



The Technology Time Trap: Managing Social Media Use

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Social Media Apps



References/Further Reading

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2. Buffard, J., & Papisava, A. (2020). A quantitative study on the impact of emotion on social media engagement and conversion. *Journal of Digital & Social Media Marketing*, 7(4).
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Introduction

“Social Media and Emotions” analyzes the use of social media and how that impacts our emotions. Since the early 2000s, social media has become a modern means of communication, especially among the young adult demographic. In recent years, there has been increasing discussion as to how social media affects us. While social media is simultaneously intriguing, it is also overwhelming and can have various effects, both positive and negative. Some examples include positive effects such as experiencing happiness when connecting with a friend online, while some negative aspects of social media can result in effects such as reduced mental health¹. Our research utilized data from qualitative interviews that gathered data regarding the social media people use and the various feelings they experience while on social media. With this, our research aims to examine what self-regulating methods people use to minimize negative emotions and maximize positive emotions while using social media. As social media plays a significant role in young adults’ lives, this research can be beneficial in learning how to minimize negative emotions while using social media.

Methods

- 1-on-1 interviews with college-aged (18-22 y/o) participants for initial data collection.
- Interviews used an open-ended question protocol focused on social media use and related emotional experiences and actions.
- Interviews were recorded and transcribed verbatim.
- Data analysis involved coded interviews for themes that relate to time spent on social media, and corresponding emotions.
- Interviews were also coded by which social media platforms the participants used.
- Dichotomous codes were developed to facilitate future epistemic network analysis.

Results

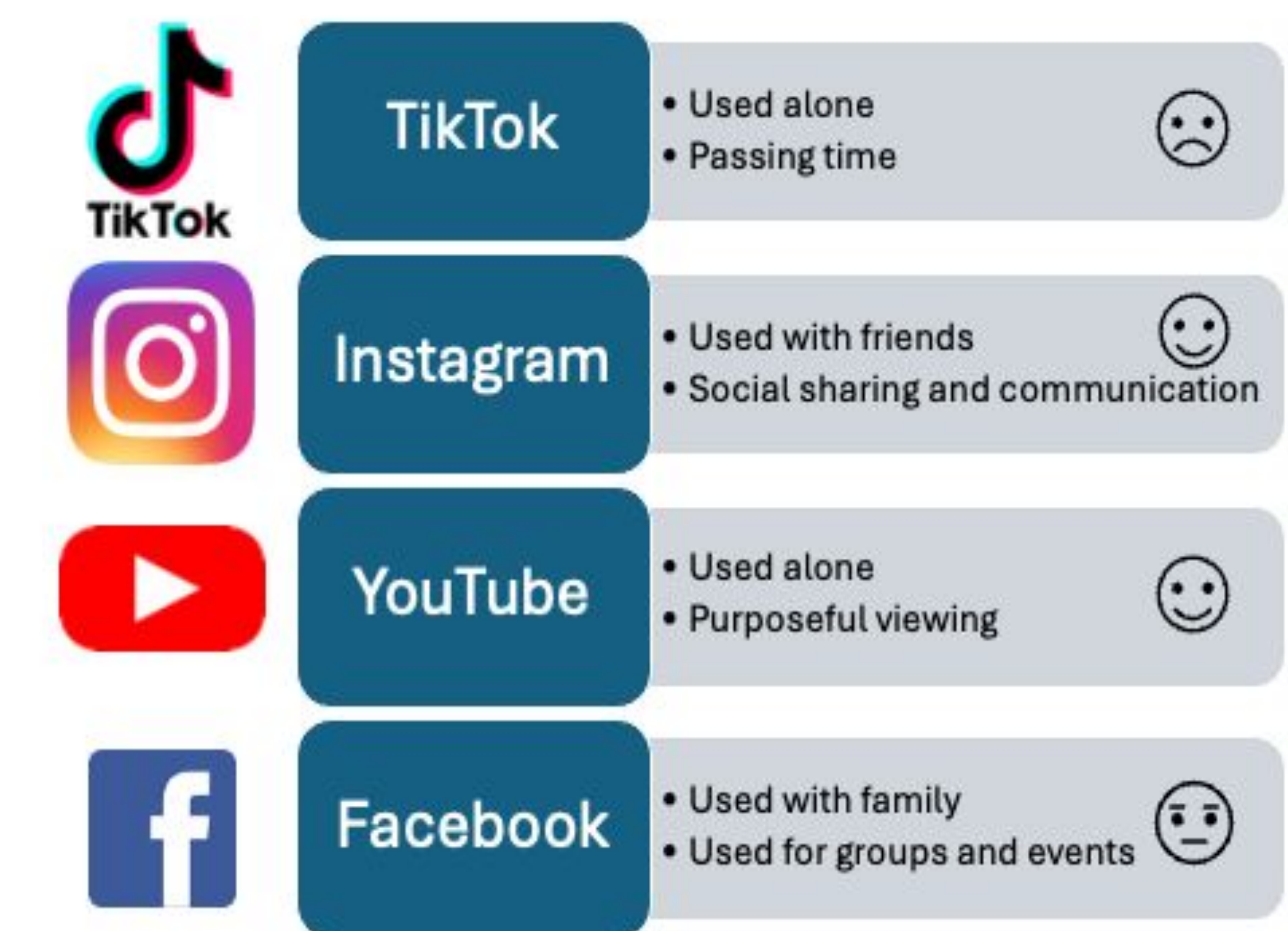
While data is still in the process of being coded and analyzed, preliminary results focused on time suggest a few potential relationships:

- College-aged students were most likely to report negative time-related emotions on the app TikTok .
- College-aged students were most likely to report imposing self-regulatory methods to monitor their time spent on the app TikTok.
- College-aged students reported fewer concerns about time and negative time-related emotions on other apps such as Instagram and Snapchat.

Conclusions

Possible explanations for relationships with social media could be the uses of apps for specific purposes. Apps like Instagram and Snapchat allow users to connect with friends and family and generally tailor their feeds to fit their specific aims in using the app. On the other hand, TikTok is characterized by low personal connection, highly personalized algorithm-based feed, and short-form content. This combination often leave users feeling empty or as if they haven’t spent their time productively. This results in more negative feelings relating to the use of TikTok for strictly entertainment instead of connection or education. With the research ongoing, we will be able to learn more about the relationship between emotions and social media.

Data - Social Media Feelings/Use By App



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