

# **Social Media and Romantic Relationship: Excessive Social Media Use Leads to Relationship Conflicts, Negative Outcomes, and Addiction via Mediated Pathways**

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## **Reference to the original paper:**

Bouffard, S., Giglio, D., & Zheng, Z. (2021). Social Media and Romantic Relationship: Excessive Social Media Use Leads to Relationship Conflicts, Negative Outcomes, and Addiction via Mediated Pathways. *Social Science Computer Review*, 08944393211013566.

<https://doi.org/10.1177/08944393211013566>

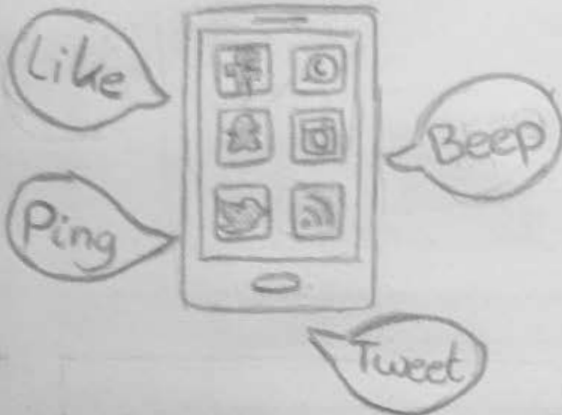
Project created for the class:

Visual Thinking and Composition, Fall 2021

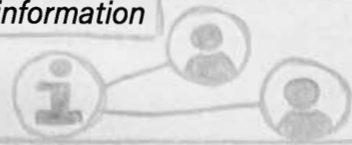
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*Social Media is very popular today, and very useful to:*



*Share information*



*Develop networks*



*Connect with others*



*However,*



*While it allows to foster relationships*



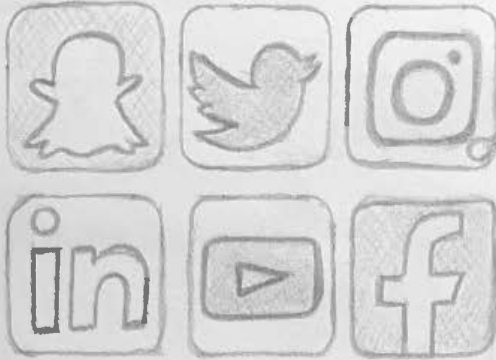
*It also challenges real-life relationships*

*Q1. What is the impact of increased IG use on three important indicators of relationship quality: satisfaction, conflicts, and negative outcomes*

*Q2. Are there any psychological factors that could mitigate the impact?*

*Q3. How can social media use and relationship quality together trigger social media addiction?*

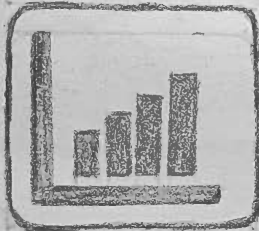




**Platform of Choice:  
Instagram (IG)**

*Because of its usage  
monitoring feature, where  
time aof daily usage  
is automatically tracked  
for each IG account.*

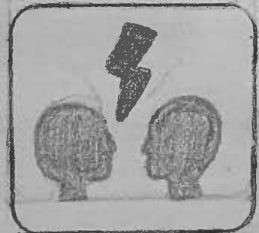
## Measures:



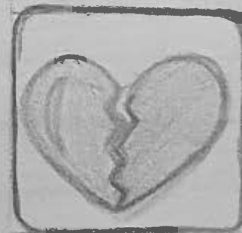
*IG Usage*



*IG Addiction*



*IG-related Conflicts*



*Negative Outcomes*



*Relationship Satisfaction*



*Relationship Sacrifice*

# Participants (N= 234):

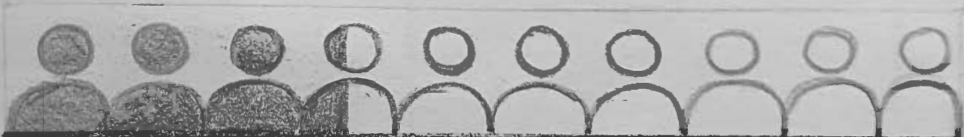
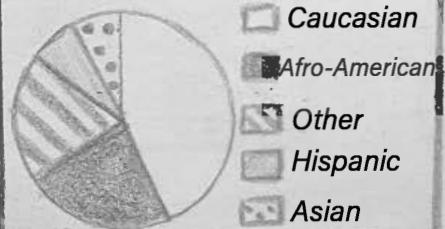


All University college students.

Status: In Relationship

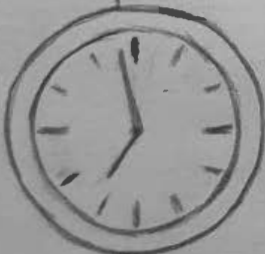


Ethnicity:



34% of all participants reported having a second IG account/Finsta

Average Time spend on IG per day



1st  
Account

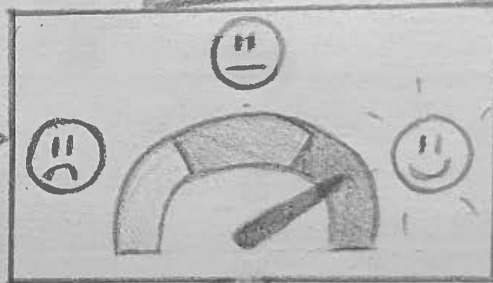
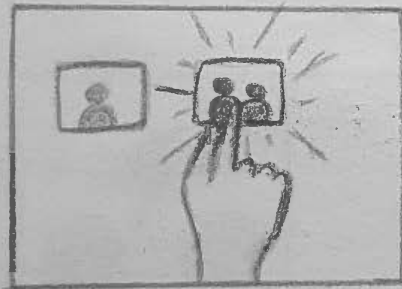
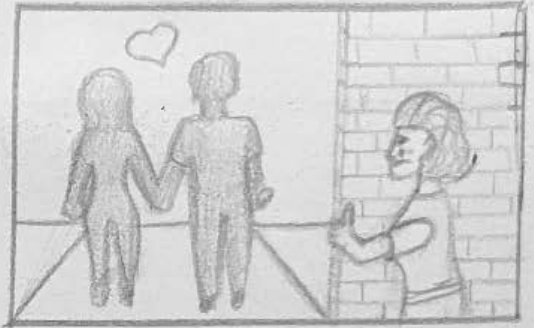
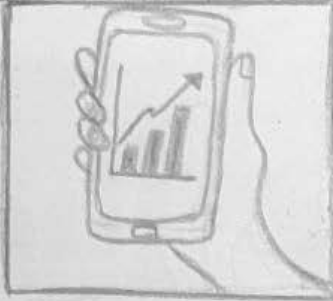
00:31:30

2nd  
Account

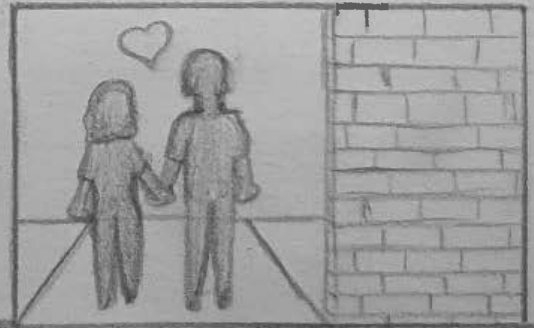
00:08:00

# Results (Direct Effects)

1\*



2\*



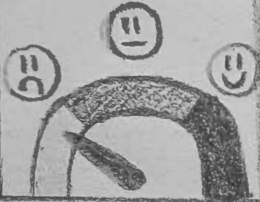
1\* Increased IG usage leads to lower relationship satisfaction, leading to more conflicts and negative outcomes.

2\* A high tendency to sacrifice leads to higher relationship satisfaction, leading to less conflicts and negative outcomes.

## Results (Indirect Effects)



*High IG usage  
in combination with...*



*Low relationship satisfaction  
followed by...*



*Increase in IG-related conflicts  
could results in...*



*IG Addiction*

## Limitations:

- 7 days usage tracking
- more devices
- Sample
- relationship length



### *Limitations could be;*

- (1) Representativeness of 7-day usage for actual IG usage.*
- (2) Participants could also have used other devices (which are then not tracked).*
- (3) Representativeness of the sample (only students).*
- (4) Possible influence of relationship length as moderating variable.*

*This study has thus resulted in new pathways for increased IG use to disrupt both relationship and personal well-being. The study therefore provides yet another piece of important evidence that social media use should be moderated for all age groups, and especially young adults.*

