

Effect of Facebook on Mood

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Prevalence of Facebook Use

- Founded in 2004
- Originally created for college students
- 1.15 billion people on Facebook
- On average, Facebook users spend 8.3 hours per month on Facebook
- Because so much time is spent on Facebook by so many college students, it is important to explore potential emotional risks associated with the site

Review of Facebook research

- Back et al. (2009) found that individuals' Facebook profiles accurately reflected their personalities
- Gonzales and Hancock (2011) found that viewing one's own Facebook profile raises self-esteem scores
 - Others' profiles are seen as their authentic self and one's own profile is seen as optimal self

Review of Facebook research (cont.)

- Kross, et al. (2013) studied the influence of Facebook on subjective well-being over a period of two weeks
 - Increase in Facebook use was correlated with a decrease in self-report of current feeling
 - Over a period of two weeks, increased Facebook use was correlated with a decrease in life-satisfaction

Purpose of present study

- To find the effect of Facebook on mood immediately after viewing different profiles
- Examine the correlation of change in mood and personality

Method

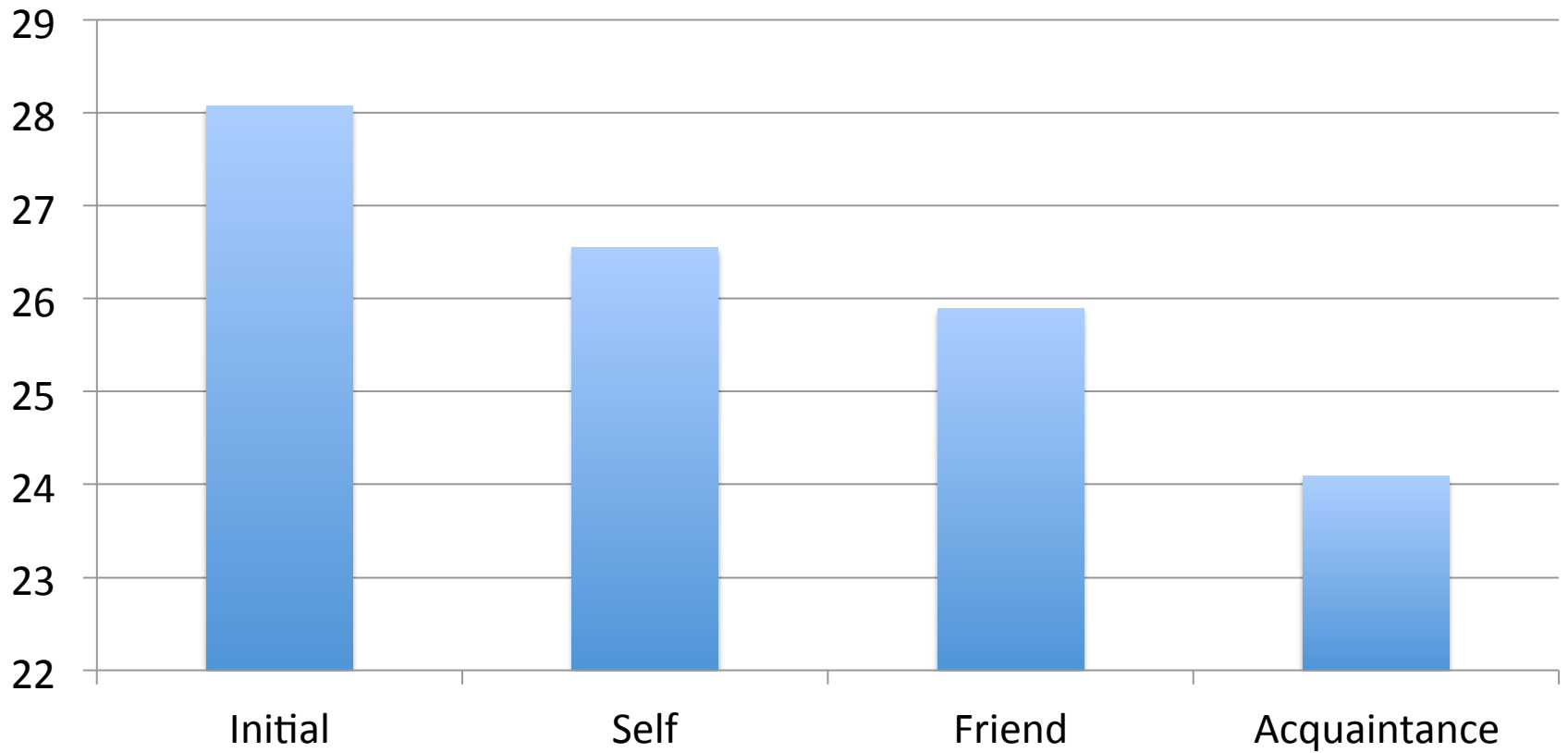
- Positive and Negative Affect Scale (PANAS)
- International Personality Item Pool (IPIP)
 - Conscientiousness
 - Neuroticism
 - Openness
 - Extraversion
 - Agreeableness
 - Self-Esteem

Method (cont.)

- Three profiles
 - Self
 - Friend
 - Acquaintance
- Three minutes on each profile, assigned in random order
- Passively viewing

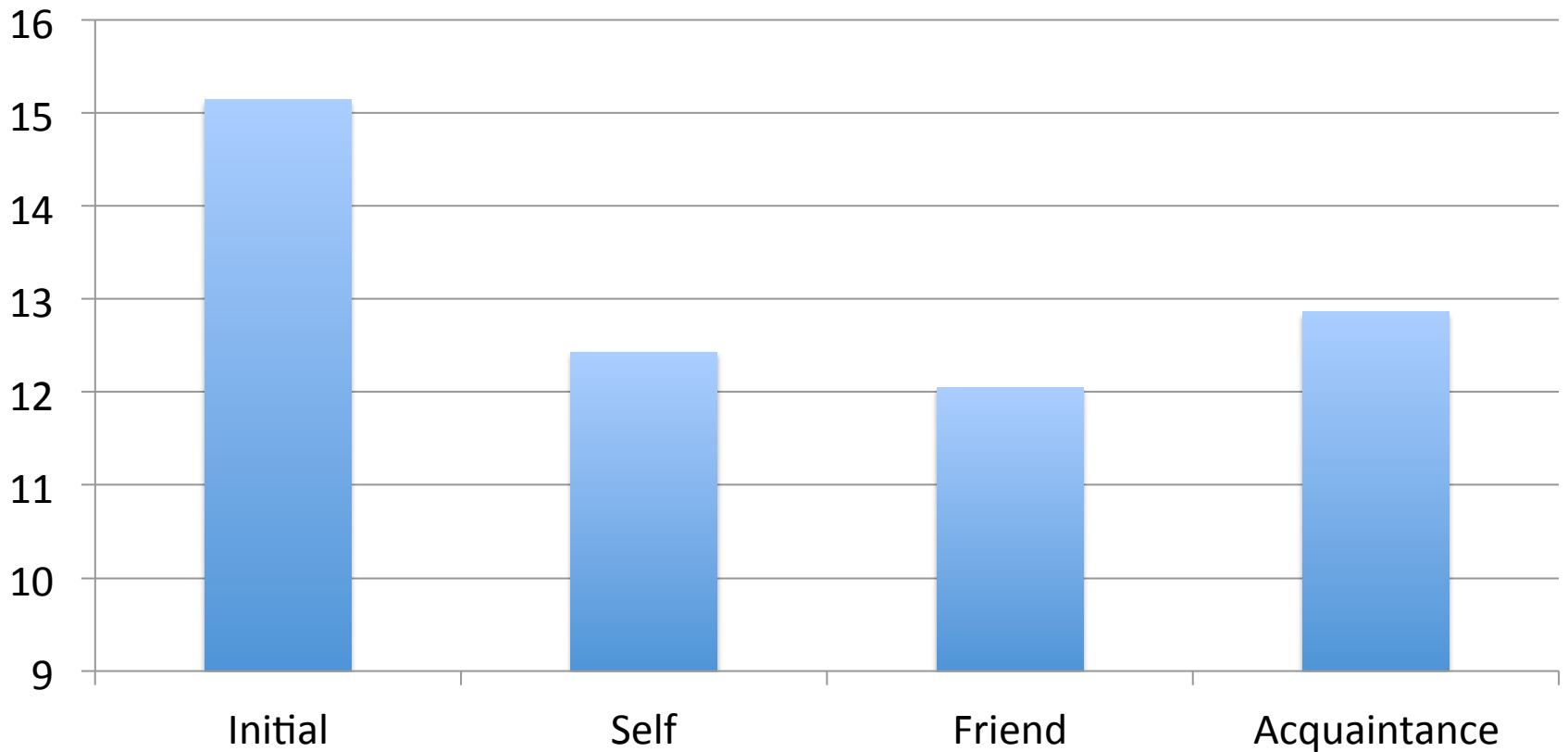
Results

Positive Affect



Results (cont.)

Negative Affect



Results (cont.)

- Overall, the PA and NA regressed to neutral
- The regression of PA was significant for the Acquaintance condition, moderately significant for the Friend condition, and not significant for the Self condition
- The regression of NA was significant among all conditions

Results (cont.)

Correlation between IPIP Scores and Change in Negative Affect

Trait	Self Condition	Friend Condition	Acquaintance Condition
Extraversion	—	—	—
Neuroticism	-.34*	-.43**	-.40**
Agreeableness	—	—	—
Conscientiousness	.32*	.43**	.38**
Openness to Experience	—	—	—
Self-Esteem	—	.43**	.38**

Note. * $p < .05$; ** $p < .01$; correlations that did not reach statistical significance are represented with by dash.

Results (cont.)

- Neuroticism was negatively correlated with change in NA scale for all three conditions
- Conscientiousness was positively correlated with change in NA scale for all three conditions
- Self-Esteem was positively correlated with change in NA scale for Friend and Acquaintance condition

Inferences

- Negative mood lessens after spending time on Facebook, and positive mood is either lessened or remains the same
 - Not worsening mood, but rather bringing a person nearer to an emotionless state
- This may give insight to the addictive qualities of Facebook

Inferences (cont.)

- The people who had the greatest reduction in negative moods were those:
 - With high emotional instability
 - Who are highly disorganized or undependable
 - Who have negative feelings about themselves
 - Or a combination of the three