Affordances and the Psychology of Social Media
Social media is making us depressed

More than half of users feel under pressure to use social media, a study finds.

One in five people say using social media makes them depressed, a new report has found.

A survey by Privilege Home Insurance revealed 6.9 million adults in the UK feel depressed looking at their friends’ lives online as they compare themselves to them.
"They Are Happier and Having Better Lives than I Am": The Impact of Using Facebook on Perceptions of Others' Lives

To cite this article:

Social Comparison 2.0: Examining the Effects of Online Profiles on Social-Networking Sites

To cite this article:

Facebook Use Predicts Declines in Subjective Well-Being in Young Adults

Ethan Kross, Philippe Verduyn, Emre Demiralp, Jiyoung Park, David Seungjae Lee, Natalie Lin, Holly Shabrack, John Jonides, Oscar Ybarra
FaceBook Self-Affirmation Technique

View your profile

Toma & Hancock (2013) *PSPB*
FaceBook Self-Affirmation Technique

View your profile

View someone else’s profile

Toma & Hancock (2013) PSPB
Would you like to do another study for extra credit?

After Neutral Feedback

Facebook = 30.8%
News
Games
YouTube
Music

After Negative Feedback

Facebook = 59.6%
News
Games
YouTube
Music

$\chi^2(1, N = 86) = 7.11, p = 0.01$

Toma & Hancock (2013) *PSPB*
Fig. 1. Hourly changes in individual affect broken down by day of the week (top, PA; bottom, NA). Each series shows mean affect (black lines) and 95% confidence interval (colored regions).
Privacy group calls for regulators to act against Facebook
N=689,003

% Negative Posts
Withheld

% Random Posts
Withheld

% Positive Posts
Withheld

% Random Posts
Withheld

Less Negative
More Positive

Less Positive
More Negative

Kramer, Guillory & Hancock (2014) PNAS
<table>
<thead>
<tr>
<th>Condition</th>
<th>Activity</th>
<th>Instructions</th>
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</thead>
<tbody>
<tr>
<td>Social support</td>
<td>Text a Friend</td>
<td>SMS text conversation during surgery</td>
</tr>
<tr>
<td>Social interaction</td>
<td>Text a Stranger</td>
<td></td>
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<tr>
<td>Distraction</td>
<td>Angry Birds</td>
<td>Play during surgery</td>
</tr>
<tr>
<td>Control</td>
<td>Nothing</td>
<td>Normal surgery</td>
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</table>
Apple updates Siri's response to 'I was raped'

By Emanuella Grinberg, CNN

Updated 12:32 PM ET, Thu March 31, 2016
ROOM IN NEW YORK (1932)

EDWARD HOPPER

ALONE TOGETHER

"Savvy and insightful."
—New York Times

WHY WE EXPECT MORE from TECHNOLOGY and LESS from EACH OTHER

SHERRY TURKLE
Affect and Social Media Affordances:

Jeff Hancock
with
Catalina Toma
Jamie Guillory
Adam Kramer
Chris Woodruff