

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:

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Project created for the class:

Visual Thinking and Composition, Fall 2021

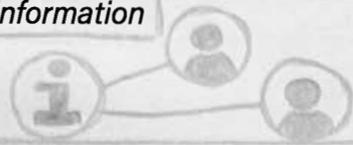
Tilburg University, Department of Communication and Cognition

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



Share information



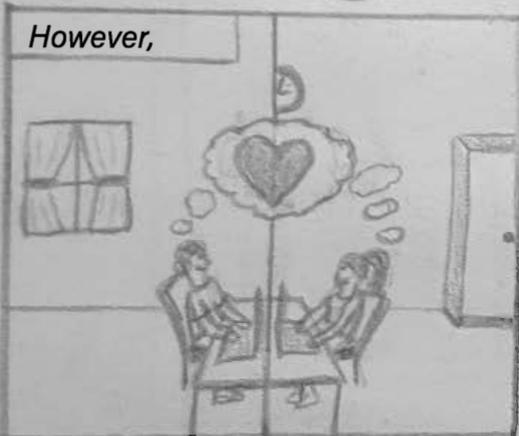
Develop networks



Connect with others



However,



While it allows to foster relationships



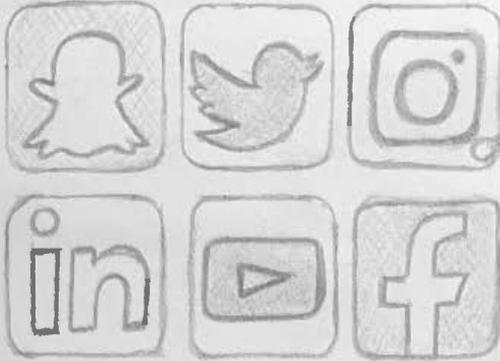
It also challenges real-life relationships

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?

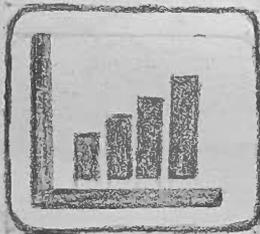




**Platform of Choice:
Instagram (IG)**

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

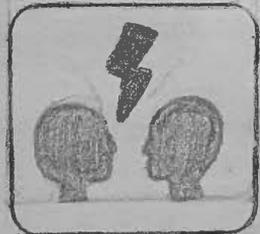
Measures:



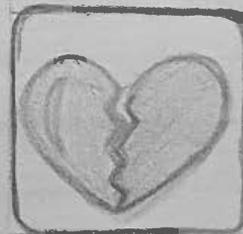
IG Usage



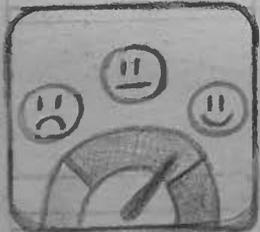
IG Addiction



IG-related Conflicts



Negative Outcomes

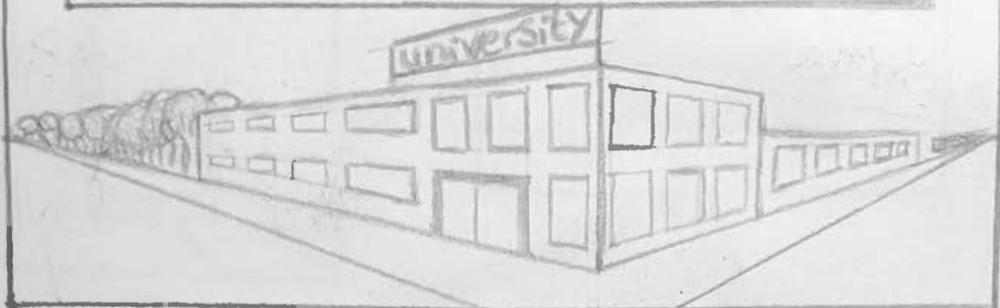


Relationship Satisfaction



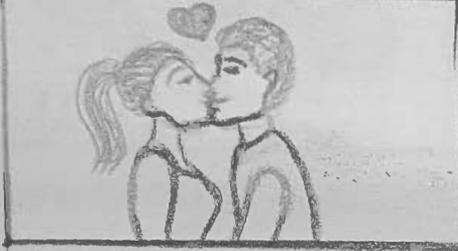
Relationship Sacrifice

Participants (N= 234):

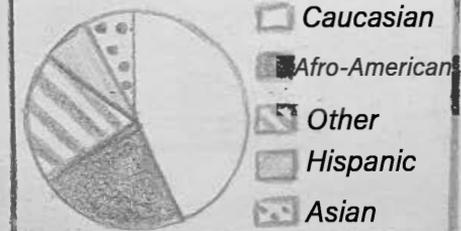


All University college students.

Status: In Relationship

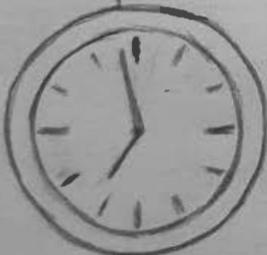


Ethnicity:



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

Average Time spend on IG per day



1st
Account

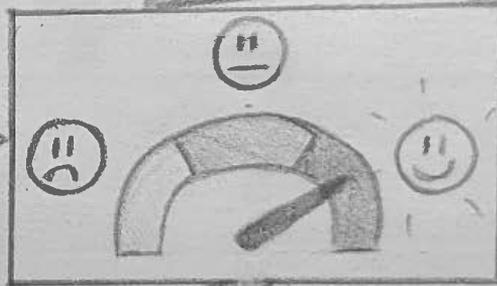
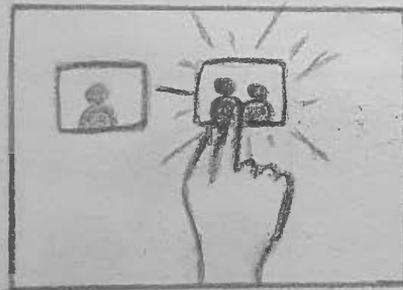
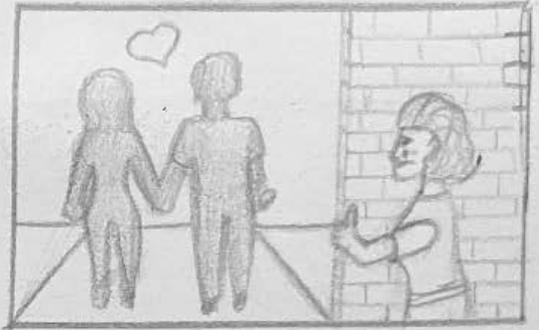
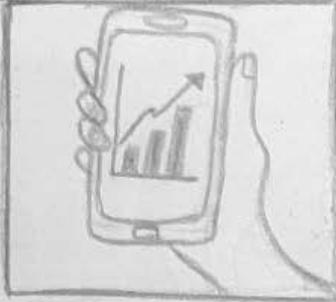
00:31:30

2nd
Account

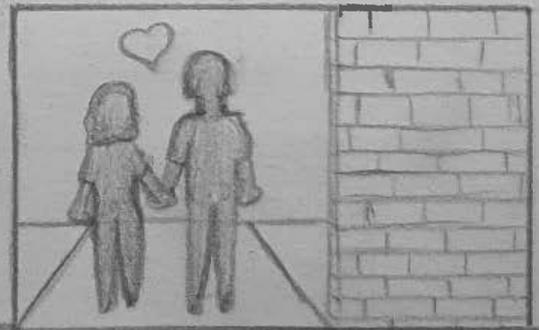
00:08:00

Results (Direct Effects)

1*



2*



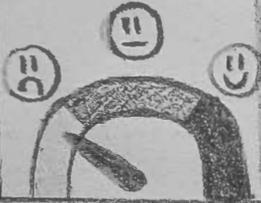
1* Increased IG usage leads to lower relationship satisfaction, leading to more conflicts and negative outcomes.

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.

