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In A World Where We Are Constantly Connected, How Connected Are We?

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Concern & Aim

Social Media's popularity raises questions about its effects on our lifestyles. Yet, little is known about the effects of day-to-day social media choices on our quality of life.

Aimed to understand how the use of Social Media influences :

- Well Being
- Interpersonal Relationships
- Habits

Research Questions

- 1) How does the level of engagement in social media (frequency of use, energy invested in use) relate to other life habits?
- 2) How does engagement in social media help people accomplish interpersonal relationship goals? How does it interfere with relationship goals?

Secondary Research

Pew Research

62% of Americans find news from social media

79% of online adults use *Facebook*

Measurements

- Qualtrics Survey
- iOS App - "Moment"
- Critical Analysis

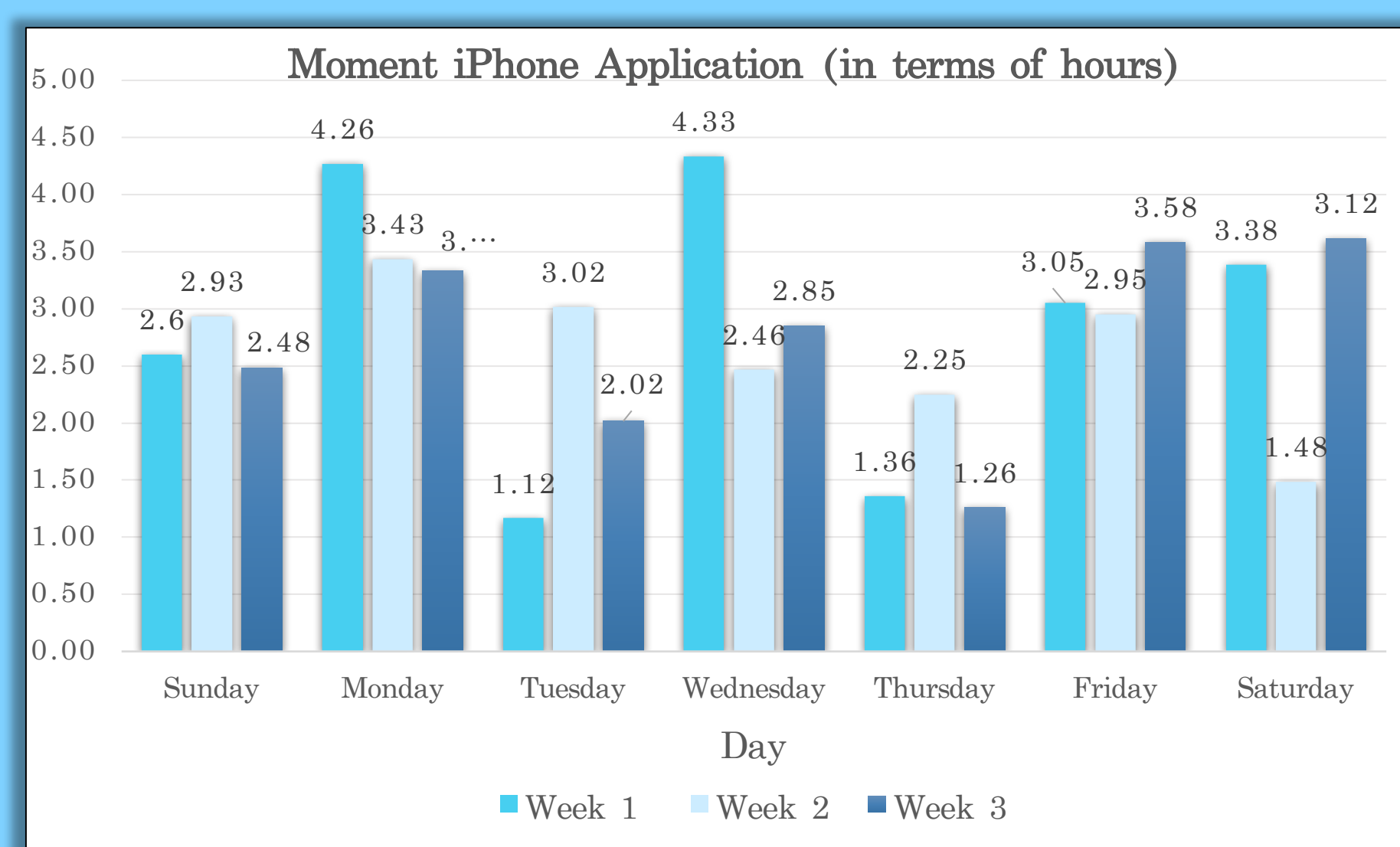
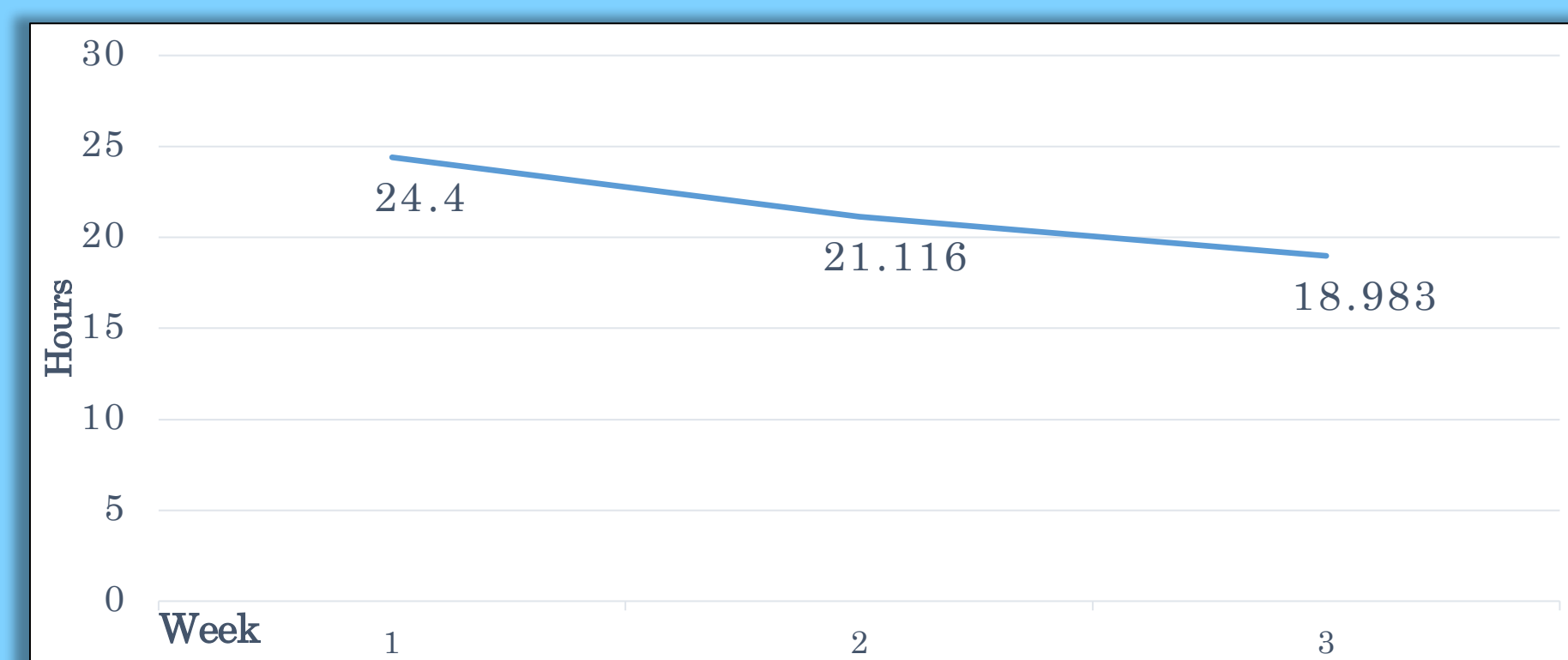
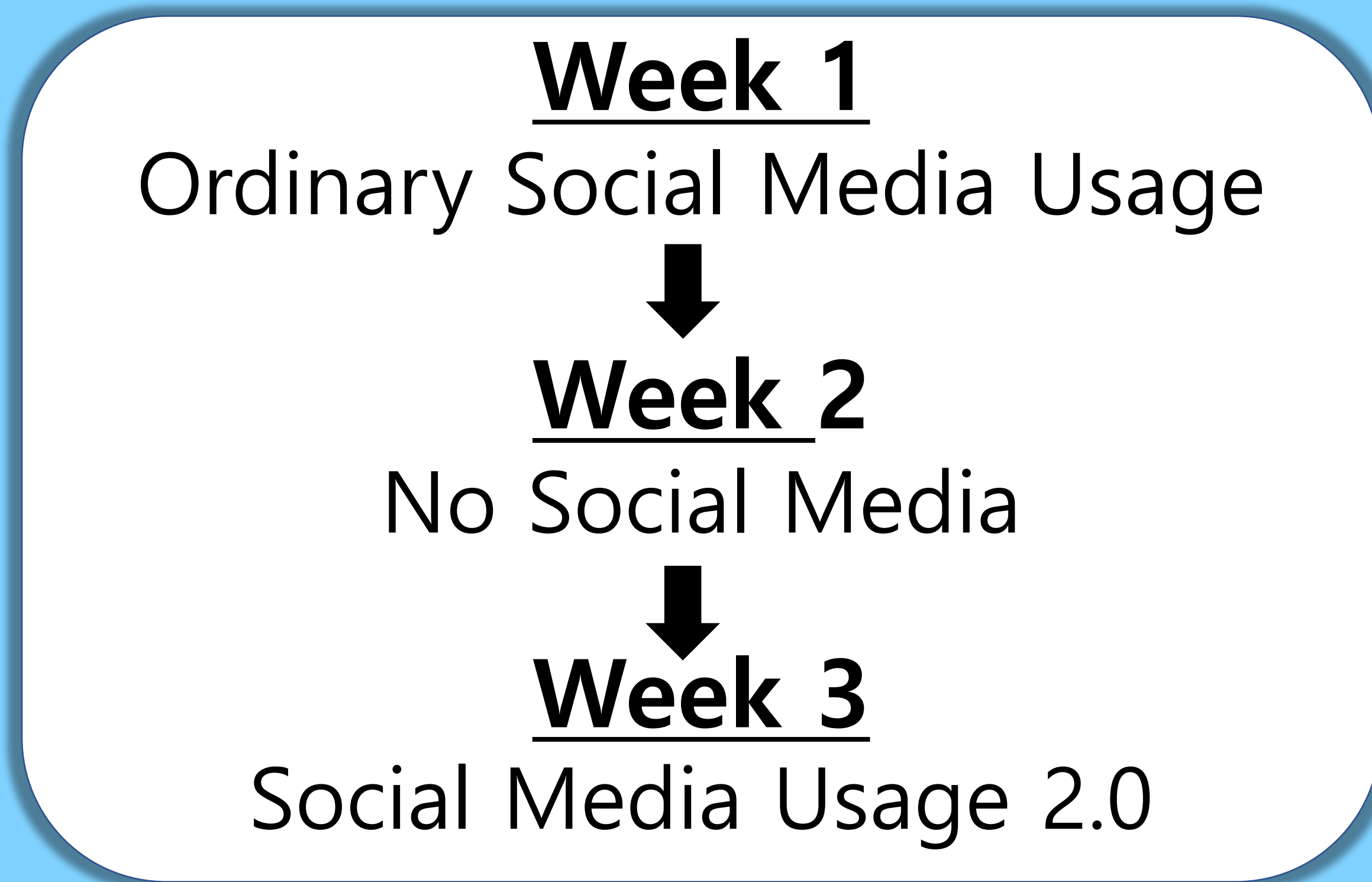
Target Audience

Millennials (1980-2002)

IN A WORLD WHERE WE ARE CONSTANTLY CONNECTED, HOW CONNECTED ARE WE?

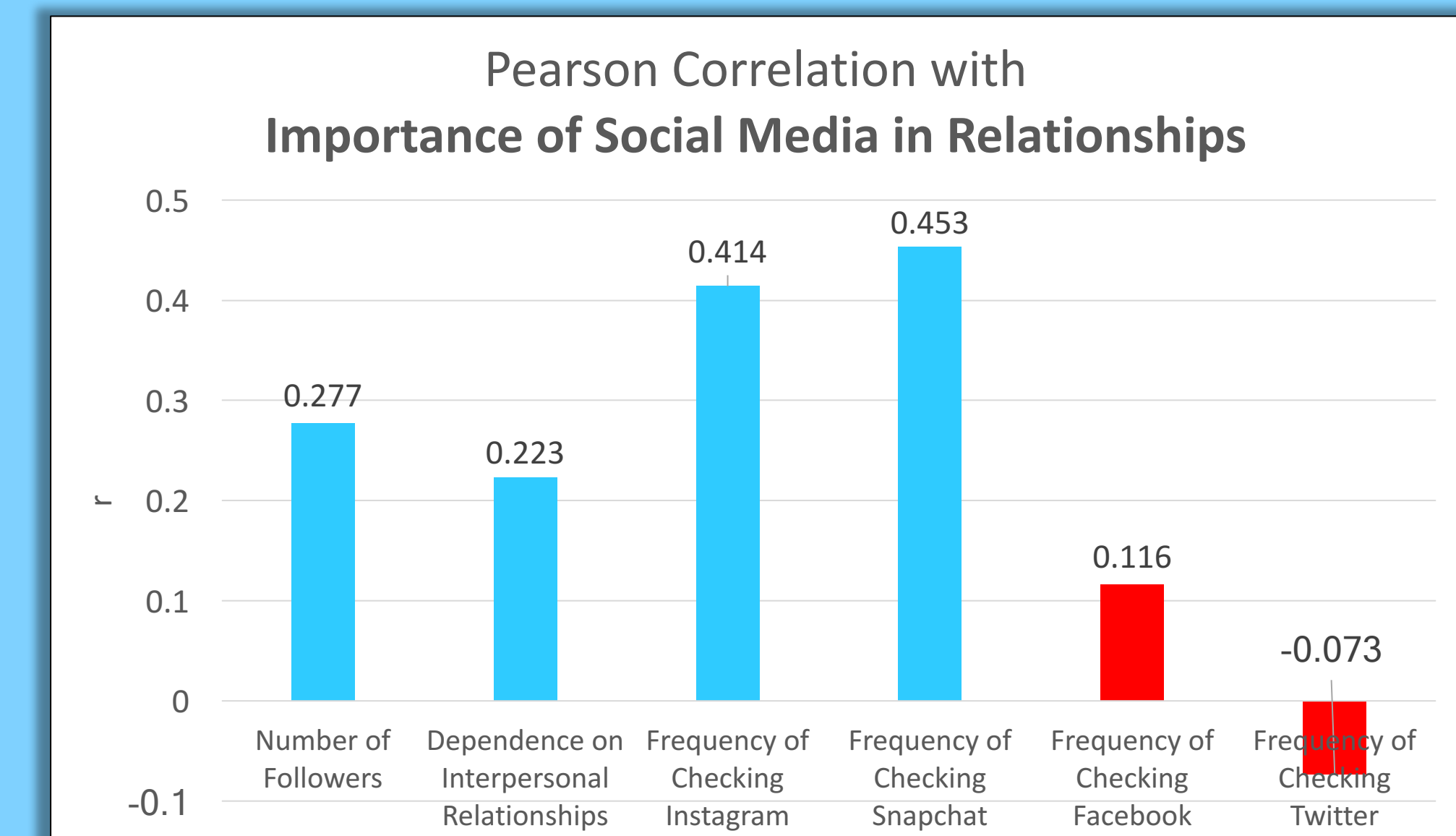
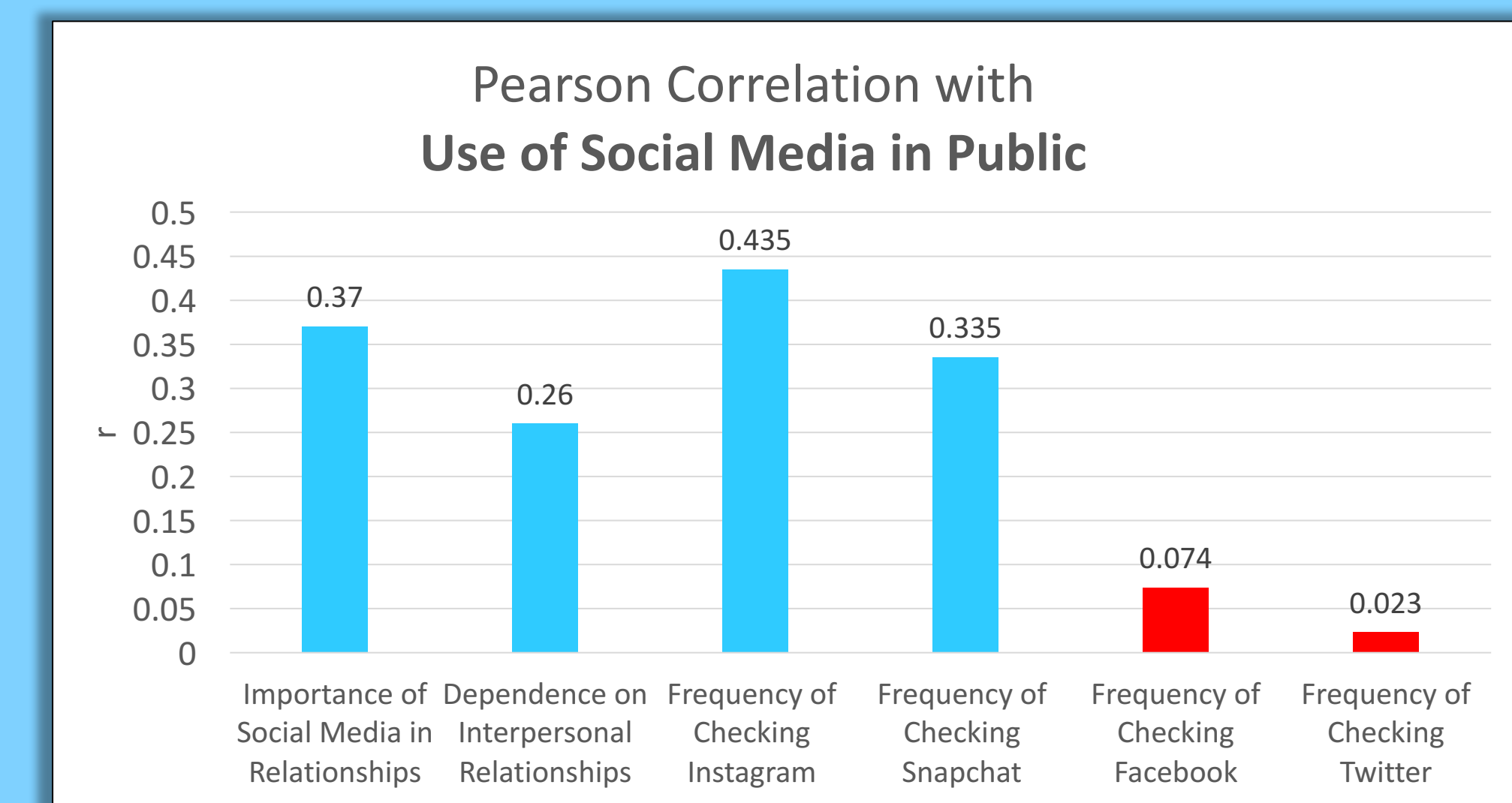
Samantha Valenza

Sponsor: Christy Ashley



Week 2: Mobile Device Usage Breakdown

Survey Data Analysis



94.58% use their phone as an alarm clock

Key	
Significant	p<.001
Not Significant	p>.001

Pew Research states this is based off of the need to text and stay connected.

Critical Analysis

Checking and posting on Social Media in public settings has an effect on **interpersonal relationships**. People who feel social media is important for their social relationships check it in more places. Those who do not use Social Media in public have a higher well being than those who use Social Media in public.

During my personal experiment, I felt a stronger connection to my peers in face-to-face situations while not using Social Media. After, reconnecting with my accounts after a week of Social Media isolation, I determined that my frequency of use was lower on networking sites. **Since the study**, I have turned off all Social Media notifications on my mobile device. I felt that I had missed out on interactions with friends on social media sites, yet my well-being had increased. This decision has since provided me with the leisure to use Social Media as I please.

Takeaways

Mindfulness, Time Orientation, Productivity, Habits