|  |  |
| --- | --- |
| Standardized factor loadings of constructs of interest based on confirmatory factor analysis | |
| Construct | Factor loadings |
| **Attitude toward the product**  *Please indicate which of the two oppositional adjectives better describes your opinion of the product in the picture (7-point semantic differential):* |  |
| 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**  *Please indicate your strength of agreement with the following statements (7-point Likert-type scale, “strongly disagree” to “strongly agree”):* |  |
| 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**  *Please indicate which of the two oppositional adjectives better describes your average Instagram usage (7-point semantic differential):* |  |
| 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; = 2,086.58, *df* = 227, p < 0. 01, /*df =* 9.19; CFI= 0.86, TLI = 0.84, RMSEA = 0.09, SRMR = 0.06; all factor loadings = 0.40 | |