

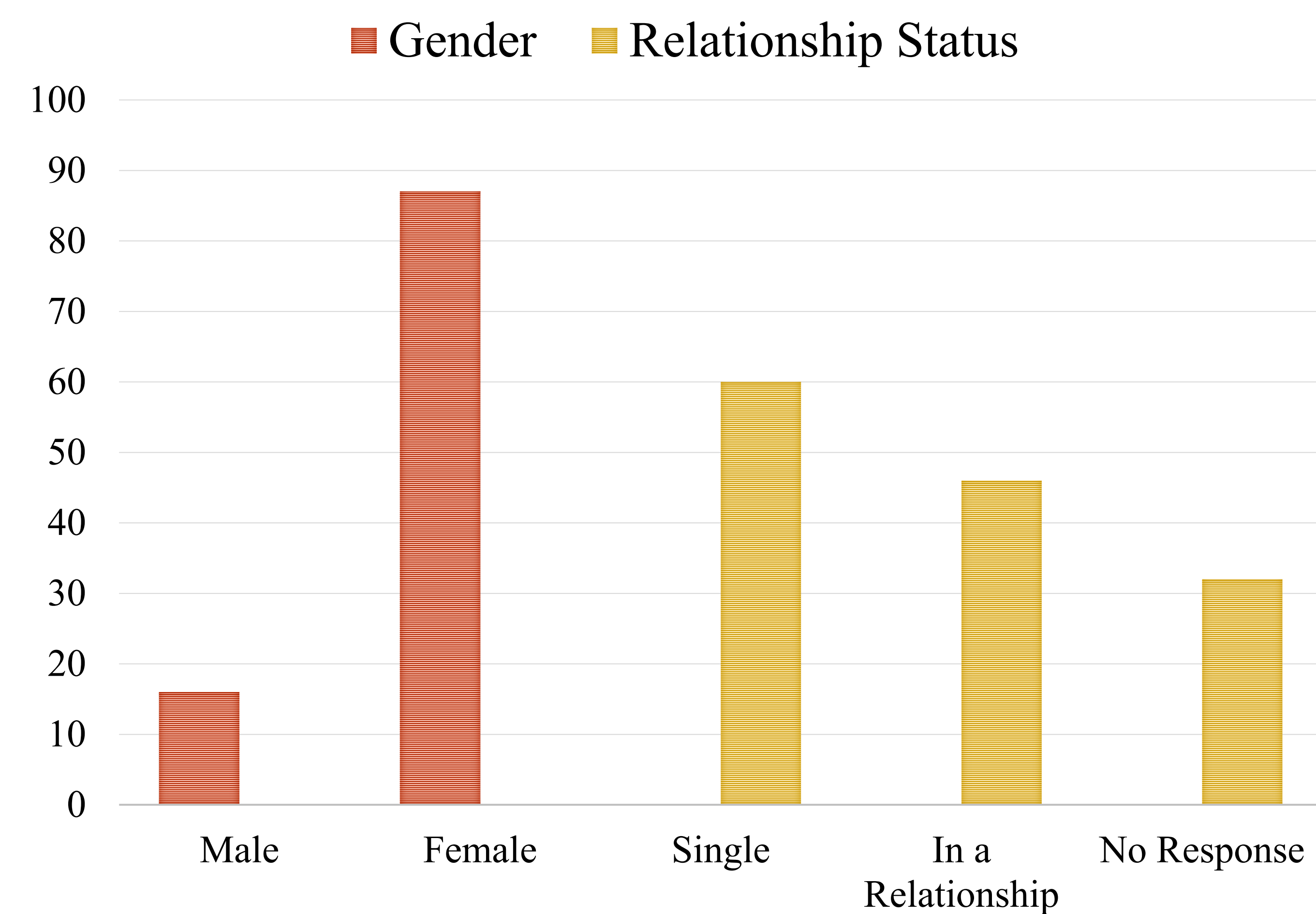
Real and Perceived Effects of Social Media Usage on Relationship Outcomes

Stephanie Carr, Destiny Black, Tiana Whitney, Kayla Pelle, and Dr. Tara Collins, Winthrop University

Introduction & Method

- Time spent together increases relationship satisfaction (Rusbult et al., 1998).
- Social media usage may replace time spent with romantic partners (Abbasi, 2019).
- ❖ Current Study
 - We hypothesized that both real and hypothetical social media usage would associate with decreased romantic relationship satisfaction.
- ❖ Participants
 - 138 total participants from Winthrop University, see figure.
- ❖ Materials
 - A 70-question survey assessed relationship satisfaction and personality traits with social media usage. This was done through the following:
 - Hypothetical scenarios, 1 (not satisfying at all) to 8 (very satisfying and 1 (not successful at all) to 8(very successful).
 - For the hypothetical scenarios, the amount of social media use was manipulated to determine relationship success and partner satisfaction. For example, in one scenario the character used 30 minutes of social media per day and in the other scenario they used five hours per day. Based from these amounts, participants were asked how successful and how satisfying they think each character would be in a relationship.
 - Integration of social media use, 1(strongly disagree) to 6 (strongly agree).
 - Frequency of social media, A to G.
 - Single participants' personality with social media use, 1 (disagree strongly) to 7 (agree strongly).
 - Relationship satisfaction, 0 (do not agree at all) to 8 (completely agree).
- ❖ Procedures
 - All participants were asked to complete questions for the randomized hypothetical scenarios, integration of social media usage, frequency of social media usage, and demographics/filter.
 - If the participant was in a relationship, they were asked to complete questions pertaining to relationship satisfaction, commitment, investment, and the alternatives.
 - If the participant was single or abstained a response to relationship status, they were asked to take the personality portion of the survey.
 - Assessment lasted for a duration of approximately 15 to 20 minutes.

IMPORTANT DEMOGRAPHICS



Results

- ❖ Findings
 - Significant Findings
 - The scenario depicting a relationship with high social media usage ($M = 3.68$) was rated as significantly less likely to succeed than the low social media usage scenario, $M = 4.58$, $t(111) = 3.21$, $p = .002$, $d = .61$. Additionally, the scenario depicting a relationship with high social media usage ($M = 3.63$) was rated as significantly less satisfying than the low social media usage scenario ($M = 4.42$), $t(111) = 2.54$, $p = .01$, $d = .48$.
 - We hypothesized that the more one integrates social media into social routines, the less invested they will be in a romantic relationship. Our hypothesis was supported. The overall regression predicting investment size was significant, $F(1, 39) = 5.27$, $p = .03$, $R^2 = .12$.
 - Non-Significant Findings
 - Our hypotheses pertaining to social media frequency use was not supported in the areas of social integration and emotional connection as a predictors of relationship satisfaction, commitment level, and investment size.
 - Additionally, our hypotheses using integration into social routines to predict relationship satisfaction and commitment level was not supported.
 - To conclude, correlations between the ten-item personality inventory and frequency of social media use was not significant. The ten-item inventory personality included five subscales; extraversion, agreeableness, emotional stability, conscientiousness, and openness.

Discussion, Implications, & Conclusion

- ❖ Importance of Significant/ Non-Significant Findings
 - We concluded that high social media usage is perceived as a barrier in romantic relationships meaning the more it is integrated into a daily social routine the less invested, they will become. Social media usage may potentially cause unforeseen consequences to romantic relationships and life.
 - We found that high social media usage is believed to cause significantly less success and satisfaction in romantic relationships. This is vital because there is a potential misconception that social media appears to not affect relationships. Knowing this, researchers can examine social media as an obstacle in relationships.
- ❖ Implications
 - Our data adds to the information on how social media affects people in many facets of life.
 - Our findings may influence people to use social media more mindfully. By doing this, this can allow for healthier relationship outcomes.
- ❖ Limitations
 - A constricted time frame to collect data.
 - Extraneous variables such as unreported relationship stressors
- ❖ Conclusion
 - In conclusion, social media usage intertwined with romantic relationship satisfaction is vital to understand because social media is one of the forerunners for how people conduct their daily lives.
 - We hypothesized that individuals' levels of romantic relationship satisfaction decrease as social media usage increases. Although, this was not supported, smaller aspects illustrated important findings and were supported.

