Social Media Rumination: The Impact of Materialistic Value Orientation

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Introduction

Self-Determination Theory (SDT)

- Intrinsic
  - Competence
  - Relatedness
  - Autonomy

- Extrinsic
  - External validation
  - Need substitutes

Materialistic Value Orientation (MVO)

- Over-prioritizing extrinsic goals
- Striving towards high social status
- Having nice possessions
- Cultivating the "right image"

Rumination

- "Brooding"
- Can be adaptive or maladaptive
- Linked to depression, anxiety, and media addiction

Social Media Rumination

- New term
- Self-reported level of thinking about participants' experiences and perception of others' experiences

(Deci & Ryan, 2000; Kasser & Kanner, 2004)

N = 119

75.6% female, 23.5% male, 0.8% transgender

15.84 years old (SD = 0.83; 14-18)

2.5% Freshmen, 38.7% Sophomores, 41.2% Juniors, 17.6% Seniors

52% African American

17.6% White/European American, 13.4% Asian American, 6.7% Hispanic/Latinx, 4.2% Native American, 5.9% Other

Research Question, Hypotheses, and Measures

Does an orientation to materialistic values increase social media rumination?

I hypothesize that high school students who have higher MVO would be more likely to ruminate on their social media content.

I predict the path from MVO at Wave 1 to social media rumination at Wave 2 will be stronger than the path from social media rumination at Wave 1 to MVO at Wave 2.

Social Media Usage

$r = .44$, p $< .01$

Social Media Rumination Scale

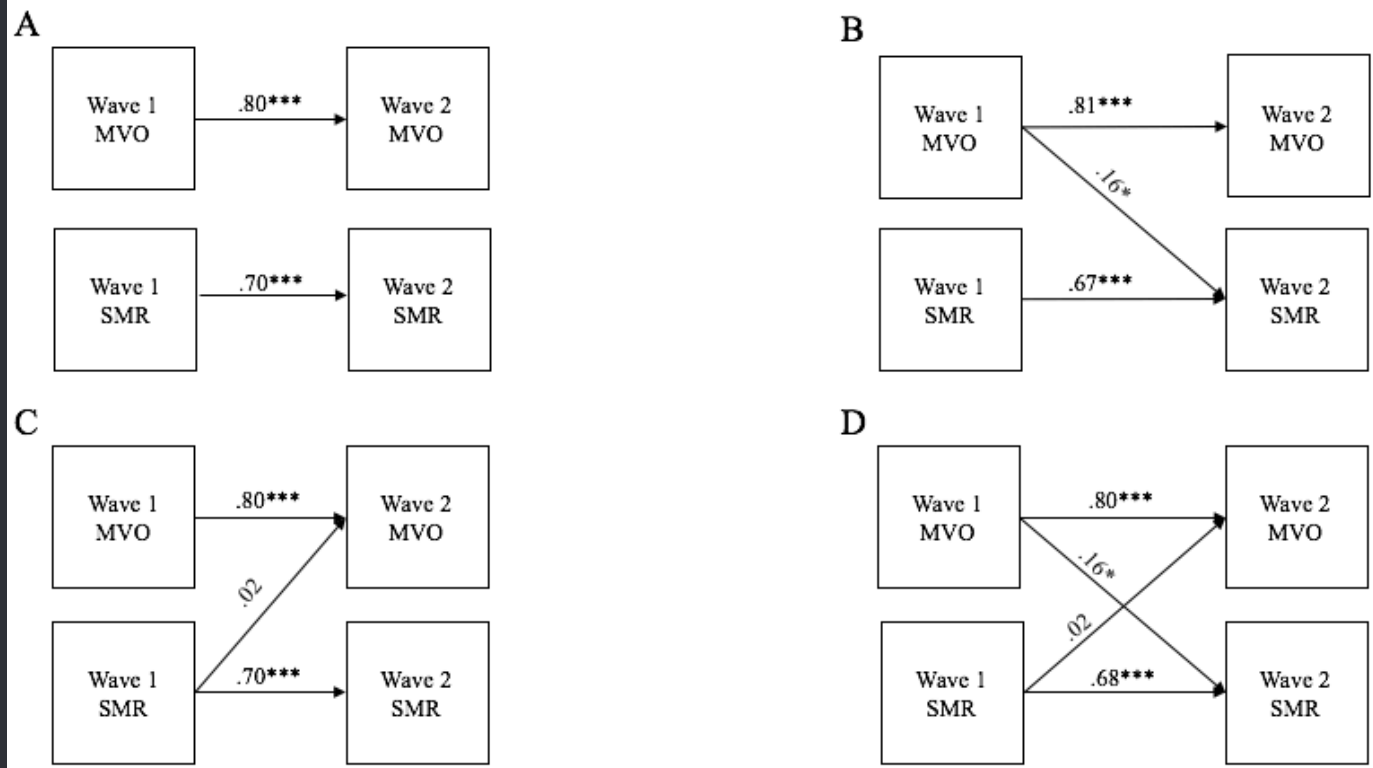Psychological Distress (K6+)

$r = .42$, p $< .01$

Results

Figure 1: *All Models Tested*. Wave 1 MVO = Wave 1 materialistic value orientation; Wave 2 MVO = Wave 2 materialistic value orientation; Wave 1 SMR = Wave 1 social media rumination; Wave 2 SMR = Wave 2 social media rumination. A = autoregressive model, B = hypothesized cross-lagged model, C = alternative cross-lagged model, D = fully saturated cross-lagged model. Standardized values shown. *$p < 0.05$, **$p < 0.01$, ***$p < .001$

- ## What does this mean?
  - Adolescents who reported higher MVO at Wave 1 reported significantly greater social media rumination at Wave 2
  - Support of SDT and MVO (Deci & Ryan, 2000; Kasser, 2016)

  - We may not be using social media to truly connect with others

What do we do?

Increase youth's awareness and importance of intrinsic life-goals

Block advertisements on school computers

Changing school advertisements

*Contact the researchers for references