

## Social Media Use and Social Connectedness

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**Abstract :** This correlational study explored the potential relationship between social media use and social connectedness. College students ( $n = 190$ ) were surveyed using the revised Social Connectedness Scale (SCS-R) and were asked about the number of hours they used social media platforms such as Instagram, TikTok, Twitter, Snapchat, and Facebook. We also developed and administered a 14-item Social Media Use Scale (SMUS) to measure potentially maladaptive social media use, such as use that likely interfered with other activities. The SMUS was found to have good inter-item consistency (Cronbach's  $\alpha = .92$ ) and was significantly correlated with hours of use,  $r(182) = .622, p < .001$ . As expected, we found that the SCS-R scores were inversely related to total hours of social media use,  $r(182) = -.188 (p < .005)$ . This suggested that lots of time allocated to online interactions is negatively associated with social connectedness in general. Interestingly, however, higher social connectedness scores were associated specifically with Snapchat use,  $r(28) = .210, p = .004$ . This may have to do with the specific nature of the Snapchat experience and perhaps its original use for one-to-one communication. The use of other social media platforms (TikTok, Instagram, Twitter) was not related to better social connectedness scores. Although we failed to find that scores on our measure of problem use (the SMUS) were correlated with social connectedness, we are hopeful that the SMUS will be of use in identifying patterns of maladaptive social media use that may have an impact on other important outcome measures of adaptive functioning and well-being.

**Keywords :** adaptive functioning, college students, social connectedness, social media use

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