

# Follow Friends, One Hour a Day

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## Background

- Too much social media use has been shown to negatively impact well-being
- Following more strangers on social media apps is correlated with lower subjective well-being

## Aims

- Examine whether limiting social media use leads to increased well-being
- Examine whether a causal relationship exists between muting strangers on Instagram and increased well-being

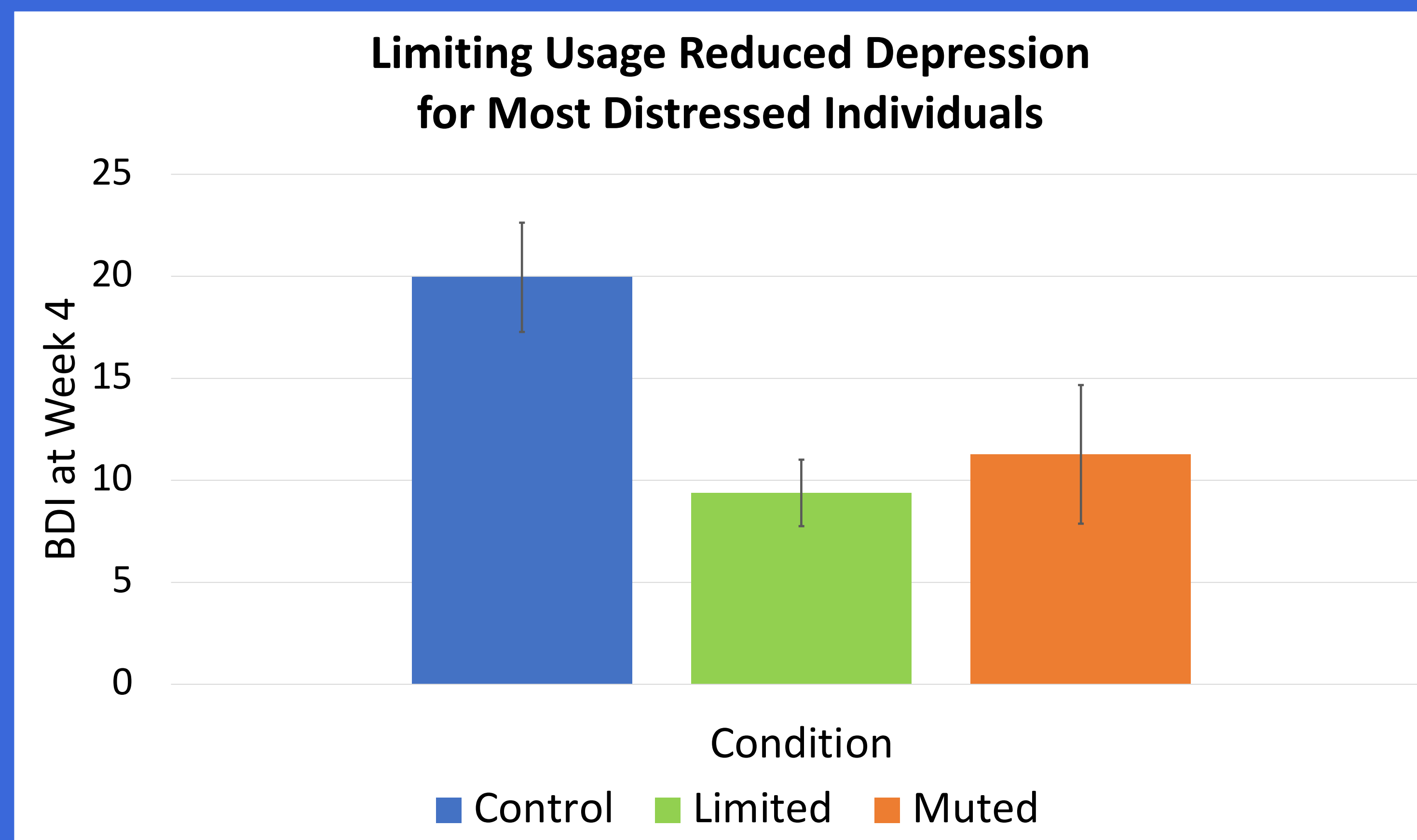
## Methods

- UPenn undergraduates recruited from SONA
- 4 week intervention
- Social Media platforms – Instagram, TikTok, Facebook, Twitter, Snapchat
- Qualtrics survey with various well-being measures
- Objective measure of screentime
- Intervention group 1 limited social media usage, intervention group 2 limited social media usage, muted strangers, stopped using TikTok

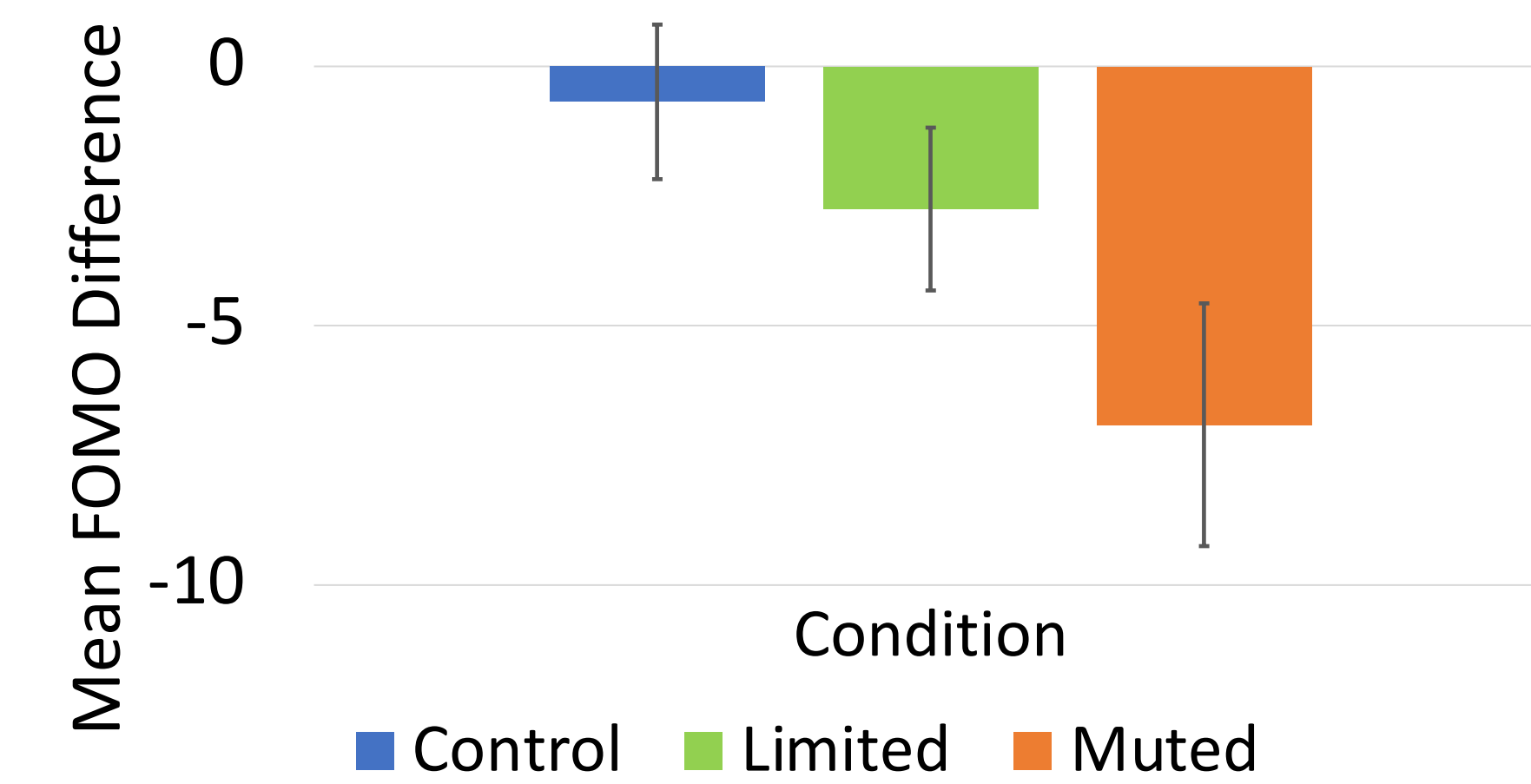
## Results

- Limiting social media use to 60 minutes per day (versus unlimited use) led to reductions in depression [ $F(2, 132) = 4.536, p = .013$ ] for the most distressed participants
- Muting strangers on Instagram, in addition to limiting time, led to significant reductions in fear of missing out [ $F(2, 45) = 3.468, p = .040$ ] for the most distressed participants
- Muting strangers also led to significant reductions in social comparison [ $F(2, 132) = 3.69, p = .028$ ]

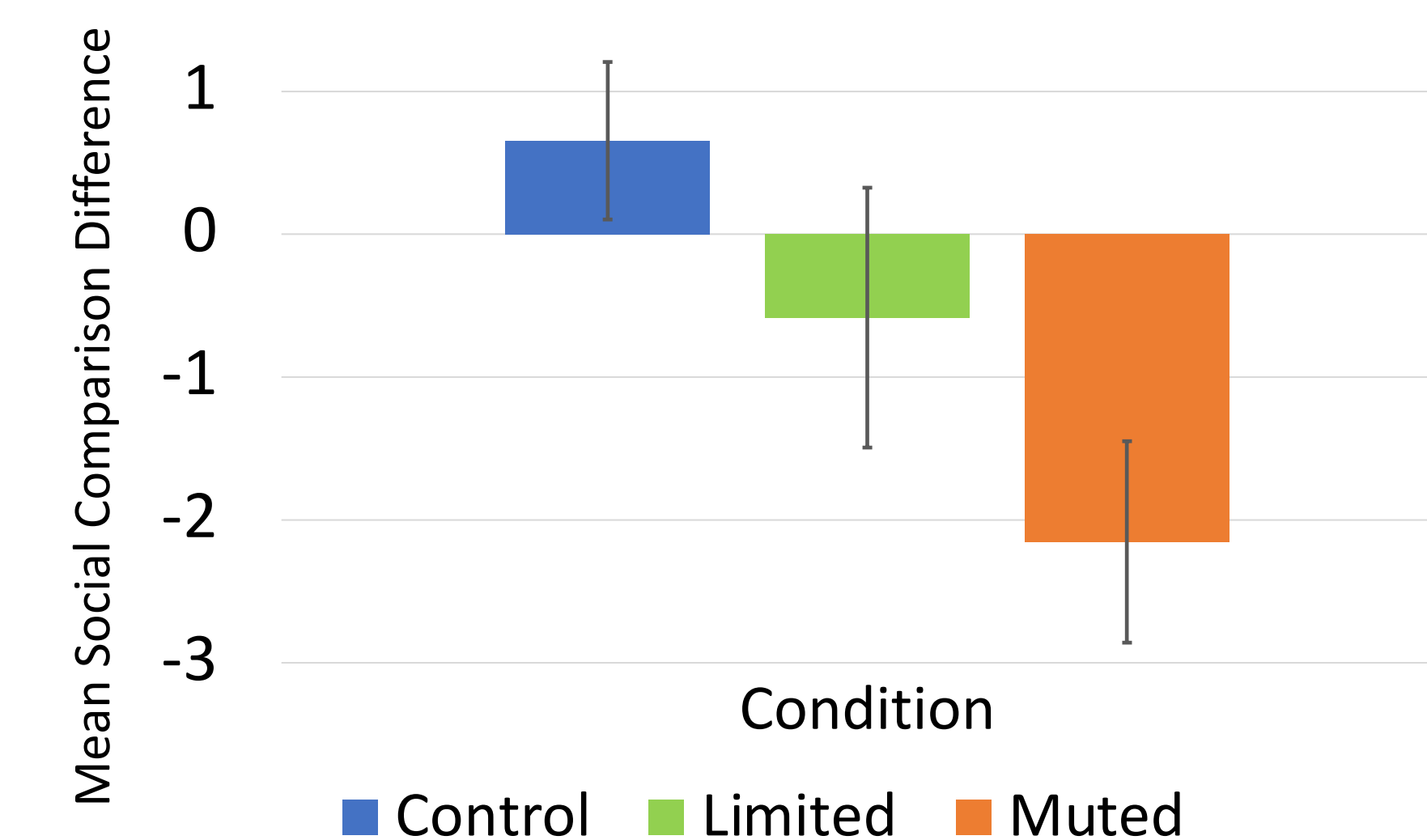
Limiting time on social media helps reduce depression, and muting strangers on Instagram reduces fear of missing out (FOMO) and social comparison



## Muting Strangers Reduced FOMO for Most Distressed Individuals



## Muting Strangers Reduced Social Comparison



## Discussion

- Highly distressed individuals may benefit the most from limiting social media usage and muting strangers on Instagram
- Difficulties with Instagram
  - Reels
  - Stranger content
  - Shopping/business model
  - Difficulties with muting - glitchy
- More sophisticated methodology

## References

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