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

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

Demographic

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193 Total Respondents - 53 Did not respond
- 33 Male
- 155 Female
- Largest age group to respond 25 - 35 (33%)
- 48% of respondents are currently married
- 60% of respondents describe themselves as white

Mental Health

Survey asked respondents about their mental health
- Questions were used from existing literature
- 80 valid respondents on a scale of 1-5
- 80% indicated a stressful experience in the last week
- 80% indicated stress of a stressful past week

Hypothesis & Research Question

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Research Question: Is there a correlation between frequent social media use and various psychological symptoms? What are the differences in psychological symptoms between individuals who use social media frequently and those who do not?

Research Findings

- Low correlation between mental health and social media use
- Respondents who use social media more frequently tend to have higher levels of stress and anxiety.
- Further research is recommended

Executive Summary

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

Literature Review

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- Concept: Social media use
- Frequency & Variety
- Concept: Effect of well-being, especially social and mental relationships
- Social media addiction scale (Anderson, 2010)

References

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Executive Summary

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• Group interest in social media
• Wanted to research if social media use affects mental health
Executive Summary

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- After conducting a survey, our results showed low correlation between social media use and mental health
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)
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.
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
Social Media Networks

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

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<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
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</thead>
<tbody>
<tr>
<td>.257</td>
<td>.394</td>
<td>5</td>
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Research Methods

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

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