

# Social Media Platforms & Depression

by Salvador Lara



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# Roadmap



- My Learning Goals
- Theory
- 'Is Social Media Use Linked to Depression' Findings
- 'Does Race Have Any Correlation between Social Media Usage and Depression' Findings
- Tie Theory to Findings

# Learning Goals

- 1) Figure out if social media use is linked to depression
- 2) Figure out depression rates among races, and if certain races tend to be more depressed than others



# Theory

- Cultivation Theory
  - G. Gerbner & Gross
- High frequency viewers of television are more susceptible to media messages and the belief that they are real and valid

- Mainstreaming & Construction of Social Reality
- Resonance
- Mean World Syndrome
- Double Dose Effect



What are the... are...



# Y

- Mainstreaming & Construction of Social Reality
- Resonance
- Mean World Syndrome
- Double Dose Effect

Rates  
contribute to their  
makeup

Shensa Study

Variable	Mean	SD	Correlation
Depression	1.1	0.8	0.4
Social Media Use	1.2	0.9	0.3

# Depression & Social Media Use Findings

- Positive link between heavy social media use and depression
- Studies by Liu Yi Lin and Helmut Appel prove correlation

Liu Yi Lin Study

Variable	Mean	SD	Correlation
Depression	1.1	0.8	0.4
Social Media Use	1.2	0.9	0.3

CONCLUSION  
The study shows a positive correlation between social media use and depression. This suggests that heavy social media use may contribute to the development of depression.

Helmut Appel Study

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# Liu Yi Lin Study

TABLE 1. Whole sample characteristics and bivariable associations with depression

Independent variables	Whole sample (N = 1,787)	Depression			P Value <sup>a</sup>
		Low (n = 731)	Medium (n = 544)	High (n = 512)	
Social media use					
Total time per day (min)					
Q1 (0-30)	29.8	36.0	24.9	24.7	.006
Q2 (31-60)	20.8	22.0	22.7	16.6	
Q3 (61-120)	24.0	20.3	24.1	30.1	
Q4 (121 and above)	25.5	21.8	28.3	28.6	
Visits per week <sup>c</sup>					
Q1 (0-8)	28.3	36.6	23.8	19.4	<.001
Q2 (9-30)	25.1	24.0	25.6	26.4	
Q3 (31-57)	24.1	23.1	24.2	25.5	
Q4 (58 and above)	22.5	16.4	26.4	28.7	

Lin, Liu yi, et al. "Association between Social Media Use and Depression among U.S. Young Adults."

*Depression & Anxiety* (1091-4269), vol. 33, no. 4, Apr. 2016, 323-331. EBSCOhost, doi:10.1002/da.22466

## DISCUSSION

This study demonstrates a strong and significant association between social media use and depression in a nationally representative sample of U.S. young adults. There was a linear association between social media use and depression for all three social media use variables. While some prior studies have found no association or mixed results,<sup>[16,33]</sup> our findings are consistent with prior research that showed an association between social media use and mood dysregulation.<sup>[17,34]</sup>

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The findings demonstrate that depressiveness is associated with higher levels of envy, especially when comparison standards are high. Moreover, social comparison seems to play a crucial role in this phenomenon. As predicted, not only did the depressed group report more feelings of inferiority in the social comparison, but inferiority also predicted envy substantially. Furthermore, envy was correlated with depressive symptoms and, negatively, with self-esteem.

Appel, Helmut, et al. "Social Comparison, Envy, and Depression on Facebook: A Study Looking at the Effects of High Comparison Standards on Depressed Individuals." *Journal of Social & Clinical Psychology*, vol. 34, no. 4, Apr. 2015, pp. 277-289. EBSCOhost, doi:10.1521/jscp.2015.34.4.277

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# Race Depression Rates

- No Correlation between Races and Higher Depression Rates
- Rates are proportionate to their survey percentage makeup

Primack Study

Race	Sample Size	Depression Rate
White	40%	10%
Black	30%	10%
Hispanic	15%	10%
Other	15%	10%

Shensa Study

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# Primack Study

**Table 1**  
Whole sample characteristics and bivariable associations between use of multiple SM platforms, covariates, and depressive symptoms.

Independent Variable and Covariates	Whole Sample (N = 1768) Column % <sup>a</sup> (Unweighted %)	Depression			p Value <sup>d</sup>
		Low (n = 724) Column % <sup>b</sup>	Medium (n = 538)	High (n = 506)	
Race					0.02
White, non-Hispanic	57.4 (64.3)	60.0	54.8	55.9	
Black, non-Hispanic	13.1 (10.1)	16.1	10.6	10.8	
Hispanic	20.6 (16.5)	18.9	21.3	22.7	
Other <sup>c</sup>	8.9 (9.2)	5.0	13.4	10.5	

Primack, Brian A., et al. "Use of Multiple Social Media Platforms and Symptoms of Depression and Anxiety: A Nationally-Representative Study Among U.S. Young Adults." *Computers in Human Behavior*, vol. 69, Apr. 2017, pp. 1-9 EBSCOhost, doi:10.1016/j.chb.2016.11.013

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# Shensa Study

**Table 2**  
Whole sample characteristics and bivariable associations with depressive symptoms (N = 1749).

Independent Variable and Covariates	Whole Sample <sup>a</sup>	Depressive Symptoms <sup>a</sup>			p <sup>b</sup>
		None (n = 714)	Mild (n = 713)	Moderate (n = 322)	
Race, %					0.01
White, non-Hispanic	57.3	59.8	56.1	53.6	
Black, non-Hispanic	13.2	16.2	9.2	14.0	
Hispanic	20.7	19.1	22.1	21.5	
Other <sup>c</sup>	8.9	4.9	12.6	10.9	

Shensa, Ariel, et al. "Problematic Social Media Use and Depressive Symptoms among U.S. Young Adults: A Nationally-Representative Study." *Social Science & Medicine*, vol. 182, June 2017, pp. 150-157. EBSCOhost, doi:1.1016/j.socscimed.2017.03.061

# Shensa Study

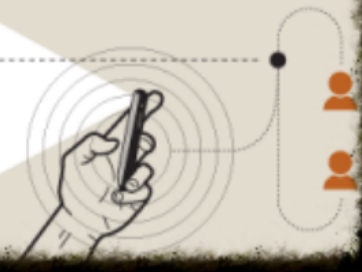
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# SELFIE DROME



## Cultivation Theory

- Construction of Social Reality
- Resonance
- Mean World Syndrome
- Double Dose Effect



*Thin-Ideal Model*  
*Selfie*  
*Social Comparison*

# References

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