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

Please have today's article ready. Skim others' ideas on Piazza as a refresher.

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

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

Agenda

- Follow up: Last day's repeated measures experiment (5 mins)
- Introduction to today's topic paper (10 minutes)
  - Relevant concepts
  - Refresher on the paper
  - Rosenberg Self-Esteem Scale
- Exploring our status updates (20 minutes)
  - Using the coding system in Study 2, code status updates
- Linking to #TellEveryone Chapter 4 #TheDailyWe (20 minutes)
- 12:00-12:20 Final Exam Prep Session #1
  - Read requirements. How would you answer today? Outline a response to each question. Aim to demonstrate mastery of our course readings and discussions.
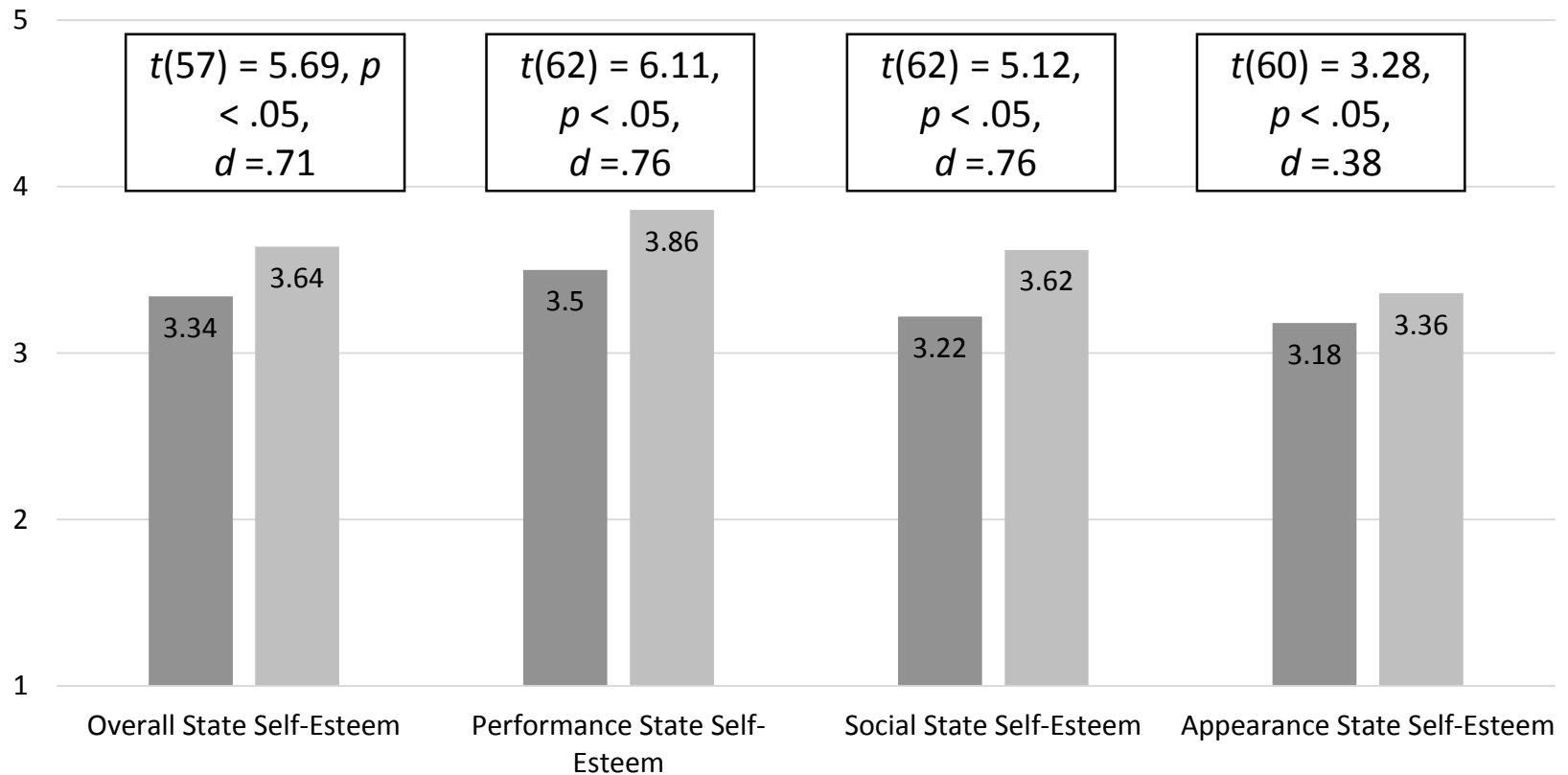
Self-Esteem and Social Comparison Readings

- Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, self-esteem. *Psychology of Popular Media Culture, 3*, 206-222.

- Forest, A. L., & Wood, J.V. (2012). When social networking is not working: Individuals with low self-esteem recognize but do not reap the benefits of self-disclosure on Facebook. *Psychological Science, 23*(3), 295-302

- Tell Everyone Chapter 4 #TheDailyWe

- Optional
  - Tiggemann, M., & Zaccardo, M. Exercise to be fit, not skinny": The effect of fitspiration imagery on women's body image. *Body Image, 15,* 61-67.
  - Krasnova, H., Widjaja, T. W., Buxman, P., Wenninger, H., & Benbasat, I. (2015). Why following friends can hurt you: An exploratory investigation of the effects of envy on social networking sites among college-age users. *Information Systems Research, 26*(3), 585-605.

Exploring our own sources of social comparison

- **Does talking about upward and downward social comparisons influence our self-esteem?**

- Repeated measures design
  - What does upward social comparison look like for us?
  - *Time 1 State Self-esteem measure*
  - What does downward social comparison look like for us?
  - *Time 2 State Self-esteem measure*

Results: State self-esteem was lower after spending 15 minutes discussing upward social comparison targets than after spending 15 minutes discussing downward social comparison targets.

| | $t(57) = 5.69$, $p < .05$, $d = .71$ | $t(62) = 6.11$, $p < .05$, $d = .76$ | $t(62) = 5.12$, $p < .05$, $d = .76$ | $t(60) = 3.28$, $p < .05$, $d = .38$ |

Bar chart values:
- Overall State Self-Esteem: 3.34, 3.64
- Performance State Self-Esteem: 3.5, 3.86
- Social State Self-Esteem: 3.22, 3.62
- Appearance State Self-Esteem: 3.18, 3.36

Conclusion: Discussing examples of upward versus downward social comparisons influenced state self-esteem in the predicted direction. **What are some alternative explanations?**

Key concepts for today…

Self-Esteem

- "someone's evaluation of self be it positive or negative; is stable and developed over time however can also be fluid, fluctuating everyday" –Daisy L.

- State and trait

- High trait self-esteem vs. Low(er) trait self-esteem

- "Forest & Wood view self-esteem as an unchanging trait, that is that people solely have either low or high self-esteem. Vogel et al take both the trait and state approach, acknowledging that self-esteem can stable yet sometimes influenced by external situations and environments." – Sarah K

Self-Disclosure

- Sharing things about yourself.

- Important for building relationships, developing intimacy

- Prior research: LSE disclose less than HSE

Study 1 → 2 → 3

- "Study 1 revealed that **people with low self-esteem perceived Facebook as a safer place** to express themselves than did people with higher self-esteem.

- Study 2 examined whether people with low self-esteem, who view Facebook as a safer place to express themselves (Study 1), benefited from their social media use by receiving more social rewards (i.e. more liked). Results revealed that **people with low self-esteem tended to post more negatively than those with higher self-esteem, and thus were less liked by strangers.**

- Study 3 examined **whether the results of Study 2 held true for both friends and strangers,** specifically when people displayed non-habitual Facebook updates (i.e. people with low self-esteem, posting positive updates and vice versa) . Study 3 found that overall, people with low self-esteem were not rewarded (more liked) by both friends or strangers for expressing negativity. **People with high self-esteem received more social rewards from friends for their negative updates, whereas people with low self-esteem received more social rewards from friends for their positive updates**." – Sarah K.

Study 1 → 2 → 3

- The three studies from Forest and Wood (2012) progress in a linear manner, beginning by establishing foundational assumptions before adding complexity.

- Study 1 confirmed that individuals with high and low self-esteem both consider Facebook to be an advantageous platform for expression, though individuals with low self-esteem saw it as safer than their counterparts.

- Study 2 found that individuals with low self-esteem expressed more negativity and less positivity, and coders found their posts less likeable. ...

- Study 3 found that participants with high self-esteem received greater social feedback (ie. likes and comments on facebook) when expressing negativity in a status update; conversely, participants with low self-esteem received greater feedback when expressing positivity. ... -- Alex

Rosenberg Self-Esteem Scale
(copy and instructions: http://www.yorku.ca/rokada/psyctest/rosenbrg.pdf)

	SD	D	A	SA
1. On the whole, I am satisfied with myself.				
2.* At times, I think I am no good at all.				
3. I feel that I have a number of good qualities.				
4. I am able to do things as well as most other people.				
5.* I feel I do not have much to be proud of.				
6.* I certainly feel useless at times.				
7. I feel that I'm a person of worth, at least on an equal plane with others.				
8.* I wish I could have more respect for myself.				
9.* All in all, I am inclined to feel that I am a failure.				
10. I take a positive attitude toward myself.				

For our next discussion, please sit in a group with 3 other people you don't know yet. Introduce yourself.

Coding Status Updates (Study 2 Method, p. 297)

- Positive, negative self-disclosure (1 = none at all, 9 = a great deal)
  - Overall, how much positivity was expressed in the status updates?
  - Overall, how much negativity was expressed in the status updates?
- Positive and negative content (1 = none at all, 9 = a great deal)
  - Sadness, anger, frustration, anxiety, fear, tiredness, boredom, illness, embarrassment, irritability
  - Happiness, excitement, gratitude
- Likability (see article for items)

My Last 5 Status Updates

- Feeling grateful for compassion and love I've experienced from family, friends, strangers, colleagues, and even my students during this time of profound loss. There is a lot of kindness in this world. (37 likes, 1 love, 17 comments)

- Great piece, Goldis!! I had never thought of the similarities between health care and the military before. (4 likes, 2 comments)

- "Even among the small group of faculty members who hadn't participated in formal professional development, there was still evidence that they'd benefited from others' professional development, as by osmosis. For example, 15 of 28 low-participating faculty members listed writing and/or critical-thinking outcomes on their course syllabi. Interviewees also suggested that institutional culture encourages or inhibits such a "spread" effect." (8 likes, 1 share, 1 comment)

- In solidarity. My heart is broken by this. What is happening to UBC? (1 comment)

- Of course I love the warmth and ease of summer, I'm energized by the challenge of fall, and enjoy the fun of the festive winter season. But my favourite season of all is the spring, which brings with it hopeful growth at every turn. (10 likes, 1 comment)

Some Status Updates Shared by Anonymous Peers

- I was too lazy to walk from the Kenny building to the SUB, so I drove and paid for parking. So now I need to know - what's the laziest thing you've ever done? (32 likes, 4 comments)

- RIP [Name] the Fish... You'll be missed. Hope you're living it up in fishie heaven! (4 likes, 1 comment)

- Happy sibling day to my best friend and favourite little brother [Name]!! You're the best little brother a girl could ask for. Thanks for studying psychology with me all night long. Love you! <3 (10 likes, 1 comment)

- Jennifer Lawrence, marry me? (It's Canada, so we can do that.) (28 likes)

Some Status Updates Shared by Anonymous Peers

- How do you feel about the new Facebook update? Choose between one of Paul Ekman's 6 universal emotions: like, love, sad, angry, haha, and wow. (20 likes, 12 wow, 7 haha, 6 angry, 4 sad, 1 love, 10 comments from others)

- Discovered that I tweeted post-sleeping pill intake but pre-wisdom teeth removal... what? (32 likes, 4 comments from others)

- What if the Donald Trump we see is a performance art project but it's been going for such a long time so now it's awkward to end? (50 likes, 6 comments from others)

- *Relationship update with SO* (118 likes, 7 comments from others)

- While Vancouver is ringing in the New Year I'm waiting at the airport for my plane. Keep the party going I'll be there in [#] (hours)! 🎉 [Place] it's been swell, I'll be back before you know it! (24 likes, 1 comment from others)

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Linking Readings:
Self-Esteem and Sharing

Either online or offline…

1. How might the kinds of news stories posted/shared/repeated differ among LSE versus HSE people?

2. If you were relying on social network sites for your news, whose feed would you trust or seek out first?

3. What kinds of information would you seek out from a friend with LSE vs HSE? Would it differ? Why or why not?

4. Do your friends/people you follow/people you listen to have a similar level of Self-Esteem as you do? What about their attitudes/values? How does this (mis)match influence the ideas you're exposed to?

"We have all become gatekeepers for our social circles, adding an extra layer of control in deciding whether something in the paper merits attention."

Hermida, page 86

What kind of gatekeeper/curator are you? What kind of gatekeeper/curator do you want to be?
What effects do *your* gatekeepers have on your views and knowledge?

12:00-12:20 Final Exam Prep Session #1 of 3

- Read requirements. How would you answer today?
- Outline a response to each question, and hand it in with your name on it.
- Aim to demonstrate mastery of our course readings and discussions.

Final Exam Description From Syllabus

http://blogs.ubc.ca/psychsocialmedia/goals-assessments/final-exam/

Earn 35% of your grade by completing a final exam, including a peer-assessment and self-assessment. At this time, the plan for the final exam is described below, but is subject to change. Expectations will be confirmed by the end of classes. **Evaluates Learning Goals #1, #3, and #6.**

1. A few articles will be assigned to read in advance as preparation. Two of them will be featured on the final exam. Your Task: link the results and theory from these articles to one of the course themes, and use the results from these studies to explain/understand/interrogate an event you've witnessed in social media.

2. Articulate a comprehensive model of the self, and use it to evaluate your own social media engagement before and after this course. In what way(s) might the experiences in this course have implications for your future life?

3. Using a rubric provided, evaluate your own and a random peer's final exam.