

# Social Media Impact on Values and Success:

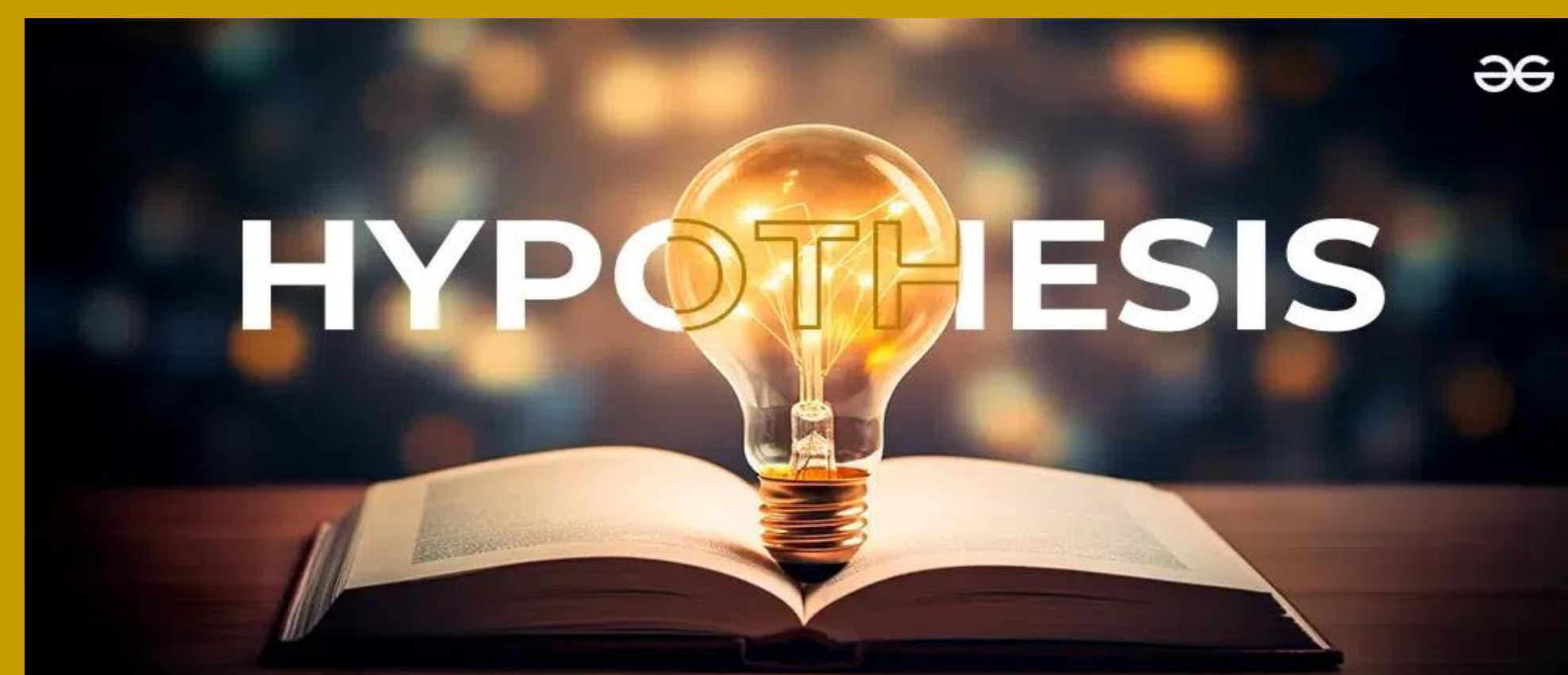
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## HYPOTHESES

The pervasive use of social media significantly impacts daily productivity and success, particularly among individuals who spend more hours engaged with social media.



## RESULTS

1. Social media usage and productivity  
❖  $\chi^2(9) = 28.227, p = <.001,$
2. There was a significant correlation between daily social media usage and impact on daily productivity. Furthermore, our hypothesis was supported by the data.



## PARTICIPANTS

- ❖ 48 Students
- ❖ 38 Women/ 9 Men/ 1 Non-Binary
- ❖ Classification
  1. 38 Seniors
  2. 7 Sophomores
  3. 3 Juniors
- ❖ Race
  1. African American (N=42, 44.2%)
  2. Latino (N=1)
  3. Asian (N=1)
  4. White (N=1)
  5. One participant indicated their race as multiracial



## MEASURES

- Social media usage was determined by asking respondents to recall their daily time spend on social media platforms.
  - The response set included: Less than 1 hour, 1 to 2 hours, 3 to 4 hours or 5 hours or more.
- Social media effects on productivity was measured by asking respondents if they believed social media impacted their productivity.
  - The response set included strongly agree, agree, disagree, strongly disagree

## DISCUSSION

The results of this study suggest the following:

- Students who spend more hours on social media are more likely to agree that it affects their daily productivity, while those who spend less time on Social media are to disagree.
- The similarity observed between the current findings and previous research suggests that the time individuals spend on social media hampers their efforts in achieving success.
- Excessive social media use among college students can divert attention from academics, extracurriculars, physical and mental health.
- It is significant that students who value their time are more likely to be productive, than those who don't

