

THE PSYCHOLOGICAL INFLUENCE OF SOCIAL MEDIA ON AMERICANS AND  
ARMENIANS

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## ***I. Introduction***

The developments and innovations of modern technologies have created a new and an easy way of communication. Social media have established a new 'reality' on the Internet, which has gained a broad public use and popularity. The most frequently used social networking sites which are popular among people and which are actively used are Facebook, Instagram, Twitter, LinkedIn, etc. These social networking sites give the opportunity to create personal profiles, upload photos, videos and personal information, send private messages to chosen people and maintain communication with others.

Social media is a new 'platform' that brings all people together to share ideas, ask an advice or offer guidance. It has broken down the barriers of communication and created an open place to raise the voice on certain issues, participate in certain discussions and present opinions. Hence, in this way, it promotes creativity and active participation on a number of issues connected to different important topics, such as health, culture, economy, politics, education, career and so on. In addition, another motivation for using these online social networks is keeping in touch with acquaintances and friends and the reason for why they have become popular among people in a short period is that they facilitate the process of being in touch with others and sustain relationships. Overall, social media is usually associated with the positive. It is broadly used by students as well, because it facilitate the connection with one another on group projects, assignments and presentations outside of the university or school. It allows students to exchange ideas about group projects while not being physically together. Social media is an advanced and great marketing and advertising tool as well. Thousands of companies use this platform to advertise and promote their brands, launch discussions about it and grab many people's attention. However, is no matter, whether social media is considered to have a positive or a negative influence on

people, it will never expire and it will continue to be attractive to people. The reason for this is that it is constantly being updated and every time offers easier way of communicating.

It might seem that social networks are useful, as they have brought all the benefits and advantages together. They allow people to keep the contact with family members and friends around the globe, 'cross' international borders and remove cultural barriers. In short, although it might seem that social media has made people's lives easier, there are negative implications of them on people's psychological state. The main purpose of this research is to reveal the negative psychological implications of social networking sites on Americans and Armenians. This topic is important and worthy of research as the continuing growth of social networks' popularity and usage among people raise the necessity and importance to understand the implications of them on human psychology. It is important to know the possible 'side effects' of social media on people's psychology to get rid of them and prevent the possible negative implications of them in future.

The objective of this research paper is to present an evidence based on the survey research and analysis that clearly demonstrates the negative influence of social media on the psychology of Armenians and Americans in three main categories. Thus, there are three major negative aspects of social media which should be discussed in the research paper. The first negative influence of social media is social media addiction and influence on the human brain. The second harm is social media influence on the human mood and emotions. And, the third point will show the link between the social media and people's narcissism and egocentrism. This research will find out the answers to the questions regarding these three negative aspects of social media, and it will compare the two societies of America and Armenia.

## ***II. Literature Review***

In the 21st century, it is impossible to imagine people's lives without social media. People mainly use it to keep in touch with their friends, acquaintances as well as make new ones. Social media enables people to show the world what they are doing and even where they are at the certain moment just by posting videos, pictures, and stories. People do not spend time and money to buy newspapers. Now, they just use Facebook and other social networking sites to keep up on the news. Although it seems that social media has made life better and easier, there are some negative influences of it on people. This review will focus on three major negative aspects of social media; 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. Although social media has an influence and control over people in various ways, this literature review will focus on the psychological influences of social media on Americans and Armenians.

The users of social networking sites are absorbed by it so that it leads to addiction which has negative implications on people's brain and psychological state. Daria Kuss and Mark Griffiths state that people use social media for different purposes and online activities some of which may cause to addiction by them. Clinical psychologists suggest that it is logical to mention 'Facebook Addiction Disorder', since, for addiction-proof, there are some criteria, such as mental distraction, ignorance of personal life, escapism, frequent changes of mood and so on. Thus, these signs are obvious for those people who frequently use social networking sites especially Facebook. Facebook, which is very popular social networking site, was established in 2004 as a virtual community for Harvard University students. The site had great achievements and currently it has more than 500 million users. The statistics show that the time spent on Facebook increased by 566% from 2007 to 2008. Furthermore, Kuss and Griffiths state that there was conducted a survey

in 2006 with a random 935 American participants. The results indicate that 55% of American youths used social sites in 2006. The main reasons for using those sites were to keep in touch with friends and make new ones. It was reported that half of them visited their social site accounts at least once a day. Moreover, the results of consumer research done from 2009 to 2010 show that the usage of social sites increased by two hours per month and the active participation increased by 30%. The results show that Americans are addicted to social media, as another online survey conducted in the United States revealed that 78% used social networking sites.

In addition, Natascha Zeitel-Bank in the paper "Social Media and Its Effects on Individuals and Social Systems" also talked about social networking sites addiction which has negative implications on people's brain. She states that social media has become an essential part of everyone's lives in recent years. Especially young people cannot imagine another way of communication than using social sites, such as Facebook and Twitter. She explains the reason for why people are so addicted to social networking sites and states that starting from Aristotle's times human beings have been characterized as social beings, and it can be asserted that the social networking sites give them an opportunity to act out their crucial feeling of social belonging accordingly. Zeitel-Bank introduces some statistics where is showed that in 2013, more than 2.7 billion people used Internet, which corresponds to 39% of the world's population. Europe is the region where the usage of Internet is the highest (75%), followed by the America (61%). She says that social media has a negative influence on people's way of thinking, as people seem to be more open to peer pressure within social networks. Other people's opinion significantly control people's own choices and final decisions. Thus, people lose their ability to think independently. According to Zeitel-Bank, social media has an influence on social relationships and the allocated time for sleeping. There was conducted an online survey among 3461 North American girls and

Californian Stanford University examined the relationships between social well-being and face-to-face communication. The results showed that social media has a bad influence on relationships. On the other hand, face-to-face communication was associated with a lot of positive relationship feelings. She states "Higher levels of face-to-face communication were associated with greater social success, greater feelings of normalcy, more sleep, and fewer friends whom the children's parents believed were a bad influence". Moreover, social media which is generally known for its benefits among many people, in fact, has very serious influence; it has a big influence on people's quality of life and human brain.

Furthermore, Kenneth Olmstead, Cliff Lampe and Nicole Ellison discussed the fact that Americans are so absorbed by social media that they are using it even during their work time. They state that social media occupied Americans' many aspects of daily lives. They concentrate on the influence of social networking sites on American workers and say that social media has a significant role in their lives which is not positive. The employers are worried about the usage of social sites during work time, as they worry that the employees do not use those sites for work purposes which distract them in a great way. A survey conducted by the Pew Research Center in 2014, shows that American employees use social media for different purposes during work time and the dominating percent of the survey result shows that they use it for having mental break (34%), followed by connecting with their friends and family members during work time (27%). The survey shows that 17% of American employees inform that "hardly ever" use the internet for their work purposes and 25% inform that they "never" use the internet for this purpose. The usage of social sites have an influence on colleague's relationships as well; statistics show that some young workers have discovered information on the social sites that lowered their professional opinion of a colleague.

Moreover, social sites may have a great influence on people's mood and emotions. No one logs on Facebook or other social sites to be happy or lonely. They just join the social sites to follow and keep in touch with friends; however, these social networking sites have an influence on people, and they make people happy, sad or lonely. Hui-Tzu Grace Chou and Nicholas Edge, explore how people change their viewpoint of other's lives as a result of using Facebook. It is argued that people with an active involvement with Facebook have different viewpoints of other people than those who are less active on Facebook. There was conducted a survey at the University of Utah in 2010 and 2011, and the questionnaires included some question to measure years of using Facebook, time spent on it per week and number of friends. The result showed that those people who used Facebook for a long time more agreed that others are happier and have better lives and they agreed less that life is fair. Also, those who had more people as their Facebook 'friends' and they do not know them personally agreed more that they have happier and better lives.

In addition, Stephen Marche discusses the popularity of social sites in the America and their influence on the human emotional and psychological state, focusing more on the increase of users' loneliness. The researchers found that people who feel lonely are more engaged on Facebook and spend more time there. The neurotic or lonely group of people are using the 'wall' part of Facebook, while the extrovert or non-lonely people use both the 'chat' features and 'wall' part on Facebook. There was conducted a study to examine the effect of Facebook on population. The study suggests that there are two kinds of activities to communicate with friends at Facebook; first is 'like' button, which implies commenting and clicking 'like' bottom on friends' posts, and the second one is personalized messages. The study showed that personalized messages are more satisfying than receiving 'likes' for the posts. Thus, those people who get personalized messages feel less lonely, while those who get 'likes' experience more loneliness.

Furthermore, Gregory Jones in his editorial "My Facebook friends" discussed the fact Facebook does not help people to feel happy, they may use it but still feel lonely. He discusses the popularity of social networks sites such as Facebook among American society and the close relationships among Americans. He shows that the human need for relationship and the consequences of loneliness. He states that when he joined Facebook, it was as if he entered a new universe. Facebook allows him to communicate his friends across great distances, reminds about upcoming birthdays and receive updates about the people he knows. However, he states that social networks are not adequate substitutes for real and reliable friendship. We make a long relationship with people who know us so well that their lives have control and influence on ours. He continues exploring that we may have thousands of friends and acquaintances and still feel us lonely. There is a significant decline in the number and quality of friendships in American culture. Thus, there are many people who are struggling with loneliness.

Moreover, social media also influence on people's personality and people get narcissism and egocentrism. Sanja Kapidzic discusses the relationship between narcissism and motivations behind Facebook profile picture selection. While using social sites, the users put a great effort to represent themselves in the best possible way. A survey conducted at a large Midwestern university where 288 undergraduate students participated in assessed motivations behind Facebook profile picture selection emphasizing physical attractiveness, personality, and social ties. The results of the survey show that narcissism is a powerful predictor of the motivation for choosing profile pictures that emphasize attractiveness and personality. Narcissism is linked to popular aspects of self-representation such as content which contain self-promoting photos, posts and statuses. The social sites become useful places and stages for them to represents themselves. Profile pictures are the photos people see first when they open others' profiles, thus, people do their best to select

photos which will show them in the best way they want to be appeared. Moreover, Kuss and Griffiths discussed egocentrism and state that it is linked to social media addiction. People want to be attractive which urge them to become addicted. Therefore, due to their egocentric construction, social networking media allow individuals to present themselves positively that may “raise their spirits” such as raise their mood because it is a pleasant experience.

Furthermore, the usage of social media in Armenia is increasing as well. Samvel Martirosyan reports that social networking sites are developing in Armenia. He states that "the numbers of social media users grow, and their influence on public life and flows of information increases, too". According to the statistics mentioned in the article, the Russian social site Odnoklassniki.ru is the most visited in Armenia, followed by Facebook. The 'figure 1' in the article shows that the number of Odnoklassniki.ru visitors in Armenia is 900,000 to 1,000,000 per month. Moreover, it is estimated that in 2014, 50% of Armenian population used Odnoklassniki.ru. It shows that this social site has an influence and "domination" on Armenians, as it has reached a peak by attracting the vast majority of internet users. There are other social websites which are used by Armenians as well, such as Instagram, YouTube and Livejournal.com. Martirosyan states that according to statistics in 2014, the number of Armenian internet users grew 9,4%. However, in 2011 or 2012, this kind of growth of social media usage could hardly be expected.

To conclude, the aim of this review was to explore the possible psychological influence of social media on people, especially on Americans and Armenians. Some of the sources had common statements about the influence of social networking sites on Americans and Armenians. Thus, through the review, it was found that social media has a great influence on human psychology state as it makes people addicted to it, influences on people's emotions and promotes egocentrism.

### ***III. Research Question***

The main objective of my project is to find out the psychological influence of social media on Americans and Armenians. Thus, I will implement my project to answer the following research question. **How does Social Media affect the psychology of people; a comparative analysis between Armenians and Americans?** This is the main research question for my project; however, there is a need to go into more details to find out specific psychological influences of social media. Thus, here are the hypotheses, which will more concretize the research question.

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

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

As no hypothesis done previously leads to the fact that social media does not have psychological influence on people, the hypothesis of this capstone paper will be “Social Media has negative influence on people”.

#### ***IV. Methodology***

Online surveys are helpful and give the opportunity to collect data quickly and accurately. Thus, in order to answer the research questions of my project, I created an online survey and asked Armenians and Americans to answer the listed questions. I conducted an online survey because, firstly, it was faster and easier for the participants to fill in, and secondly, the participants felt free to give more honest answers.

##### ***Data Collection Method***

Face-to-face interviews along with online surveys could also be a good method to collect data for this project. However, it was practically difficult because it required much time and it was impossible to organize face-to-face interviews with Americans. That is why I decided to create an online survey with the help of 'Google Forms' and it included 19 multiple-choice questions. I shared the link of the survey in different social media pages and asked both Armenians to fill in the questionnaires. With the help of my friends studying at different Armenian universities, I sent the questionnaire to the students of universities in Armenia (American University of Armenian, Yerevan State University, etc.) as well. For the part of Americans; I collaborated with the Professor of 'Research Methods' course Dr. Hilson and one of my friends who lives in the United States of America and they helped me to spread the survey. After a week of spreading the survey, I sent reminders to involve as many people in the survey as possible. At the beginning of the survey, I put an introductory part in order to give the respondents an idea for why the survey is conducted and why it is an important topic to care about. Also, I am sure that the introduction helped to get honest answers from the respondents.

Thus, the introduction of the survey was as follows; ‘Social networking sites have become an important part of our lives. Although we might think that social media has made our lives better and easier, it is subliminally affecting on our minds, because it has changed the way we think, feel and act. Thus, this survey is designed to get feedback about the psychological impacts of social media on people’.

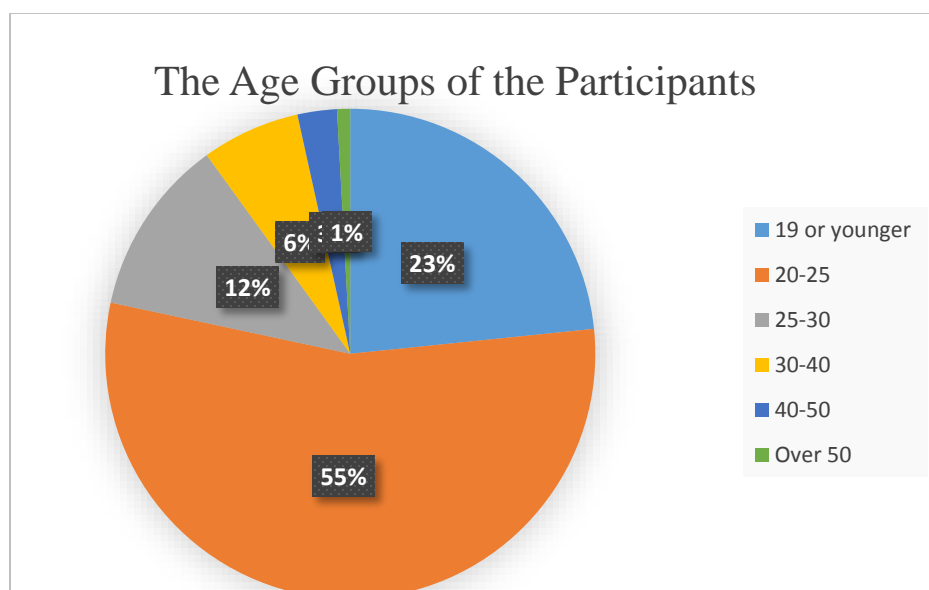
### ***Data Analysis Method***

The data is analyzed based on the survey answers. At first I planned to have at least 50 filled questionnaires from each country to be able to analyze the data more accurately. However, after asking Armenians and Americans to fill in the survey, the interest and the quantity exceeded the expectations, and the number of responses reached about 120 from each country. Also, the online survey closed after 14 days and during these days, I was able to get as more completed questionnaires as I needed for the analysis. The questions were formed based on the three major negative aspects of social media I am discussing in my project; social media addiction and influence on the human brain, social media influence on the human mood and emotions, and social media and people's narcissism and egocentrism. I analyzed to see whether these phenomena are met more frequently in Armenian or American culture. The results helped to distinguish on which culture the social media have the greater influence. Some of the survey questions were designed to measure people's addiction to social media other questions were meant to measure the influence on mood and egocentrism. Thus, varying to the given answers for certain questions, there was made a comparison between Armenian and American responses.

## V. *Research Findings and Analysis*

235 people were asked from the Republic of Armenia (RA) and United States of America (USA) to participate in an online survey consisting 19 multiple-choice questions. The data of the survey shows that the participants ranged in the age from almost 19 to 50 years old and approximately half of them were women with 53 percent (%) and 47% were male. The majority of the participants were Armenians with the number of 120 respondents and 115 respondents were Americans. 'Chart 1' shows that the majority of the participants were '20-25 years old' with 55% and the other participants were as follows; '19 or younger' (23%), '25-30' (12%), '30-40' (6%), '40-50' (3%) and 'over 50' (1%).

*Chart 1*



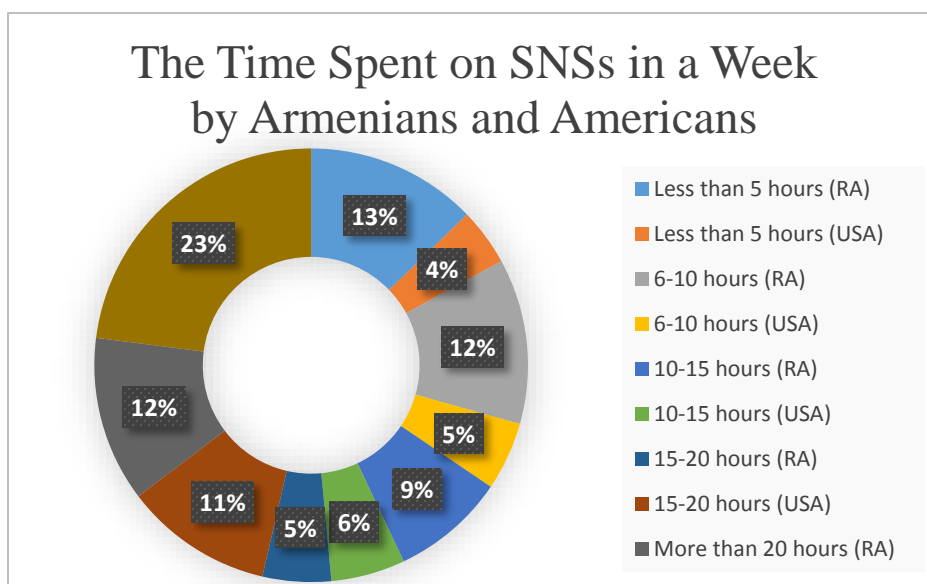
The results indicate that the total percent of women from both countries are more engaged in Social Networking Sites (SNSs) than men are, however, the difference is negligible. The percent of Armenian women (37%) engaged in social media is bigger than American women (17%). Also, Armenian male users are 14% while American male users are 32%. This comparison between the

two countries shows that in the RA women are more absorbed by social media than in the USA. While in the case of men users, the picture is vice versa; American men are more absorbed by social media than Armenians are. Moreover, it is obvious that 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%. In the case of older generation, the total number of '40-50 years old' is 3% and it is comprised of only Americans. Approximately the same picture is in the case of 'over 50' years old, here the total number is 1% and it is comprised of only American users as well. Thus, this data shows that the older generation in the RA is not using social media compared to the USA. While youth is more engaged in social media in the RA than in the USA, however, it is worth mentioning that the difference is not big.

The 235 respondents were asked whether they are a member of a SNSs or not. The results show that both Armenians and Americans are active SNSs users as the data shows that 98% of both countries answered 'Yes' from which 49% of SNSs users are Armenians and the other 49% are Americans. The total percent of 'No' respondents is 2% and it is comprised of only Armenians. As about all the respondents were SNSs users, it was important to measure how frequently they used SNSs. The total percent of participants who answered that they are using SNSs 'Every day' was 90%, the other answers were as follows; '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%. The Armenian respondents from the total percent who answered that they are using SNSs 'Once in a month' were 0% and American respondents were 1%. Next, the respondents were asked 'How much time do you spend on social sites in a week?'. This question was designed to find out whether people spend much time on social media or not. It was initially decided if the majority answers to this question 'More than 15 hours'

it will show that people are addicted to social networking sites and if they answer 'Less than 8 hours' it will show that they are not addicted. Thus, the total percent from the both countries answered to the questions is as follows; 'Less than 5 hours' (17%), '6-10 hours' (18%), '10-15 hours' (14%), '15-20 hours' (16 %) and 'More than 20 hours' (35%). The total percent shows that the highest is the '35%' which corresponds the answer 'More than 20 hours'. Hence, the majority of both countries are addicted to social media. However, 'Chart 2' shows that the majority of American participants (23%) answered that they are using SNSs 'More than 20 hours' while the majority of Armenian participants (13%) answered that they are using SNSs 'Less than 5 hours'.

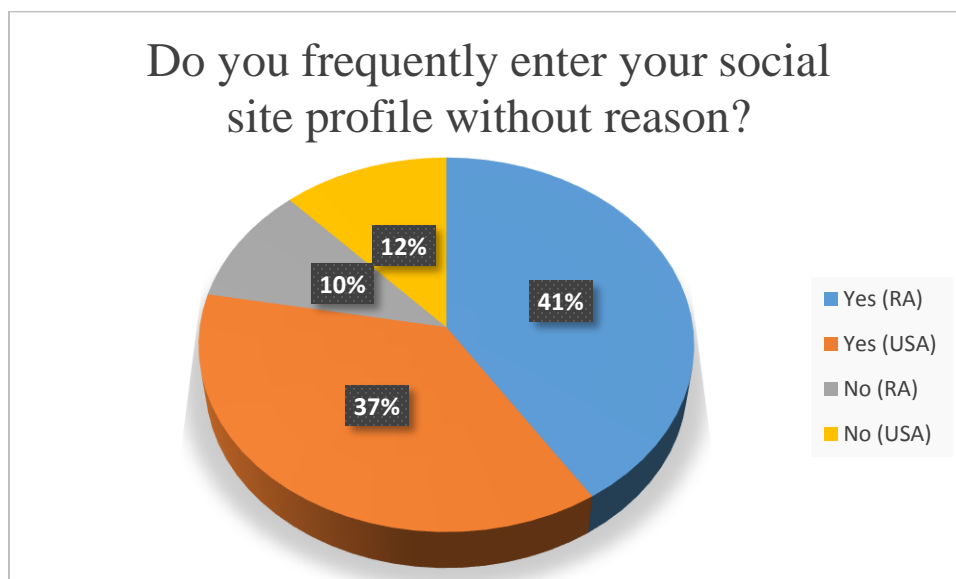
*Chart 2*



Here it becomes evident that Americans are more active and addicted to social media than Armenians are. However, the second highest percent (12%) indicated in the Armenian respondents' data is that they are using SNSs 'More than 20 hours'. Thus, the overall picture indicates that the two nation representatives are addicted to social media. In addition, the respondents were asked whether they frequently enter their SNSs without a reason or not. This

question was initially designed to measure people's addiction to SNSs as people usually enter their profile without a reason, and they just scroll down the news feed. The total survey data shows that the majority of respondents answered 'Yes' (78%) and only 22% percent answered 'No'. This shows that people are so addicted to social media that they enter to their profiles even without a reason and it becomes a bad habit for them to open their SNSs profiles without a special reason. More specifically, as 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'.

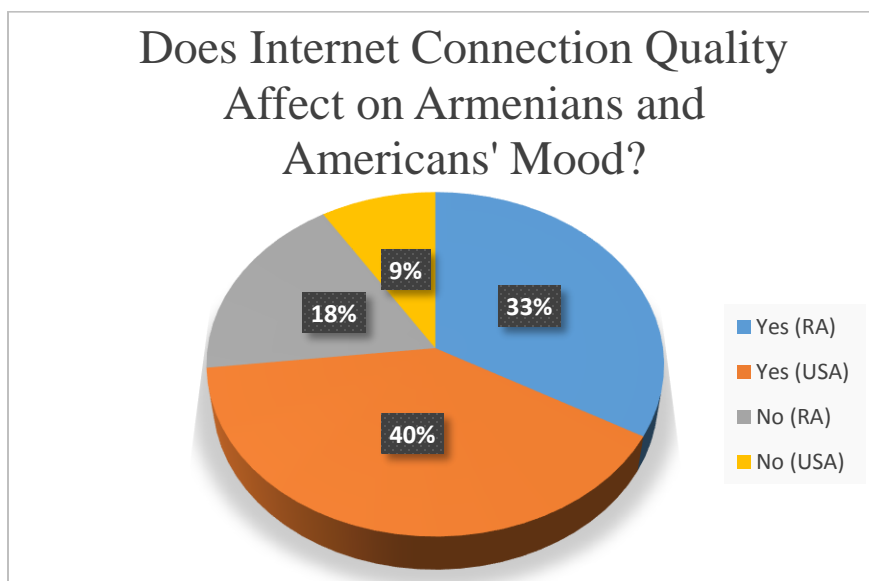
*Chart 3*



In addition, the survey questions included some psychological questions such as 'Do you feel angry when Internet connection goes down and you cannot use social sites?'. This psychological question was designed to find out whether people are addicted to social sites or not. People usually cannot imagine their lives without social media, thus, when the Internet goes down, and they do not have access to their SNSs profile they start to panic and get angry. The results for

both Armenians and Americans show that 73% agree that they feel angry when Internet connection goes down and only 27% answered that they do not feel angry. It is indicated in the 'Chart 4' that 40% (USA) answered 'Yes', 9% (USA) answered 'No', 33% (RA) answered 'Yes' and only 18% (RA) answered 'No'.

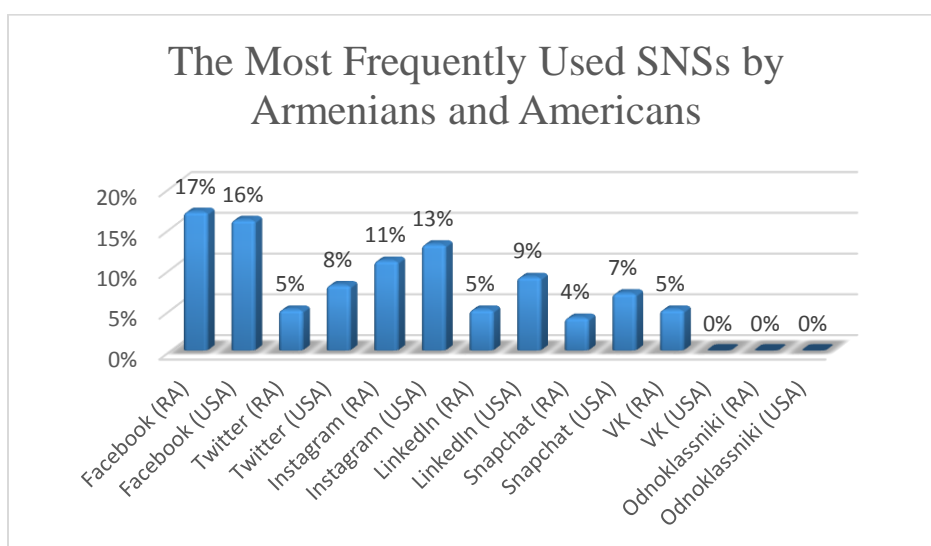
*Chart 4*



These results are very 'serious' as they show that both Armenians and Americans are addicted to social media. Furthermore, the survey questions included the statement 'I check social media every morning, within the first 15 minutes I am awake' and the respondents were asked to select the answer which corresponds to their state. The majority of both RA (18%) and USA (23%) representatives answered that they 'Agree' with this statement and the total results show that 41% of both countries 'Agree' and 19% 'Strongly agree' with the statement. There is a common knowledge that smartphones' screen and light is harmful to the people's health, so, the majority of the participants instead of having healthy morning prefer to check their social media. Here, again, it becomes obvious that the majority of both country representatives are addicted to social media.

In addition, the survey questionnaire included a question asking the respondents which SNSs they use the most. As the 'Chart 5' shows, the survey result is as follow; Facebook (17%, RA), Facebook (16, USA), Instagram (13%, USA), Instagram (% , RA), LinkedIn (9%, USA), VK (5%, RA) and so on.

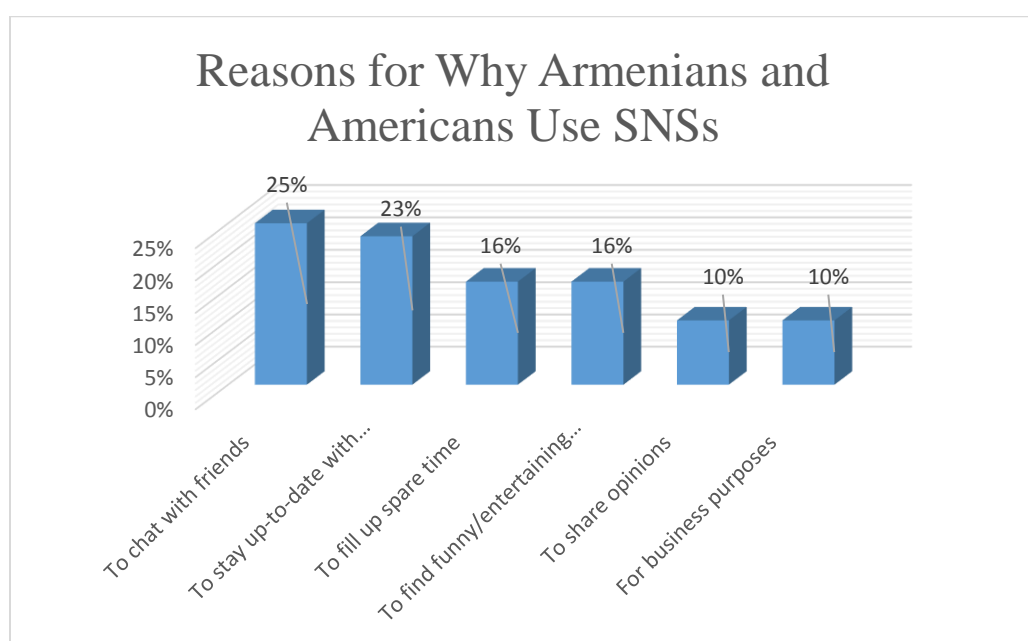
Chart 5



Moreover, the survey included questions asking about the respondents' occupation, the university they are/were enrolled and the reason for why they are using SNSs. The results differ from diversity of occupations such as 'Students' (51%), 'Employed' (10%), 'Students, Employed' (31%), 'Students, unemployed' (6%) and 'Unemployed' (2%). The results reported 'Students' (31%) as the most engaged in SNSs from the RA and 'Students, employed' (22%) as the most engaged in SNSs from the USA. Also, the results reported 'Student, unemployed' (1%) as the least active in SNSs and 'Unemployed' (2%) as the least active from RA. Afterward, it was important to measure and understand the reason people use social media and the participants were asked to select those

choices which correspond to their state. Thus, as 'Chart 6' 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 6*



However, the results show that the reasons of 'To stay up-to-date with news/current events' (25%) and 'To chat with friends' (27%) were the most common and the most selected reasons for why Armenians use the social media. In the case of Americans, the most common and the most selected reasons for why they use the social media were 'To stay up-to-date with news/current events' (21%) and 'To chat with friends' (24%). Thus, the survey results show that students from the RA who are more absorbed by social media use the SNSs for the purposes to have a contact with their friends and be informed about news which is approximately similar to the case of Americans; in the USA

the most common group who are using SNSs are those who are students and workers at the same time, and the reasons for why they use SNSs are the same as in RA. The survey results show that the survey participants were students and graduated students from 10 different universities in the RA and 9 different universities in the USA. The 'Chart 7' indicates that the majority of Armenian respondents participated in the survey were from American University of Armenia (81%) and the 'Chart 8' shows that the majority of American respondents who participated in the survey were from Fresno City College with 35%.

*Chart 7*

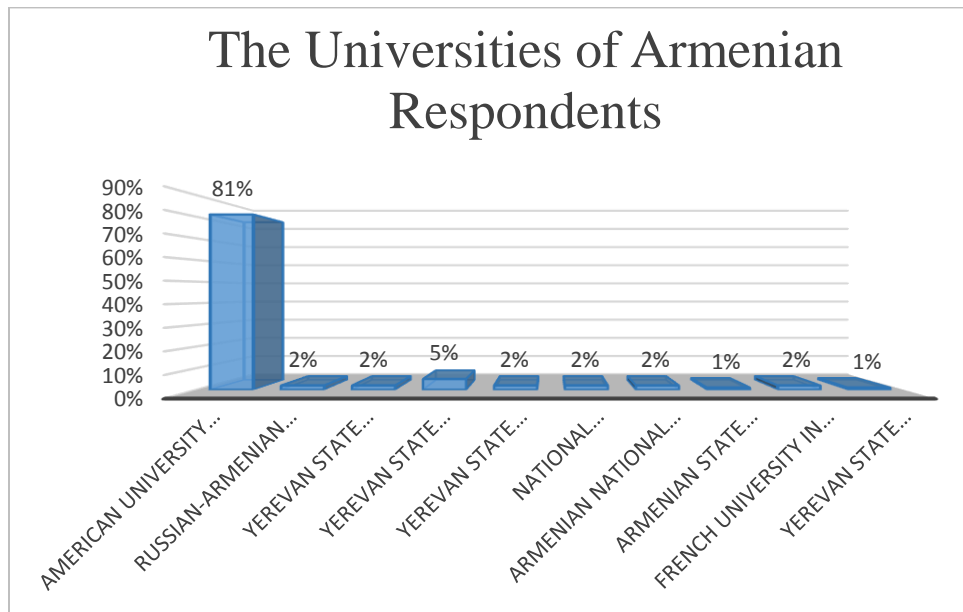
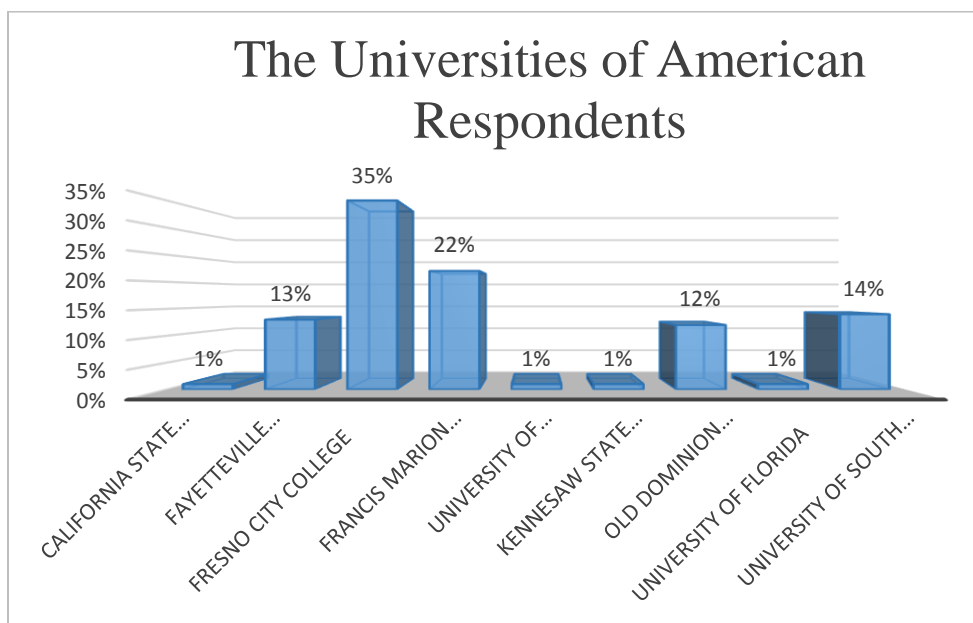


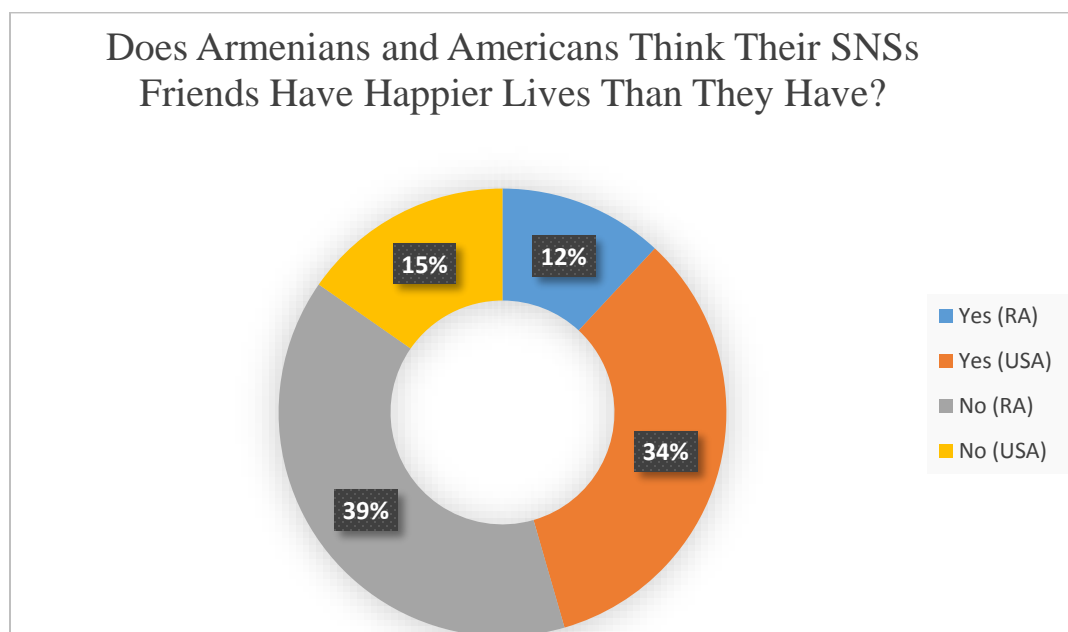
Chart 8



In addition, to measure the influence of social media on people's mood and emotions, there were other psychological questions in the survey as well. The respondents were asked 'Do you feel sad when you do not receive personal messages from Facebook friends?'. The results of the survey show that both Armenians and Americans who answered 'Yes' were 49% and those who answered 'No' were 51%. Approximately half of the respondents answered that they are feeling sad whenever they do not receive personal messages, and this a really big and worrying percentage. It makes clear that human emotions and mood are connected to social sites, as people change their mood because of do not receiving messages on their SNSs. Another question was included 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 9' 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 9*

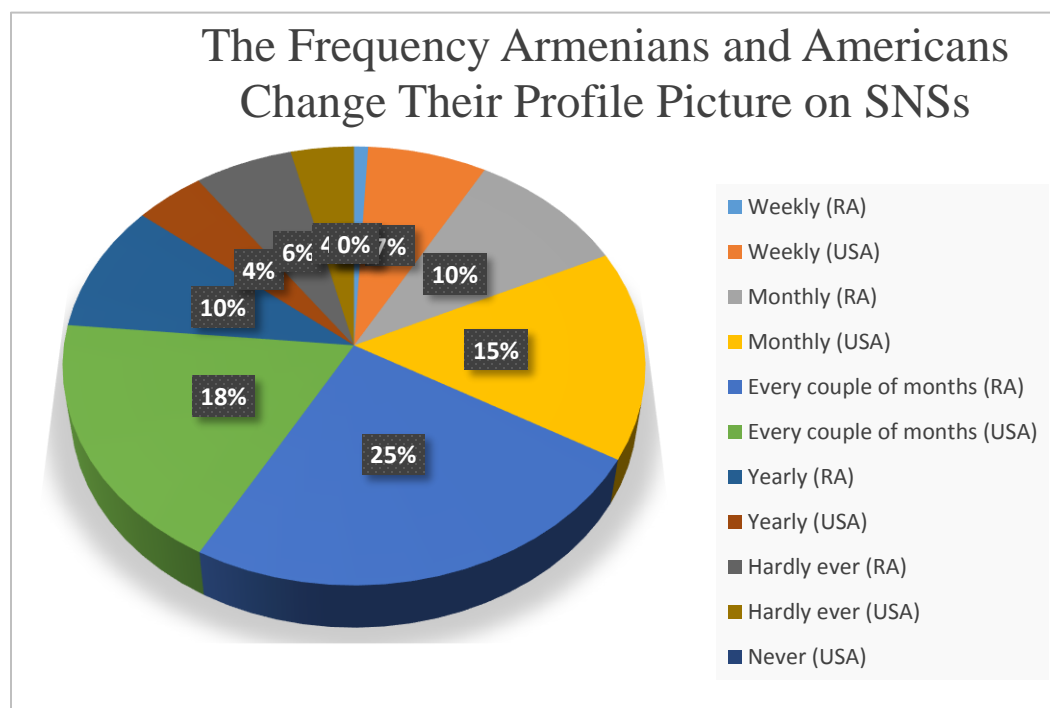


For this question, the answers got from two countries are totally different, as the majority of Americans think that their virtual friends have better lives than they have, while the majority of Armenians believe that their Facebook friends do not have better lives than they have. In this case, social media 'control' American people's emotions and mood, because when they believe that other people have better lives than they have, they automatically feel sad, lonely and depressed. The reason for this is that, while watching the happy photos of others on their SNSs gives people an impression that others are happier than they are. On the contrary, in the case of Armenians, the results follow the idea that social media has no power 'to control' Armenians' emotions. In addition, there were two interconnected psychological questions which were included to measure whether people try to make more friends on their SNSs. Thus, two questions were designed; 'Do you accept friend requests from people you do not know?' and 'Do you send friend requests to people you do

not know?'. To the first question, 27% of Americans answered 'Yes' and 22% answered 'No', while only 9% of Armenians answered 'Yes' and the majority with 42% answered 'No'. Here, again, it is clear that Armenians and Americans gave totally different answers to this question. The results show that Americans feel more lonely and sad, thus, with the help of social media, they try to make new friends and improve their emotions. To the second question, 25% of Americans answered 'Yes' and 24% answered 'No' while in the case of Armenians, the picture of results is again different; 46% answered 'No' while only 5% answered 'Yes'. The results show that Armenians do not think that making new friends on social media do them any good. While, the majority of Americans who answered 'Yes', try to make new friends and in this way, they probably try to improve their state of emotions.

Furthermore, social media also influence on people's personality and people get narcissism and egocentrism. As, in the 'Literature Review' section, there is already mentioned that there is a connection between narcissism and people's motivations behind Facebook profile picture selection, there were included questions connected to this point. First of all, as, profile pictures are the photos people see first when they open others' profile, people do their best to select photos which will show them in the best way they want to be appeared. Thus, it was important to know how often people change their profile picture on their SNSs to measure social media influence on people's personality. The survey total results for both countries show that the majority of two countries' participants answered 'Every couple of months' (43%), followed by 'Monthly' with 25%. More specifically, as the 'Chart 10' shows, the majority of both country participants answered that they change their profile picture 'Every couple of months'; RA (25%) and USA (18%).

Chart 10



The results show that the majority of the two nations' representatives try to be the center of others' attention by changing their profile photos frequently. Moreover, narcissistic often do their best to represent themselves in the best possible way, and they usually use photo editors to get the desired result, so, the survey included a question to measure it. Thus, the survey participants were asked how often they use photo editors before posting their photos on social sites. The survey result shows that the majority of both nation representatives answered 'Sometimes' with 27% by the USA and 23% by the RA. Thus, the survey results justify the statement that social media have a great psychological influence on both nations, as the majority does not post photos on their profiles without making it look 'ideal' which leads to people's narcissism.

The results of this research 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. The first negative aspect of social media is that people become addicted to it. 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. Thus, the analysis revealed that both nations have the same addiction level to social media. The second negative aspect of social media discussed in the analysis is that social media controls people's emotions, feelings and mood. 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 life is not fair. Hence, the analysis shows that in the case of Americans, social media psychologically and negatively influence their emotions. The third and the final negative aspect of social media is that it influences on Armenians and Americans' personality in a negative way. The analysis shows the social media makes the majority of both nation representatives to become narcissistic, as the survey results report that the majority of them change their profile pictures frequently and post their pictures only after using photo editors. The main purpose these actions is to be in the center of others' attention which is typical for a narcissist.

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## ***VII. Appendices***

### **Online Survey Questions in English**

#### **1. Where do you live?**

- United States of America
- Republic of Armenia

#### **2. Select your occupation (select all that apply)**

- Student
- Employed
- Unemployed
- Other:\_\_\_\_\_

#### **3. Which university you are currently enrolled in?**

- American University of Armenia
- Russian-Armenian (Slavonic) State University
- Yerevan State Medical University
- Yerevan State University
- Yerevan State Linguistic University after V. Bryusov
- Armenian State Pedagogical University
- National Polytechnic University of Armenia
- Armenian National Agrarian University
- Armenian State University of Economics

- French University in Armenia
- National University of Architecture and Construction of Armenia
- Other:\_\_\_\_\_

**4. Are you a member of a Social Networking Site?**

- Yes
- No

**5. Which of the following social networking sites do you use the most? (Select all that apply)**

- Facebook
- Twitter
- Instagram
- LinkedIn
- Snapchat
- VK
- Odnoklassniki
- Other:\_\_\_\_\_

**6. How frequently do you use social networking sites?**

- Every day
- Every week
- Once in a month

- Rarely

**7. How much time do you spend on social sites in a week? ( If you did not answer everyday/every week on Q6, skip this question)**

- Less than 5 hours
- 6-10 hours
- 10-15 hours
- 15-20 hours
- More than 20 hours

**8. Why do you use social networking sites? (Select all that apply)**

- To chat with friends
- To stay up-to-date with news/current events
- To fill up spare time
- To find funny/entertaining content
- To share opinions
- For business purposes
- Other: \_\_\_\_\_

**9. I check social media every morning, within the first 15 minutes I am awake:**

Strongly disagree    Disagree    Neither agree nor disagree    Agree    Strongly agree

**10. Do you frequently enter your social site profile without reason?**

- Yes
- No

**11. Do you feel angry when Internet connection goes down and you cannot use social sites?**

- Yes
- No

**12. Do you feel sad when you do not receive personal messages from Facebook friends?**

- Yes
- No

**13. Do you think your Facebook friends have better and happier lives than you have?**

- Yes
- No

**14. How often do you use photo editors before posting your photos on social sites?**

- Always
- Sometimes
- Never

**15. How often do you change your profile picture on Facebook/Instagram?**

- Weekly
- Monthly
- Every couple of months
- Yearly
- Hardly ever

**16. Do you accept friend requests from people you do not know?**

- Yes
- No

**17. Do you send friend requests to people you do not know?**

- Yes
- No

**18. Select your gender**

- Male
- Female

**19. Select your age**

- 19 or younger
- 20-25
- 25-30
- 30-40

- 40-50
- Over 50

## Online Survey Questions in Armenian

1. Որտե՞ղ եք բնակվում:

- Ամերիկայի Միացյալ Նահանգներում
- Հայաստանի Հանրապետությունում

2. Ներկա պահին Դուք ... (Նշեք բոլոր հնարավոր տարբերակները)

- Ուսանող եք
- Աշխատում եք
- Գործազուրկ եք
- Այլ: \_\_\_\_\_

3. Ո՞ր ԲՈՒՀ-ում բուհում եք սովորում:

- Հայաստանի ամերիկյան համալսարան
- Հայ-ռուսական (սլավոնական) համալսարան
- Հայաստանում ֆրանսիական համալսարան
- Երևանի պետական համալսարան
- Երևանի Մ. Հերացու անվան պետական բժշկական համալսարան
- Երևանի Վ. Բրյուսովի անվան պետական լեզվահասարակագիտական համալսարան
- Խ. Աբովյանի անվան հայկական պետական մանկավարժական համալսարան
- Հայաստանի պետական տնտեսագիտական համալսարան
- Հայաստանի պետական ճարտարագիտական համալսարան
- Հայաստանի ազգային պոլիտեխնիկական համալսարան
- Հայաստանի ազգային ագրարային համալսարան
- Այլ: \_\_\_\_\_

4. Դուք գրանցվա՞ծ եք որևէ սոցիալական կայքում:

- Այո
- Ոչ

5. Հետևյալ սոցիալական կայքերից որոնցի՞ց եք ավելի հաճախ օգտվում (Նշեք բոլոր հնարավոր տարբերակները):

Facebook

Twitter

Instagram

LinkedIn

Snapchat

VK

Odnoklassniki

Այլ: \_\_\_\_\_

Սոցիալական կայքերից չեմ օգտվում

6. Ի՞նչ հաճախականությամբ եք օգտվում սոցիալական կայքերից:

- Ամեն օր
- Ամեն շաբաթ
- Ամիսը մեկ անգամ
- Հազվադեպ
- Սոցիալական կայքերից չեմ օգտվում

7. Ո՞րքան ժամանակ եք ծախսում սոցիալական կայքերի վրա շաբաթվա ընթացքում (Եթե 7-րդ հարցին չեք պատասխանել «ամեն օր» կամ «ամեն շաբաթ» տարբերակներից որևէ մեկը, ապա բաց թողեք այս հարցը):

- 5 ժամից պակաս
- 6-10 ժամ
- 10-15 ժամ
- 15-20 ժամ
- Ավելի քան 20 ժամ

8. Ի՞նչ նպատակով եք օգտագործում սոցիալական կայքերը (Նշեք բոլոր հնարավոր տարբերակները):

- Ընկերների հետ հաղորդակցվելու համար
- Նորություններ կարդալու և ընթացիկ իրադարձություններից տեղյակ լինելու համար
- Ազատ ժամանակը լրացնելու համար
- Կարծիքներով կիսվելու համար
- Գործնական նպատակներով
- Այլ: \_\_\_\_\_

9. Ամեն առավոտ արթնանալուց հետո 15 րոպեի ընթացքում ստուգում եմ սոցիալական ցանցերի նորությունները:

- Բացարձակապես համաձայն չեմ
- Համաձայն չեմ
- (Ոչ համաձայն եմ, ոչ էլ համաձայն չեմ) չեմ կարող ասել
- Համաձայն եմ
- Լիովին համաձայն եմ

10. Հաճախակի՞ եք մոտք գործում սոցիալական կայքեր առանց պատճառի:

- Այո
- Ոչ

11. Արդյո՞ք զայրանում եք, երբ ինտերնետ կապը ընդհատվում է, և հնարավորություն չէք ունենում օգտվելու սոցիալական կայքերից:

- Այո
- Ոչ

12. Արդյո՞ք տխրում եք, երբ Facebook-յան ընկերներից անձնական նամակներ չեք ստանում:

- Այո
- Ոչ

13. Արդյո՞ք համարում եք, որ Ձեր Facebook-յան ընկերները ավելի երջանիկ կյանքով են ապրում, քան Դուք:

- Այո
- Ոչ

14. Ո՞րքան հաճախ եք օգտվում լուսանկարներ խմբագրող ծրագրերից նախքան սոցիալական ցանցերում Ձեր լուսանկարներով կիսվելը:

- Միշտ
- Երբեմն
- Երբեք

15. Ո՞րքան հաճախ եք փոխում Ձեր Facebook-ի/Instagram-ի գլխավոր լուսանկարը:

- Ամեն շաբաթ

- Ամեն ամիս
- Մի քանի ամսվա մեջ մեկ անգամ
- Տարվա մեջ մեկ անգամ
- Երբեք

16. Արդյո՞ք սոցիալական կայքերում անձանոթներից ընդունում եք ընկերության հայտերը:

- Այո
- Ոչ

17. Արդյո՞ք սոցիալական կայքերում անձանոթներին ուղարկում եք ընկերության հայտեր:

- Այո
- Ոչ

18. Նշեք Ձեր սեռը:

- Իգական
- Արական

19. Քանի՞ տարեկան եք:

- 19 կամ ցածր
- 20-25
- 25-30
- 30-40
- 40-50
- 50-ից բարձր