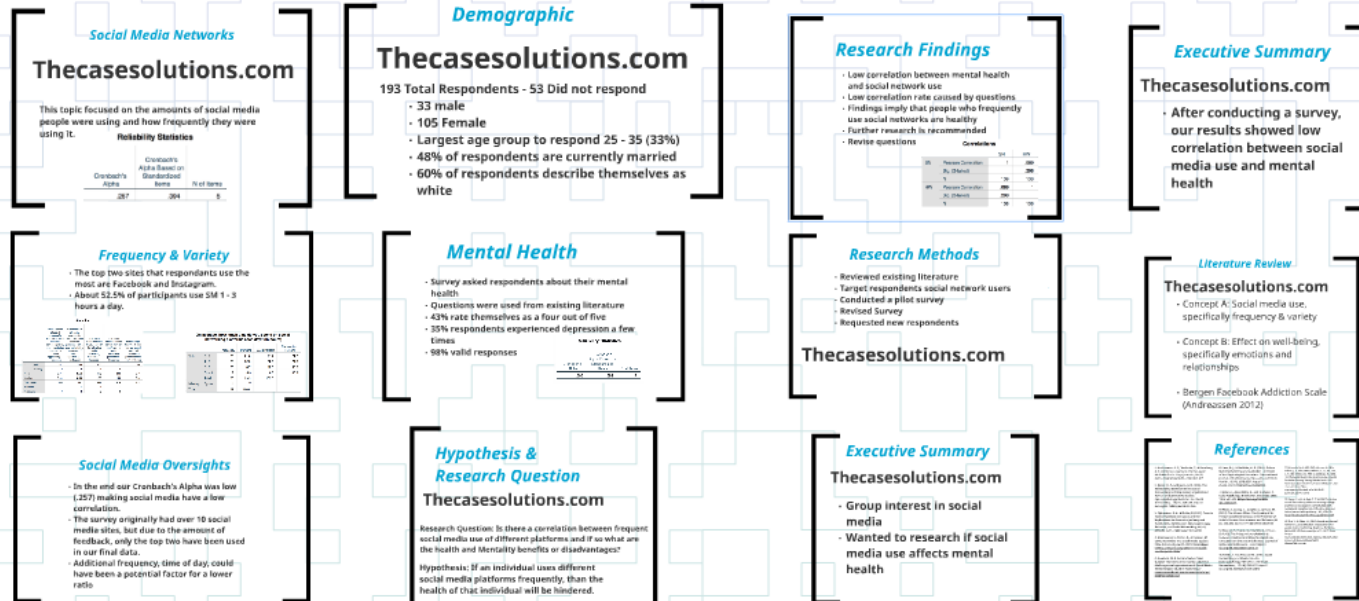


Social media and human need satisfaction: Implications for social media marketing

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Social Media Networks

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This topic focused on the amounts of social media people were using and how frequently they were using it.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.257	.304	9

Demographic

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193 Total Respondents - 53 Did not respond

- 33 male
- 105 Female
- Largest age group to respond 25 - 35 (33%)
- 48% of respondents are currently married
- 60% of respondents describe themselves as white

Research Findings

- Low correlation between mental health and social network use
- Low correlation rate caused by questions
- Findings imply that people who frequently use social networks are healthy
- Further research is recommended
- Revise questions

	Count	Percentage
100	51	51.0%
101	49	49.0%
Total	100	100.0%

Executive Summary

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- After conducting a survey, our results showed low correlation between social media use and mental health

Frequency & Variety

- The top two sites that respondents use the most are Facebook and Instagram.
- About 52.5% of participants use SM 1 - 3 hours a day.

Site	Frequency	Percentage
Facebook	1-3 hours	52.5%
Instagram	1-3 hours	52.5%

Mental Health

- Survey asked respondents about their mental health
- Questions were used from existing literature
- 43% rate themselves as a four out of five
- 35% respondents experienced depression a few times
- 98% valid responses

Research Methods

- Reviewed existing literature
- Target respondents social network users
- Conducted a pilot survey
- Revised Survey
- Requested new respondents

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Literature Review

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- Concept A: Social media use, specifically frequency & variety
- Concept B: Effect on well-being, specifically emotions and relationships
- Bergen Facebook Addiction Scale (Andreassen 2012)

Social Media Oversights

- In the end our Cronbach's Alpha was low (.257) making social media have a low correlation.
- The survey originally had over 10 social media sites, but due to the amount of feedback, only the top two have been used in our final data.
- Additional frequency, time of day, could have been a potential factor for a lower ratio

Hypothesis & Research Question

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Research Question: Is there a correlation between frequent social media use of different platforms and if so what are the health and Mentality benefits or disadvantages?

Hypothesis: If an individual uses different social media platforms frequently, than the health of that individual will be hindered.

Executive Summary

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- Group interest in social media
- Wanted to research if social media use affects mental health

References

Andreassen, C.S. (2012). The Bergen Facebook Addiction Scale: Predicting problematic Facebook use from the Bergen Social Media Addiction Scale. *PLoS One*, 7(12), e48783. doi:10.1371/journal.pone.0187833

Andreassen, C.S., & Blundell, R. (2017). The Bergen Facebook Addiction Scale: Predicting problematic Facebook use from the Bergen Social Media Addiction Scale. *PLoS One*, 12(12), e0187833. doi:10.1371/journal.pone.0187833

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Executive Summary

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- **Wanted to research if social media use affects mental health**

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