

The Psychological Influence of Social Media on Americans and Armenians

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Research Question

How does Social Media affect the psychology of people?



The Purpose of The Project

The objective of this research is to present an evidence based on the survey research and analysis that clearly demonstrates the negative influences of social media on the psychology of Armenians and Americans in three main categories; social media addiction and influence on the human brain, social media influence on the human mood and emotions, social media and people's narcissism and egocentrism.



Hypotheses

Hypothesis 0: Social Media does not have a psychological influence on people.

Hypothesis 1: Social Media influences of Americans and Armenians lives in a negative way.



Methodology 1

- ✓ An online survey was conducted with the help of ‘*Google Forms*’ which included 19 multiple-choice questions.
- ✓ The questionnaire was sent to the students of universities in Armenia (American University of Armenia, Russian-Armenian (Slavonic) State University, Yerevan State Medical University, Yerevan State University, etc.)
- ✓ Dr. Hilson, Professor of English and Communications in American University of Armenia, contributed spreading the survey among Americans.



Methodology 2

- ✓ The online survey lasted 14 days (during these days, reminders were sent to involve as many people in the survey as possible).
- ✓ All in all, 235 people from the Republic of Armenia (RA) and United States of America (USA) participated in the online survey.



Research Findings 1

- The number of Armenian respondents were 120 and 115 respondents were from Americans.
- The participants ranged in the age from almost 19 to 50 years old.



Research Findings 2

- 53% of all participants were women and 47% were men.
- The percent of Armenian women (37%) engaged in social media is bigger than American women (17%). Armenian male users are 14% while American male users are 32%. The comparison shows that in the RA women are more absorbed by social media than in the USA, while American men are more absorbed by social media than Armenians are.



Research Analysis 1

- The ‘*Chart 1*’ indicates that the majority of the participants were '20-25 years old' with 55%. Thus, youth are more absorbed by social media than the older generation as the total percent of '20-25 years old' is 55% from which Armenians are 29% and Americans are 26%.

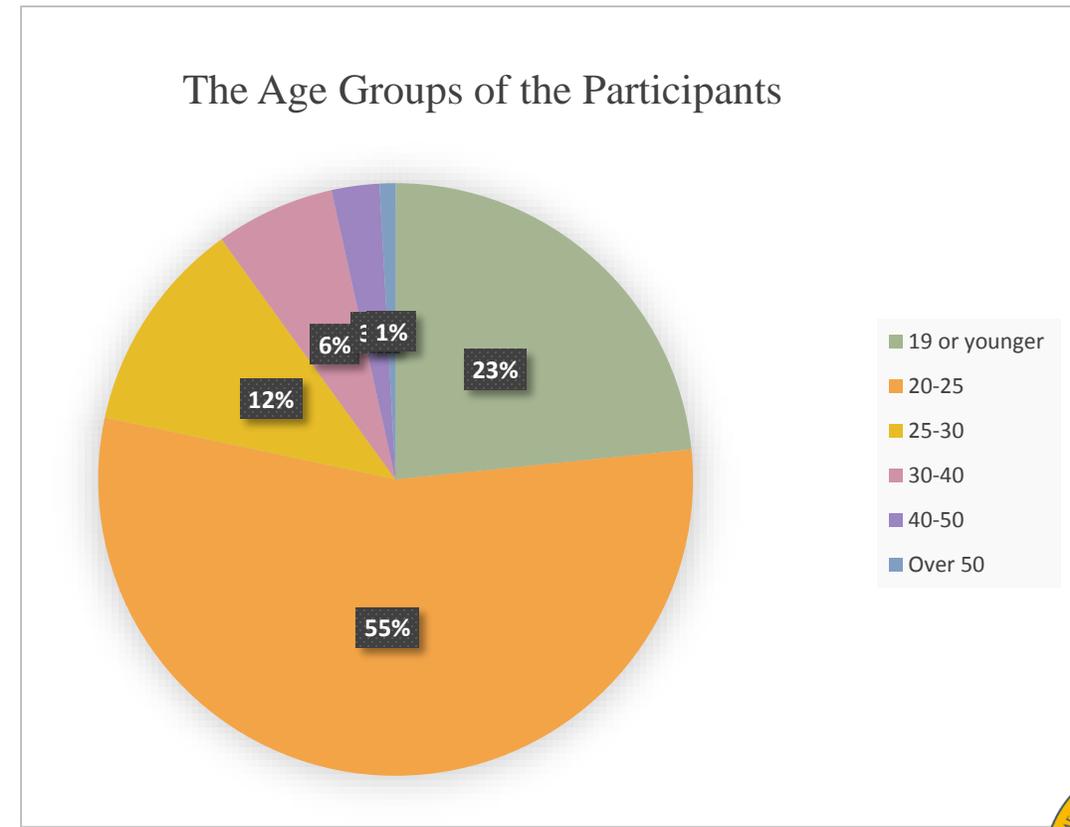


Chart 1



Research Analysis 2

- The results show that both Armenians and Americans are active Social Networking Sites (SNSs) users; 98% of both countries answered that they are a SNSs member from which 49% of SNSs users are Armenians and the other 49% are Americans.
- 90% of all participants answered that they are using SNSs 'Every day', following with 'Every week' (8%), 'Once in a month' (2%) and 'Rarely' (0%). From the total percent, the Armenian participants who answered that they are using SNSs 'Every day' were 50% and Americans were 41%.



Research Analysis 3

- The 'Chart 2' shows that the majority of Americans (23%) answered that they are using SNSs 'More than 20 hours' while the majority of Armenians (13%) answered that they are using SNSs 'Less than 5 hours'.

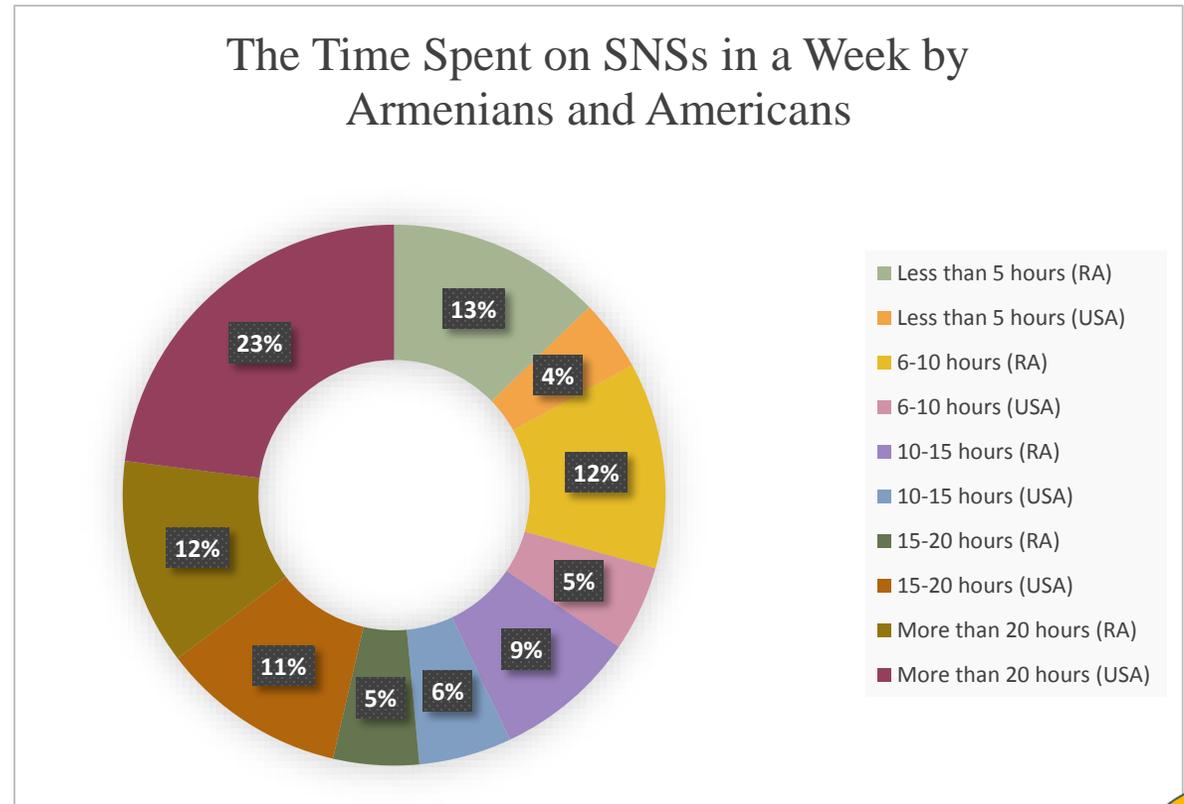


Chart 2



Research Analysis 4

- The respondents were asked whether they frequently enter their SNSs without a reason or not. The ‘*Chart 3*’ shows 41% of the answers by Armenians were ‘Yes’ and only 10% were ‘No’ and 37% by Americans were ‘Yes’ and 12% were ‘No’. This shows that people are so addicted to social media that they enter to their profiles even without a reason.

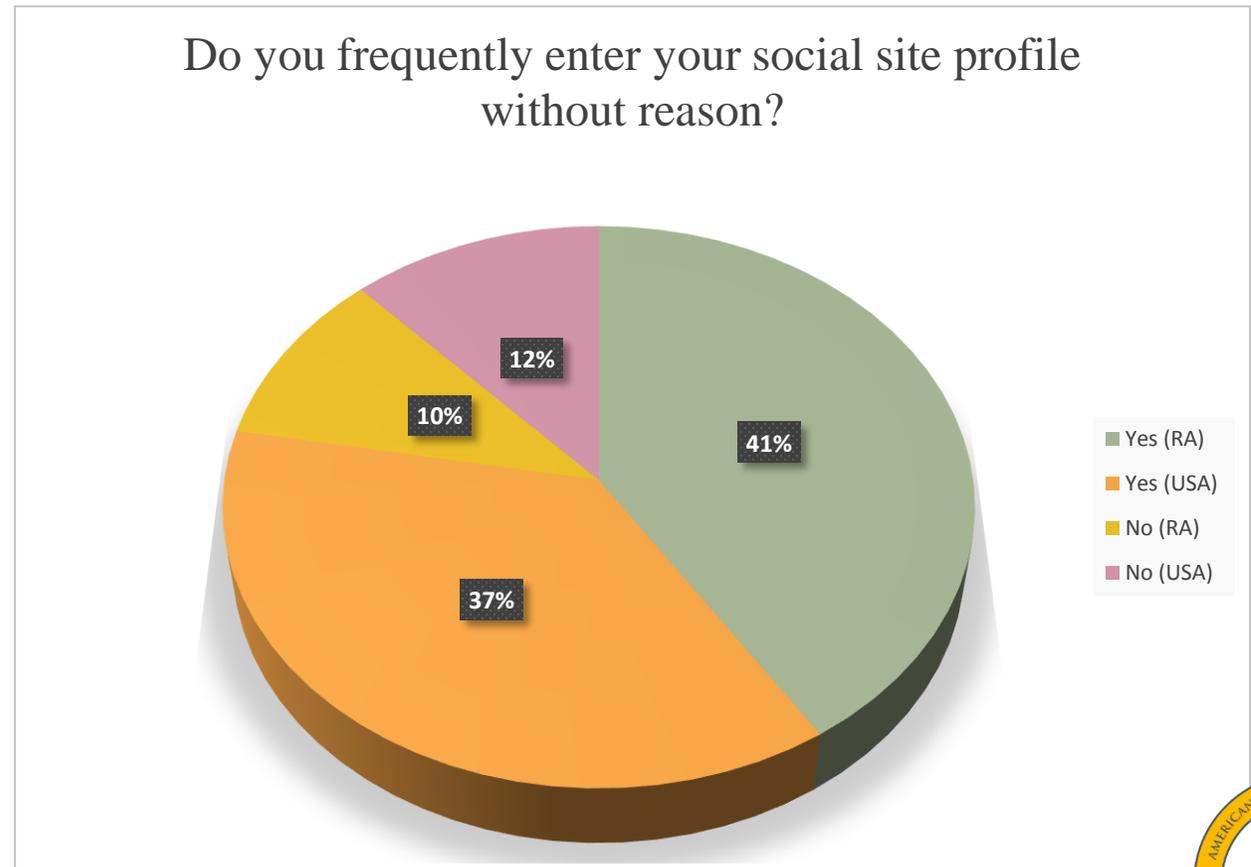


Chart 3



Research Analysis 5

- The questionnaire also included psychological questions, such as 'Do you feel angry when Internet connection goes down and you cannot use social sites?'. The 'Chart 4' that 40% (USA) answered 'Yes', 9% (USA) answered 'No', 33% (RA) answered 'Yes' and only 18% (RA) answered 'No'.

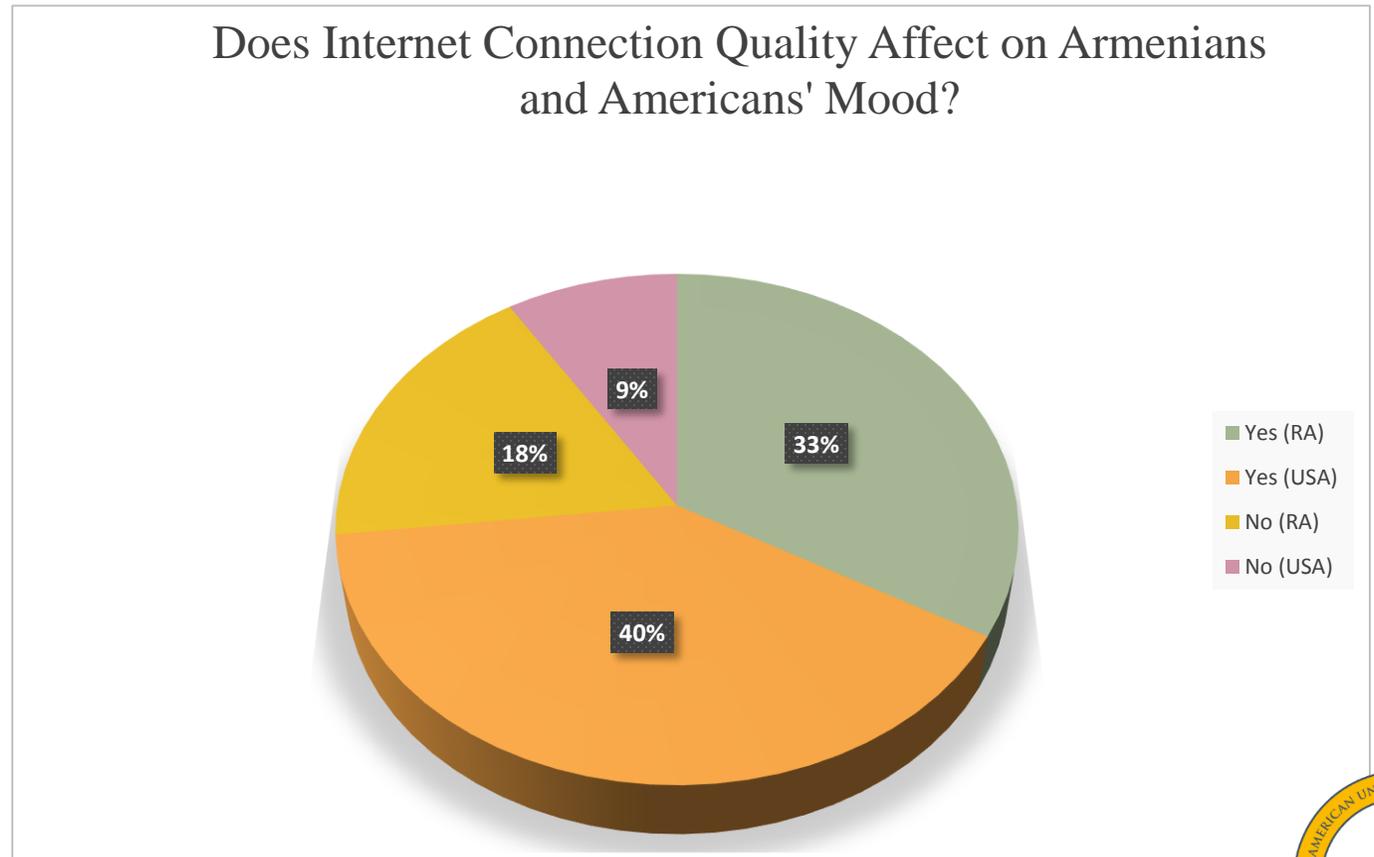


Chart 4



Research Analysis 6

- The questionnaire included questions to measure the reasons people use social media. As 'Chart 5' shows, the total survey results report that the reasons of 'For business purposes' (10%), 'To share opinions' (10%), 'To find funny/entertaining content' (16%), 'To fill up spare time' (16%), 'To stay up-to-date with news/current events' (23%) and 'To chat with friends' (25%) were selected by both Armenians and Americans.

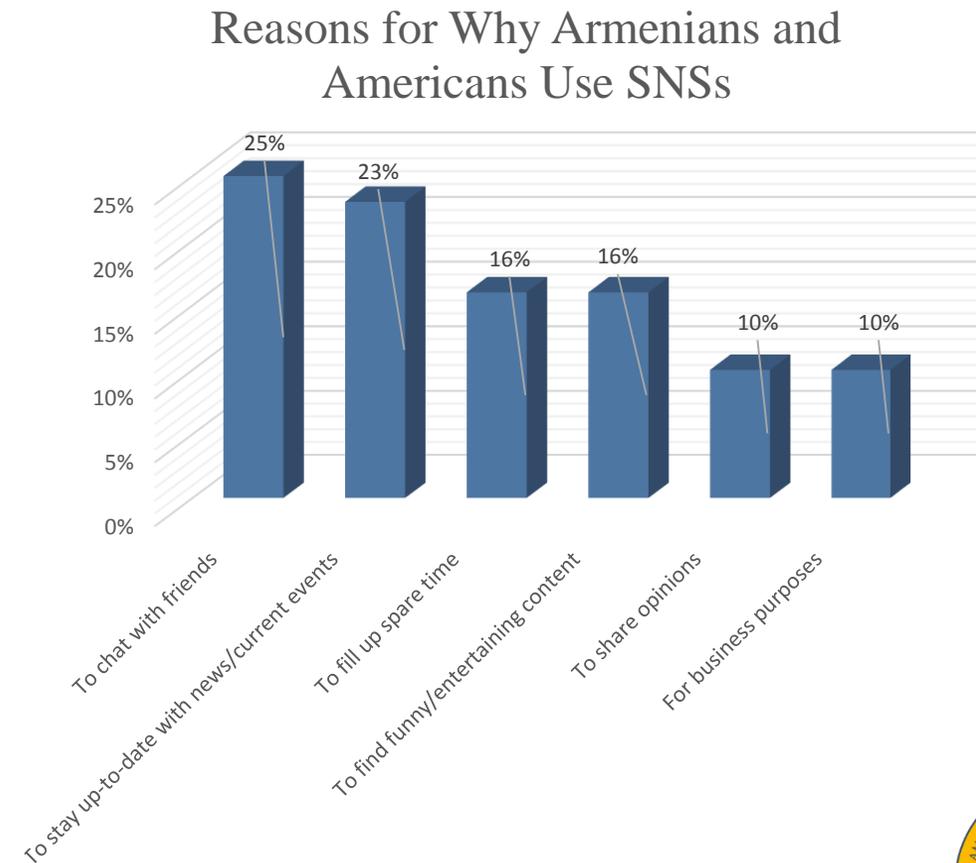


Chart 5'



Research Analysis 7

- There were included some questions in the questionnaire to measure social media influence on people's mood; 'Do you think your Facebook friends have better and happier lives than you have?'. As the 'Chart 6' indicates, the total results for both countries are as follows; 39% of Armenians answered 'No' and 12% answered 'Yes' while 34% of Americans answered 'Yes' and only 15% answered 'No'.

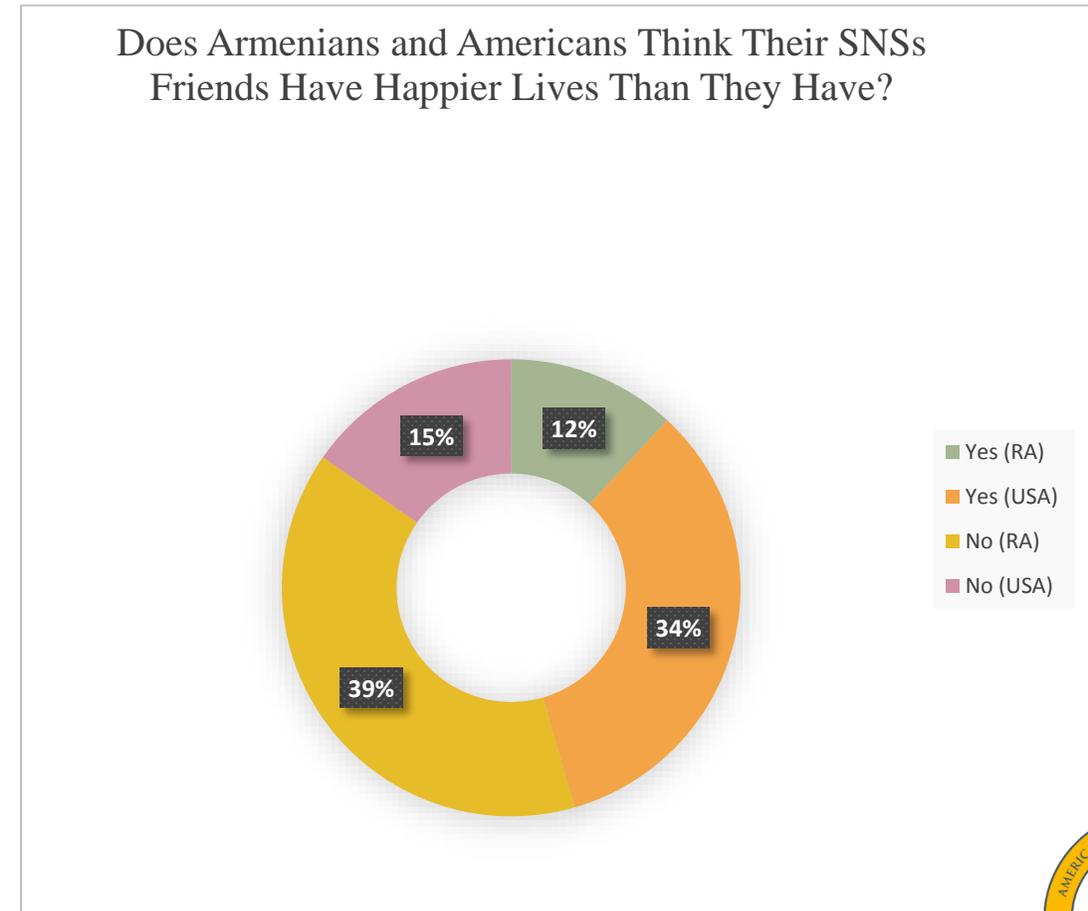


Chart 6



Research Analysis 8

- A question was included in the questionnaire to know how often people change their profile picture on their SNSs to measure social media influence on people's personality. The 'Chart 7' shows, the majority of both country participants answered that they change their profile picture 'Every couple of months'; RA (25%) and USA (18%).

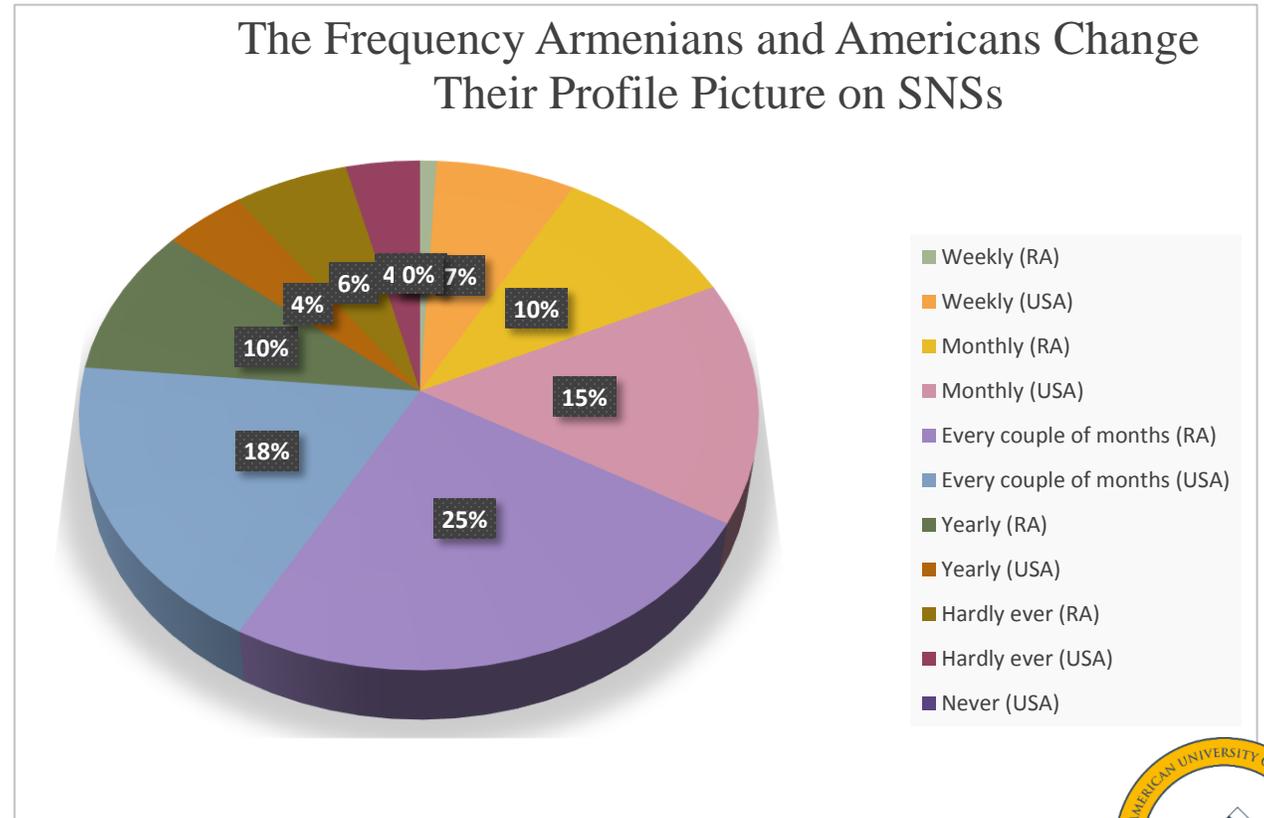


Chart 7



Research Findings 3

- The results provide justification for the argument that social media have a psychological influence on Armenian and American people.
- As expected in the first hypothesis, the results show that, in fact, social media influence Armenians and Americans lives in a negative way.
- The analysis reveals three major negative implications of social media on people.



Research Findings 4

- Both country representatives are addicted to SNSs, as the results showed that 90% of both country respondents answered that they are using social media 'Every Day', and in a week, they spent their time on social media 'More than 20 hours'.
- The majority of both country representatives confirmed that they are using social media even when they do not have a special reason.
- The analysis shows that these all points lead to addiction, which has negative implications on people's brain and psychological state.



Research Findings 5

- The results of the analysis show that both Armenians and Americans feel sad whenever they do not receive personal messages from their virtual friends.
- However, for the part of people's perceptions of others' lives, there is a difference between Armenians and Americans' approach to this question. The analysis shows that the majority of Armenians (39%) do not think that their SNSs' friends have better lives than they have. On the contrary, the majority of Americans (34%) think that their SNSs' friends have better lives than they have and this leads to depression because they think that the life is not fair.



Research Findings 6

- The analysis shows that the of both nation representatives change their profile pictures frequently and post their pictures only after using photo editors. The main purpose of these actions is to be in the center of others' attention, which is typical for a narcissist.



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