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Screen Time Versus Face Time: How Social Media Usage Affects Time Spent Face to Face

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ABSTRACT

How has the recent surge in social media network usage affected in-person social interaction? As the Internet continues to become more integrated in everyday forms of communication and interaction, sociologists disagree about the implications it will have on in-person socialization. Some argue that social media will revolutionize social interactions, while others believe that it will lead to a loss of privacy and an increase in isolation. I propose that the more social media networks an individual is a regular user of, the fewer days they will interact face-to-face with other people. Using 685 responses garnered from computer-assisted interviews in the 2016 General Social Survey, regression analyses were conducted to determine the relationship between social media network usage and in-person social interaction while controlling for age. Results from bivariate analysis show a positive but weak association between social media usage and in-person social interaction, revealing that the more networks an individual used, the more they interacted with others in-person. In multivariate results, this relationship disappeared. The results do not support the hypothesis, but instead indicate that age is a more important predictor of decreased in-person social interaction. In future studies, researchers should investigate the effects of social media usage on in-person social interaction with larger samples and more in-depth questions about the ways in which social media networks are being used and time spent online.

Screen Time Versus Face Time: How Social Media Usage Affects Time Spent With Others Face
to Face

The Internet and social media networks are clearly becoming integral parts of

communication and popular culture across the world. In recent years, this ubiquity has sparked

sociological interest on the topic of social media usage and its effects on in-person social

interaction. Scholars have investigated how the use of new-age social media platforms impacts

individuals' social capital in terms of in-person communication. Some research argues that

social media will "revolutionize social interactions, whereas others argue that the Internet will

lead to loss of privacy, impersonal communications and isolation" (Brignall and Van Valey

2005: 335). Regardless of the effect, it is clear that social media has created a new form of social

interaction between people. What is unclear is how this new form of social interaction will

affect face-to-face interaction among people.

We have never experienced a time where media has been so frequently used and

therefore have no empirical documentation of how it will affect our society. Today, anyone with

the means to use a smartphone or a computer has access to the worldwide web and other

networks of media information and communication. With such access, individuals are constantly

exposed to a type of social interaction with other Internet users that could very well affect the

need for in-person interaction. However, "connection does not inherently make for community"

(Brignall and Van Valey 2005:344). As interpersonal relationships are increasingly mediated by

technology, questions about whether this mediation "enhances or detracts from relational quality

are increasingly relevant" (Baym, Kunkel and Ledbetter 2007:736). Some scholars believe that

the increased amount of social media usage will lead to more discussions across political and

ideological boundaries and individuals will be exposed to more diverse people and ideas

(Heatherly et. al 2017). Other sociologists believe this increase will reduce in-person interaction, leading to more isolation among Internet users. The ease with which individuals can isolate themselves online can be described through the term homophily, which "states that actors with similar attributes have a higher probability of tie formation [online] than actors with different attributes" (Bohn et al 2013:32). Online, people don't have to interact or maintain rapport with those unlike them or with whom they disagree with. As Brignall and Van Valey (2005) wrote, "the demands of learning to get along with others are likely to become drowned out by self-interested pursuits" in short, "the possibility of a narrow world perspective seems certain for those individuals who choose to isolate themselves from people and ideas with whom they feel uncomfortable" (345). If it is so easy for people to detach from those unlike them online, there is the distinct possibility that these people will turn exclusively to online interactions, avoiding social interaction based on obligation instead of desire. More in-depth contemporary studies are required in order to evaluate how present day social media usage affects how individuals interact with others face-to-face.

Integrating information from previous theories of the Internet and social interaction, this analysis moves beyond previous research by exploring how new forms of media platforms such as Facebook, Instagram, Twitter, Snapchat and the worldwide web play into how often individuals interact with others in-person. I hypothesize that the more social media networks an individual is a member or regular user of, the fewer days they will spend with other people in-person.

PRESENTATION OF SELF AND ANONYMITY

With the rise of computer-meditated forms of socializing, a new focus is emerging on the longstanding question of the formation and maintenance of social relationships. Literature on this topic has focused on the individual's unique ability to craft and display a distinct profile within the cyber world. Theorists have examined whether the formation of authentic social relationships is possible with the anonymity of online interaction.

In his theory on the Presentation of Self, Goffman (1967) has described that the individual's concept of the self is shaped by the sum of the social interactions in which the individual engages. He further argues that the self is like an actor in a play that responds to the judgment of others. Although Goffman only examines face-to-face interactions in this theory, his ideas are useful in understanding any intact social bond, whether or not the individuals are co-present. He poses that in any social relationship, individuals must learn to manage both "front" and "back" stages. Goffman believes that knowing the rules of front stage behavior comes directly from face-to-face interactions through which individuals can observe gestures, tone of voice, eye contact, and levels of social formality. Further, he explains that the front stage is open for direct judgment by others, while in the back stage individuals can polish their performance without revealing themselves.

In the current world of the Internet, Goffman's front and back stages are clearly present in the ways in which individuals form specific profiles for viewers' eyes. The front stage could be considered the online profile that an individual displays for all online "friends" to see. For example, if an individual has certain privacy settings in place on Facebook, only specific "friends" can see what that individual posts online, whereas all other Facebook users are only exposed to a small sample of this material. This privacy setting allows individuals to choose to

whom they expose themselves fully. Here, the back stage could be considered what the individual decides to keep private on their online profiles. Additionally, Goffman speaks to the risk of interaction, stating that when an individual makes an offer of social contact with somebody else, there is always the possibility of rejection. Online, this rejection may be less visible; one is not always aware that another person online has blocked them or decided not to accept their request of friendship or following.

More recent theorists further the discussion about the formation of social relationships in the age of social media network sites. In contrast to theories that claim geographical proximity is vital to the formation of authentic relationships, these theorists state that anonymity can actually help prompt the development of online social relationships. These theories of Anonymity argue that anonymity and the lack of non-verbal cues described by Goffman help enables more self-disclosure and the formation of relationships based on each individual's true self and their shared interests (Bargh, Mckenna and Fitzsimons 2002; Mckenna, Green and Gleason 2002). With the anonymity of online relationships, people do not have to maintain rapport with those they disagree with or hold diverging identities from, if they do not wish to.

Both the Presentation of Self Theory and the Theory of Anonymity examine the ways in which social relationships are formed online, stating that through social media networks, individuals have more power over what they allow others to see about themselves, and with whom they are interacting. This research project takes these theories into mind and seeks to go beyond questions of how people interact in-person and online to determine how those distinct forms of interaction affect each other. The goal of this project is to evaluate whether or not social media usage affects the time people spend interacting with others in-person. I hypothesize

that the more social media networks an individual is a member or regular user of, the fewer days they will spend with other people in-person.

LITERATURE REVIEW

Literature on the topic of social media usage and in-person social interaction has created a dialogue between the factors of isolation, social capital, and new types of social networks. Previous studies focus on the age differences of those who use social media networks, finding that young people are much more likely to do so (Lüders and Brandtzæg 2017). In this section I focus on the major themes that have come out of previous research on the topic of social media usage.

Isolation

Academic research has studied social isolation in terms of the rise of social media, focusing particularly on ideas about the deliberate creation of online profiles and networks that allow individuals to isolate themselves from diverse ideas, and the role of social media in people's physical isolation from in-person social interaction.

Research has investigated the ability that individuals have within online accounts to filter out people with different ideas. Many academics describe this possibility of homogeny as "homophily", the idea that people are more likely to form ties with other individuals who share similar attributes to them, rather than with those who hold diverging ideas from them (Bohn et al. 2013; McPherson et al. 2006; and Krivitsky et al. 2009). Many researchers agree that new forms of social media are likely to exacerbate this sort of homogeneity and promote group isolation based on one's differing ideologies. One study that examined this process found that, "around 18% of social network users have blocked, unfriended, or hidden someone because they

disagreed with what that person posted about politics" (Heatherly, Lu and Lee 2017:1274). Consequently, people who isolate themselves on social media networks from those who hold different political and ideological viewpoints are unlikely to be exposed to or engage in conversation with such viewpoints on social media. Challenges to our ideas and beliefs are thought to be the basis of what helps people fully develop their worldviews (Goffman 1967). It remains unclear how the ability to isolate oneself from exposure to diverse views online will affect those with whom we interact with in-person.

Other research on this topic has looked at isolation not only in terms of structural isolation, but also by inquiring whether the relationships that people develop online are meaningful (Gennaro and Dutton 2007; Yang, Brown and Braun 2014). In one study, researchers examined how the Internet has affected the number and types of social networks that people belong to. This study suggests that social media has increased the number of individuals' social connections while decreasing the meaningfulness of these connections. The researchers state that maintaining such broad networks requires a great deal of effort and that "as the number of non-overlapping contexts increases, so does the amount of social isolation experienced by the individual" (Parigi and Henson 2014:163). The easy formation of these numerous and "cheap" social relationships may take away from one's ability to form more meaningful connections (Parigi and Henson 2014). Other research add to this idea, expressing that the maintenance of ties from many diverse social contexts may create dissonance and lead to feelings of loneliness (Bearman and Parigi 2004).

It is possible, therefore, that this maintenance of vast online social connections has decreased many individuals' abilities to devote as much time to people and activities in-person. One article found that Americans are participating less frequently in associational activities, such

as recreational sports or other events with neighbors and communities (Putnam 1995). This lack

of social participation "decreases social capital circulating in the community and weakens trust

relations among citizens. Individuals are becoming more isolated and inward looking" (Parigi

and Henson 2014:7).

Social Capital

Social capital has been defined as the collective value of all "social networks and the

norms of trustworthiness and reciprocity that arise from them" (Sander and Lowney 2006:2). In

other words, social capital is the resources, whether physical or nonmaterial, gained from the

social circles of which we are a part. Questions have arisen as to whether increased social media

usage will help people gain social capital, or if it will detract from social capital. Many studies

examine social capital in terms of idealistic resources, and to whom people feel they can turn in

times of need (McPherson, Miller, Smith-Lovin and Brashears 2006; Neves 2015; and Hampton,

Sessions, and Her 2017). One found that "discussion networks were smaller in 2004 than in

1985. The number of people saying that there is no one with whom they discuss important

matters nearly tripled" (McPherson et al. 2006:353). These results explain that people are

finding contacts less frequently through their neighborhoods, but rather have densely connected

networks of people who are similar to them or hold similar beliefs as them (McPherson et al.

2006:353). A similar study found that "almost half of the population now reports that they

discuss important matters with either no one or only one other person" (Neves 2015:357-358).

Responding to this, a later study examined whether there has been a social shift in the

interpretation of the word "discuss" that would lead people to omit ties that they maintain

through new forms of communication; however, findings suggest that this is not the case

(Hampton, Sessions, and Her 2017).

These results show a shift towards privacy in America's core networks. This sort of "reduced socialization with diverse others outside the home in exchange for intensive interactions with similar others" suggests that core networks are indeed becoming highly "homophilous" for people (Hampton et al. 2017:136). Taken together, these studies suggest that while familial ties remain fairly strong, the meaningfulness of non-kin relationships has decreased for many people.

Age

Previous research has shown that old age is associated with having fewer social ties (Kim and Gray 2015). As a result, older people may be at a greater risk of social isolation than younger people because of their limited contact or perceived social support from others.

Results of previous literature are inconclusive as to whether the Internet is beneficial for the elderly and their social ties. One study suggests that learning computer skills can increase self-confidence and memory retention among the elderly (Ogozalek 1991). Additionally, the Internet may strengthen or expand older individuals' social connections (Kim and Gray 2015). In contrast, other research has found that elderly participants experienced feelings of frustration when they were unable to learn how to use the computers or move quickly enough in speed-based computation tests. In fact, "subjective well-being of the participants was at its lowest" a year after beginning computer training (Mellor, Firth, and Moore 2008:34). Other studies have found people of older generations expressing concerns about the "lack of devotion to the here and now of co-presence and fear humanity is losing the social skills to connect to the 'real world,'" suggesting a general preference for face-to-face interaction over Internet mediated interactions among older generations (Lüders and Brandtzæg 2017:190).

Although literature disagrees as to whether the Internet could benefit the social lives and the satisfaction of older generations, research has explained that older people use the Internet less often and in different ways than younger people (Lüders and Brandtzæg 2017).

While the long-term implications of increased social media usage remain unclear, it is evident that, in part, social media is influential on everyday social relationships and the amount of exposure to diverse ideas. As younger generations use the Internet much more frequently than older generations, it remains to be seen how social media networks will affect the development and outcome of authentic social relationships among future generations.

METHODS

To investigate how being a regular user of social media networks affects the frequency of in-person social interaction, this research project relies on responses from the 2016 General Social Survey. This set of data was conducted via computer-assisted personal interviews, unless conditions proved difficult to arrange an in-person interview with a respondent, in which case interviews may have been conducted by telephone. The survey is given to adults over the age of 18 living in households in the United States who are not institutionalized. The survey is given in the languages of English and Spanish. Individuals that have mental and/or physical conditions that prevent them from doing a study but who live in households are included in the population as well. The 2016 survey gained a response rate of 61.3 percent, yielding 6200 respondents.

This set of data includes three ballots that ask respondents various questions, but this study only focuses on ballot 1, which asks respondents questions about social media usage and in-person social interaction. The missing data from ballots 2 and 3 has been deleted. Therefore, the edited data set that I am using has a sample size of 685 individuals. More information on

how the General Social Survey data was collected can be found by visiting the General Social

Survey website at (http://gss.norc.org/) under the frequently asked questions section (Smith et al.

1972-2016).

My study examines two different sets of variables: 1) variables on social media, and 2)

variables on social interaction. To assess the independent variable of which social media

platforms respondents are a member or regular user of, the question asks, "which of the

following social networking or social media sites are you a member or regular user of?" This

question applies to the social media networks Twitter, Facebook, Instagram, Linkedin, Snapchat,

Tumblr, Whatsapp, Google Plus, Pinterest, and Classmates. The original possible answers for

this question are: 1. Yes; 2. No; 9. No answer; 0. Not applicable. This variable has been

dummied into the responses: 0. No; 1. Yes; and the other responses have been recoded into

missing data. Then, responses to each social media platform were added up in order to

determine how many social media sites each respondent is a member or regular user of.

The dependent variable is concerned with in-person social interaction and asks

individuals how much time they spend with relatives, neighbors, and people outside of their

neighborhood. The question states, "would you use this card and tell me which answer comes

closest to how often you A. Spend a social evening with relatives; B. Spend a social evening

with someone who lives in our neighborhood; C. Spend a social evening with someone who lives

outside the neighborhood." The original possible answers for this question are: 1. Almost daily;

2. Several times a week; 3. Several times a month; 4. Once a month; 5. Several times a year; 6.

Once a year; 7. Never; 8. Don't know; 9. No answer; 0. Not applicable. These variables have

been recoded into an interval ratio level variable to reflect a more systematic time sequence.

Here, the metric will be days per year so as to be able to make comparisons across days, weeks,

months, and year. The new values for the response categories are as follows: 0. Never; 1. Once a

year; 3. Several times a year; 12. Once a month; 36. Several times a month; 156. Several times a

week; 365. Almost daily. As with the social media variables, I then added these responses up in

order to see how much time each individual responded spending time with any other group of

people. To examine how many groups of people respondents spend time with per day, I then

divided this added up index by 3, for the three groups of in-person interactions (relatives,

neighbors, and people outside of the neighborhood).

This study controls for age of respondents because as the literature showed, younger

people are generally more likely to be users of social media networks than older people, and

therefore it is hard to make generalizations across generations.

FINDINGS

Social Media Usage

This research project first assesses the usage of various social media networks. Figure 1

shows that Facebook has the greatest percent of usage reported at 76 percent, followed by

Pinterest, Google Plus, and then Instagram. The least frequently used social media sites were

Tumblr and Classmates. In looking at the medians of all social media variables separately, it is

clear that Facebook is the only social media variable that is more likely to be used than not (see

table 1).

TABLE 1 ABOUT HERE

FIGURE 1 ABOUT HERE

Next I added all of the social media variables together to compute the variable Overall

Social Media Usage; this allows me to see how many different social media networks people are

members or regular users of. Table 1 reveals that the mean number of social media networks

used is about 3. The distribution of Figure 5 shows that these results are unimodal and skewed

right, signifying that a greater percentage of people use fewer social media networks. This figure

reveals that 50 percent of the distribution falls at 2 networks or below, and 75 percent of the

distribution is between 3 and 4 networks used or less. This explains that not many respondents

are users of more than 3 or 4 social media networks.

FIGURE 2 ABOUT HERE

Social Interaction

The analysis begins with examining time spent with relatives, neighbors, and people

outside of the neighborhood separately (see Figures 3, 4, and 5). These results show that people

spend more time with relatives than they do with non-kin. 40 percent of respondents said they

spend time with relatives several times a week or almost daily, whereas 36 percent of

respondents said they never spend an evening with neighbors. Spending an evening with

someone outside of the neighborhood has more of a normal distribution, with a mean of about 53

days, explaining that respondents generally spend about one day a week with someone outside of

their neighborhood.

FIGURES 3, 4, AND 5 ABOUT HERE

After looking at how often individuals spend time with different groups of people, I

wanted to see how many days people spent time with anyone else face-to-face. To do this, I

added up all of the social interaction variables to create an overall Social Interaction scale. After,

I divided this scale by 3 in order to determine how many groups of people individuals spend time

with each day. Table 2 shows that about 78 percent of individuals spend time with less than one

other group each day. 20 percent of individuals spend each day with about two other groups of

people, and 2 percent of individuals reported spending each day with all three groups.

TABLE 2 ABOUT HERE

This research project controls for age. Figure 6 shows that the distribution for age is

unimodal and skewed right, meaning that more respondents are younger rather than older. Table

1 shows that the mean age of respondents is 42 years old with a standard deviation of about 16.

FIGURE 6 ABOUT HERE

Bivariate Results

Correlation coefficients are used to calculate the bivariate relationships between the

independent, dependent, and control variables. Table 3 shows the correlation coefficient. Social

Interaction is positively, but weakly associated with social media usage, meaning that the more

social media networks an individual is a member or regular user of, the more often they interact

with others in-person. Social interaction has a negative, moderately significant relationship with

age. This shows that the older an individual is, the less they interact with others in-person.

Lastly, social media usage has a negative and moderately significant relationship with age,

explaining that the older an individual is, the fewer social media networks sites they are a

member or regular user of. All of these relationships are significant at the $p < .01$ level.

TABLE 3 ABOUT HERE

Visualization of the Cross Tabulation of the amount of social interaction per day, per

social media network usage is shown in Figure 7. This image helps to break down the amount of

social media network usage and how that directly correlates with how many groups individuals

spend time with each day. As this figure shows, there is no direct correlation between the

14

amount of social media networks an individual uses and how often they interact with other

groups each day.

FIGURE 7 ABOUT HERE

Multivariate Results

While controlling for age in the multivariate regression equation, the significant effect of

the independent variable, social media usage, disappears (see Table 4). In the regression

equation, the only significant relationship of the dependent variable is with the control variable,

age. Age has an unstandardized coefficient value of -.283. Overall, the R^2 shows that 8.2

percent of the variance of the dependent variable, time spent interacting face-to-face with others,

can be explained by the independent variables of social media usage and age. We know that this

regression model is significant at the $p < .01$ level ($F = 30.506$).

TABLE 4 ABOUT HERE

Looking at the unstandardized coefficients, we can see that for every year older a person

is, they interact with others on .283 fewer days. This multiple regression analysis is not

consistent with the correlations; social media usage did not reach significance. The regression

analysis rejects the hypothesis that individuals who are members or regular users of social media

networks will interact with others face-to-face on fewer days.

DISCUSSION

Overall, the results indicate that although social media usage has an effect on in-person

social interaction, the significance disappears when controlling for age. The true relationship

between social media usage and in-person social interaction is spurious with age. Literature on

the topic focused on how social media affects isolation and social capital, and examined which

age cohorts use the Internet more often. While much of the literature suggests that time spent

online may lead to less face-to-face social interaction and a decline in social capital, the results

of this study do not support those ideas (Yang et al. 2014; Parigi and Henson 2014; Bearman and

Parigi 2004; Putnam 1995; McPherson et al. 2006; Neves 2015; Hampton et al. 2015). In line

with literature (Lüders and Brandtzæg 2017), age was the strongest predictor of social interaction

in this study –as age increased, social interactions decreased. This research adds to previous

scholarly discussion about how social media affects socialization by highlighting that in some

cases, social media usage does not have a significant effect on social interaction.

These results cannot confirm the theory of Anonymity or Goffman's theory of the

Presentation of Self, as they are adapted to Internet mediated social interaction. The data do not

confirm the theoretical suggestions that the distance and ease of disconnection of online

socialization might encourage people to turn more towards interacting online than in-person.

While the data do not reveal a large effect of the number of social media networks an individual

uses on in-person social interaction, they do suggest that people are spending more time

interacting with relatives than non-kin. While this implies a different question than is posed by

the hypothesis, its sociological implications suggest that the nature of social interaction among

people may be changing.

CONCLUSION

This study examined how being a member or regular user of different social media

platforms affects the amount of time individuals spend interacting with others in-person. The

data do not support the hypothesis that the more networks and individual is a member of, the

fewer days they will interact with other people in-person. However, the relationship between age

and social interaction was significant, suggesting that it is not the number of social media

networks an individual uses, but rather how old they are that affects how much time they interact

face-to-face with others.

Limitations

        As with all research, this study was not without limitations. For one, the variables

available cannot examine the amount of time people spend online, or the ways in which they use

distinct social media networks. Additionally, as with most quantitative designs, the questions

asked are often up for interpretation. For example, the independent variable question that asks if

individuals are a "member" or "regular user" of different social media networks could mean

many different things for respondents. One respondent might answer "yes" if they have multiple

social media accounts, but never use them; whereas another respondent might interpret this

question to mean they have to use the social media network on a daily basis to answer "yes."

There are similar limitations for the dependent variable that asks how many days in the last year

respondents spent a "social evening" with different groups of people. By framing this question

along the lines of a social evening, when answering the question, respondents may omit more

casual time they spend interacting with others.

Future Research

        In a newly media-saturated society, it is clear that social media increasingly has an effect

on the ways people interact. While this study does not find statistical significance between the

number of social media networks individuals use and time spent interacting face-to-face, it enters

the debate on the topic and suggests that future research should go beyond surface-level

questions about whether social media is being used and focus on the ways in which social media

usage and in-person socialization interact. More nuanced variables may deal with the ways in

which social media networks are used and the amount of time individuals spend on them. In line

with Goffman's theory, it would be interesting to understand the ways in which people present themselves differently on distinct social media networks. For example, the way someone presents themselves on Snapchat is most likely different than the way they present themselves on LinkedIn, but current variables are unable to fully explore this relationship.

There is still substantial research to be done about the changing nature of social interaction in a media-driven age. Findings will be especially nuanced when similar studies are repeated in the future with respondents who grew up using social media networks and we are able to see how the saturation of media has changed the nature of social interaction.

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FIGURES AND TABLES

Table 1. Means, Medians, and Standard Deviations for Variables (n = 685)

Variable	Measured As	Mean	Median	SD
Facebook usage	Uses or not	0.74	1	0.437
Twitter usage	Uses or not	0.18	0	0.386
Instagram usage	Uses or not	0.33	0	0.469
Linkedin usage	Uses or not	0.26	0	0.452
Snapchat usage	Uses or not	0.24	0	0.427
Tumblr usage	Uses or not	0.06	0	0.243
Whatsapp usage	Uses or not	0.13	0	0.338
Google plus usage	Uses or not	0.34	0	0.475
Pinterest usage	Uses or not	0.35	0	0.476
Classmates usage	Uses or not	0.05	0	0.218
Overall Social Media usage	Number of networks	2.71	2	1.914
How often you spend time with relatives	Number of days	105.26	36	126.079
How often you spend time with neighbors	Number of days	45.44	3	87.492
How often you spend time with friends	Number of days	52.34	12	85.135
Overall Social Interaction	Number of groups per day	1.24	2	0.478
Age	Years	42.86	40	16.020
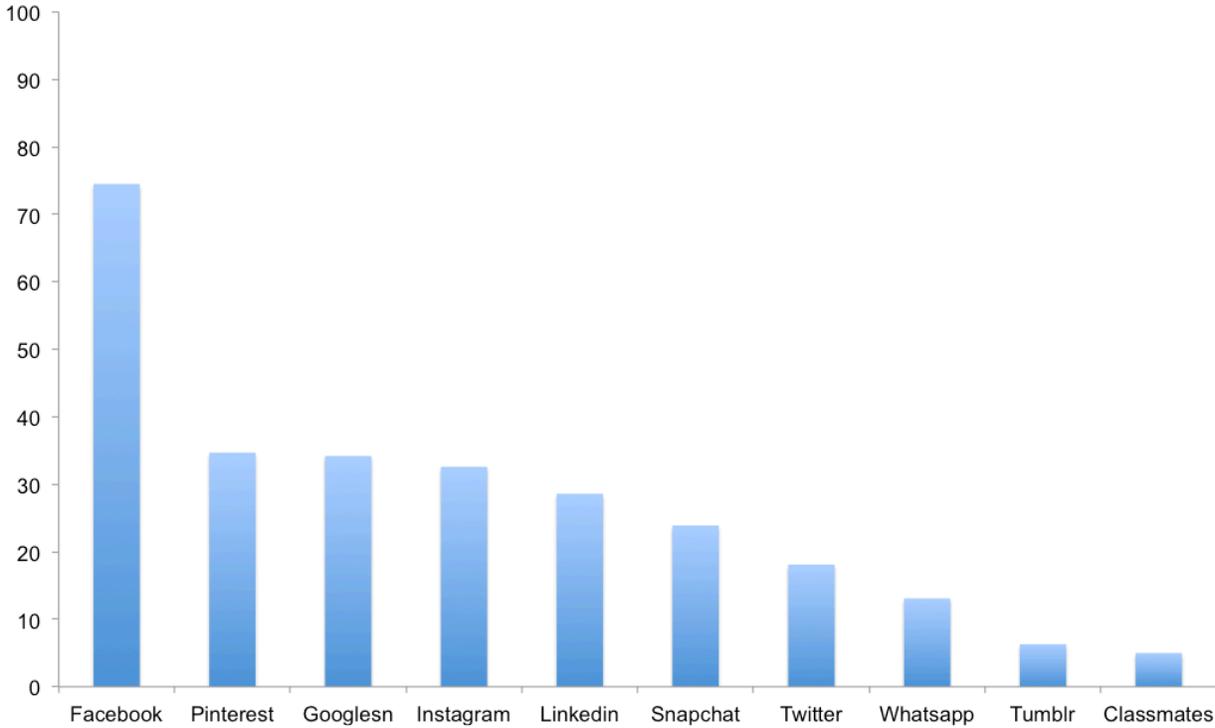
Figure 1. Social Media Usage in Percentages
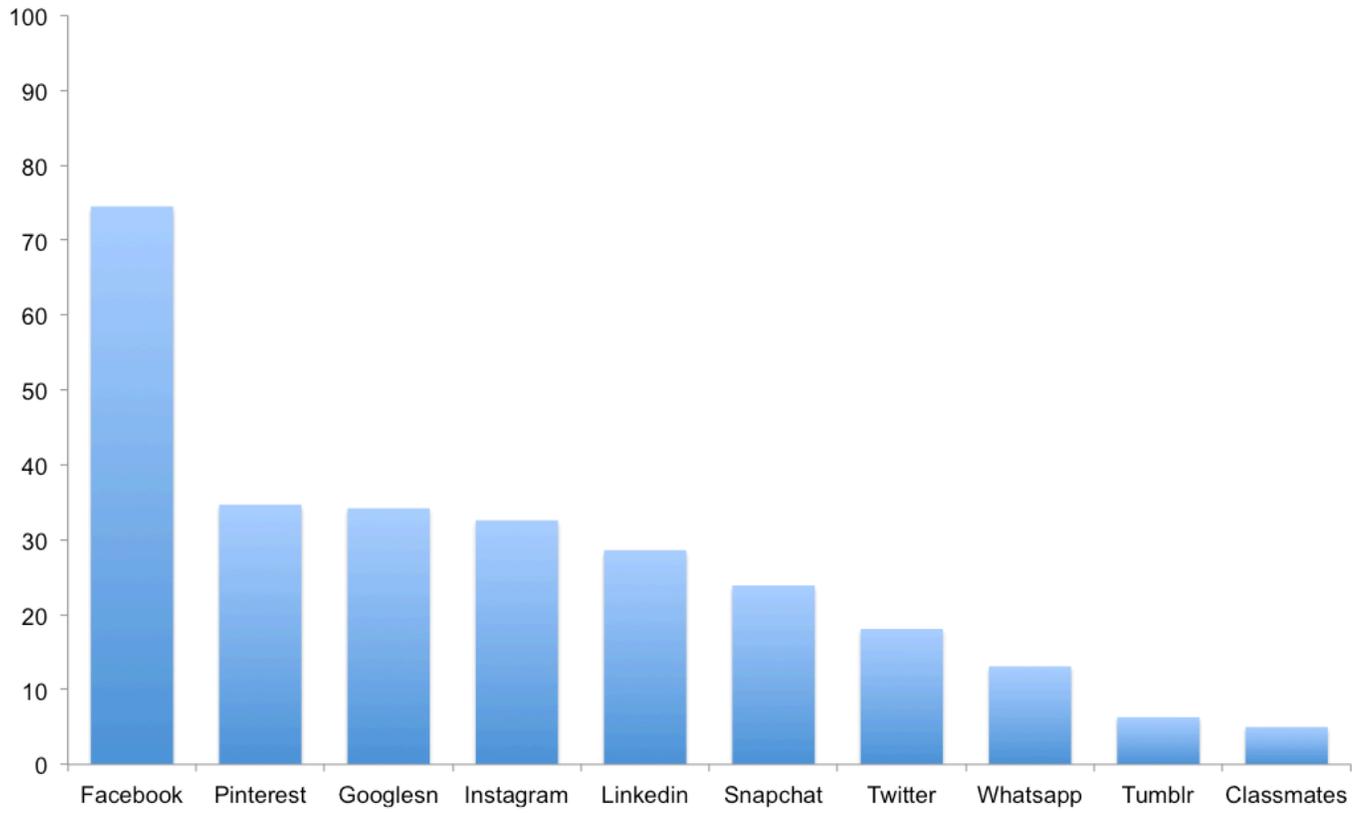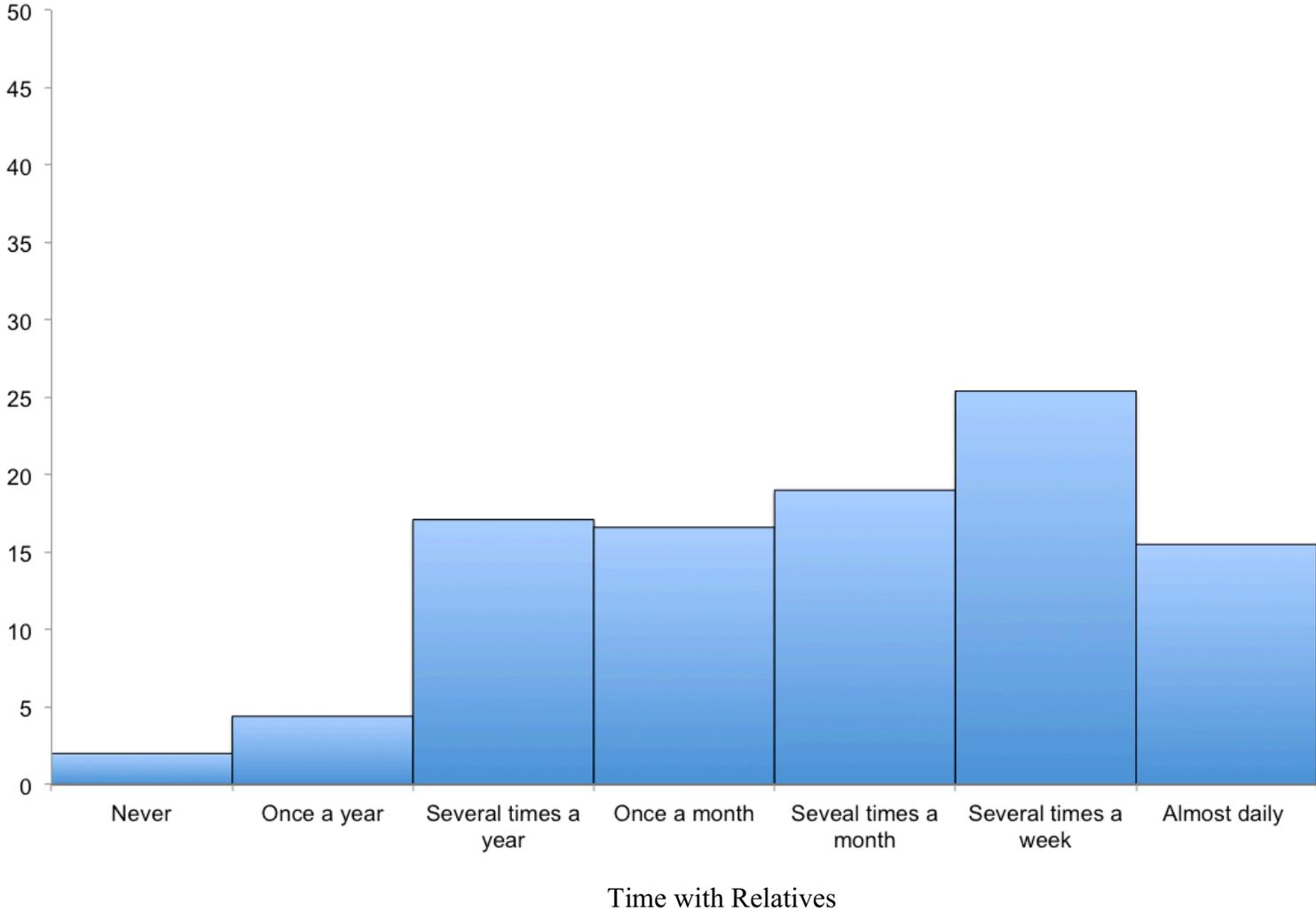
Figure 2. Overall Social Media Usage in Percentages

Time with Relatives

Figure 3. Time Spent Interacting Face to Face with Relatives

Time with Neighbors
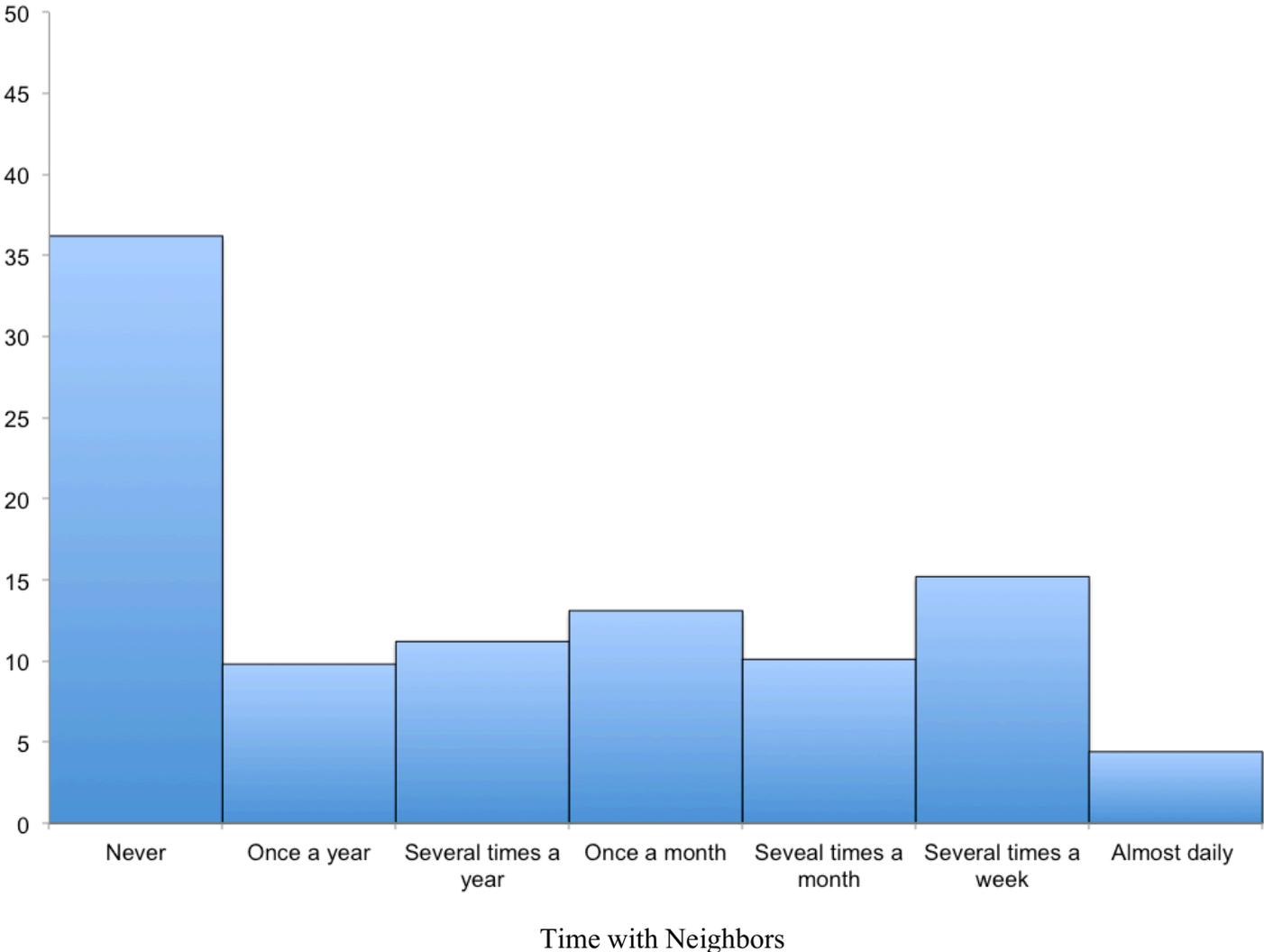
Figure 4. Time Spent Interacting Face to Face with Neighbors
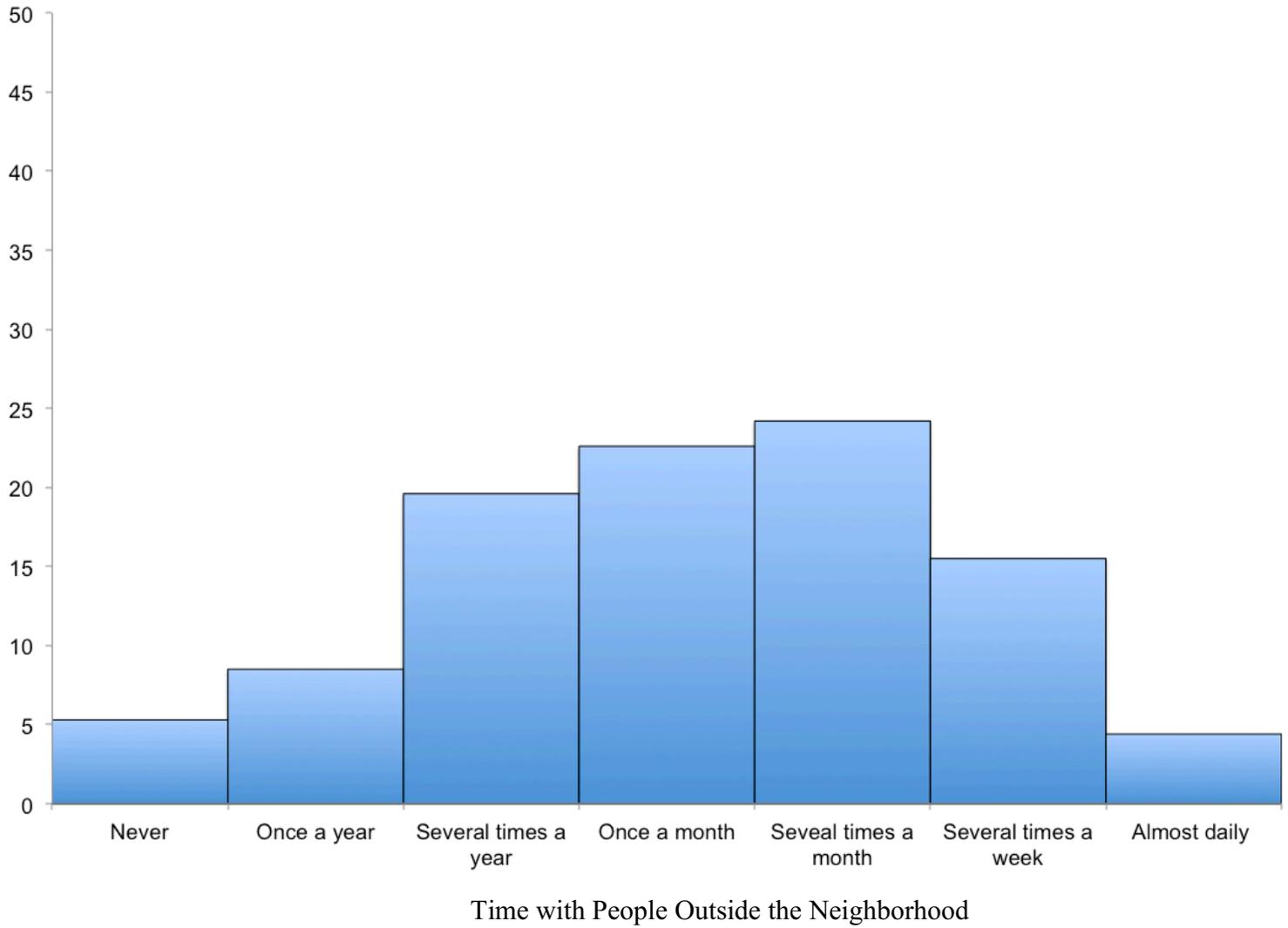
Figure 5. Time Spent Interacting Face to Face with People Outside of the Neighborhood

Table 2. Amount of Social Interaction with Other Groups per Day

Interaction per Day	Percent
Less than one group per day	77.8
About two groups per day	20.0
About all three groups per day	2.2

n = 685
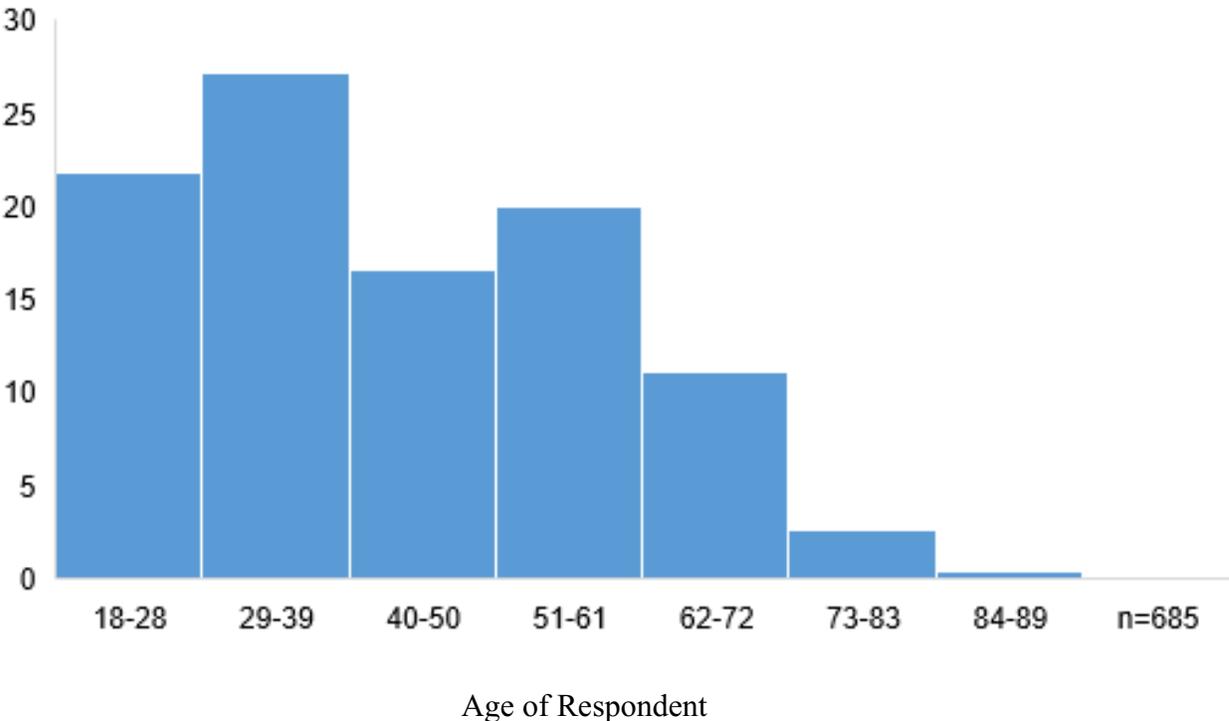
Age of Respondent

Figure 6. Age of Respondents

Table 3. Correlations (*r*) between Social Media Usage, In Person Social Interaction, and Age (listwise deletion, two-tailed test, n = 685)

Variable	Social Media Usage	Age
Social Interaction	.106*	-.287*
Social Media Usage		-.331*

*p < .01

Percent of Respondents and Their Number of Social Interactions
per Day
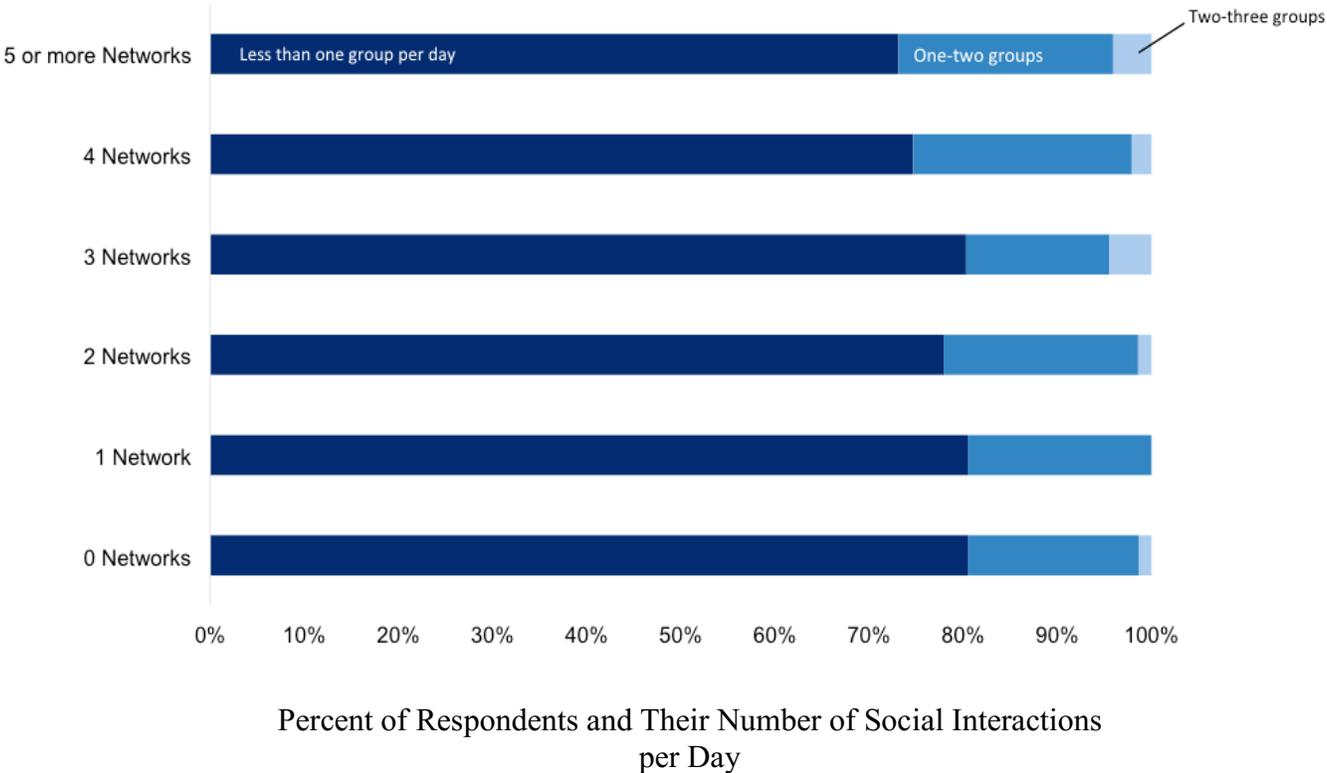
Figure 7. Amount of Social Interaction per Day, per Social Media Network Usage

Table 4. Regression of Social Interaction On All Variables

Variable	b	β
Social Media Usage	.004	.012
Age	-.010	-.283*
Constant	.962	

$R^2 = .082$; $F (2, 382) = 30.506$; $p < .01$

$* p < .01$