

# Self-Regulation Strategies and Social Media Use Intensity Among College Students

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## Introduction

### Role of Social Media in College Life

- Social media is embedded in college students' daily routines, shaping communication, learning, and time management.
- While useful, it can become harmful when overused.

### Risks of Intensive Use

- Heavy social media use is linked to anxiety, stress, and feelings of overuse among young adults.
- This highlights the need for strategies that help students manage their engagement.

### Purpose of Self-Regulation

- Self-regulation strategies help users control when and how they engage with social media.
- These strategies reduce negative emotional outcomes and support positive ones such as connection, entertainment, and information access.

### Gaps in Current Research

- Low-intensity users tend to rely more on activity-limiting strategies, while high-intensity users often use content-curation strategies.
- Little research examines how these patterns differ specifically among college students.
- It remains unclear how usage intensity shapes the type of regulation strategy students choose.

### Study Objectives

- Identify how college students regulate their social media use across activity-limiting and content-curation strategies.
- Compare low-intensity and high-intensity users to determine differences in their regulation behaviors.
- Clarify how usage intensity relates to self-regulation in a population heavily immersed in social media.

## Methods

### Participants

- College students enrolled at Florida State University participated in the study.
- Recruitment occurred through the campus research pool and through flyers posted around campus with QR-code access to the survey.

### Procedure

- Students accessed the survey voluntarily and anonymously.
- All items were presented in a fixed order, with Likert-scale ratings and optional open-ended responses.

### Data Analysis

- Research Question 1: Frequency counts were used to summarize how often students reported using each type of self-regulation strategy.
- Research Question 2: Chi-square tests of independence were conducted to examine whether self-regulation strategy type differed between low-intensity and high-intensity social media users.
- Analyses assessed associations between usage intensity and strategy choice, allowing comparison of patterns across user groups.

## Analysis

Figure 1

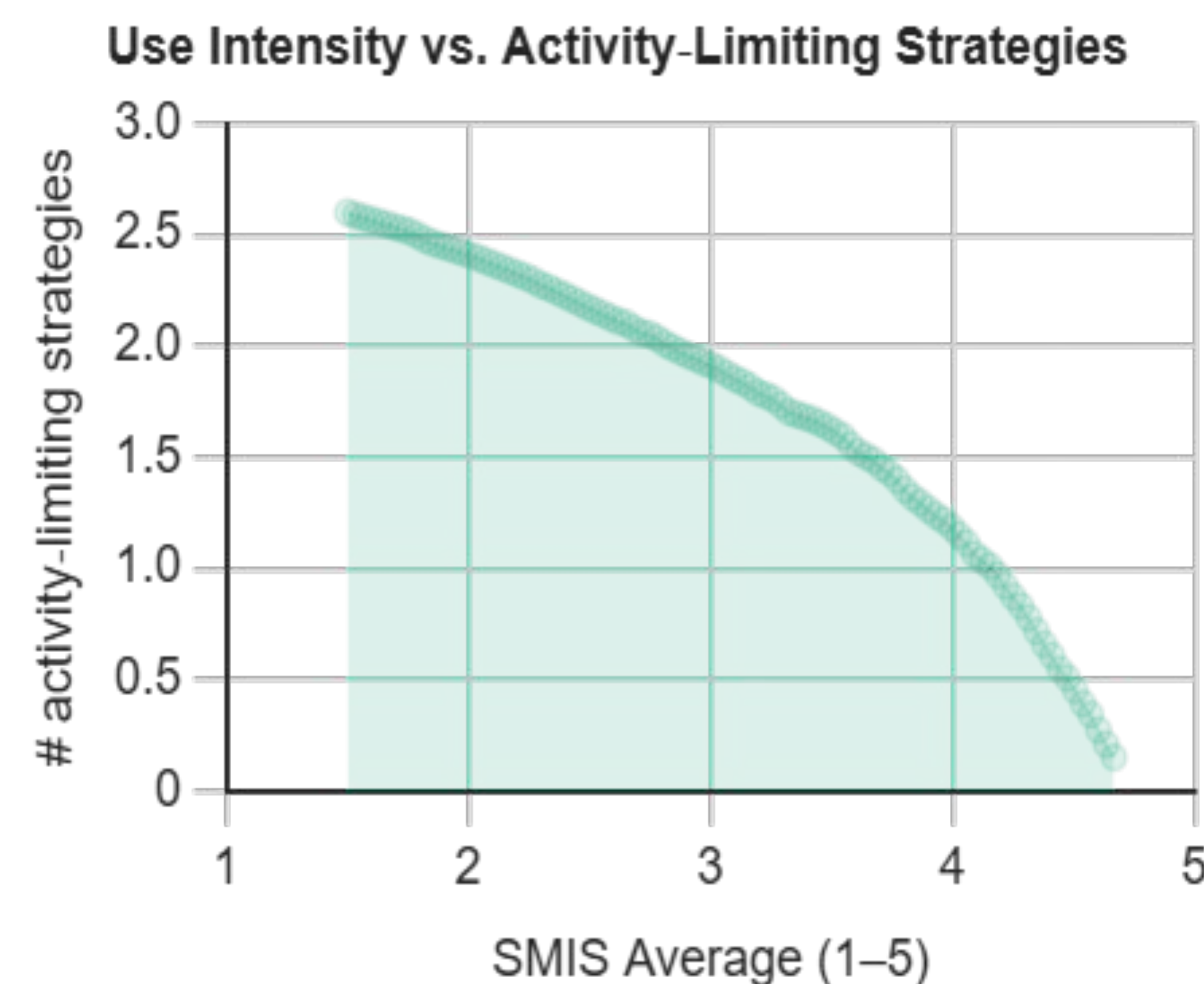
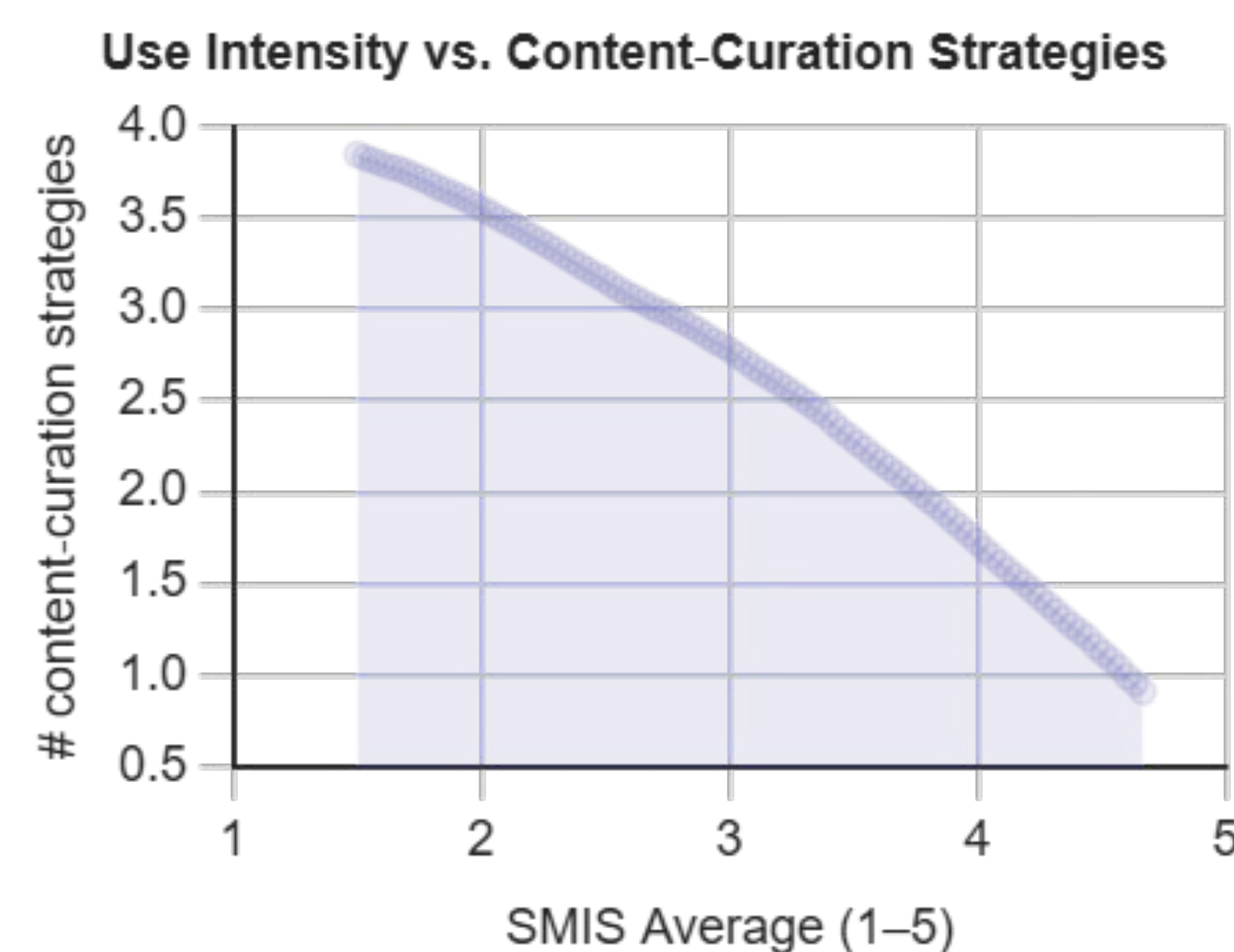


Figure 2



- Figure 1 indicates a negative relationship between self regulation strategies and social media intensity
- Aligns with our expectations that intentional limitation leads to less social media usage
- Figure 2 indicates a negative relationship between social media strategies and content curation strategies
- Differs from our initial expectations that curating one's feed may increase their engagement

## Results

- Data collection is still ongoing, so results are preliminary.
- Figure 1 shows that as the social media intensity score increased, the number of activity-limiting strategies decreased.
- Figure 2 shows that as the social media intensity score increased, the number of content curation strategies decreased.

## Discussion

### Relevance of the Findings

- Understanding how students regulate their social media use can help identify which strategies reduce stress, anxiety, and overuse.
- Insights from this study may support campus wellness programs and digital-literacy efforts aimed at promoting healthier online habits.
- As social media continues to shape academic and social life, identifying effective regulation strategies is increasingly important.

### Limitations

- A strength of this study is its focus on college students, a population heavily immersed in social media.
- Another strength is the use of both quantitative and qualitative data, allowing for a more complete picture of regulation behaviors.
- Another weakness of this study is that self-report measures may also introduce bias.
- Another limitation of the study is the small sample size. Only 16 participants were included since the data collection is still ongoing.

### Future Implications

- Findings may highlight the importance of teaching and reinforcing regulation strategies for students who struggle with high-intensity use.
- Results could inform interventions that help students recognize unhealthy patterns and adopt more effective strategies.
- Future research could expand to other age groups or examine platform-specific regulation behaviors.

## Acknowledgments and References

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