

Standardized factor loadings of constructs of interest based on confirmatory factor analysis

Construct	Factor loadings
Attitude toward the product	
<i>Please indicate which of the two oppositional adjectives better describes your opinion of the product in the picture (7-point semantic differential):</i>	
Not worth having to worth having	0.83
Not worth seeking to worth seeking	0.83
Useless to useful	0.73
Disadvantageous to advantageous	0.78
Displeasing to pleasing	0.83
Unenjoyable to enjoyable	0.84
Valueless to valuable	0.79
Unessential to essential	0.70
Repulsive to appealing	0.77
Fear of missing out	
<i>Please indicate your strength of agreement with the following statements (7-point Likert-type scale, "strongly disagree" to "strongly agree"):</i>	
I get anxious when I don't know what my friends are up to	0.60
Sometimes, I wonder if I spend too much time keeping up with what is going on	0.41
When I have a good time, it is important for me to share the details online	0.52
When I go on vacation, I continue to keep tabs on what my friends are doing	0.57
I get frightened when I am not able to check social media when I want to	0.84
I feel nervous when I am not able to check social media when I want to	0.86
I fear others have more rewarding experiences than me	0.52
I fear my friends have more rewarding experiences than me	0.54
Degree of participation	
<i>Please indicate which of the two oppositional adjectives better describes your average Instagram usage (7-point semantic differential):</i>	
Consumer to contributor	0.74
Reader to writer	0.72
Observer to content creator	0.79
Passive to active	0.73
Taker to giver	0.65
Lurker to poster	0.74

Note. Standardized factor loadings based on confirmatory factor analysis; $\chi^2 = 2,086.58$, $df = 227$, $p < 0.01$, $\chi^2/df = 9.19$; CFI = 0.86, TLI = 0.84, RMSEA = 0.09, SRMR = 0.06; all factor loadings $\lambda = 0.40$