

# Predictors of Problematic Social Media Use: Personality and Life Position Indicators

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## Overview

Recent findings suggest that more than two-thirds of all Internet users around the world also have active social media accounts (Kemp, 2017). As social networking sites grow in popularity, the potential for addiction and harmful usage behaviors also increases. Therefore, the goal of this research was to build on existing research on the predictors of social media addiction and to separately examine the predictors of addiction to Facebook, Instagram, and Snapchat.

## Methods

- Participants were 193 undergraduates (77 men, 113 women, 3 unspecified).
- Participants completed a survey so researchers could determine their:
  - Level of addiction to Snapchat, Instagram, and Facebook
  - Level of fear of missing out (FOMO)
  - Big Five personality traits
  - Life position indicators (Life satisfaction, interpersonal interaction, and social activity)
- To take part in the study, participants had to be active on at least one of the social networking platforms.

## Research Questions

- H1:** There will be a negative relationship between life satisfaction and Facebook, Instagram, Facebook, and Snapchat addictions.
- H2:** Fear of missing out (FOMO) will be a predictor of Facebook, Instagram, and Snapchat addictions.
- RQ1:** Is there a relationship between the social activity and interpersonal interaction indicators and Facebook, Instagram, and Snapchat addictions?
- RQ2:** Is there a relationship between Big Five personality traits and Facebook, Instagram, and Snapchat addiction?
- RQ3:** Is there a statistically significant difference in social media addiction scores between men and women?

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**Descriptive Statistics for Life-Position Indicators, Big Five, Fear of Missing Out and Social Media Addiction**

	Mean*	Std. Deviation
<b>Life-Position Indicators</b>		
Life Satisfaction	3.78	1.05
Social Activity	3.33	1.15
Interpersonal Interaction	3.52	1.00
<b>Big Five</b>		
Extraversion	2.93	1.16
Openness	3.72	.89
Conscientiousness	3.60	.87
Agreeableness	3.80	.79
Neuroticism	3.21	1.12
<b>Fear of Missing Out</b>	2.32	.83
<b>Social Media Addiction</b>		
Facebook Addiction	1.95	.78
Instagram Addiction	2.21	.93
Snapchat Addiction	2.03	.90

\*on a scale from 1 (lowest value) to 5 (highest value)



## Results

- The predictive power of life-position indicators, personality traits, and FOMO varied by platform.
- RQ1:** Social activity was a significant predictor of Facebook addiction.
- RQ2:** Agreeableness was a significant predictor of Facebook addiction.
- H2:** Fear of missing out was a significant predictor of Facebook, Instagram, and Snapchat addictions.

## Conclusion and Implications

- The findings of this study support previous findings that life position indicators and users' personality traits play a role in social media addiction.
- This study examines the predictors of addiction to Facebook, Instagram, and Snapchat separately to allow for comparisons between the platforms.
- Given that there has been little research conducted on the traits and habits of Snapchat users, this study fills an existing gap.
- In light of previous research on the uses and gratifications of various social networking sites, we suggest that the strength of ties between users on social networking sites affects the cause and extent of FOMO experienced by users.