

HOW MOTIVATIONS INFLUENCE SOCIAL NETWORK USAGE AND ANXIETY

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HOW MOTIVATIONS INFLUENCE SOCIAL
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Abstract: This study examines socialization, social support and fear of missing out as motivations for habitual social network site users and how these motivations affect their anxiety levels. A survey was administered to college students at a southwestern university to determine to what extent these motivations play a role in those that use social networking sites more often. These findings were then compared to levels of anxiety present in these individuals to determine what extent these motivations played in their anxiety levels. The results of this study found that Facebook usage levels have an inverse relationship with anxiety levels, while these motivations did not play a role in individuals Facebook usage. This research will assist companies and others in understanding what motivates millennials to log on to their social networking sites, which will help them in creating marketing plans, new features for their sites and maintaining their users.

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION.....	1
II. REVIEW OF LITERATURE.....	3
Social network sites	3
Motivations	5
Motivation of socialization	7
Motivation of social support	8
Motivation of overcoming the fear of missing out	11
Habits	13
Anxiety.....	15
III. METHODOLOGY	18
Research Design.....	18
Sampling	18
Measurement.....	18
Procedure	21
Data Analysis	21

Chapter	Page
IV. RESULTS	22
Demographics	22
Test hypotheses	24
The effect that motivations have on Facebook usage and anxiety.....	24
The moderating effect of habit on the relation between motivations and Facebook usage	26
V. DISCUSSION	28
Discussion	28
Implications.....	31
Limitations	32
Future Research	33
REFERENCES	35
APPENDICES	40

LIST OF TABLES

Table	Page
1. Means and standard deviations, reliabilities, and measures of the distribution of the key variables.....	19
2. Demographic table.....	22
3. Correlation table.....	24
4. Path Analysis Relationships.....	25
5. Linear regression with the moderating effect of habit on motivations	27
6. Linear regression model fit	27

LIST OF FIGURES

Figure	Page
1. Proposed model.....	17
2. Path analysis model.....	25

CHAPTER I

INTRODUCTION

Take a second to think about what people do when they first wake up. Is it checking their phone? Now take a minute and think about how many times a day they do it. Is it even possible to count how many times people check their phones? Most people are guilty of checking their phone whenever they have a second and sometimes check their phone when they don't have time and are in a meeting or out with friends. With the introduction of smart phones, there has become an increase of mobile phone usage from using our phones in the bathroom to using them while we wait at red lights; we have created habits in using our technology in every part of our life. With 77% of people having a smartphone, 95% being online and 81% on social media (in the United States), it's becoming increasingly important to uncover their habits, their motivations and understand why they are drawn to the Internet and the results of their time spent online (Pew Internet Research, 2018; Internet World Stats, 2018; Statista, 2017).

The Internet is not going away. Researchers are focusing more and more of their attention into better understanding why individuals are drawn to the Internet. They want to understand which functions of the Internet and even more specifically of social network sites draw individuals in on a daily, even hourly basis. Social network sites (SNSs) are now more than just websites, it's a place where people go to communicate with friends, family, even businesses, where people exchange information, pass time, find answers and entertain themselves (Salehan & Negahban, 2013). They are even considered places where young adults figure out who they are and create their unique identity; especially with the ability to craft their public profiles to express

their desired self-presentation (Oberst, Wegmann, Stodt, Brand, & Chamarro, 2017; Vannucci, Flannery, & Ohannessian, 2017). Beyond studying the functions of SNSs that draw in millions of individuals a day. Researchers also study the motivations behind the usage of SNSs. Each researcher has a different opinion on which motivations are the ones that draw individuals to SNSs. But most can agree that communication is one of the most important motivations for adolescent SNS use (Barker, 2009).

By using SNS, adolescents are able to satisfy their intense needs to belong, but they also have a higher risk of encountering anxiety when they are no longer feel that they belong and they believe they are missing out on important experiences (Oberst et al., 2017). The idea that individuals, specifically adolescents, are encountering more feelings of missing out and anxiety that before the introduction of SNSs is more researched now than ever before. The ability to be instantly connected and have immediate feedback has intensified experiences online and in young adults every day lives. If an individual is unable to connect with their network via their social media accounts they experience feelings of irritability, anxiety and feelings of inadequacy. These feelings together create the feeling of fear of missing out (FoMO) (Abel, Buff, & Burr, 2016). Which in turn draws individuals back to their social networking accounts each day in order to not missing out.

Although enormous strides have been made in recent years in better understanding the motivations behind social networking site usage, there remain unanswered questions as to whether motivation inspired habitual social network usage can affect anxiety levels in individuals. In the next chapter, I will discuss how previous research examined motivations to use social networking sites and how these motivations help to alleviate the anxiety that individual's experience.

CHAPTER II

REVIEW OF LITERATURE

Social network sites

Internet usage over the past few decades has drastically changed. It was invented back in the 1960s, slowly became a mainstream technology and now in the 2010s, the Internet is being used for more activities than ever before. It's used in most parts of our daily lives including, "finding information, buying and selling products, watching television shows, seeking mates, searching for entertainment and participating in political spheres" (Correa, Hinsley, & Gil de Zuniga, 2009). However, out of all the features that the Internet has to offer the usage of social networking sites (SNS) has quickly become the most popular and time consuming feature available.

SNSs began in 1997 with the introduction of Six Degrees and have continued to grow in membership numbers; today there are over 1.96 billion users worldwide with membership numbers expected to grow to 2.95 billion by 2020 (Gordon, 2017). SNSs have been defined as "virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on shared interests" (Kuss & Griffiths, 2017). Wang and Jackson defined SNSs as a virtual community that allows users to communicate with each other, engage in a variety of social and recreational activities and to a lesser extent, acquire needed or desired information (2015). Social networking sites have also been defined as "web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (Salehan &

Negahban, 2013). For the purposes of this study, social networking is defined as an individual's use of social media sites and applications in order to interact and connect with peers and strangers in order to participate in socialization, gain social support and avoid the fear of missing out.

There are multiple SNSs available on the Internet that occupy an individual's time. With these sites not only changing human communication and interaction, they also create intense interactions and influence on members' lives even though these interactions are limited to online settings (Salehan & Negahban, 2013). These sites are important to study because of the amount of individuals on these sites. "In April, 2016, 79% of Americans were on Facebook, 24% were on Twitter, 31% were on Pinterest, 32% were on Instagram, and 29% were on LinkedIn (Greenwood, Perrin, & Duggan, 2016). Almost 80% of users for each of these social medias report that they use the sites on at least a weekly basis (Pew Internet Research, 2018). With the creation of such successful SNSs, a significant portion of people's social lives has been relocated to an online setting (Sagioglou & Greitemeyer, 2014). Because of these numbers and the amount of time spent on these sites, researchers have found that SNS users with larger networks and those that spend more time on their accounts lead richer lives than those who don't (Hlebec, Manfreda, & Vehovar, 2006).

As previously mentioned, Facebook is the most commonly used social media site and application. Membership numbers for Facebook have steadily increased by 17-20% annually and was the first SNS to reach over 1 billion monthly active users (Gordon, 2017; Kuss & Griffiths, 2017). This is partially due to the fact that initial age of Facebook usage has dropped to 12/13 years old (Oberst et al., 2017). In 2016, 22.9% of the world population used Facebook (Kuss & Griffiths, 2017). Of these users 76% say they visit the site daily and 55% visit Facebook several times a day (Greenwood et al., 2016). Not only do Facebook users visit daily and sometimes multiple times, "every minute 510,000 comments are posted, 293,000 statuses are updated; and 136,000 photos are uploaded, with the average user spending approximately 20 minutes a day on the site" (Kuss & Griffiths, 2017). In order to draw these numbers to their website and mobile

application, Facebook continually rolls out new features, such as messenger, reactions to statuses, stories and more.

People rely on Facebook for social interaction, news and entertainment. The primary function of Facebook is allowing users to share stories, to create new relationships, and maintain existing relationships. By design, Facebook allows users a higher level of customization and ease when connecting with others than previous online methods (Song et al., 2014). They can join groups based on their interest and learn other's hobbies, interests, musical tastes and romantic relationship statuses through profiles (Ellison, Steinfield, & Lampe, 2007). Some even say, "Facebook has become our social Bible for definitive information on our classmates, crushes, and high school peers we have not spoken to in who-knows-how long" (Sheldon, 2008). Facebook allows users to achieve needs through communicating with and learning about others (Seidman, 2013). It offers people the ability to communicate with their entire network, groups and individuals with a just a few clicks.

Motivations

In order to better understand why people continue to scroll through their social networking sites on a daily basis, we must first understand their motivations to visit these sites or open the application. Motivation is defined as "the degree to which an individual wants and chooses to engage in certain specified behaviors" (Oh & Syn, 2014). It's considered to be "one of the essential factors that encourage people to carry out actions in everyday life" (Oh & Syn, 2014). However, we must also understand that motivations are a fickle thing and tend to "increase and decrease depending on what degree the person is cognitively or affectively stimulated by the search process and results" and that without motivation a person will easily lose interest and stop completing the task that they once enjoyed completing (Oh & Syn, 2014).

Each person has different motivations for completing every task. "All participation in and contributions to social media are voluntary. Social media could not have thrived without users who are highly motivated" and because of this need, it is important to understand why users

continue to come back (Oh & Syn, 2014). Motivations should be even more important predictors of SNS use than personality traits because motivations are more proximal causes of behavior than personality (Wang et al., 2015). College students have listed social support, companionship support and socializing as primary reason for using their SNS accounts (Frison & Eggermont, 2015). “In social networking sites like Facebook, people are highly motivated by social connectivity and communication with peers” (Oh & Syn, 2014). Researchers have studied motivations for SNS usage and have narrowed them down into six main categories: information, entertainment, socialization, convenience, social support and escapism (Bae, 2017).

Each one of these motivations lead to people using SNSs, but for different reasons. When people use SNS for information, they are seeking to gain insights about different topics and ideas. They seek to find information about anything from sales, deals or products, events, birthdays and parties to information about local businesses. These individuals will even use social media to get how-to information, get help with math and learn new things (Whiting & Williams, 2013). For individuals who log on for entertainment, they’re seeking things like humor or comic relief. They find entertainment in playing games, listening to music and watching videos that pop up on their timelines (Whiting & Williams, 2013). Those who seek socialization use SNSs because of the societal norm to use these platforms to communicate and keep in contact with their peers (Arnett, 1995). Individuals also are drawn to these platforms because they are convenient and because they are able to access them anytime, anywhere – with no time restraints. They are also fond of the ability to communicate with a large group of people at one time (Whiting & Williams, 2013). Those who log on to SNSs for social support hope to find sociability, fun, advice and information from their peers to help them with their daily problems (Leung & Lee, 2005). Additionally, there are individuals who use their SNS accounts to escape. They use them to distract themselves and escape their daily problems and responsibilities for a while (Blouin-Hudon & Pychyl, 2015).

But what about nontraditional motivations? Such as those that involve an individual’s desire to be constantly connected to their peers via . One of these motivations is the fear of

missing out (FoMO). Individuals who are motivated by overcoming FoMO are seeking to stay connected with friends and family, and stay up to date with their peer's latest activities. For the purposes of this study, the researcher focuses on socialization, social support and overcoming fear of missing out. These motivations were selected because all three deal with being connected to others and unlike the other motivations mentioned communication and connections are not as commonly found on parts of the Internet that aren't a social networking site and "social reasons are the most important motives for using SNSs" (Yao & Cao, 2017).

Motivation of socialization

Socialization is different than other motivations because it is a complex and continuous process where cognitions and behaviors are being constantly learned and changed (Moeller & De Vreese, 2013). It is defined as "taking over another person's habits, attitudes, and ideas and the reorganization of them into one's own system" and "as the moulding of the individual's feelings and desires to suit the needs of the group" (Wentworth, 1980). Socialization models put emphasis on the influence of social interactions and individual's abilities to learn social and political norms, especially during childhood and adolescence (Liu & Gastil, 2014). Another definition for socialization is the process through which children learn values, normative beliefs, knowledge and behaviors (Beaudoin, 2014). Socialization explains the process "by which people selectively acquire the values and attitudes, the interests, skills and knowledge – in short the culture" (Wentworth, 1980). The influence that individuals experience is not limited to their proximate world, but also entails one's exposure to the distal world as well (Beaudoin, 2014). Individuals tend to copy the actions, behaviors and opinions of those they surround themselves by, these can come from family, peers, school (their proximate world), the community, the media, the legal system and the cultural belief system (their distal world) surrounding them (Arnett, 1995). And as individuals get older, the influence of their family diminishes, while the influence of their peers and mass media increases (Beaudoin, 2014).

There are a few things that affect how socialization occurs. Norms, for instance, are one of those things. Social norms afford individuals with perceived guidelines and standards for how they should behave (Beaudoin, 2014). Descriptive norms represent the behaviors that are seen as typical and injunctive norms include the rules and beliefs that make up what is socially appropriate behavior (Beaudoin, 2014). Individuals subconsciously use these norms on a daily basis when watching their surroundings and unconsciously becoming socialized into their environment. Another thing that affects socialization is perception of how individuals view the events around them. For instance, selective perception affects how individuals interpret and process media messages (Beaudoin, 2014).

Our culture has become reliant on social networks and individuals learn from a young age to become connected. Teenagers are attracted to the latest and greatest technology, especially those “which offer them the opportunity to interact with others and to experience a sense of community and social acceptance” (Milani, Osualdella, & Di Blasio, 2009). The media often look to younger generations to see which direction technology might be headed in the future. They have a tendency to be early adopters of the latest technology and so researchers have suggested that “under-30s are the vanguards of Internet and wireless use” (Botterill, Bredin, & Dun, 2015). This is important because during an individual’s adolescence they are most susceptible to having media playing a large role in shaping their identity, since they are searching for independence from their family and society (German & Lally, 2007). “Now, more often than not, people use the Internet to socialize with people they do know and expand their circle of friends” (Correa et al., 2009). The ability to communicate at any time influences the development of the previously mentioned social norms and acts as a channel for these norms to influence individual’s behaviors (Beaudoin, 2014).

H1: Socialization motivation will influence SNS usage

Motivation of social support

Getting social support is considered one of the major motives for using SNSs (Li, Chen, & Popiel, 2015). Social support sets itself apart from the other motivations because it is consciously provided to the recipients (Heaney & Israel, 2008). The motivation of social support has been defined in several different ways. A broad definition of social support is the resources individuals exchange with others through their social ties (Oh, Lauckner, Boehmer, Fewins-Bliss, & Li, 2013). It is more narrowly defined as the tangible or intangible aid obtained from individuals' interpersonal networks, has long been recognized as associated with better mental health, for instance, buffering the negative influence of stressful life events and reducing depression (Li et al., 2015). Another definition is that social support is the perception or experience that one is loved and cared for and part of a social network of mutual assistance and obligations (McCloskey, Iwanicki, Lauterbach, Giammittorio, & Maxwell, 2015). It is also defined it as "the flow between people of emotional concern, instrumental aid, information, or appraisal " (Leung & Lee, 2005). All of these definitions can be condensed to one definition; social support is the actions between individuals involving affection, aid, encouragement, and appraisal that are given in response to peers' needs to show them that they care.

Social support is broken up into five functional components: emotional support, instrumental support, affectionate support and social companionship or positive social interaction (Leung & Lee, 2005). The emotional support component involves the caring, love, and sympathy that one receives. Instrumental support provides material support and assistance; it's sometimes referred to as tangible support. The information support component involves offering guidance, information, advice and feedback in order to solve problems. Affectionate support is defined as expressions of love and affection. The social companionship/positive social interaction component involves spending time with others (Leung & Lee, 2005; Pornsakulvanich, 2017). Individuals on SNSs can receive one or all five of these components when they log on to their account.

When people are able to gain one or all of these components from their networks on their social network account, they are encouraged to continue logging on to their accounts to seek advice and information. With four in five active Internet users visiting social networks and blogs, Americans spending more time on Facebook than any other US website and the subsequent increased access to one's peers, it is likely that these websites are an important tool in helping individuals to acquire health-related social support (Oh et al., 2013). The idea of "connectivity on SNSs promote the perception of social support for some users, which in turn facilitates well-being offline" (Fox & Moreland, 2015). Higher levels of social support are associated with less subjective distress, less physical illness and strong well being (Morin-Major et al., 2016). These benefits have been related to the same benefits that individuals receive from face-to-face social support, especially in consideration with health concerns and other stressful situations they face (Oh et al., 2013).

Out of all SNSs, Facebook is considered the medium that individuals receive greater levels of social support than those non-Facebook users and non-Internet users (Frison & Eggermont, 2015; Li et al., 2015). Multiple studies have shown that not only is Facebook the site to use for social support, but the greater number of friends that individuals have on Facebook the higher their levels of life satisfaction and perceived social support are, especially when they experience more life stressors (Campisi et al., 2012; Li et al., 2015; Wiederhold, 2017). The features that Facebook offers its users are a main part of the users abilities to receive social support. The news feed for example functions as a "social awareness stream" that allows content from one's contacts and their own posts to be distributed broadly quickly and easily, which increases the likelihood of receiving friends' support (Li et al., 2015). Facebook allows for social interaction activities including updating statuses, sharing information, liking, commenting and sharing friends' posts, which all allow for users to easily respond to support-based feedback and receive the validation they are seeking (Li et al., 2015; Zell & Moeller, 2017).

H2: Social support motivation will influence SNS usage.

Motivation of overcoming fear of missing out

While socialization and social support are more obvious and more researched motivations for logging onto SNS accounts, fear of missing out (FoMO) has made itself known to researchers over the past few years by proving that it plays an important role in what motivates individuals. FoMO is defined “as a pervasive apprehension that others might be having rewarding experiences from which one is absent (Beyens, Frison, & Effermont, 2016). FoMO is characterized by the desire to stay continually connected with what others are doing” (Przybylski, Murayama, DeHaan, & Gladwell, 2013). It is also defined as the uneasy and sometimes all-consuming feeling that you’re missing out – that your peers are doing, in the know about, or in possession of more or something better than you (Abel et al., 2016). The idea of FoMO in SNSs is fairly new, and so there has been less research on this topic than other motivations, however, researchers have stated, “FoMO could serve as a mediator linking deficits in psychological needs to social media engagement” (Alt, 2015).

There are a few factors that increase the feelings of FoMO in individuals. Researchers have found that people with a poor emotional state and life satisfaction are more likely to confront FoMO and these individuals are more likely to be engrossed in psychological demands towards being connected, related and intimate with others (Dhir, Yossatorn, Kaur, & Chen, 2018). FoMO is considered a psychological trait and a type of social anxiety where individuals compulsively consider about missing out on a chance for interpersonal interaction, a new experience or a good time (Alt, 2017; P. Wang et al., 2018).

Previous research has shown that almost 70% of adults have admitted to experiencing the feelings of missing out and 40% of individuals say that social media has increased their levels of FoMO (Abel et al., 2016). Because of this increased fear, individuals want to stay continually connected with others and updated about what they are doing in order to not miss out on social opportunities (Beyens et al., 2016). People feel as though they couldn’t not have a Facebook, because all of their friends are on Facebook. This pressure to always be connected leads people to

feel guilty or dissatisfied if they aren't constantly accessible, so users feel they must be able to be reached at all times and that others expect this of them (Fox & Moreland, 2015). FoMO explains the tendency for people with a chronic deficit in psychological need satisfaction to seek out the latest updates and any possibility to engage with their social networks, even if it takes place during an inappropriate or dangerous situation (while driving, in class, or a face-to-face conversation) (Oberst et al., 2017). Although FoMO is not necessarily a phenomenon that is exclusive to social network users, individuals that experience high FoMO feel compelled to check their social media accounts more often in order to ensure that they are up-to-date with their friends' plans and activities (Oberst et al., 2017).

It's easy to see social media sites play a key role in increasing individual's feelings of FoMO. "There is no doubt that social media's presence in our lives has amplified the need and desire (and opportunity) to know what other people are doing and saying at all times" (Abel et al., 2016). SNSs offer easy access to real-time information about friends and acquaintances about their activities, events and conversations, giving people a window into their lives without leaving home (Alt, 2015). "A younger generation of scholars has grown up in a world that has been reliant on technology as integral part of their lives, making it impossible to imagine life without being connected" (Kuss & Griffiths, 2017). They have to be connected because that equals being accepted by one's peers during adolescence, being on SNSs are an easy way to do this for young adults and provides them with greater levels of social involvement (Oberst et al., 2017).

Individuals are not always consciously aware that they are participating because of their fear of missing out, but everyone can relate to seriously thinking about going party or event because their friends or family thought they should go instead of going because they truly wanted to go (Abel et al., 2016). But they go anyways because they don't want to miss out on what could happen.

H3: Overcoming FoMo motivation will influence SNS usage

Habits

While motivations are important in determining social networking site usage, habits also play a key role. Habits are “regularized patterns of behavior that become routinized in the form of action scripts and enacted without any conscious reflection about the action” (Vishwanath, 2015). Habits are also considered a cognitively inexpensive element of behavior, due to automatic and ballistic execution, understanding them is essential in the pursuit of making computing devices natural, invisible and pervasively used (Oulasvirta & Rattenbury, 2010). While Internet habits are considered automatic, unconscious responses to internal or external cues that are acquired through repeated Internet consumption (Tokunaga, 2017). The habitual use of Facebook is defined as “the automaticity in consumption and use of Facebook that develops as individuals repeatedly and routinely access, interact and utilize it because of the gratifications received from such action” (Vishwanath, 2015). The most important element of all conceptual and operational definitions of Internet habits is a loss of conscious self-control over Internet use (Tokunaga, 2017). Understanding habits is important for this study because they show an individual’s automatic unconscious behavior and they play an important role in the way that they use SNSs. For this research paper, habit is defined as the routine behavior that individuals exhibit unconsciously.

An action as small and seemingly meaningless as logging on to one’s social network can create a strong habit, which can become near impossible to break. The more frequently these small actions are done, the stronger the habit will form. Before long, the individual will be logging onto their SNS account without giving their scrolling a thought. Especially when the relationships made on their social networking accounts are positive. The confidence built from successful online relationships leads some to develop a preference for online social interactions over offline ones, resulting in Internet habits (Tokunaga, 2017).

In this study, habit strength influences the relationship between the three mentioned motivations and individuals SNS usage. Habit strength effects behavior changes in individuals.

Webb and Sheeran showed that, when behaviors are performed frequently and are stable, the average effect of a medium-to-large sized change in intention on subsequent behavior change was small. In contrast, when the behavior was infrequently performed and/or the environmental context was unstable, the average change in behavior as a function of intention large (Webb, Sheeran, & Luszczynska, 2009). Those that utilize their SNS accounts less frequently will have a stronger pull to use their SNS accounts due to these motivations, while those that have stronger habits will be less motivated by the motivations.

Habit formation in regards to SNS usage is mainly “attributed to their capacity of providing quick access to rewards like communication and news” (Oulasvirta & Rattenbury, 2010). People are more likely to log onto Facebook when they have more friends, therefore they are more likely to develop patterns of using Facebook that could support habitual Facebook usage (Vishwanath, 2015). But these habits are still contingent on an individual’s “frequency of checking, responding, and interacting with Facebook” (Vishwanath, 2015). Therefore if an individual is logging onto Facebook in order to gain social support or socialization, their habits are seen to be stronger than those who don’t partake in communication and interactions on social media. Some researchers believe that Internet habits originate from a place of loneliness and depression, but these relationships aren’t black and white, they are mediated by one’s beliefs that the Internet will relieve dysphoric moods concurrent with psychosocial problems (Tokunaga, 2017).

H4: Habit will moderate the relationship between motivations and SNS usage

H4a: Highly habitual media users’ motivation of socialization will not influence SNS usage, whereas, less habitual media users’ motivation of socialization will have an impact on SNS usage.

H4b: Highly habitual media users’ motivation of social support will not influence SNS usage, whereas, less habitual media users’ motivation of social support will have an impact on SNS usage.

H4c: Highly habitual media users’ motivation of fear of missing out will not influence SNS usage, whereas, less habitual media users’ motivation of fear of missing out will have an impact on SNS usage.

Anxiety

There are many different thoughts on the outcomes that increased technology usage has on individuals. Some believe that it's beneficial – it's able to expedite tasks, make them easier to accomplish and allow new outlets to communicate. While others feel that this increase has hindered communication and made newer generations unable to communicate well face-to-face. However, these outcomes are only half of the outcomes, which individuals receive from new technologies. They also receive benefits and challenges in their mental psyche that affect things such as, depression, self-esteem and anxiety levels.

Those researchers that believe technology and SNS have a negative impact on individuals believe that “excessive Internet use may lead to problematic outcomes such as depression due to the onset of social anxiety and a decreasing sense of belonging to offline social networks” (Song et al., 2014). They believe that the longer time individuals spend on SNSs, the more likely they are to consider others to be happier and live better lives than themselves, and the more likely they are to create a negative self-image, especially when individuals receive negative feedback from others or engage in negative comparisons (Lin, Lee, Jin, & Gilbreath, 2017; Vannucci et al., 2017). Morin-Major, et al., found that Facebook use may promote negative psychosocial well-being and lead to depression – they implicated that greater time spent on Facebook appears to be significantly associated with greater psychological distress (2016).

Researchers have also shown that when individuals are connected to their devices they are content, but when separated they experience increased heart rates, anxiety, blood pressure and unpleasant feelings (LaRose, Lin, & Eastin, 2003). A group of researchers conducted a study where they had participants give up their cellphones for an extended period of time and the participants reported feeling annoyed, anxious and agitated when they weren't able to be connected (Cheever, Rosen, Carrier, & Chavez, 2014).

However, those researchers that believe technology and SNS have a positive impact on individuals believe that it increases social capital, social support and gives users the opportunity

for relationship maintenance (Fox & Moreland, 2015). Social networking sites afford users the ability to accomplish tasks that are important to them offline: staying connected with friends and family, making new friends, sharing photos, and exchanging ideas (O’Keeffe & Clarke-Pearson, 2011). They also believe that using SNSs create opportunities for community engagement, enhancement of individual and group creativity, growth of ideas, expansions of one’s online connections, and fostering one’s own identity (O’Keeffe & Clarke-Pearson, 2011). SNSs help individuals who would otherwise be unable to communicate with others, because of their social anxiety and fear of embarrassment reach out to their network (Vannucci et al., 2017).

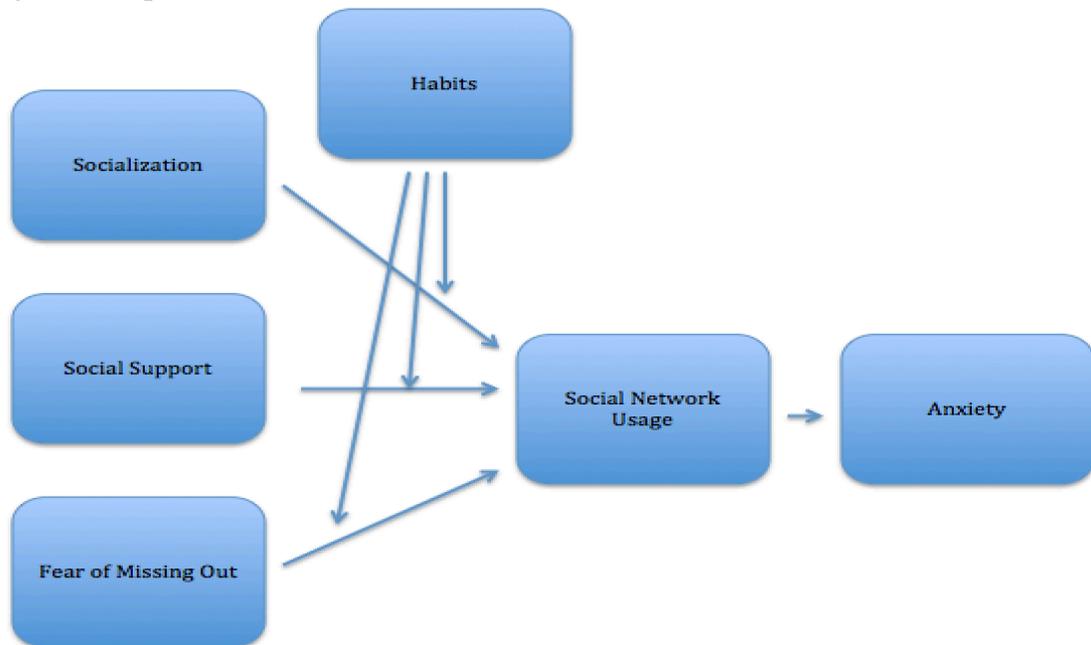
There has also been research on the positive health outcomes from using SNSs more often. Researchers found that individuals with a diverse social network were more likely to live longer, were less susceptible to depression, were more likely to survive a myocardial infarction and were less likely to suffer from a cancer relapse than those with a small social network (Campisi et al., 2012). Other research has shown that having an active social presence on SNSs helps individuals expand and strengthen their social capital in their social network (Powell et al., 2017). This idea that being active on social media and having greater social capital has also been associated with reduced anxiety among college students (Powell et al., 2017).

While there are obvious positive and negative outcomes to SNS usage, most previous research shows that the main negative outcomes are not coming directly from over usage but the inability of users to connect to their SNS accounts and therefore their friends and family. While the positive outcomes can increase SNS users quality of life, allowing them to stay connected and maintain relationships. We live in a connected world and the inability to connect to those in our network will create anxiety among individuals until they are able to connect and check in with their network.

H5: Social network site usage leads to a decrease in anxiety.

The proposed hypotheses are summarized in the model in Figure 1

Figure 1. *Proposed model*



CHAPTER III

METHODOLOGY

Research design

This study has three independent variables: socialization motivation, social support motivation and fear of missing out motivation. Social networking site usage is a mediator variable and there is one dependent variable, anxiety.

Sampling

Undergraduate students currently enrolled at Oklahoma State University (OSU) were recruited. Students were used for this study sample because of the amount of time that they spend on electronic devices and the percentage of that time that they spend on social media (Statista, 2018). Also, millennial aged students tend to be members of multiple social networking sites (Pew Research Center, 2018). Students were contacted through their professors in the School of Media and Strategic Communications and from an email list of undergraduate students provided by OSU Communications. Participants completed an online survey. They received extra credits for compensation when contacted through their professor and those contacted through the OSU email list do not receive an incentive to participate.

Measurement

To measure motivations, social networking site usage, habit, and anxiety, measurement scales were adopted from previous studies. Social networking usage was measured based on the Facebook Intensity Scale used in Ellison's (2007) study. Four items were used on a seven-point scale. To measure habit strength, socialization, and social support, measurement scales were adopted from Bae's (2017) study. Habits were measured with seven questions based on a seven-point likert scale ranging from 1 (strongly agree) to 7 (strongly disagree). Socialization was

measured with three questions on a seven-point likert scale ranging from 1 (strongly agree) to 7 (strongly disagree). Social support was measured with four questions on a seven-point likert scale ranging from 1 (strongly agree) to 7 (strongly disagree). To assess FoMO, measurement scale was borrowed from Przybylski's (2013) study. FoMO was measured with ten questions a seven-point likert scale ranging from 1 (strongly agree) to 7 (strongly disagree). The series of questions about anxiety were taken from Pilkonis's scale of Calibrated Anxiety Items (2011). Anxiety was measured with twelve questions on a seven-point likert scale ranging from 1 (strongly agree) to 7 (strongly disagree). The participants were also asked basic demographic questions.

Table 1. Means and standard deviations, reliabilities, and measures of the distribution of the key variables

	Mean	Std. Deviation	Skewness	Kurtosis	α
Socialization	5.6126	1.279	-.574	-.812	.802
I use Facebook to meet new people.	5.88	1.333			
I use Facebook to find others like me.	5.78	1.423			
I use Facebook to talk with people with the same interests and hang out with people I enjoy.	5.17	1.747			
Social Support	6.0901	1.155	-1.175	.358	.868
I use Facebook to let out my emotions easily to others who will sympathize.	6.23	1.263			
I use Facebook to express my anger to others who will sympathize.	6.32	1.265			
I use Facebook to talk out my problems and get advise.	6.35	1.226			
I use Facebook to let others know I care about their feelings.	5.39	1.884			
Fear of Missing Out (FoMO)	5.6486	1.012	-.637	-.448	.868
I fear others on Facebook have more rewarding experiences than me.	5.79	1.440			
I fear my Facebook friends have more rewarding experiences than me.	5.69	1.512			
I get worried when I find out my Facebook friends are having fun without me.	5.86	1.546			

I get anxious when I don't know what my Facebook friends are up to.	6.49	0.893			
It is important that I understand my Facebook friends "in jokes."	6.00	1.328			
Sometimes, I wonder if I spend too much time keeping up with what is going on, on Facebook.	5.02	2.145			
It bothers me when I miss an opportunity to meet up with Facebook friends.	6.19	1.232			
When I have a good time it is important for me to share the details on Facebook.	5.66	1.604			
When I miss out on a planned get-together it bothers me.	4.11	1.974			
When I go on vacation, I continue to keep tabs on what my Facebook friends are doing.	5.48	1.757			
Habit	4.3288	1.612	-	-	.911
			.012	.868	
I would be sorry if Facebook shut down.	4.03	1.915			
Facebook is part of my every day activity.	4.13	2.196			
I am proud to tell people I am on Facebook.	4.24	1.625			
Facebook has become part of my daily routine.	4.09	2.193			
I feel out of touch when I haven't logged on Facebook for a while.	5.05	1.942			
I feel I am part of the Facebook community.	4.59	1.806			
I use Facebook because it's a habit.	4.18	2.257			
Facebook Usage	3.46	1.034	.689	1.388	
Anxiety	5.5226	1.182	-	-	.938
			.416	.815	
I felt uneasy.	4.41	1.946			
I felt nervous.	5.12	1.688			
I felt anxious.	4.89	1.855			
I felt upset.	4.96	1.814			
I felt undecided.	5.46	1.524			
I had trouble paying attention.	5.48	1.678			
I felt something awful would happen.	6.13	1.251			
I worried about other people's reactions to me.	6.03	1.404			
My worries overwhelmed me.	6.06	1.302			
I had difficulty calming down.	6.22	1.239			
I was anxious if my normal routine was disturbed.	5.30	1.862			
I found it hard to focus on anything other than my anxiety.	5.99	1.405			

Procedure

Participants completed a one time online survey that takes 10-20 minutes to complete. The survey began by asking questions regarding participant's social networking site usage. The survey next asked questions about participants Facebook usage habits. These were followed by questions about the three motivations, socialization, social support and fear of missing out. They were then asked about their anxiety levels when unable to access their social networking site accounts. The final section was about the participant's demographics.

Data Analysis

A regression analysis was conducted to test hypotheses using SPSS. A path analysis using AMOS was employed to test the proposed model.

For this study a regression analysis was conducted to test hypotheses in SPSS. Regression is used in order to determine the linear relationship between two or more variables; it's primarily used for prediction and causal inference (Campbell & Campbell, 2008). Regression is able to show researchers how variation in one variable co-occurs with the variations in another variable (Campbell & Campbell, 2008).

A path analysis was then conducted using AMOS to test the proposed model. Path analysis is typically used to expand on multiple regressions. It is used to provide estimates of the extent of the hypothesized causal connections between sets of variables (Webley & Lea, 1997).

CHAPTER IV

RESULTS

Demographics

There were 153 respondents from a large Southwestern university who participated in this study. Of those participants 111 responses were analyzed due to 42 participants not completing their survey. Participants ranged in age from 18 to 45, the average age was 21 years old. 67.9% of respondents were female, 29.7% were male. Of the 111 responses analyzed, 78.4% were white/Caucasian. Participants were also asked about their education level, the majority were college seniors, 31.5%, followed by graduate students, 20.7%, and college juniors, 18.9%. Participants were also asked which Social Networking Site they used the most. Snapchat was the most popular, 27%, followed by Facebook, 24.3%, and Instagram, 22.5%. A majority of participants accessed these SNSs with a smartphone, 94.6%, or a laptop computer, 55%. In order to better understand participants Facebook usage, they were asked how many Facebook friends they have. The majority of respondents had more than 500 friends, 38.7%. Additionally, participants were asked which functions of Facebook they used. The majority use Facebook to read news stories, 60.4%, followed by uploading photos/videos, 51.4%, and messaging friends, 44.1%.

Table 2. Demographic table

	Total	Percentage
Gender	111	100%
Male	33	29.7%
Female	75	67.9%
Race	111	100%
White/Caucasian	87	78.4%
African American	5	4.5%

Hispanic or Mexican	8	7.2%
Asian	2	1.8%
American Indian or Alaskan Native	4	3.6%
Pacific Islander	1	0.9%
Other	4	3.6%
Education Level	111	100%
Freshman	13	11.7%
Sophomore	14	12.6%
Junior	21	18.9%
Senior	35	31.5%
Graduate Student	23	20.7%
Not in school	5	4.5%
Age	111	100%
18-24	82	73.9%
25 and up	29	26.1%
Preferred Social Networking Sites	111	100%
Facebook	27	24.3%
Twitter	16	14.4%
Instagram	25	22.5%
SnapChat	30	27%
Reddit	5	4.5%
Pinterest	3	2.7%
LinkedIn	2	1.8%
YouTube	1	0.9%
No SNS usage	2	1.8%
Electronic Devices for SNS	111	100%
Smartphone	105	94.6%
Laptop	61	55%
Desktop Computer	16	14.4%
Tablet	10	9%
Internet Enabled Television	3	2.7%
eReader	1	0.9%
No SNS usage	3	2.7%
Which Facebook Functions	111	100%
Reading news stories	67	60.4%
Uploading photos/videos	57	51.4%
Messaging friends	49	44.1%
Updating statuses	34	30.6%
Making new friends	13	11.7%
Playing games	6	5.4%
Don't use Facebook	19	17.1%
Number of Facebook friends	111	100%
More than 500 friends	43	38.7%
400-499 friends	10	9%
300-399 friends	16	14.4%
200-299 friends	13	11.7%
100-199 friends	10	9%
Less than 100 friends	5	4.5%
Don't use Facebook	14	12.6%

The data was screened and the means and standard deviations for each survey question were found. All data collected was screened for normality and linearity. All variables were found to be normally distributed and linear after screening. The data was also checked for reliability and each variable had a Cronbach's Alpha (α) of .802 or higher, showing that items for each variable were internally consistent. Table 1 shows the actual items for all the variables with their descriptive information and reliabilities score.

The correlations of the data are shown in the Correlation Table (see Table 3), and shows whether the studied variables are significantly related. For Facebook Usage, only two variables are significantly related. SNS Habit is negatively related to Facebook Usage ($r = -.279, p < .001$) and Anxiety is negatively related ($r = -.331, p < .001$). The next variable SNS Habits is significantly related to all the other variables. It is positively related to all the variables, except Facebook Usage as previously mentioned. It is related to socialization ($r = .518, p < .001$), social support ($r = .529, p < .001$), FoMO ($r = .633, p < .001$) and anxiety ($r = .286, p < .001$). The next variable, socialization, is positively related to social support ($r = .611, p < .001$), FoMO ($r = .489, p < .001$), and anxiety ($r = .199, p < .001$). FoMO is positively related to anxiety ($r = .390, p < .001$).

Table 3. Correlation table

	Facebook Usage	Habit	Socialization	Social Support	FoMO	Anxiety
Facebook Usage	1	-.279**	-.136	-.176	-.114	-.331**
Habit	-.279**	1	.518**	.529**	.633**	.286**
Socialization	-.136	.518**	1	.611**	.489**	.199*
Social Support	-.176	.529**	.611**	1	.596**	.283**
FoMO	-.114	.633**	.489**	.596**	1	.390**
Anxiety	-.331**	.286**	.199*	.283**	.390**	1

** - Correlation is significant at the 0.01 level (2-tailed).

* - Correlation is significant at the 0.05 level (2-tailed).

Test Hypotheses

The effect that motivations have on Facebook usage and anxiety

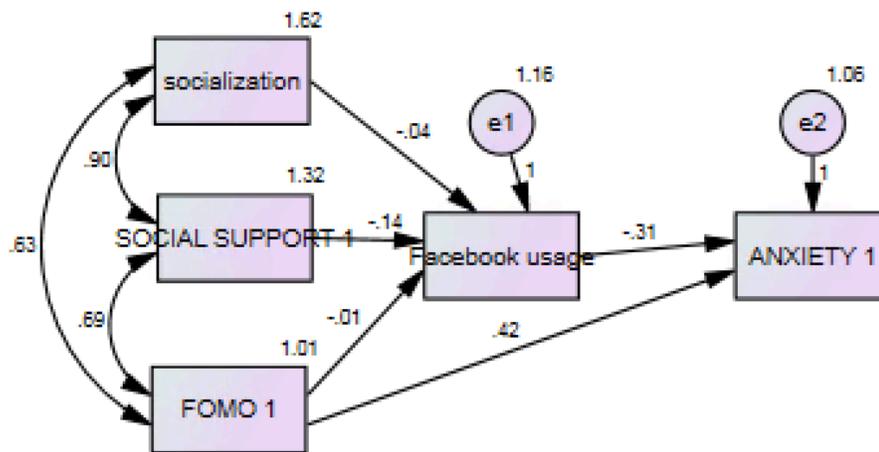
The path analysis was conducted in order to find the relationships between the variables in this study. The analysis found that SNS usage has a negative impact on anxiety ($\beta = -.441, t = -$

4.621, $p < .001$). FoMO was found to have a direct and positive influence on anxiety ($\beta = .333$, $t = 3.410$, $p < .001$). The model fit test found the $\chi^2 = .427$, $df = 2$, $p > .05$.

Table 4. Path analysis relationships

	β	t	p
SNS Usage \leftarrow socialization	-.074	-.786	.432
SNS Usage \leftarrow social support	-.083	-.730	.466
SNS Usage \leftarrow FoMO	-.176	-1.494	.135
Anxiety \leftarrow SNS Usage	-.441	-4.621	.001
Anxiety \leftarrow FoMO	.333	3.410	.001

Figure 2. Path analysis model



$\chi^2 = .427$, $df = 2$, $p > .05$, NFI = .997, TLI = 1.055, CFI = 1.000, GFI = .999, AGFI = .994

The data was analyzed with baseline comparisons, which compares the model to the independence model (Ingram, Cope, Harju, & Wuensch, 2000). To determine model fit, several different goodness-of-fit indices were used. The ratio of chi-square (χ^2) to its degree of freedom ($\chi^2/2 = .2135$) was below 3, indicating good model fit.

The normed fit index (NFI) was .997, the RFI was .986, the IFI was 1.010, the Tucker-Lewis index (TLI) was 1.055 and the comparative fit index (CFI) was 1.000. The Goodness-of-fit statistic (GFI) was .999 and the adjusted goodness-of-fit statistic (AGFI) was .994. A result over 0.90 indicates a good fit. The model met all of these requirements.

Next the data was analyzed by the Root Mean Square Error of Approximation (RMSEA). This estimates the lack of fit compared to the saturated model (Ingram et al., 2000). The RMSEA is .000 ($p < .05$). A RMSEA of .05 or less indicates a good fit, so the proposed model has a good fit.

The moderating effect of habit on the relation between motivations and Facebook usage

In order to test hypothesis, the regression was run with the three independent variables, socialization, social support and habit and the moderating effect that habit played between these three variables and Facebook usage. To avoid multicollinearity problems, variables were centered before the linear regression was run (Jaccard, Turrisi, & Wan, 1990). The linear regression was run to test parts of the fourth hypothesis. This hypothesis theorized that highly habitual media users' motivation of socialization will not influence their social networking usage, whereas less habitual media users' motivation of socialization will have an impact. However, socialization with the interaction with habit was not found to have a significant relationship ($p = .594$). It also hypothesized that highly habitual media users' motivation of social support will not influence their social networking usage, whereas less habitual media users' motivation of social support will have an impact. However, social support with the interaction with habit was not found to have a significant relationship ($p = .949$). Lastly, it hypothesized that highly habitual media users' motivation of overcoming the fear of missing out will not influence their social networking usage, whereas less habitual media users' motivation of overcoming fear of missing out will have an impact. However, overcoming the fear of missing out with the interaction with habit was not found to have a significant relationship ($p = .927$).

Table 5. Linear regression with the moderating effect of habit on motivations

	β	t	p
1. Socialization	-.049	-.405	.086
2. Social Support	.052	.329	.743
3. FoMO	.329	2.308	.023
4. Habit	-.081	.618	.538
1 x 4	-.068	-.535	.594
2 x 4	-.010	-.064	.949
3 x 4	-.012	-.092	.927

The last items looked at to determine the moderating effect of habit on the relationship between the independent variables and the dependent variable was the model fit. R^2 was found for both the linear regression model without the interaction ($R^2 = .158$) and the linear regression model with habit interaction ($R^2 = .164$). This R^2 change was found to be insignificant ($p > .05$), which indicates that presence of habit did not produce any significant change in the relationship between each motivation and SNS usage.

Table 6. Linear regression model fit

	R	R Square	R Square Change	F Change	Sig. F Change
Model 1	.398	.158	.158	4.984	.001
Model 2	.405	.164	.006	.245	.865

CHAPTER V

DISCUSSION

Discussion

This study examines the impact that habitual motivations have on Facebook usage and anxiety levels in social networking site users. It was first hypothesized that the motivation of socialization will have a significant influence on social networking site usage. The results found in this study do not support this hypothesis. Unlike previous studies that found that people use the Internet to socialize with people they know and expand their circle of friends, this study didn't find evidence that participants used Facebook to meet new people or talk to people with similar interests and hang out with people they enjoy (Correa et al., 2009). This discrepancy could be because of the focus on Facebook in the survey questions over a different social networking site. Younger generations are drawn to the latest and greatest technology, so the use of a newer social networking sites, like Instagram or Twitter, might draw them in more (Milani et al., 2009). However according to Pew Research Center, Facebook is second most popular social networking site for the targeted population of this study, beaten only by YouTube (2018). Millennials and even older generations could experience these motivations about a different site but because this study focused on Facebook they reported to not experiencing these feelings of socialization.

It was next hypothesized that the motivation of social support would have a significant influence on social networking site usage. The results from this study do not support this hypothesis. Previous studies found that Facebook is the best social networking site to receive social support on (Frison & Eggermont, 2015). However, in this study participants said they didn't use Facebook to let out their emotions, to talk out their problems or to let others know they

care about them. This discrepancy could be because of a couple different reasons. One reason could be because of participant's confusion in what actions they participate in that are considered a part of social support. Researchers consider updating statuses, sharing information, liking, commenting and sharing are all considered portions of giving and receiving social support (Li et al., 2015; Zell & Moeller, 2017). A majority of respondents in this study stated that they participated in these activities, so it is possible that they didn't realize in while participating in this survey that those actions are considered giving and receiving social support. Another reason could be that participants in this study don't use Facebook for their online social support needs as frequently as they use another social networking site. They could receive their social support needs from sites like Instagram or Twitter and not Facebook.

The third hypothesis, hypothesized that the motivation to overcome the feelings of fear of missing out would influence individuals to use their social networking sites more frequently. The results found in this study do not support this hypothesis. Past research has stated that almost 70% of individuals have experienced the feelings of fear of missing out (Abel et al., 2016). This is contradictory to the findings of this study, where participants weren't found to be experiencing significant feelings of fear of missing out in regards to their Facebook usage. Previous research has found that when individuals experience high FoMO, they feel compelled to check their accounts more frequently in order to stay informed of their friends plans and activities (Oberst et al., 2017). These results could be because of the limited amount of time that participants of this study stated they spent on social networking sites daily, stating they only spent one to three hours a day on their accounts, while the national average is much higher. However, these findings could also be connected to how connected the participants of this study feel with their Facebook friends, perhaps they answered the survey like they did because they overcome their fear of missing out on another platform. Or they don't believe that they are overcoming a fear of missing out on events and activities by staying connected to their social networking platforms.

It was next hypothesized that the relationship between the three motivations and social networking site usage would be moderated by the habit to use Facebook. It was also hypothesized that individuals who were considered highly habitual users of social networking sites motivation from socialization, social support and overcoming the fear of missing out would not influence their typical social networking usage. But those that were considered less habitual users of social networking sites would be heavily impacted by their motivations of socialization, social support and overcoming the fear of missing out to use social networking sites more frequently. These hypotheses were not supported by the data in this study. Participants in this study reported to only having a mild habit for using Facebook. Previous studies have found that people with stronger habits have more friends and therefore log onto their Facebook account more often (Vishwanath, 2015). However, this study found that while participants had a few hundred friends they still did not log onto their accounts as frequently as those in other studies. A couple different things could cause this discrepancy; participants could report lower SNS usage than they actually participate in or they could not have strong Facebook habits because they are more likely to find entertainment on another SNS or somewhere else on the web.

Lastly, it was hypothesized that habitual social networking site usage leads to a decrease in anxiety levels. This hypothesis was supported by the data in this study. Researchers have not been able to agree on whether higher social networking usage has a positive or negative impact on things like anxiety, but in this study the researchers found that higher Facebook usage led to lower anxiety levels. These findings support researchers like O’Keeffe and Powell who believed that when individuals were active on Facebook and other social networking sites they experienced community engagement, enhanced creativity, and expanded connections and networks (2011; 2017). Past research that has found higher anxiety levels in SNS usage focus on the negative interactions that individuals have on their accounts (Lin et al., 2017). However, not every interaction that individuals have on their SNS accounts are negative, surrounded by the right network, individuals are able to have positive interactions that build up their self-esteem and

boost their attitude and quality of life (Powell et al., 2017). These interactions create the community aspects that O’Keeffe and Powell discuss. Individuals in this study perhaps did not report feelings of anxiety, because they were still connected to their friends and family via their devices and social networking sites, anxiety levels are reported higher when individuals are unable to connect (Cheever et al., 2014). However, there are many different aspects that go into anxiety levels and since every individual experiences SNSs and anxiety different than the next individual, it makes it difficult to determine a definite answer to what role SNS usage plays in anxiety levels.

Implications

The purpose of this study was to answer whether motivation inspired habitual social networking usage can affect anxiety levels in individuals. While most of the hypotheses from this study were not supported by the findings, they can still teach us a few things.

First, that while the participants in this study didn’t use social networking sites as often as most, they still spent one to three hours daily on them. Understanding what motivates individuals to spend around an eighth of their day, each day, scrolling SNSs is important. Over half of the respondents said they use Facebook to read news stories or to upload photos and videos. With the increase of “fake news” that has been spread over social networking sites, especially Facebook, over the past couple of years, this is an important statistic. This study didn’t focus on the functions that SNS users used most frequently, but being able to uncover what a majority of users use SNSs for and which functions they find most useful will help in narrowing down the motivations that draw in individuals and increase their usage habits.

Additionally, while there has been an increase in fear of missing out research, before 2013 there was very little scholarly research on the topic. FoMO is not a new topic; it’s been around for years (only gaining the name fear of missing out in 2003 (Harbus, 2004)), only increasing its presence with the increase of social networking site usage. When topics are less researched, it’s important to increase scholarly knowledge on the subject. By adding to the

literature on FoMO, this study helps to add to the knowledge and increases exposure to the topic of FoMO. Although, it was not directly predicted by this study, additional data analysis found that FoMO has a positive impact on the level of anxiety. Other than SNS usage, other media activity may mitigate the level of anxiety when individuals have a FoMO motivation. Individuals can participate in texting or calling on their mobile devices in order to keep up with their network. They can also visit news sites, blogs and check email accounts to keep up on what's happening around them, SNSs aren't the only way they stay connected, they just simplify the process.

Furthermore, mental health issues are being less taboo topics of discussion and understanding causes and effects of these issues helps researchers and those affected to overcome and find ways to cope with their issue. While there is still no definite answer on if social networking site usage has a positive or negative affect on users, the more the topic is researched the closer we get to finding an answer.

Limitations

This study has a few limitations. The main limitation to this study was the sample size. A time limit on when the survey was disseminated also hindered the ability to recruit more respondents to participate in this study. With only 111 usable results it hinders the ability of researchers from being able to generalize findings to a greater population. The sample of the study also was not a diverse group with over half being white females. With a more larger, more diverse group of respondents the data collected would have been able to apply the findings to a greater population since the data collected was reliable and a good fit in all analyses run. Additionally, with the introduction of new social networking sites, college age individuals no longer list Facebook as their top social networking site, so the use of a different older age group as the population could have led to different results.

Another limitation is found in the variables used. There were only three motivations (i.e., socialization, social support, and FoMO) used to explain the motivations behind Facebook usage. Many of the participant reported that they often read news on Facebook. Information seeking

motivation will be a main possible predictor for SNS users to spend their time on Facebook.

There are many different motivations behind using social networking sites and so in order to truly discover the main motivations behind social networking site usage, a researcher would need another research method such as in-depth interviews or focus groups, and access to a larger sample, more time and funds that this study did not have.

Future Research

For future research, researchers can focus on the variables used in this study, but implement them differently into their new study. For instance, instead of using SNS habits as a moderating variable, it could be moved to an independent variable, because the researchers found this variable to be a motivation for Facebook usage unlike a moderating variable like previously hypothesized. Additionally, future studies could also move anxiety to be used as an independent variable, as a motivation to use Facebook. With an increase of popularity on other social networking sites, like Instagram or Twitter, future studies could test the same hypotheses but implement a different social network and have the ability to receive different results. Individuals use each site for different purposes so it would be interesting to compare the similar results across social networking platforms.

Researchers could also choose more or different motivations in order to better explain Facebook usage. There are many different motivations that have been previously studied as motivations for using SNSs and a different combination may lead researchers to uncover different results. Additionally, researchers could focus their attention on a different population. This study focused on college students, but a future study could focus on older adults. Older generations have a tendency to use Facebook more than younger generations and so an older population may lead to better results from this study model (Pew Internet Research, 2018).

There is more research that can be done in the area of fear of missing out. This topic hasn't been researched never enough for the amount of individuals that are touched by this phenomenon. Future research could focus on many different aspects of FoMO. One study could

concentrate more intensely on FoMO as a motivation to use social networking sites and do an experimental study to determine the changes in anxiety levels. Another study could focus on which areas of mobile connection assist in helping individuals overcome their FoMO the most. There are so many different topics and studies that researchers could focus on for FoMO because of the lack of previous research in the area.

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APPENDICES

Social Networking

Please respond to the following statements by selecting the answer that is similar to your social networking usage.

1. On average, how much time do you spend daily on Social Networking Sites:
 1. 1-3 hours
 2. 3-6 hours
 3. 6-9 hours
 4. 9-12 hours
 5. 12-15 hours
 6. 15+ hours
 7. Don't use Facebook
2. Which devices do you use Facebook on?
 1. Laptop computer
 2. Desktop computer
 3. Tablet
 4. Smart phone
 5. eReader (Kindle, Nook, etc.)
 6. Internet enable television
 7. Don't use Facebook
3. I have roughly
 1. Less than 100 Facebook friends
 2. 100-199 Facebook friends
 3. 200-299 Facebook friends
 4. 300-399 Facebook friends
 5. 400-499 Facebook friends
 6. More than 500 Facebook friends
 7. Don't have Facebook
4. What functions do you use on Facebook?
 1. Messaging friends
 2. Reading news stories
 3. Making new friends
 4. Playing games

- 5. Uploading photos/videos
- 6. Updating statuses
- 7. Don't use Facebook

Facebook Habits

Please respond to the following statements by clicking on the scale that indicates your level of agreement with each statement.

1. I would be sorry if Facebook shut down.
 Strongly disagree : : : : : Strongly agree
 (1) (2) (3) (4) (5) (6) (7)

2. Facebook is part of my everyday activity.
 Strongly disagree : : : : : Strongly agree
 (1) (2) (3) (4) (5) (6) (7)

3. I am proud to tell people I'm on Facebook.
 Strongly disagree : : : : : Strongly agree
 (1) (2) (3) (4) (5) (6) (7)

4. Facebook has become part of my daily routine.
 Strongly disagree : : : : : Strongly agree
 (1) (2) (3) (4) (5) (6) (7)

5. I feel out of touch when I haven't logged onto Facebook for a while.
 Strongly disagree : : : : : Strongly agree
 (1) (2) (3) (4) (5) (6) (7)

6. I feel I am part of the Facebook community.
 Strongly disagree : : : : : Strongly agree
 (1) (2) (3) (4) (5) (6) (7)

7. I use Facebook because it's a habit.
 Strongly disagree : : : : : Strongly agree
 (1) (2) (3) (4) (5) (6) (7)

Motivations

Please respond to the following statements by clicking on the scale that indicates your level of agreement with each statement.

1. I use Facebook to meet new people.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
2. I use Facebook to find others like me.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
3. I use Facebook to talk with people with the same interests and hang out with people I enjoy.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
4. I use Facebook to let out my emotions easily to others who will sympathize.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
5. I use Facebook to express my anger to others who will sympathize.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
6. I use Facebook to talk out my problems and get advise.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
7. I use Facebook to let others know I care about their feelings.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
8. I fear others on Facebook have more rewarding experiences than me.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
9. I fear my Facebook friends have more rewarding experiences than me.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
10. I get worried when I find out my Facebook friends are having fun without me.

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

11. I get anxious when I don't know what my Facebook friends are up to.

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

12. It is important that I understand my Facebook friends "in jokes."

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

13. Sometimes, I wonder if I spend too much time keeping up with what is going on, on Facebook.

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

14. It bothers me when I miss an opportunity to meet up with Facebook friends.

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

15. When I have a good time it is important for me to share the details on Facebook.

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

16. When I miss out on a planned get-together it bothers me.

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

17. When I go on vacation, I continue to keep tabs on what my Facebook friends are doing.

Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

Anxiety

Please respond to the following statements by clicking on the scale that indicates your level of agreement with each statement when unable to access your social media accounts.

1. I found it hard to focus on anything other than my anxiety.

Strongly disagree : : : : : Strongly agree

(1) (2) (3) (4) (5) (6) (7)

2. My worries overwhelmed me.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
3. I felt uneasy.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
4. I felt nervous.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
5. I felt anxious.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
6. I had difficulty calming down.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
7. I felt something awful would happen.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
8. I felt upset.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
9. I felt indecisive.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
10. I had trouble paying attention.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
11. I was anxious if my normal routine was disturbed.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)
12. I was worried about other people's reactions to me.
Strongly disagree : : : : : Strongly agree
(1) (2) (3) (4) (5) (6) (7)

About Me

Please answer the following questions about yourself.

1. What is your age?
 1. (Blank)
2. What is your gender?
 1. Male
 2. Female
 3. Prefer not to answer
3. Race
 1. White/Caucasian
 2. African American
 3. Hispanic or Mexican
 4. Asian
 5. American Indian or Alaska Native
 6. Pacific Islander
 7. Other: _____
4. Education
 1. Freshman
 2. Sophomore
 3. Junior
 4. Senior
 5. Graduate
 6. Not in school

Oklahoma State University Institutional Review Board

Date: Wednesday, December 20, 2017
IRB Application No AS17104
Proposal Title: How motivational habits influence social network usage and in turn affect anxiety
Reviewed and Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 12/19/2020

Principal Investigator(s):

Amanda Apgar Clara Mikyeung Bae

Stillwater, OK 74078 Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

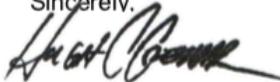
The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval. Protocol modifications requiring approval may include changes to the title, PI advisor, funding status or sponsor, subject population composition or size, recruitment, inclusion/exclusion criteria, research site, research procedures and consent/assent process or forms.
2. Submit a request for continuation if the study extends beyond the approval period. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of the research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Dawnett Watkins 219 Scott Hall (phone: 405-744-5700, dawnett.watkins@okstate.edu).

Sincerely,



Hugh Crethar, Chair
Institutional Review Board

VITA

Amanda Nicole Apgar

Candidate for the Degree of

Master of Science

Thesis: HOW MOTIVATIONS INFLUENCE SOCIAL NETWORK USAGE AND ANXIETY

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