

#ubcpsyc325
PSYC 325 with Dr. Rawn
Psychology of Self in Social Media

Please have today's article and chapter ready.
Skim others' ideas on Piazza as a refresher.
Pick up your notes from last day.

Syllabus: <http://blogs.ubc.ca/psychsocialmedia>

Meetings: Tuesday & Thursday 11-12:20, BUCH A201



Agenda

- Logistics (5 minutes)
- Introduction to today's topic paper (10-20 minutes)
 - Relevant concepts: FOMO, Motivation, Social Media Engagement
 - Diagrams, outstanding questions?
- Discussion: Exploring FOMO and motivation in the context of social media engagement
 - Observed experiences, examples from reading
- Revisiting the causal direction
 - Motivation → FOMO → Social media engagement?

Feedback from skimming final exam activity last class

Next ones Tuesday March 8, Tuesday
March 29

Tips I can offer right now

- Diagrams great, but must be accompanied by descriptive text. Make it apparent to the reader what you're thinking and where it comes from.
 - “Can we use our own personal experience as our example, or should it be a larger phenomenon or event that we're aware of/ have discussed in class?”
 - Depends on what you mean. Generally yes draw in personal experiences, yet your goal is also to demonstrate mastery of course content. Were you here, thinking, learning, engaging deeply?
 - “Can we overlap with our impact project (e.g., theme or example)?”
 - Yes though you’ll go beyond it. Think breadth, where your Impact Project is a chance for depth.
 - Advance preparations will be key to have adequate time to complete
- Things I need to provide or consider or respond to
 - Provide list of themes next time (for in-class only... not for the final exam)
 - “What exactly do you mean by "comprehensive"?”
 - “How many articles should we bring in to the answer? how much depth?”
 - Think about how to clarify rigorousness and ways to weaving in research to inform an understanding of examples and experience
 - As I skimmed, I was building qualitatively different categories that will inform the rubric
 - parroting back isolated content,
 - effectively link to examples,
 - linking islands of content in a way we've done before,
 - layer of independent and creative thought/interpretation,
 - layer of independent thought that is supplemented by other research and theory,
 - proposing new theory of self that weaves together and extends past work

Response to Requests for Adjustment to Impact Project Grading

Proposal adapted based on our in-class discussion.
“Worth” updated from typo during class.

- **Current: Worth 40%**
 - 15% paper grade (average of the peer- and self-ratings you receive, combined with TA grade adjustment if needed)
 - 15% quality of the peer reviews you give to others for the proposals, draft papers, and final papers (TA graded)
 - 10% quality of the self-reviews you give to yourself for proposal, draft, and final paper (TA graded)
- **Proposal B: Worth 40%**
 - 25% paper grade (average of the peer- and self-ratings you receive, combined with TA grade adjustment if needed)
 - 15% quality of peer and self reviews for proposals (5%), 2 people’s draft papers – written comments (10%), (TA graded)
 - Evaluate numerically all working group’s final papers
- Later today, I will post a poll on Piazza with three options:
 - stay with current, change to proposal, I don’t care

Today's *Motivation* Theme Readings

- Alt., D. (2015). College students' academic motivation, media engagement and fear of missing out. *Computers in Human Behavior, 49*, 111-119.
- Tell Everyone Chapter 5: Voices That Rise Above The Noise

Key concepts for today...

- **Social Media Engagement**
 - “extent to how much people use social media in the classroom” – Ryo
 - “broken down into 3 meaningful categories that included social engagement (personal sharing), news information engagement, and commercial information engagement (getting or sharing updates)” – Erin
- **FOMO: Fear of Missing Out**
 - “fear of others having rewarding experience while you miss out” – Ryo
 - “Ten items reflected the fear of missing out on experiences and events. In accordance with the SME, four items were added to reflect a fear of missing out on new information, and four were added to reflect a fear of missing out on commercial information.” – Alex
- **Motivation**
 - “intrinsic: doing something because they genuinely enjoy doing it; extrinsic: doing something because there is a reward; amotivation: don't like doing an activity so they don't do it at all.” – Eric

How do they fit together? (Simplifying those SEM diagrams!)

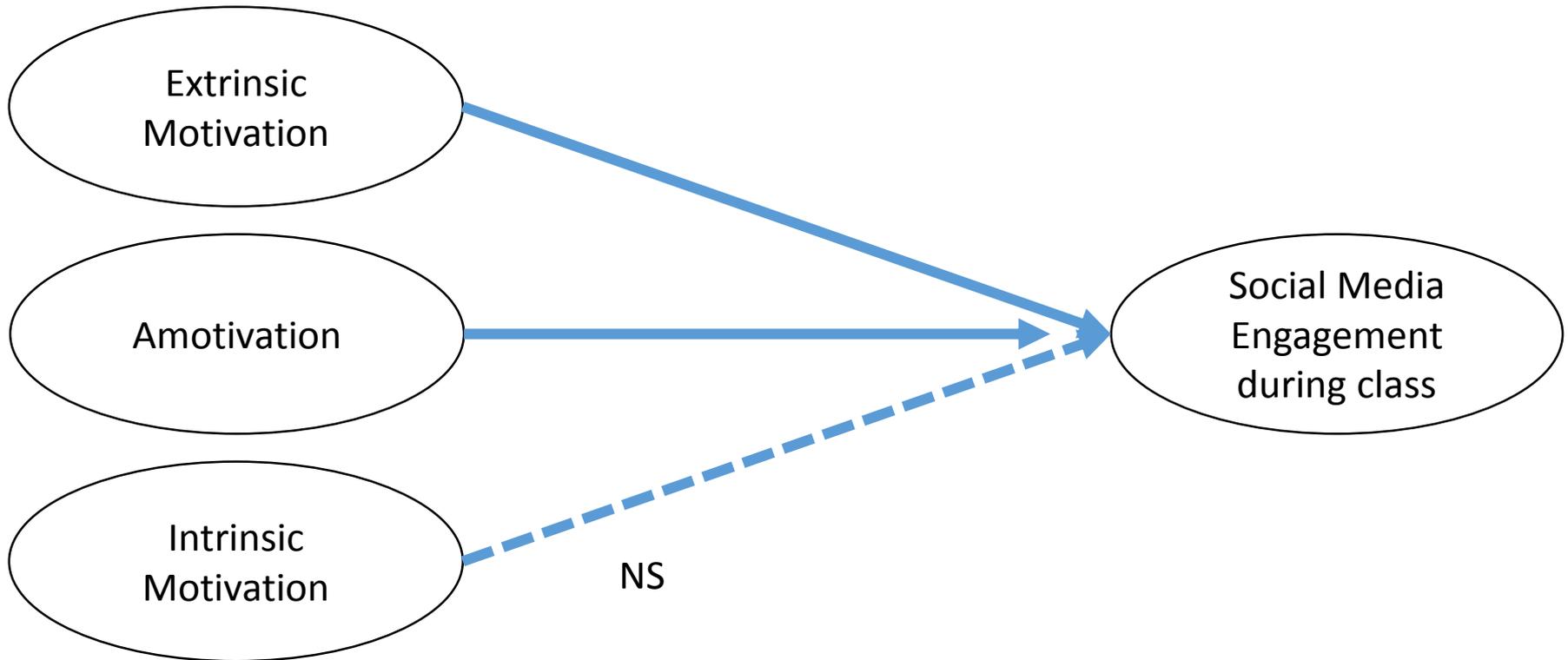
- Catherine X.



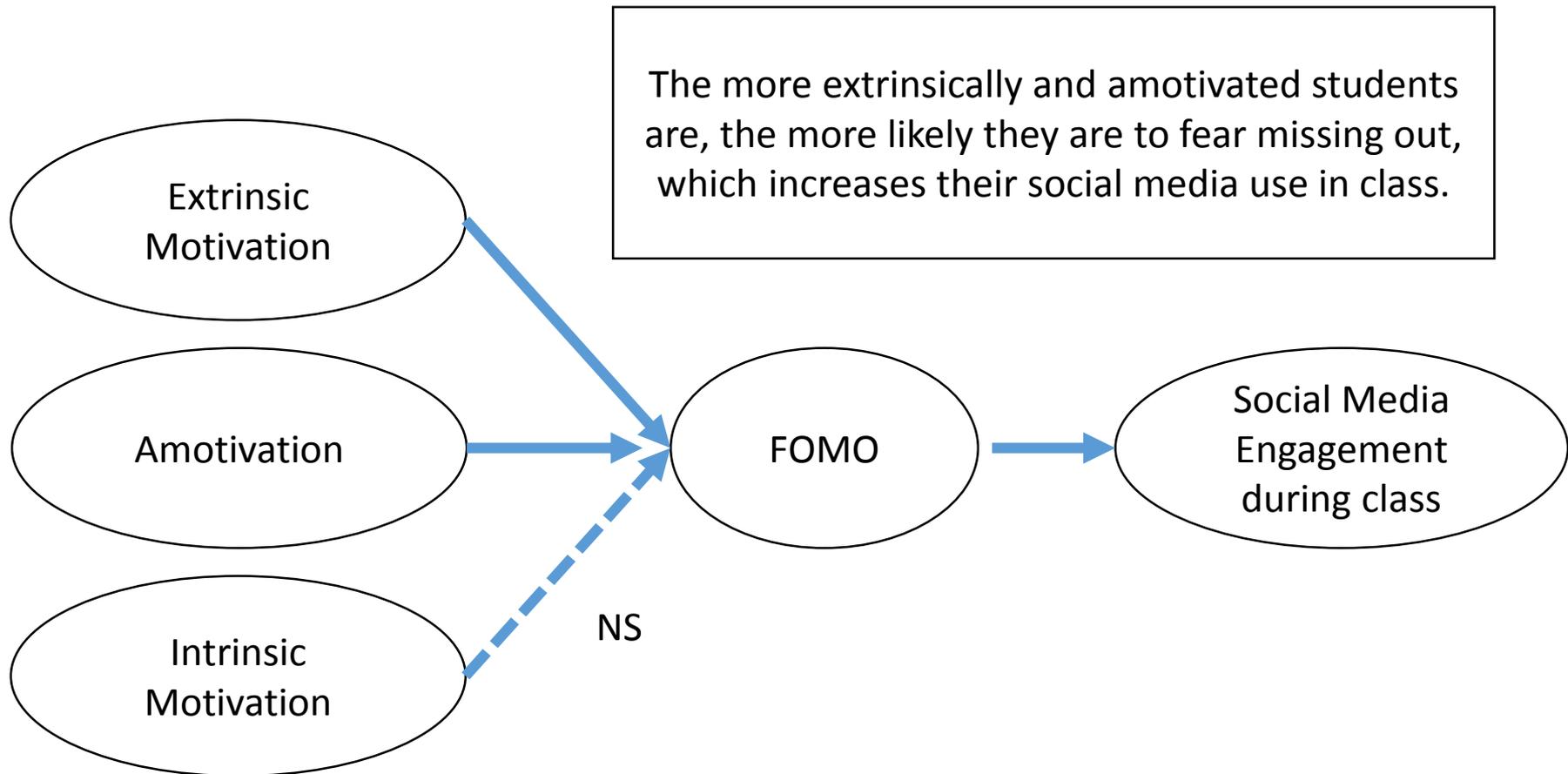
- Melody C.



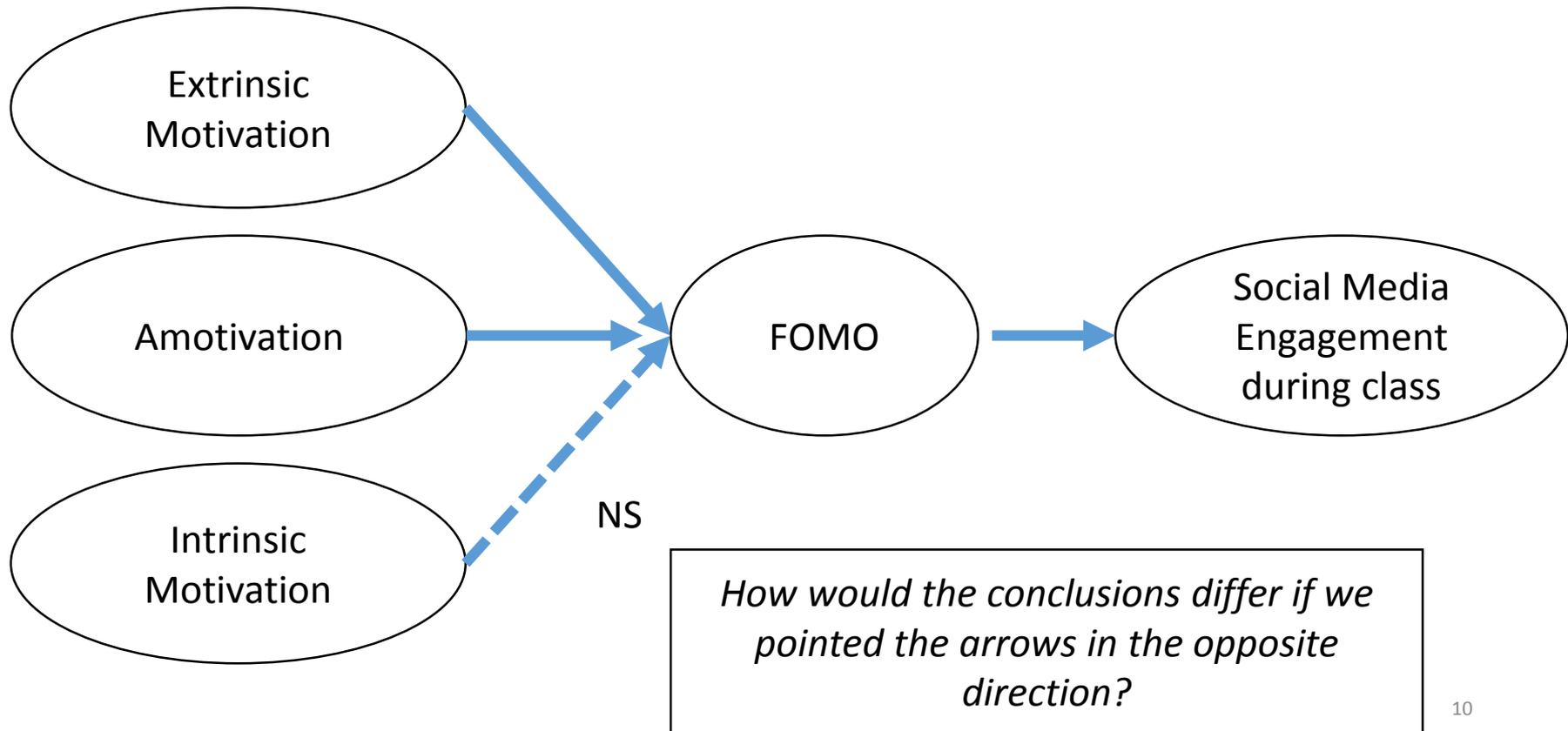
Distilling Figure 2



Distilling Figure 3: Adding the mediator to the model better explains how motivation relates to SME



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Exploring FOMO and motivation in the context of social media engagement

FOMO

1. Do you see evidence of FOMO in your life or the people around you? Where? How does it impact people?
2. Have you missed out on events (world/social) because you weren't on social media? What impact did that have on you?

Share some of your insights on Piazza to help consolidate your learning + spark others' ideas.

Motivation

1. What type(s) of motivation may drive people to share something in person vs on social media?
2. Why do you think some people are motivated to engage on social media, others to lurk, and others to avoid? Consider examples from the book and your life.
3. Many of you mentioned the example of Gigi. [Recap] How can we understand her story through a lens of motivation? Do you think she developed FOMO sometimes? How might these psychological qualities have influenced her behaviour? Her Self?

- “I actually found both the examples of Gigi and Patricia Stein to be very compelling! **They both were intrinsically and autonomously motivated to spread their voice and opinion and fight for change.** Mere extrinsic motivation would not have enabled unflinching participation in protests and continuous tweeting to spread the message and inform people. **I don’t think Stein would have stood alone protesting outside the Canadian Embassy in Cairo if she was not internally motivated, passionate and enthusiastic about the Idle No More movement.** In scenarios of political, social and economic unrest, **intrinsic motivation can be crucial for a higher social media engagement to spread the news and garner support**”. --Kasturi

Think back to McAdams' model of Self. How do we see his model in action in Gigi?

- “I think the example of Gigi Ibrahim is the most compelling. This is an example of **someone whose desire for social change** made a transcontinental journey through social media, and whose online activity resonated profoundly with the Western world. This is a **concrete examples of social media being used to organize and implement social revolution**. As Hermida explains, Gigi goes from an anonymous voice on the internet to an icon for social change, **through a series of random happenstances and conditions that happened to be just right**.
- In terms of relating to the article, **Gigi was certainly intrinsically motivated to share the goings on on social media, initially in an effort to be involved in the current social revolution**. Once her message reached far beyond her online followers, **she understood her new reach and was motivated to adjust her online behaviour** in order to best spread her message (i.e., **write in English** for a Western audience, for example). It would be difficult to attribute her actions and message to extrinsic motivation, especially considering she was coming from a counter-cultural perspective. **I might argue that a desire for political change is inherently intrinsic.**” – Sasha

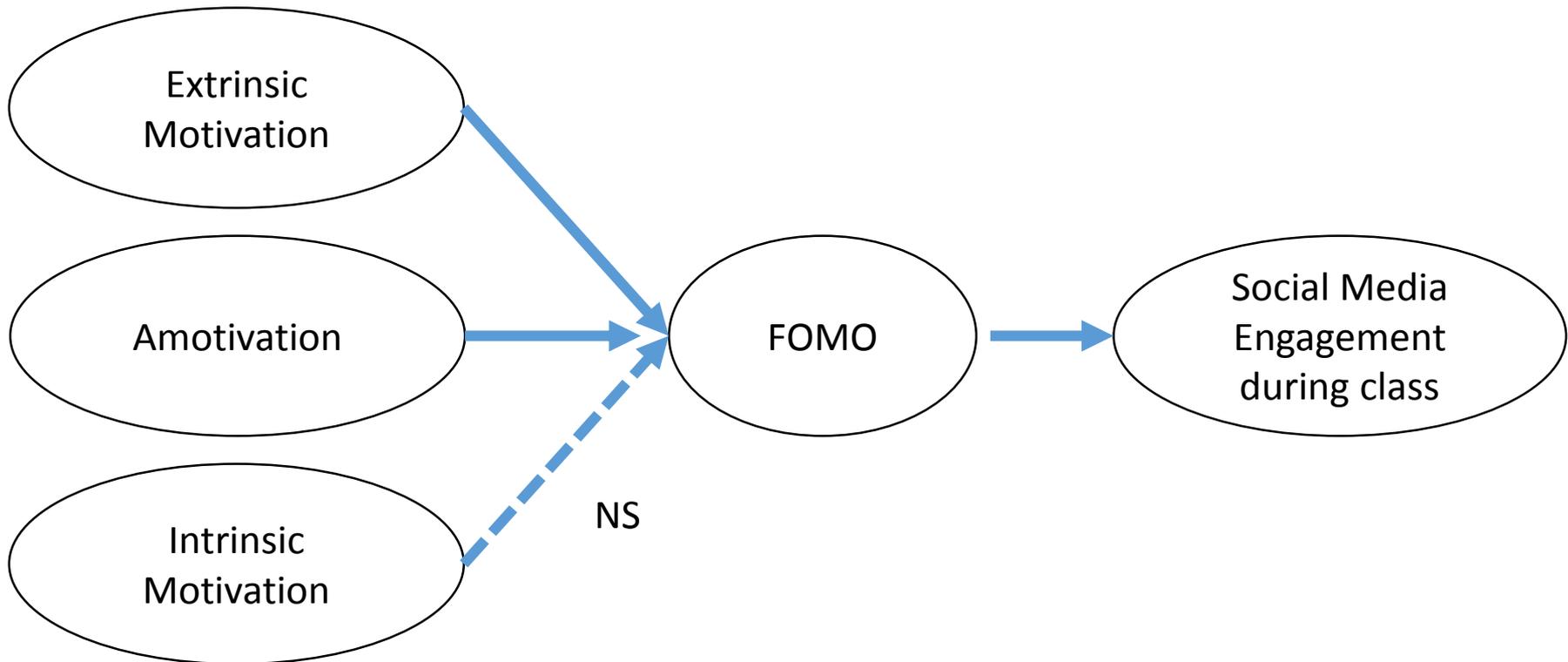
Further questions for methodologists to ponder...

- Do you think these measures capture (all of) each construct?
- How would you adapt self-report measures of FOMO and social media engagement to better fit your construct definition?
- Besides self-report, what other ways could you measure FOMO and social media engagement?

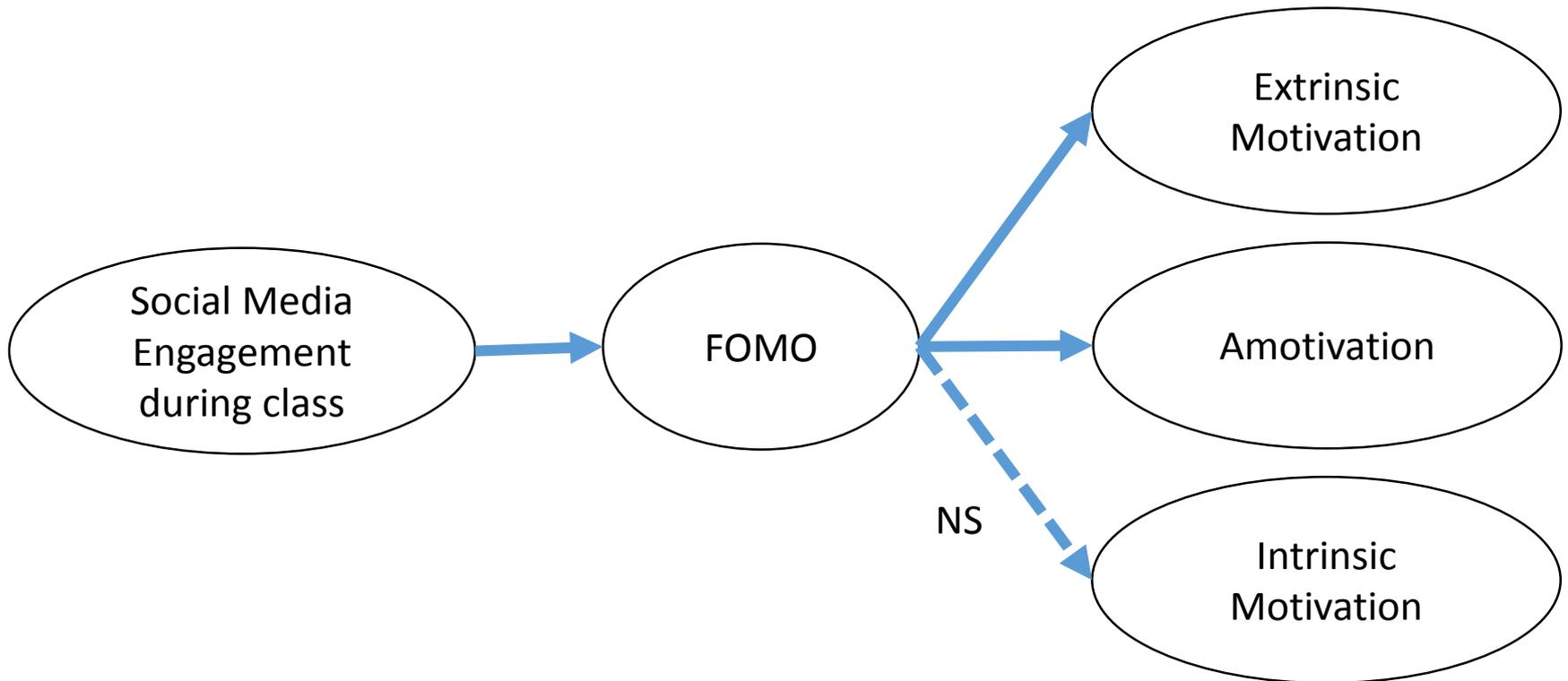
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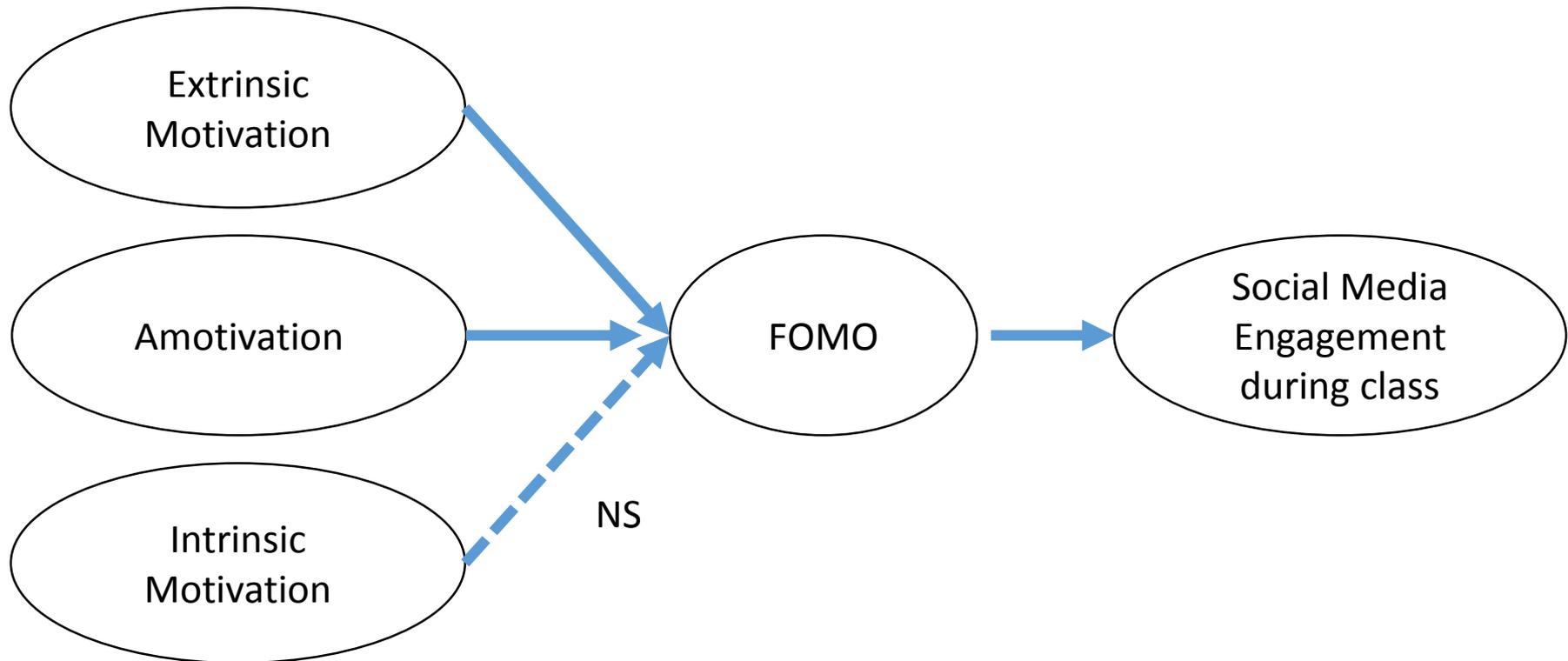
Distilling Figure 3: Adding the mediator to the model better explains how motivation relates to SME



If the arrows were pointing in the opposite direction, how would the conclusions change?



Do you think this relationship will change for younger generations? Why or why not?



“Who gets to speak through the media fundamentally affects the way events are interpreted.... The act of sharing is a way of assigning influence to particular messages and specific people. Multiply this by thousands of retweets, and collectively, the crowd is casting votes on who should be heard.”

Hermida, page 112

Offline or online: Whose voices are you intrinsically motivated to amplify? To whom do you assign influence by sharing their stories? What messages do you instantly “vote for”?
What messages do you *want* to vote for?