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CSS 497 Abstract

This research investigates the correlation between social media usage and subjective well-being among the youth. The study aims to understand the psychological characteristics of social media users, focusing on their emotional value, user features, behavioral features, and the impact of these factors on their subjective well-being.

The research is grounded in the theoretical definition of happiness, which is divided into two criteria: defined by extrinsic criteria and defined by subjective criteria. The study explores subjective happiness, referring to an individual's overall assessment of their life circumstances and standard of living. It further breaks down subjective well-being into three factors: life satisfaction, positive emotions, and negative emotions.

The study also examines the influence of social media usage on subjective well-being. It explores two hypotheses: the replacement hypothesis, which posits that more online socializing reduces offline socializing and thus happiness, and the gain hypothesis, which suggests that online interactions on social media increase happiness by breaking through the limitations of time and space.

The research methodology involves data acquisition from social media platforms and psychometric scales filled out by users. The study adheres to ethical guidelines, ensuring users' privacy and authorization for access.

The findings of this research will provide insights into the impact of social media usage on the psychological well-being of the youth, offering valuable suggestions for individual social media use behavior and mental health interventions. The research also has implications for the design and construction of social media platforms, aiming to maximize their positive role.

For my research, I delved into numerous articles on the relationship between personality and social media usage. My choice to focus on "The relationship between subjective well-being and social media in youth group" was heavily influenced by Professor Marc's article. This topic piqued my interest, and I was eager to explore new dimensions based on his findings. While I incorporated data and results from various sources, I did not personally collect this data. As a college student, gathering such extensive personal information is challenging. Instead, I leveraged existing data from professional scholars and research teams. Using this data, I formulated several hypotheses. My analysis revealed that while some of these hypotheses were supported, others were refuted.