Class 18: Social media and individuals

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Sociology 204: Social Networks
Princeton University

1/3 Overview

Social media:

Social media:

- ▶ Lecture 18: Social media and individuals
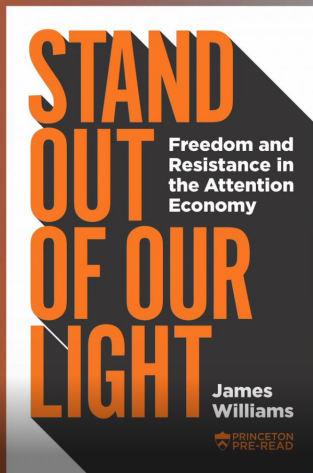- ▶ Lecture 19: Social media and society

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- ▶ Lecture 18: Social media and individuals
- ▶ Lecture 19: Social media and society
- ▶ Lecture 20: Social ads in social media

Social media:

- ▶ Lecture 18: Social media and individuals
- ▶ Lecture 19: Social media and society
- ▶ Lecture 20: Social ads in social media
- ▶ Lecture 21: Fixing social media

STAND OUT OF OUR LIGHT

Freedom and Resistance in the Attention Economy

James Williams

PRINCETON PRE-READ

2019 Princeton Pre-read

https://www.princeton.edu/news/2019/04/11/liberation-attention-digital-distraction-princeton-pre-read
Big, important, and hard to study

Review

Social Media and Well-Being: Pitfalls, Progress, and Next Steps

Ethan Kross,[1,2,*] Philippe Verduyn,[3] Gal Sheppes,[4] Cory K. Costello,[1] John Jonides,[1] and Oscar Ybarra[1,2]

Social media: "online platforms that allow people to create and share information with others" (Kross et al. 2021)
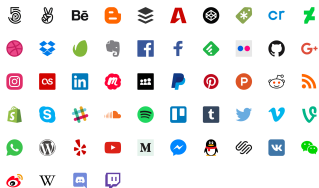
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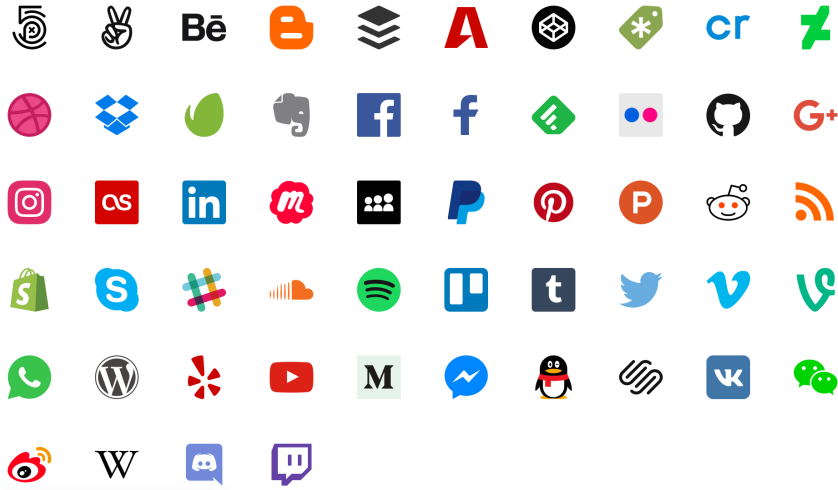
▶ Should email be included? What about something like Slack?

Social media: "online platforms that allow people to create and share information with others" (Kross et al. 2021)

- ► Should email be included? What about something like Slack?
- ► This category called "social media" includes lots of quite different things. Kross et al. say this leads to "jingle-jangle" problem.

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First generation: cross-sectional evidence.

▶ Inconsistent results. Some find positive, some find negative.
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- ▶ Perhaps because of different operationalizations and poor accuracy of self-reported social media usage

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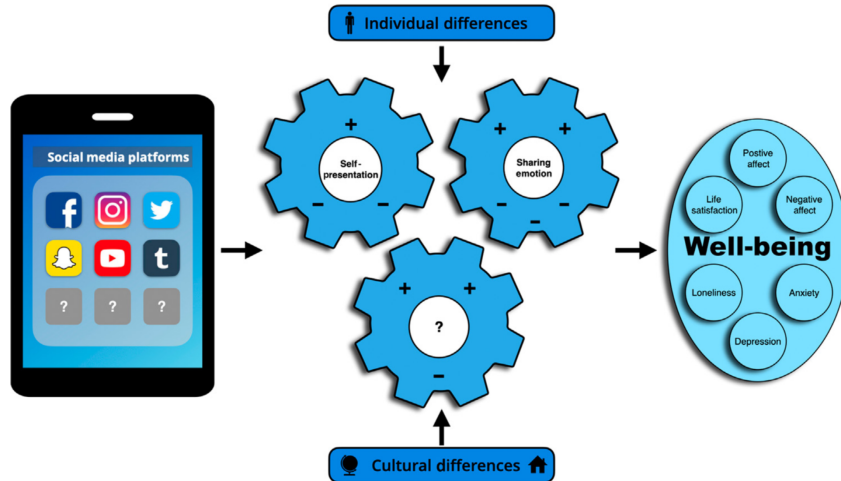Third generation: experimental

- Allcott et al.

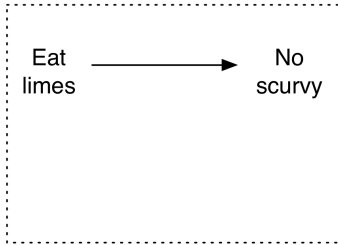Does the amount of time that people spend on social media impact their wellbeing?
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- ▶ Allcott et al.
- ▶ Findings are still mixed perhaps because different operationalizations and settings
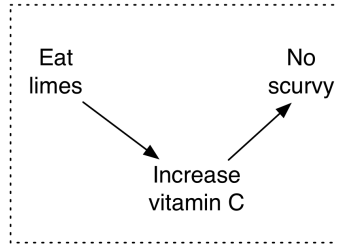
How Does Social Media Impact Well-Being?

From what to how

Causal effect
without mechanism

Causal effect
with mechanism

▶ As you will see in Allcott et al. the what questions are easier than the how questions
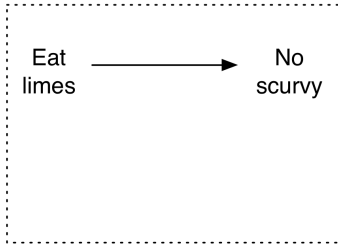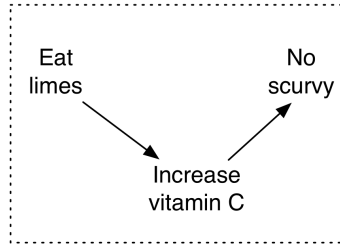
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- ► As you will see in Allcott et al. the what questions are easier than the how questions
- ► You should think about this as you design your own self-experiment

What is the effect of Facebook on its users?