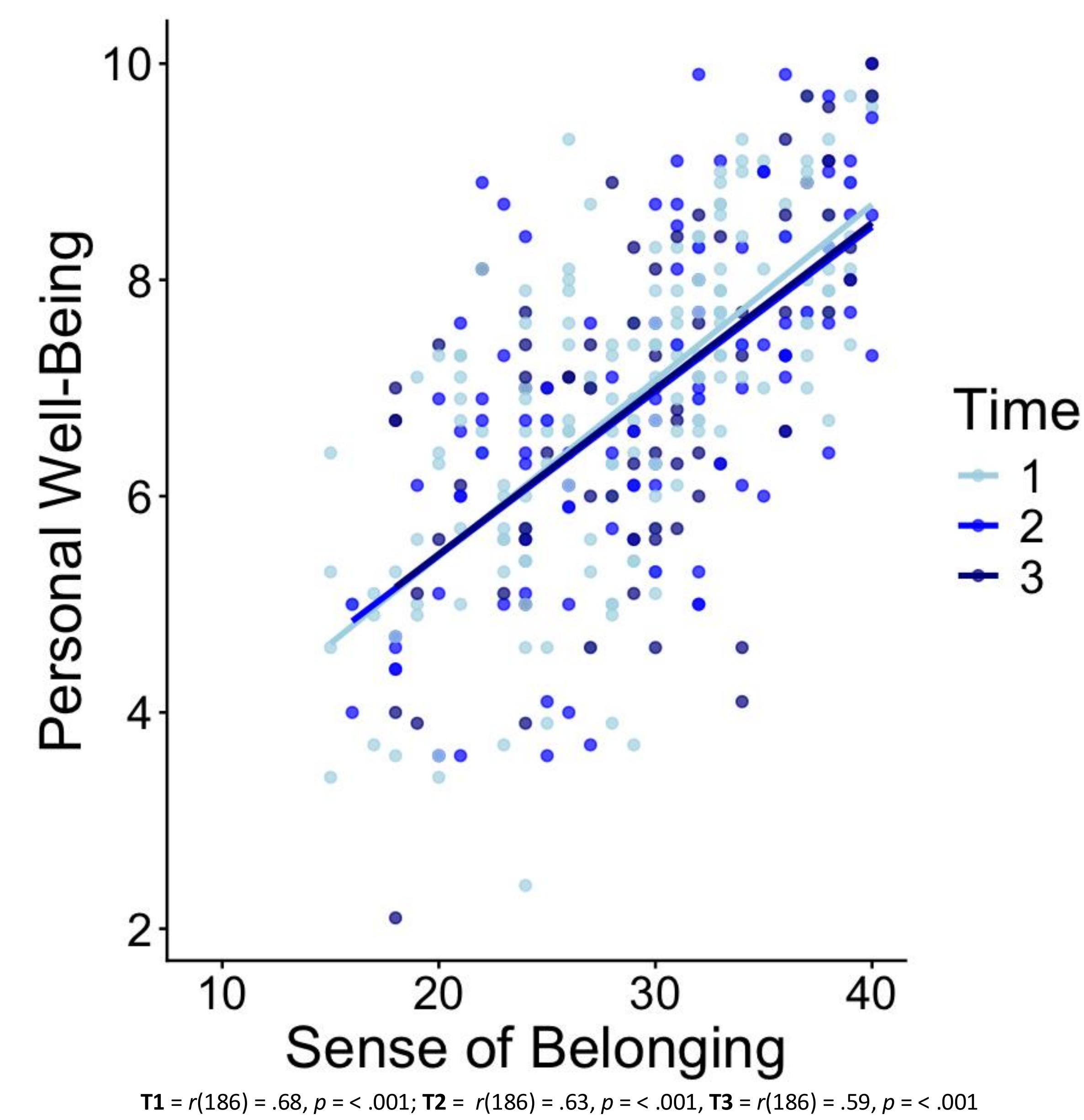
## Social media use (SMU) and personal wellbeing (PWI) predict each other over time.



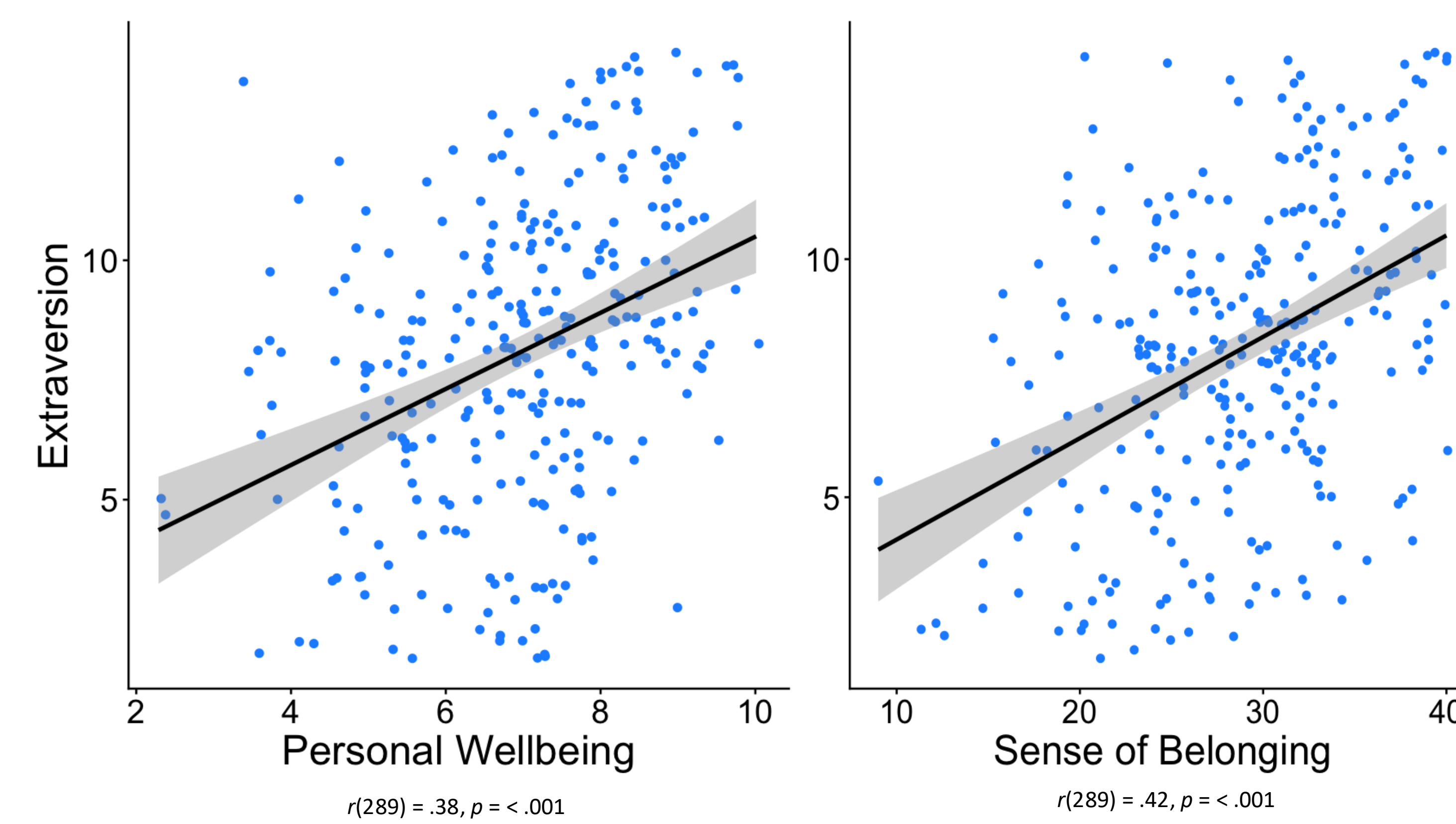
## Summary and Conclusions:

- There is a negative, bidirectional path between SMU and PWI at a within-person level.
- Higher SMU predicts lower PWI and higher PWI predicts lower SMU over time.
- SBS and PWI, Extraversion and SBS, and Extraversion and PWI are positively correlated. Moderate positive correlations.
- There is no evidence to suggest social media use and sense of belonging predict each other.
- There is no evidence to suggest personality is correlated to social media use.
- Non-significant and negative or problematic random intercept variance indicate greater within-person variance and state-like variables, rather than trait-like.

## Personal wellbeing is positively correlated to sense of belonging



## Extraversion is positively correlated to sense of belonging and personal wellbeing



## Implications:

Negative or non-significant random intercept variance suggests most variance was within person rather than between person. This suggests **social media use and personal wellbeing** may fluctuate day-by-day rather than remain stable.

## Future Directions:

Future research should continue to focus on methods such as objective measures of social media, while also considering more frequent measures over time and context factors, such as platform and type of use.

## References

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