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Master's Thesis

USING SOCIAL MEDIA WELL: PERCEPTIONS AND PREDICTIONS OF SOCIAL MEDIA SELF-REGULATION

WHY IS THIS STUDY IMPORTANT?

Over 3/4s of U.S. population is on social media; more than 1/2 log on multiple times a day

Social media usage can cause increased anxiety, stress, depression, and addiction

Literature suggests social media self-regulation for combating the negative effects of social media
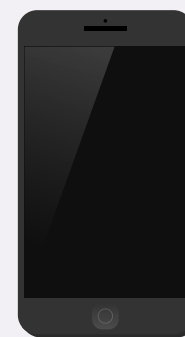
AN INTRODUCTION

- Social media self-regulation campaigns have been created to address negative effects of overusing social media.

- However, little is known about people's perceptions of social media self-regulation and their intentions to self-regulate.

RESEARCH QUESTIONS

- RQ1: WHAT ARE COLLEGE STUDENTS' PERCEPTIONS OF SOCIAL MEDIA SELF-REGULATION CAMPAIGNS?

- RQ2: WHICH CONSTRUCTS FROM THE INTEGRATED HBM AND TPB MODEL ARE MOST LIKELY TO PREDICT SOCIAL MEDIA SELF-REGULATION IN COLLEGE STUDENTS?

METHOD
Participants

- 214 Students
- Recruited from Strat Comm courses
- Participated for course extra credit
- Cross-Sectional Survey

RESULTS

QUALITATIVE FINDINGS

College students prefer campaign messages that show them how to "use social media well"—as a tool to make face-to-face connections offline.

QUANTITAIVE FINDINGS

Perceived benefits, perceived barriers, perceived susceptibility, attitude, and subjective norm all significantly predicted intention to self-regulate time on social media