Social Media Among College Students

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Within the past decade, social media has become a huge part of most peoples’ everyday life. People use social media to keep up with old friends, to see what their current friends and family are up to, to follow celebrities, and so much more. Researchers and the general public have begun to wonder if this obsession with social media is detrimental to individuals and society.

Throughout the process of researching and collecting data, I have been using two research questions. The first research question is “How does social media affect a college student’s GPA, productivity, and life satisfaction?” I wanted to research about this because social media is fairly new in the world, and we do not know the long-term effects of the different types of websites and applications that we use every day. I have always been an avid social media user, and I know first-hand how much it has affected my life. I get distracted every day by scrolling on TikTok or simply Snapchatting my friends. I wanted to research if this was a common theme between other college students. Before I started my research, I predicted that social media would have a negative affect overall on a college student’s life. I came to this conclusion because of my personal experiences. Being able to have other students fill out a survey and get their personal experiences, helped me come to a better answer to the question. The second research question I used is “How do celebrities and companies create social media
**content that drives engagement?** I wanted to research about this because nowadays nearly everyone needs to use social media. It is not just for adolescents who like to post on Instagram. Companies need to use social media to market their products and get their name visible so more people hear about them. I chose to look at the top two most followed celebrities and companies on TikTok and see how their different social media posts drive engagement. Before I started researching, I thought the most engaged posts would be the ones that are funny for the celebrities and launch a new product for the companies. I thought this because in order to grasp someone’s attention, the video needs to have something that they are interested in. My first thought would be that a funny video would hook someone in as well as engage them in the new product being released. These two research questions are connected by the survey that I sent out. The majority of the respondents in the survey said that they use TikTok the most out of all of the social media platforms. Another way they are connected is because I want to see if the celebrities and companies are setting a good example for the people that watch their videos. It was already stated that the respondents used TikTok the most, but is this good for them? Are the videos they are watching going to help them in the long run? This is what I want to find out. Both of these questions led my research and data collection throughout this past year. These questions were the driving factor of this project and the outcomes it produced.

Social media is a topic that is talked about daily. Its usage has grown rapidly within the past decade and because of this, we do not know its long-term effects. I will be studying and gathering data on how social media affects productivity, GPA, and overall life satisfaction in undergraduate college students. My current hypothesis is that social media negatively affects all of these aspects of a student’s life. I think this is because social media has overcome a lot of people’s lives. It has even been concluded that “25 percent of student’s time on the Internet is
now spent on social networking websites” and “73 percent of wired American teens now use social media websites” (Wang 4). This shows that people are spending an increased amount of time on social networking websites, and if this time increases, it can start to take away from more important tasks. In the life of a college student, the most important task is school and within that is their grades. If spending time on social media is taking time away from studying, going to class, or doing homework, then this will lead to a decrease of a student's GPA and productivity. Through research and analysis of study results, I will conclude whether social media has an overall effect on a college student’s life.

I believe social media has the biggest effect on productivity. Being productive is using your time in the most efficient way to complete a task. I have noticed in my own life and also my friend’s lives that social media usage leads us to be less productive when working on homework or studying. It has been concluded that “two-thirds of the students reported using electronic media while in class, studying, or doing homework” (Wang 5). This indicates how social media makes people less productive and leads them to procrastinate. Using social media during academic activities can decrease productivity because sometimes you do not even realize how much time has passed as you scroll through social media sites or jump from app to app. In addition, Wang found that 57% of students report that social media usage makes them feel less productive. This explicitly proves my hypothesis because this was one of my preliminary thoughts. This is why I want to conduct a study to show that my hypothesis is correct in thinking that social media has an overall negative effect on a student’s life.

To a student who is academically driven and values their academics and grades, a GPA is very important. Many students spend time studying to keep their GPA at a high number. Sources indicate that “college students are spending too much time on Facebook and other social media
sites and not enough time studying” (Wang 3). Social media does not affect GPA directly. It does not mean that if you are on social media for 2 hours then your GPA will decrease by 0.2. This is not how it works. It indirectly affects GPA by opportunity cost. The time that could be spent studying to increase a person’s GPA is now being used on scrolling through social media. So, by not using this time to study, a student is more prone to doing poorly on an exam which can then decrease their GPA.

Nowadays, self-esteem in teenagers is a sensitive topic. A lot of people think worse of themselves because of something they see in someone else. This is known as an upward comparison which is “the comparison between an individual and those superior to him and possessing positive attributes” (Jan 332). Connecting this to social media, many young adults follow famous celebrities or people they deem as “beautiful.” When scrolling through social media they see someone else that has an attribute that they do not have. Maybe the celebrity has really long hair, but it takes forever for your hair to grow, and you are envious. Or maybe the celebrity is very skinny and you want to lose a few pounds. Upward comparisons happen all the time when scrolling through social media. Through a study conducted in Pakistan, it was concluded that “one hour spent on Facebook daily results in a 5.574 decrease in the self-esteem score of an individual” (Jan 329). It is proven that social media decreases the self-esteem in a person.

The life satisfaction survey was made by Ed Diener, also known as “Dr. Happiness.” Diener's biggest research topic was about if people are actually happy or not. Through his research he has found “1/3 of people respond they are ‘very happy’ and only 1 in 10 claim they are ‘not too happy’” (Pursuit of Happiness 2). He researched extensively on what makes a person happy. Diener concluded that external conditions do not do much to change someone’s
happiness, but it is highly correlated with social relationships. Through my survey, I will be asking the 5 questions that he created on his life satisfaction survey. These 5 questions will be responded to with a scale that ranges from 1 (strongly disagree) to 7 (strongly agree). Through adding the scores on the five items to form a total score, it can be concluded how satisfied that person is with their life. According to Diener, life satisfaction is composed of two ideas. The first is that it is an “imperfect assessment of the balance of positive and negative effects in one’s life” and the second is an “assessment of how well one’s life measures up to aspirations and goals” (Pursuit of Happiness 4). This life satisfaction survey is going to be a great way to determine if someone is not doing well in school because of social media, but they are still satisfied with their life.

The purpose of this project is to raise awareness about the effects of social media. I hope to find the good and bad outcomes of using and not using social media. The information that I gather from researching this topic will show teenagers and young adults how much social media actually affects their life. Sometimes it is hard to notice how much time something takes out of a person’s day when it becomes a norm. When a person takes this survey, it will force them to think about how social media affects their daily life.

Throughout this research process, I used one method to collect data and another to see how different companies market their company on social media. The first method was a survey. I created a survey that asked questions about how social media affected the respondent’s life. It asked questions related to the GPA range that the respondent is in, how satisfied they are in their life, and how productive they feel after a certain amount of time on social media. These questions were only allowed to be answered if the respondent accepted the informed consent, was a BGSU student, and was over 18 years old. I then sent this survey out to friends, fellow
club members, sorority members, classmates, and my advisor’s students. I left the survey open for approximately 2 weeks to gather data. This gave everyone time to complete the survey and give meaningful and accurate answers. After this survey was concluded, I reviewed the results and found many correlations and interesting pieces of data. This method of collecting data was very useful because I was able to use real people’s life experiences to help support the conclusions that I made. I also narrowed it down to a specific group of people because it makes the data more accurate. If I were to survey ten 20 year old’s and ten 60 year old’s, the two data sets would be very different. Being able to narrow down the group of people makes it so more people having the same experiences correlate together. The second part to my honors project is a marketing portion. I researched the top celebrities and companies that are followed on the most used social media platforms. One of the questions in the survey asked what types of social media platforms each person uses. The top spot was taken by TikTok. Using this piece of data, I researched who were the most followed celebrities and companies on TikTok. I also wanted to know why they are the most followed and what they do to keep their followers engaged with their posts.

Social Media Usage and GPA

As mentioned previously, a survey was developed to address research question number one regarding the effects of social media usage on college student performance and satisfaction. This survey was left open for two and a half weeks and was sent to Bowling Green State University students. 75% of the respondents were female and 90% of the respondents were white. All of the respondents were between the ages of 18 to 22 years old. None of the respondents considered themselves Hispanic or Latino. The purpose of this study was to investigate my original hypothesis, which was that social media negatively affects a student’s
GPA, productivity, and life satisfaction. This survey was sent out through a Qualtrics survey that was approved by the Institutional Review Board (IRB). The respondents of this survey were anonymous and had to agree to a consent form before completing this survey. They also had to agree that they were a Bowling Green State University student and were over the age of 18 years old. Once the respondent agreed to the consent form and to the student and age requirement, they were directed to start answering the rest of the survey questions.

The first piece of data that was interesting to me was relating to GPA. Each participant had to state which of the following GPA ranges they are in: 2.00 – 2.49, 2.50 – 2.99, 3.00 – 3.49, and 3.50 – 4.00. All of these ranges are on a 4.00 scale. Out of all of the GPA ranges people who are in the range of 3.50 – 4.00 spend the most time on social media. There were 10 participants in this GPA range that spend 3 – 6 hours daily on social media. This also correlates to how distracted they are. The data shows that people who are in the highest GPA range, get distracted by social media multiple times a day. This most likely is because they are on social media for multiple hours. Although, the data also shows that there is not a significant correlation between GPA and how many hours a day a person spends on social media. This is most likely because the people in the highest GPA range did not only spent 3-6 hours on social media. This survey ended up having 2 respondents for the range 2.00 – 2.49, 3 respondents for the range 2.50 – 2.99, 9 respondents for the range 3.00 – 3.49, and 15 respondents for the range 3.50 – 4.00. Overall, the results for how social media affects a student’s GPA related to what I originally thought but was not identical. I predicted that the more time people spend on social media that the worse their GPA would be because they got distracted more often. The results to this survey show this in a sense. The people who spend between 1 – 6 hours on social media a day, have an overall higher GPA than the people that spend 7 or more hours on social media a day. This is shown in Figure 1.
I originally thought that people who spent 1 – 2 hours on social media a day would have the highest GPA, but this was not the case. Looking at the graph in a wholistic view, it can be seen that the left half of the graph has a significantly higher GPA than the right half which is the people that spend more time on social media. I had the most respondents in the highest GPA range, and even though they spend a significant amount of time using social media and still get distracted, they clearly know how to balance social media with school work.

**Social Media Usage and Productivity**

The next piece of data that I was studying was productivity. I measured this by asking a few questions on how productive the person feels after they spend X hours on social media. The different time frames were less than ten minutes, ten minutes, thirty minutes, one hour, two hours, and more than two hours. My prediction for these questions was for the longer time that the person was on social media, the less productive they would feel.

In order to calculate this, I found the average of each of the different times. For example, I took the average of all of the answers for how productive a person feels after spending less than ten minutes on social media. The average of this was 4.44. Each respondent could rate their productivity from 1 – 7. The descriptions were strongly disagree, disagree, slightly disagree, neither agree nor disagree, slightly agree, agree, and strongly agree, respectively. This shows that after less than 10 minutes on social media, on average a person is indifferent on whether they are productive or not. For the other time frames as the time increased the person’s productivity decreases, just as I predicted. The numbers decreased from 4.44, 4.26, 3.83, 2.43, 2.15, and 1.93. This data is shown in Figure 2. This further explains that the longer a person is on a social media platform they want to stay on the platform and not do anything else. They are more prone to getting tasks done if they are only on social media for short amounts of time. It is easy to get
caught up in a rabbit hole of social media. This was another one of my predictions that would happen the longer someone spends on a platform. Social media can take you in so many different directions and it caters to everyone’s interests. This is a downfall when looking at productivity after usage. The next aspect of productivity that I looked at was how productive a person is compared to the number of hours that they spend on social media per day. I found the average of level of productivity of each respondent. From there, I filtered the data to only show one set of hours at a time. Figure 3 shows the graph of time spent on social media per day to productivity. This data surprised me. The data showed that the more time someone spends on social media per day, the more productive they are. The difference in Figure 2 and 3 is that Figure 2 is a consecutive amount of time versus Figure 3 that is split up throughout the day. This shows that when a person uses social media throughout the day, they tend to be more productive. This can be attributed to having breaks in their day. Overall, I have found that when a person uses a social media platform for a longer consecutive period of time, they are less likely to get up and start a task. This means that they have lower productivity when they use social media. On the other hand, when a person uses a social media platform for a shorter consecutive periods of time throughout the day, they are more likely to be productive.

*Social Media Usage and Life Satisfaction*

The final piece of data that I was measuring was life satisfaction. This life satisfaction survey was created by Ed Diener, “Dr. Happiness.” In order to measure how satisfied someone is in their life, there are five statements that should be evaluated. They are as follows: In most ways my life is close to ideal; The conditions of my life are excellent; I am satisfied with my life; So far, I have gotten the important things I want in life; If I could live life over, I would change
almost nothing. Diener believed that the higher you score on each of these statements the more satisfied you are in your life.

Out of all the respondents, seven people scored that they were slightly dissatisfied or dissatisfied. This was calculated by the respondent rating to each of the statements. Something that was interesting to me was that the people that calculated to being dissatisfied actually knew that they were dissatisfied. They scored lower on the statement about being satisfied in their life. Something else that was interesting to me was that two out of the seven people who are dissatisfied in their life said they were only on social media for one to two hours a day. I hypothesized that someone who spends more time on social media would be dissatisfied because they are less productive in many aspects. This is not the case because the people who said they were dissatisfied in their life spend between one and more than ten hours on social media a day. Although, Figure 4 shows that the people who spend more than 10 hours on social media a day do have the lowest life satisfaction score and the people who spend between 3 and 6 hours a day have the highest score.

*Media Influencers*

The second part to this project is about how celebrities and companies create social media content that drives engagement which answers research question number two. As it was stated prior, TikTok was the most used social media platform in the sample that were surveyed.

TikTok is a social media platform that hosts user-submitted videos. These videos range in timing anywhere from three seconds to 10 minutes long! TikTok’s mission “is to inspire creativity and bring joy” (About… 1). The videos that people post can range anywhere from comedy, informational, dancing and so much more. TikTok currently has “1 billion monthly active members, 3 billion downloads since 2016, and it is valued at $200 billion” (Woodward 3).
TikTok has proven to be the fastest growing social media platform in the world! Compared to other social media platforms, TikTok has accomplished more in four years than any other platform has.

The top two most followed people on TikTok are Khaby Lame, with 161.8 million followers, and Charli D’Amelio, with 152.6 million followers, as of March 2024 (Waters 6). D’Amelio had the most followed account on TikTok until 2023 when Khaby Lame took over that title. Lame now does life-hack videos with “wordless yet amusing responses” (Waters 8). Many of Lame’s videos have views that are in the millions including his most popular video having more than 300 million views! The reason Lame took up TikTok was because he lost his job during the pandemic and used TikTok to keep from being bored. This then led to his current success. Yes, Lame does have amusing and laughable videos, but making people laugh is not the only reason that he keeps making these videos. Lame stated in an interview that he is really interested in “encouraging those who follow me to fight to achieve their goals” (Waters 14). Lame took a new approach to social media. Being silent. In his videos, he reacts to life-hack videos silently. Instead of using his words or making a huge scene about how unnecessary these “hacks” are, he tried something new. He wanted to be different, so he kept his mouth shut and gave very obvious reactions to these videos. Trying something new could have gone really well or not so great at all. In Lame’s case, it benefited him to where he is now the most followed creator on TikTok. Not only does he post his regular reaction video content, but he also posts funny skits and videos about his life and background. Forbes even stated that he was number 11 on their Top Creators List in 2023. This list is compiled of creators from all platforms. At the time this list was made, Lame had $16.5 million in earnings and 244 million followers across all
platforms (Bertoni 11). Lame has stuck to TikTok as his primary source of his content but that is not the case when we move on to the second most followed creator on TikTok, Charli D’Amelio.

Charli is 19 years old who started her TikTok journey when she was just 15. She became famous for her dancing videos. Charli has been dancing since she was a little girl, and she came onto TikTok having fun and taking videos of some of her dances. The most notable dance would be the one she did to the song Renegade. This dance took over TikTok. She was not the choreographer, but she was the person to make this dance known. Throughout her time on TikTok she was a member of the Hype House which was a content creator house that helped its members grow on their social media platforms. Charli was also one of the “first influencers to build their platform on TikTok” (Caldwell 7). This was an advantage that Charli had going into this because she could do whatever she wanted and there were no expectations. Today, if someone were to join TikTok, there is already an established environment about the types of videos to post and how to post them. Not only was Charli a force to be reckoned with on TikTok, but she was also doing many other promos for herself. She was the first TikToker to be shown in a Super Bowl commercial. She has a Hulu docuseries about her, and her family called “The D’Amelio Show.” She was also a contestant on season 31 of Dancing with the Stars and even ended up winning (Caldwell 13). Along with all of that, Charli “dropped a collection with her fashion line, attended the Grammys, hosted the Nickelodeon Kids’ Choice Awards, and walked the red carpet at the Cannes Film Festival amfAR Gala” (Caldwell 2). Charli has said in an interview with TODAY.com that she will “have done things that I will be able to look back on and be really proud of” (Caldwell 8). Being able to have a platform on TikTok and show people the kind of person she is, is what got her here. Having all these amazing opportunities outside of Tiktok has really helped grow her platform because she is not only being seen on TikTok for the
same audience to watch. Being a young content creator was definitely one of the reasons for her claim to fame. TODAY.com mentioned, “Her talent and perceived relatability quickly gained her hundreds of thousands of followers on the fledgling social media app” (Caldwell 6). Charli was a new, young creator on a brand new app where she started off by showcasing her dance abilities. She came onto TikTok not looking to get famous or have followers, she was doing it for fun. This is what also led to people following her. She was not trying to be a celebrity who needed more followers. She was making videos for herself which is what people saw and it eventually led to the followers and fame she has today.

Now that there is some background on who Khaby Lame and Charli D’Amelio are, it is time to see what their followers engage with. In order to measure this, I have looked at the most engaged with and the least engaged with post on both Lame’s and D’Amelio’s account. I have looked through their videos starting at the beginning 2024 until April 10, 2024, to find which videos to use.

Let’s start with Lame’s account first. His most engaged video was posted on February 19, 2024. At the time of research, this video had 51 million views, 3.2 million likes, 46.8 thousand comments, 136.6 thousand saves, and 66.8 thousand shares. Anyone can view, like, comment, save, or share this video, they do not even need to be following the account. This video is one of Khaby’s famous silent reaction videos. The first part is a video of someone else that is walking through the door of an open gate instead of just walking through the open gate. The second part is his reaction. He is using a car door instead of a gate to mimic the beginning of the video. Instead of opening the car door to get into the car, he opens the car door jumps through the window, and then gets in the car from there. He is trying to show how the first person could have just walked through the gate and it was pointless and harder to actually go through the door just
like it was pointless and harder to go through the car window. His least engaged with video was posted on April 5, 2024. At the time of research, this video had 3.4 million views, 257 thousand likes, 3,118 comments, 7,793 saves, and 3,538 shares. This video is not a normal silent reaction video. The first part of this video is what looks like a part of a tree floating in the air. It does not seem to be flying around, but it seems to be staying in one spot in the air. The second part of the video is of him pulling up his shirt, turning around, and running away. The question here is, why did one of his videos get over 50 million views while another only got around 3 million? What is the difference between these two videos and what exactly drives engagement on Khaby’s account? Let’s look at the differences. The first video shows Khaby reacting to someone else did while the second video does not show this. He also does something extravagant, climbing through a car window, in the first video, while in the second he just runs away. The first video has a comedic emotion to it because Lame is making fun of the person walking through the door on the open gate. The second video has no comedic value to it. It only represents something unusual that happened. The key to engagement on Khaby’s account is comedy. People follow Khaby to see his comedic but silent reactions to what other people are doing. It is a common theme on his account that these are the types of videos that get the most engagement out of them.

Next, moving onto Charli D’Amelio’s account. Her most engaged with video was posted on March 17, 2024. At the time of research, this video had 110.8 million views, 9.3 million likes, 58.3 thousand comments, 619.7 thousand saves, and 111.9 thousand shares. This video features two other TikTokers, named Kelly Sweeney and GiaNina Paolantonio. All three of these women have been dancing for most of their life. This video shows a video of them dancing to a song called “West Side” by Ariana Grande. Throughout this video, all three of these women showcase their dancing abilities by showing facial expressions, perfect timing, and interaction between the
other dancers. Charli’s least engaged with video was posted on April 6, 2024. At the time of research, this video had 4.6 million views, 342.1 thousand likes, 1,496 comments, 7,319 saves, and 3,166 shares. This video is a paid partnership with the car dealership, Ford. It showcases both Charli and her father, Mark D’Amelio. Throughout the video, a little girl plays a younger Charli and Mark shows her this new Ford car. Later in the video, Charli comes on and starts driving the car. This is an example of an influencer showcasing another company’s product in hopes that their followers go and buy this product. There are many differences in these two videos. The first video showcases a talent, is entertaining, and upbeat, while the second video is calmer, does not show Charli dancing, and is showcasing a product. This shows us that her engagement is driven by dancing videos. This is something that she is very good at, and her followers like to watch. They also like the upbeat videos rather than the ones that are more peaceful. It is a theme in Charli’s videos that her posts that showcase her dancing ability have more engagement by her followers.

Khaby Lame and Charli D’Amelio had two very different backgrounds and styles to how they got their fame. Neither is a right or wrong way to do it, but it shows that people are engaging with their videos for different reasons. One similarity that they both have is the way they conduct themselves. Neither of them try to show themselves or others in a bad light. They both are good role models. People who follow their accounts or engage with their videos are being led in the right direction of who to look up to. Both Khaby and Charli know the audience that they have and because of this, they know what kind of content to put out and how to portray themselves. Connecting this back to the first research question, the respondents are a good sample of people who use TikTok. Both of these creators post uplifting videos and fun content for other people to see. When someone sees something funny or exciting or uplifting, it may
make their day just the slightest bit better. This leads them to an increase in life satisfaction. All but one respondent that uses social media for 3 – 6 hours per day said that they use TikTok. These are the people with the highest life satisfaction score. Both Khaby and Charli could be one of the reasons that these respondents put a smile on their face during the day.

Next, I would like to recognize the top few companies that are most followed on TikTok and evaluate their high engagement level. The most followed company on TikTok goes to TikTok with 79.9 million followers, followed by Netflix with 38 million followers, and the National Basketball Association (NBA) with 21.5 million followers as of May 10, 2023. The TikTok account is the most followed on TikTok, which does not surprise me. Many people follow the specific platforms account on the platform that they are using. I am going to skip right over TikTok because they reason they are most followed is because it is their app. No other company on the app can compete with this.

Moving onto the second most followed company, which is Netflix. Netflix is a “streaming service that offers a wide variety of award-winning TV shows, movies, anime, documentaries, and more on thousands of internet-connected devices” (Unlimited… 1). Netflix ranges from $6.99 to $22.99 a month which is a flat rate. A few astonishing facts about Netflix are that it has 260 million subscribers worldwide, revenue of $30 billion in 2021, 21.3 million Netflix apps were downloaded in 2021 alone (Woodward 4). Seeing that Netflix has so many subscribers all over the world, it makes sense that they have the second highest number of followers on TikTok. Netflix gives their subscribers many unique features including shows and movies that were created by Netflix, called Netflix Originals, being able to stream on multiple devices at a time, no commercials, and an extensive library of shows and movies to watch. On TikTok, Netflix’s account consists of videos from their popular shows, interviews with cast
members, and teasers for upcoming attractions. Netflix itself is not a social media platform. This is why they have to use platforms such as TikTok to get their company visibility for more people to subscribe. So, why do people engage with Netflix on TikTok? To find this out, we need to look at the most and least engaged videos on their account. Starting off with the most engaged video, it was posted on March 29, 2024. At the time of research, it had 5.2 million views, 738.9 thousand likes, 3,571 comments, 21.7 thousand saves, and 20.1 thousand shares. This video is of two characters in the show *Bridgerton*. Both of these characters, Penelope Featherington and Colin Bridgerton, are the main characters and love interests in this upcoming season. This video is very minimalistic and shows the two characters sharing glances at each other. The video on Netflix’s account with the least amount of engagement was posted on April 7, 2024. At the time of research, it had 24.4 thousand views, 824 likes, 28 comments, 73 saves, and 35 shares. This video is about a show called *Heartbreak High*. It is more upbeat and has a lot more going on at once. There are many different clips of the different love interests, it has words on the screen, and it is about a less known show. The second video also does not leave room for interpretation. There are many clips that show what is going on, while in the first video, all they are doing is exchanging glances. We do not know how their love story is going to pan out because it does not show them kissing, touching, or anything of that sort of nature. The second video shows this. It seems as if Netflix’s engagement is driven by their popular shows and mystery. When people get to interpret for themselves what they think is going to happen this is what makes people excited about what is to come.

Next, the third most followed company on TikTok goes to the National Basketball Association (NBA). The NBA is “a professional basketball league comprised of 30 teams across North America featuring the best basketball players in the world” (Staff 1). Playing in the
NBA is the end goal for most basketball players that aspire to play after college. It is a huge accomplishment to play on one of the 30 teams that compose the NBA. In 2023, Forbes reported that the “average NBA team is worth $3.85 billion” (Ozanian 1). They also say that this was a 35% increase from the year prior. Having 30 teams and the average worth for each team being in the billions is an astounding number. If every team is worth the average, then that would mean the NBA is worth around $115.5 billion. This is a huge company that has a monopoly over the sport of basketball. On TikTok, they post game winning plays, crazy baskets made, and notable players highlights. Most of the plays and shots that the NBA posts on TikTok are when the fans in the stadium go up for grabs. This is how the NBA knows that people want to see that kind of play. If the people in the stadium were cheering and jumping up and down that is the kind of play that people want to watch over and over. The NBA uses the cameras to their advantage to post pictures and videos in live time. People follow the NBA to see these replays. It is always fun to see what other teams are doing in the league even if they are not your own home team. The video with the most engagement on the NBA’s account was posted on January 18, 2024. At the time of research, this video had 16.9 million views, 1.8 million likes, 9,496 comments, 128.6 thousand saves, and 60.5 thousand shares. This is a video of Anthony Edwards, a player on the Minnesota Timberwolves. During this video, he is playing in a game and he goes to throw the ball at the backboard of the basketball hoop catches it from the rebound and dunks the ball into the basket. The fans in the crowd start to scream and cheer as well. The video on the NBA’s account with the least engagement was posted on April 9, 2024. At the time of research, it had 9,989 views, 561 likes, 19 comments, 17 saves, and 3 shares. This video is a paid partnership with AT&T. Throughout this video, there are multiple videos of different NBA players dunking the ball into the basket. While this is happening, they have someone commenting on what is happening and
reacting to the shots. The aspect that drives engagement for the NBA is the one play where the crowd goes up for grabs. The biggest difference between these two videos is one play with fan reaction versus many plays and no fan reaction.

Both Netflix and the NBA do a great job of marketing their companies so that engagement on their videos is high. The beauty of TikTok is that a person does not need to follow an account in order to see their videos. These companies have different ways of driving engagement and they use these ways to their advantage.

Conclusions and Further Directions

If I were to redo this project, there would be a few changes I would have made. The first being to submit the documents to the IRB sooner than when I did. I submitted the required documents the first week of December which was right before the holidays. This prolonged the process of approving the documents because the end of the year is a busy time. If I were to do this again, I would submit it at the beginning of November so that I would have time to make revisions as well. The project was officially approved after all of the revisions at the end of January. This was not ideal because I still had to send the survey out, review the responses, and create the items needed for my oral presentation. Ideally, everything would have been submitted and approved by the first of the year. This would be the first change I would make if I were to redo this project. Another change I would have made would be to get more responses on the survey. I would have liked to have at least 100 respondents because I think that would give me a more cohesive answer to the research questions. I do not think this is the biggest issue, but it would have been useful to have more responses. Having the amount that I did, still gave a good representation of our student body at Bowling Green State University, but I would have liked to have just a few more people answer. A third and final change I would have liked to make would
be to make the survey confidential not anonymous. I would have loved to sit down with a few of the respondents so they could explain their answers in more depth. I think this would have been a great addition to the project because it gives more insight on what the respondents were thinking when they filled out the survey. I made the survey anonymous because I thought more people would answer if it could not be traced back to them. Being able to see their names and contact information would have been able to give me the opportunity to reach out and ask if they would be willing to have a conversation with me about their responses. Overall, these three changes are not impacting the results of my study, but they would have been a great addition had I had the insight I do now.

Overall, we can see how social media can affect a student’s daily life. Although I hypothesized that it would be a negative effect, it does not have to be. We saw above how the people with a higher GPA still get distracted by social media and spend a lot of time on it as well. Obviously, if a person has over a 3.50 GPA they are doing very well in school. They know how to balance their time and are not getting too distracted to the point that it hurts their studies. The second hypothesis that I made was that as a person spends more time on social media the less productive, they are. This turned out to be true. The data showed that the respondents were less productive after they spent longer consecutive amounts of time on a social media platform. It was also found that the people who spent more time on social media throughout the day felt more productive. This study opened my eyes to the different ways people use social media. I assumed it was an overall negative affect because that is the affect that it has on my life. Finally, it was shown that people who spend 3 – 6 hours on social media have the best life satisfaction score. This also shows that social media is negatively affecting people’s lives the more that they use it throughout the day. This is shown on the graphs show where the longer a person uses
social media, the lower their life satisfaction score is. This study showed me that people can manage their time and it is not always a negative effect on their life. Being able to get many different perspectives on the questions that were asked in the survey was very helpful because if I were to just use my personal experiences, that would not be a good source of evidence. Overall, this study shows that being on social media between 3 – 6 hours per day is best for most college students. It was shown that if a person spends 3 – 6 hours on social media per day that they have the highest GPA and have the highest life satisfaction score.
Figures

**Figure 1**

![Time Spent on Social Media to GPA](image1)

**Figure 2**

![Productivity to Time on Social Media](image2)
Figure 3

Time Spent on Social Media Per Day to Productivity

Average Answer of Productivity (Scale of 1-7)

<table>
<thead>
<tr>
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<th>Average Answer</th>
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<tbody>
<tr>
<td>1 - 2 hours</td>
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<td>7 - 10 hours</td>
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<td>More Than 10 Hours</td>
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Figure 4

Time Spent on Social Media to Life Satisfaction

Average Life Satisfaction Score

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