

Envy on Facebook: A Hidden Threat to Users' Life Satisfaction?

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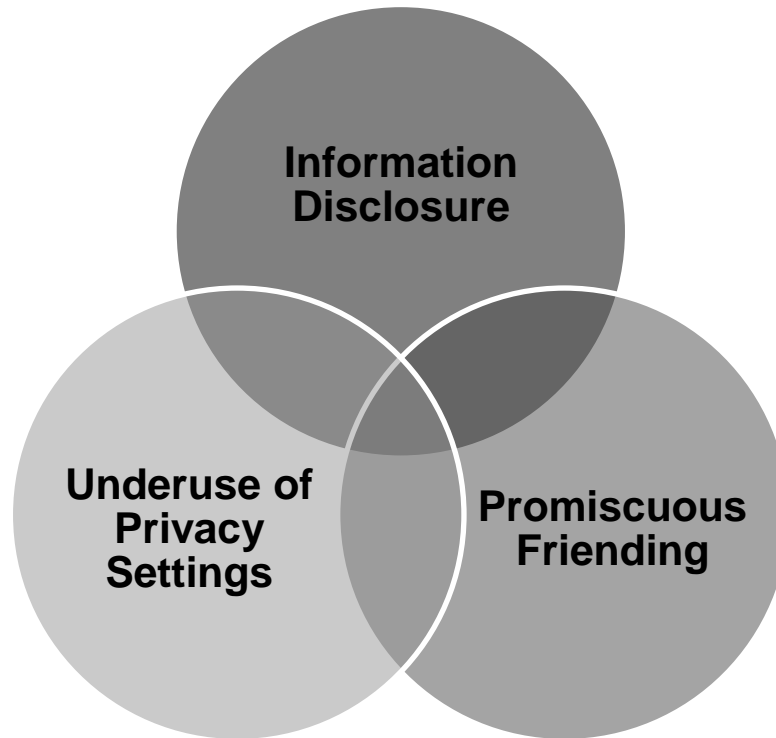
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Consequences of Facebook Use

- **Most discussions of negative outcomes of Facebook use revolve around PRIVACY**



**But is privacy the
only cost of SNS
participation?**



Outcomes of Facebook **GENERAL** use

→ *Overall Activity, Time spent, login frequency*

Positive Outcomes

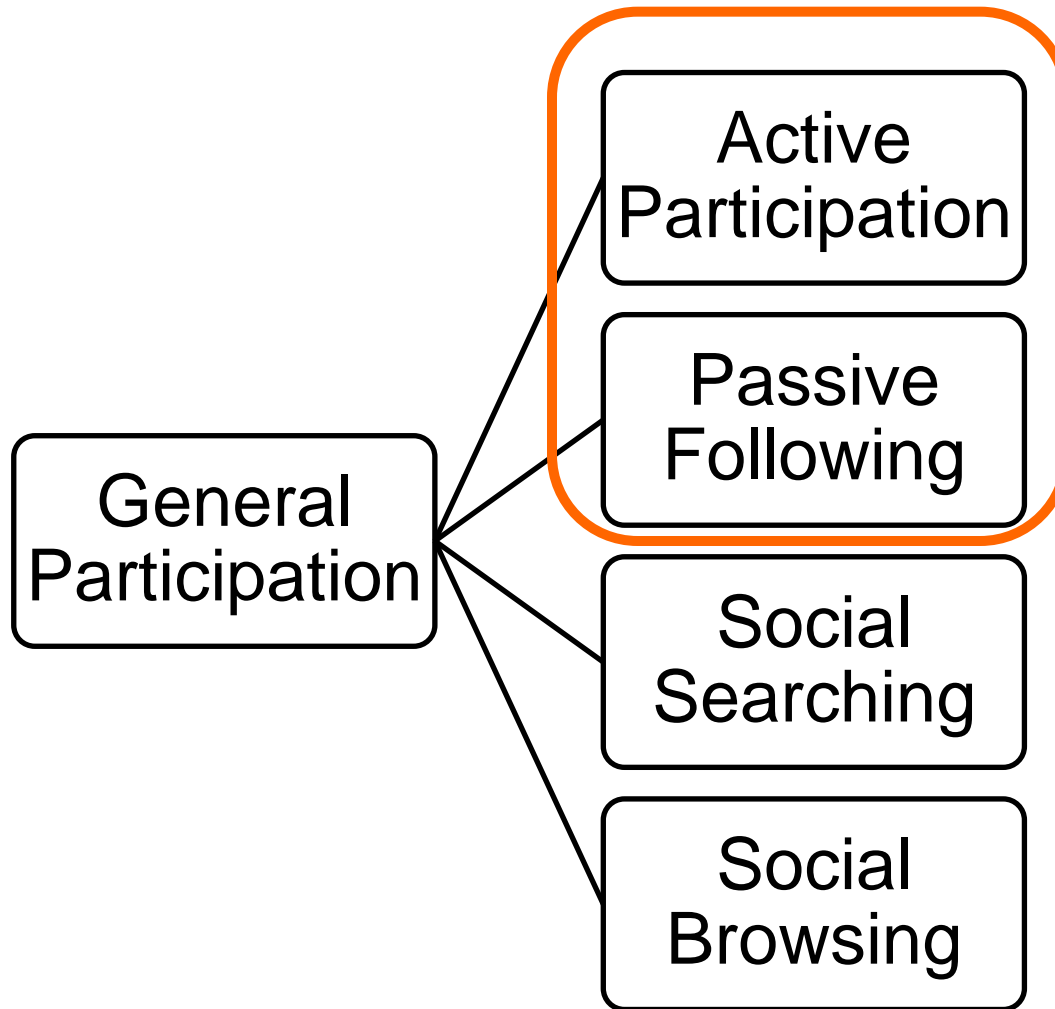
- **SNS Relationship Happiness** (Utz and Beukeboom 2011)
- **Life Satisfaction** (Valenzuela et al. 2009)
- **Well-Being** (Steinfeld et al. 2008)
- **Satisfaction** (Sheldon 2008)

Negative Outcomes

- **Jealousy** (Muisse et al. 2009)
- **Emotional Exhaustion on FB** (Maier et al. 2012)
- **Social Overload** (Maier et al. 2012)
- **Anxiety** (Farahani et al. 2011)
- **Stress** (Farahani et al. 2011)
- **Loneliness (n.s.)** (Burke et al. 2010, Skues et al. 2012)



Participation on Facebook



Koroleva et al. (2011)



Outcomes of Facebook **ACTIVE** use

→ *Directed Communication, Content Produced, Active Participation*

Mainly Positive Outcomes

- **Decreased Loneliness** (Burke et al. 2010)
- **Subjective Well-being** (Kim and Lee 2011)
- **Emotional Support** (Koroleva et al. 2011)
- **Participatory Social Capital** (Koroleva et al. 2011)
- **Networking Social Capital** (Koroleva et al. 2011)



Outcomes of Facebook **PASSIVE** use

→ *Content Consumption, Following, Passive Social Browsing*

Positive Outcomes

- **Emotional Affect / Pleasantness** (Wise et al. 2010)

Negative Outcomes

- **Loneliness** (Burke et al. 2010)
- **Information Overload** (Koroleva et al. 2010)
- **Negative Emotional State** (Haferkamp and Kraemer 2011)

Is Envy the Reason?



Consequences of Envy

Target-Directed

- **Hostility** (Clanton 2006)
- **Anger** (Leach 2008)
- **Aggression** (Foster 1972)
- **Schadenfreude** (van Dijk et al. 2006)
- **Rivalry** (Lehmann 2001)
- **Social Undermining** (Tai et al 2012)

Self-Directed

- **Feeling of Inferiority** (Vecchio 2000)
- **Depressive State** (Smith et al. 1994)
- **Frustration** (van de Ven et al. 2009)
- **Cognitive Depletion** (Hill et al. 2011)
- **Mental Suffering** (Smith and Kim 2007)
- **Feeling of Injustice** (Clanton 2006)
- **Embarrassment** (Leach 2008)
- **Shame** (Leach 2008)
- **Emotional Pain** (Smith and Kim 2007)
- **Stress** (Vecchio 2000)



Facebook creates all premises for envy



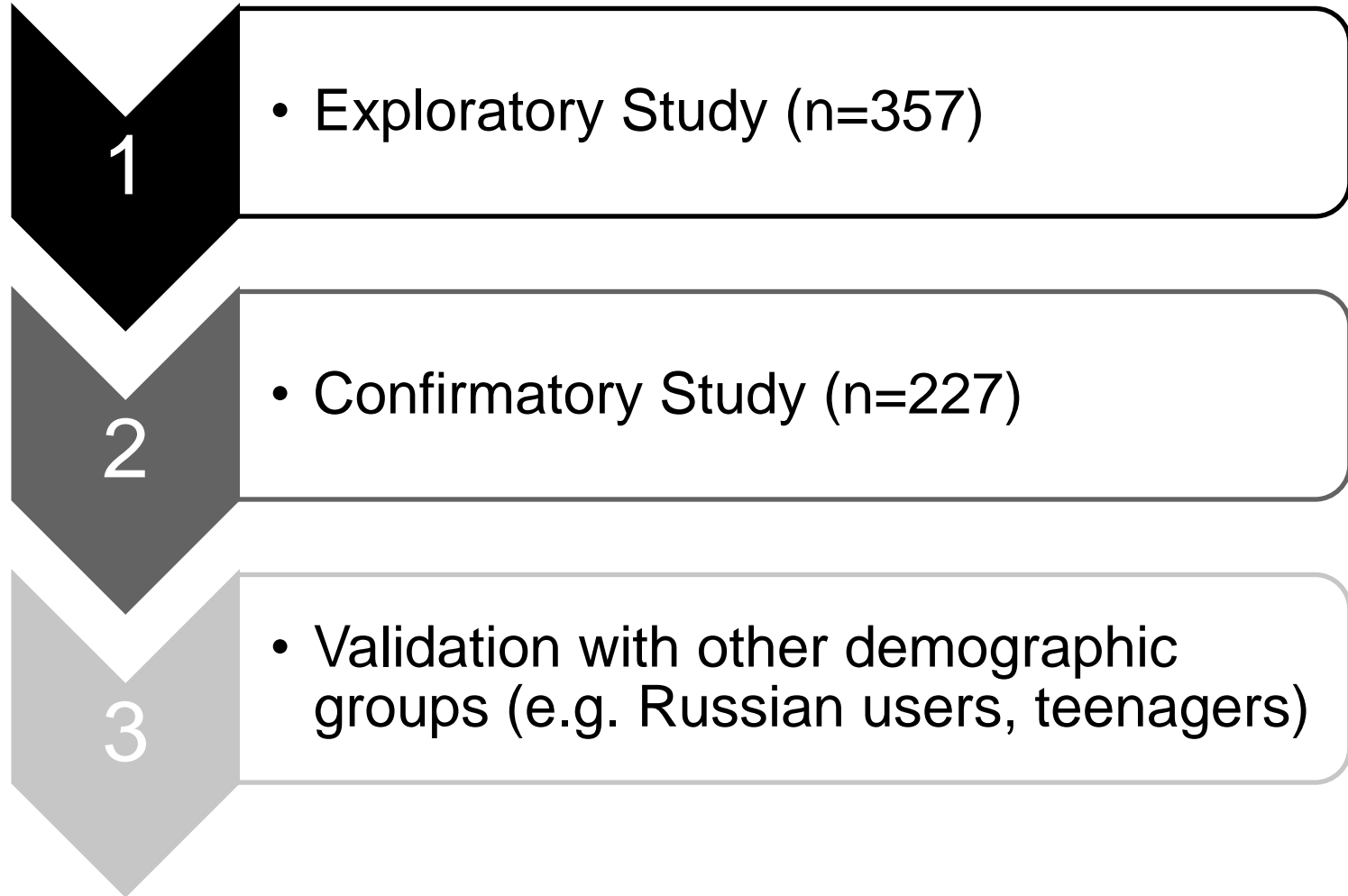
Unprecedented
Information
Sharing

Exaggerated
Positivity

Similarity with
“Friends”



Study Design



Exploratory study

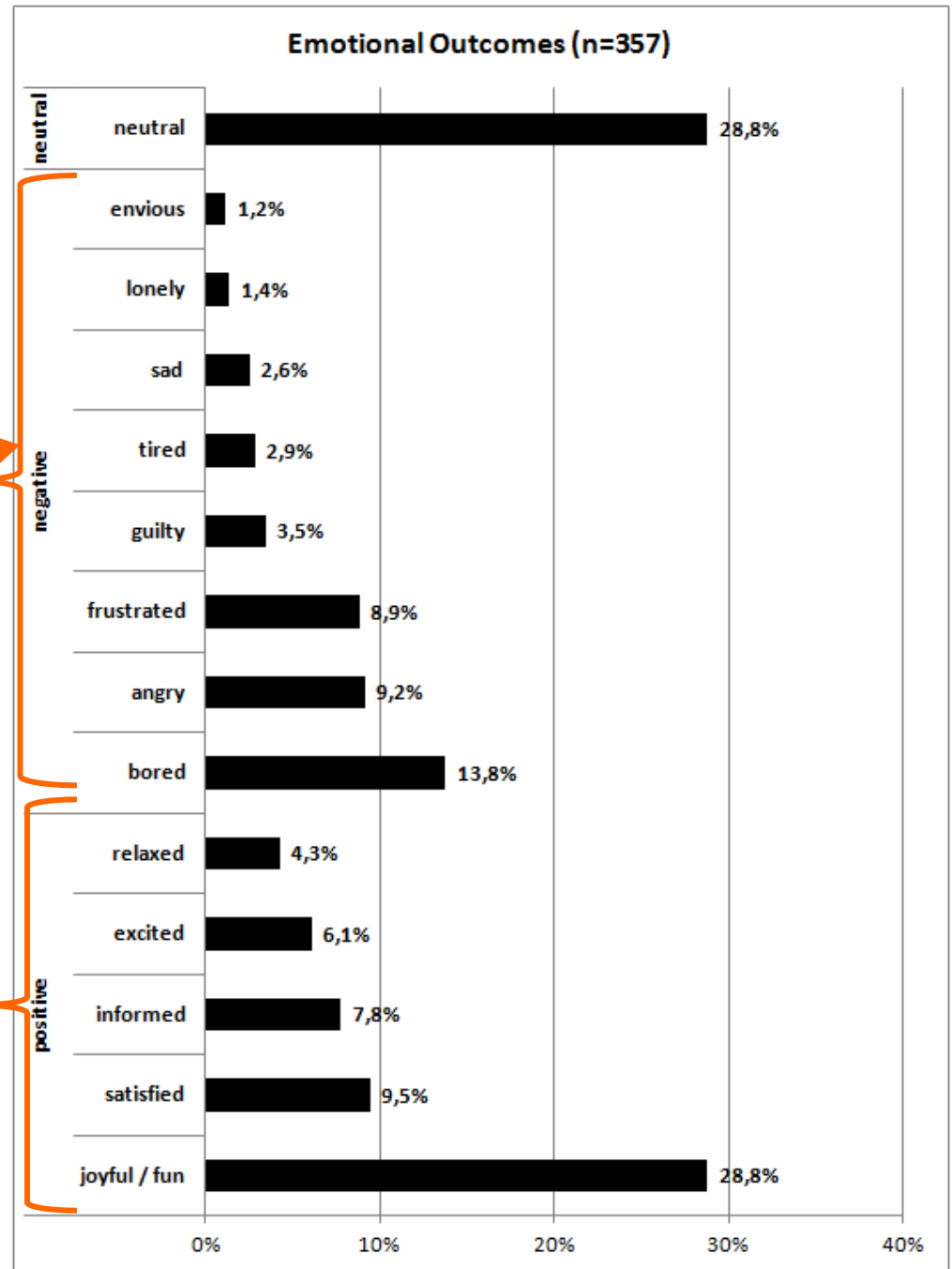
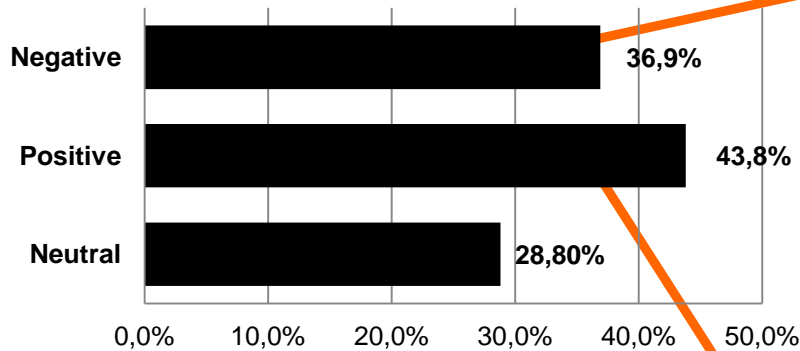
n=357, 90% German students, 66% female



Think about the last time you used Facebook...

What did you feel?

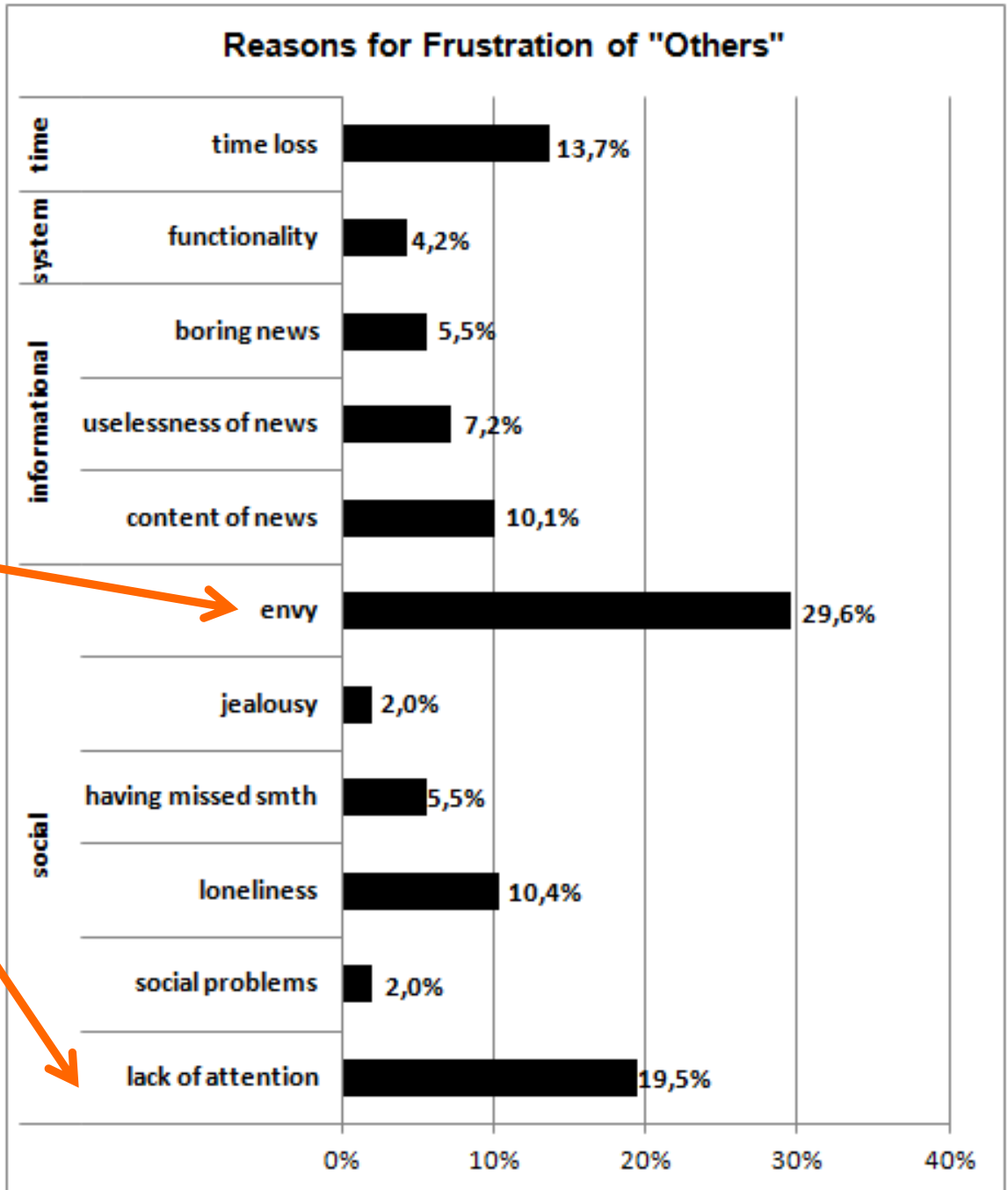
Global Emotional Outcomes (share of respondents, n=357)



Many users report feeling frustrated and exhausted after using Facebook.

What do you think causes these feelings?

36% report feeling frustrated *sometimes or more often*, when talking about themselves...



Think about the last time you envied someone.
Where did you experience this feeling?

Offline Setting

71,5%

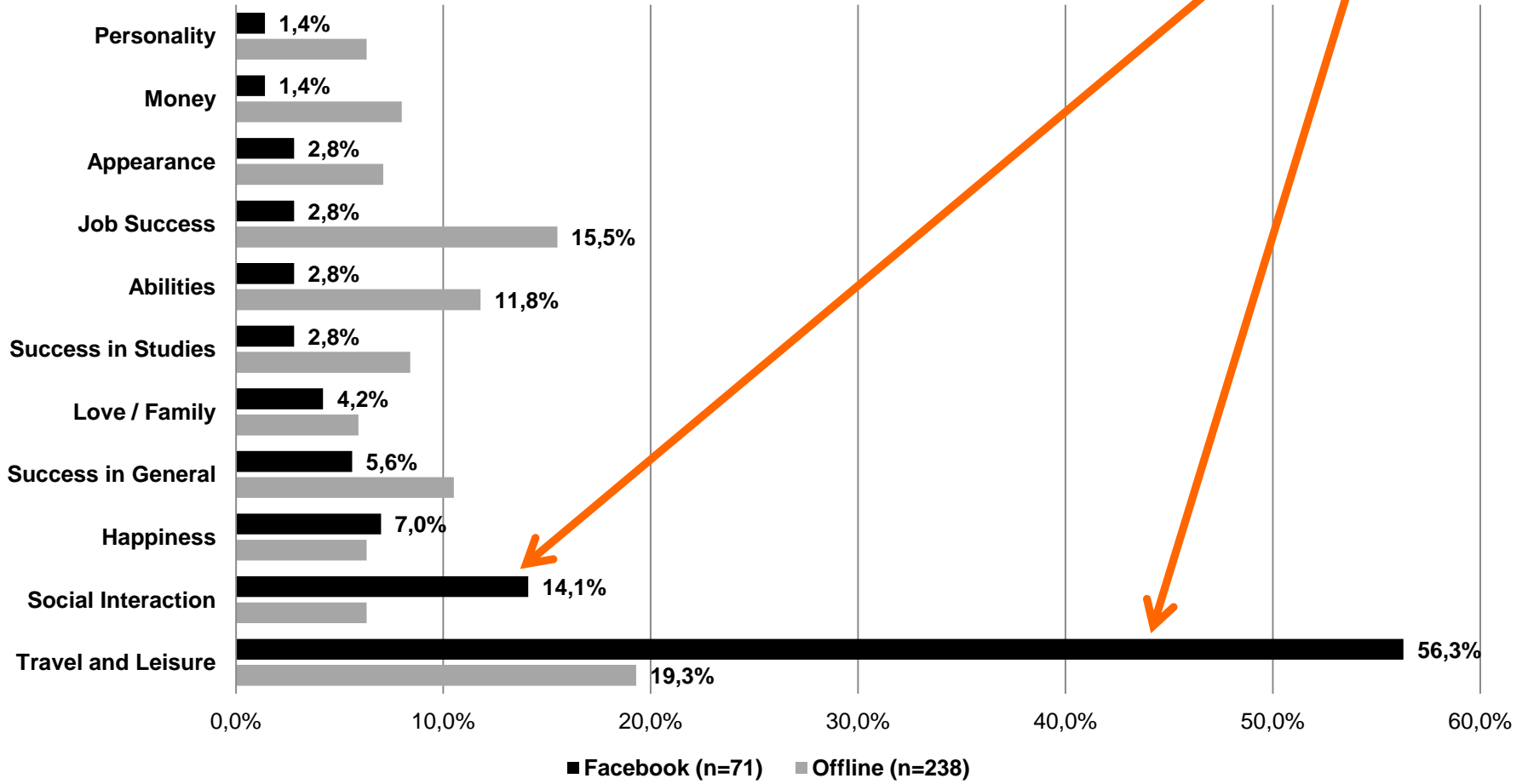
Facebook

21,3%



What have you envied last time?

Trigger of the Most Recent Envy Incident

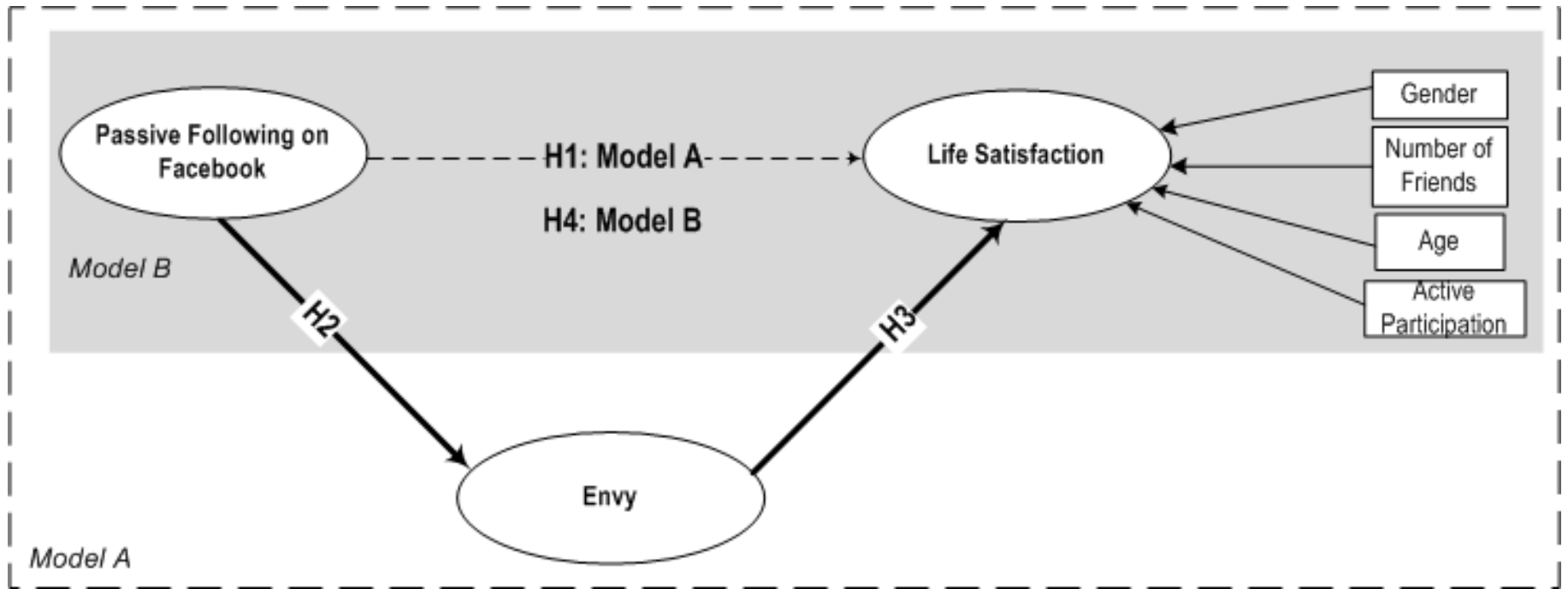


Confirmatory Study

n=227, 86% German students, 68% female

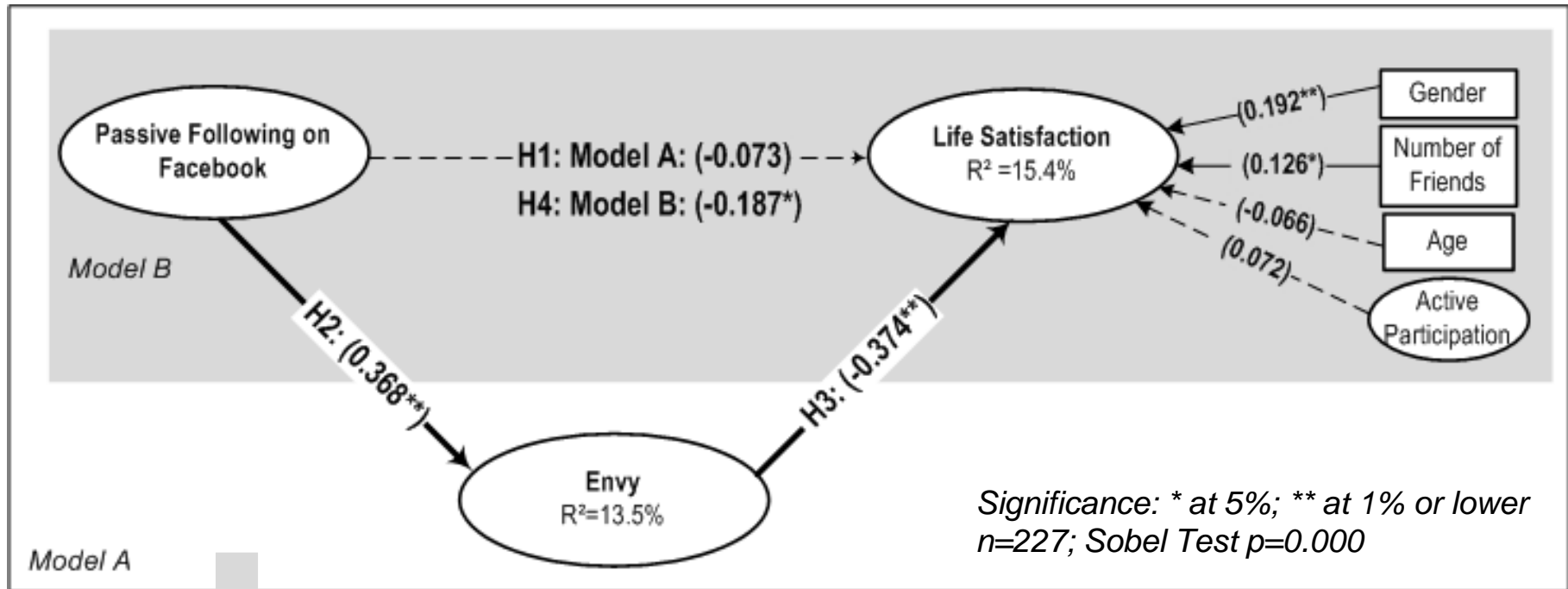


Is envy the reason?



Is envy the reason?

Empirical Study with n=227 users, mainly students



Envy is a full mediator



THANK YOU!

If you have any questions please contact:

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References and Acknowledgement

Paper Reference

- Krasnova, H., Wenninger, H., Widjaja, T., Buxmann, P. (2013) “*Envy on Facebook: A Hidden Threat to Users’ Life Satisfaction?*”, 11th International Conference on Wirtschaftsinformatik (WI), Leipzig, Germany. Best Paper Award

Acknowledgement

- Multiple people have contributed their ideas or comments when this research was developed. Among them: Dorin Toma, Philippa König, Johanna Sprondel, Sascha Friesike and Annika Baumann.

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