Like it, Tweet It, Share it: Social Media Satisfaction and Biological Sex Jaclyn Vanosdol and Michael Foist Anna F. Carmon, Ph.D., Mentor Indiana University-Purdue University Columbus



Social Media

"web-based services that allow individuals to (1) construct a public or semipublic profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system" (Boyd & Ellison, 2007)

Social Media Communication Satisfaction

a "positive general feeling of varying intensity evoked by user's favorable post-consumption evaluation of a medium" (Patwardhan, Yang, & Patwardhan, 2011)

Interpersonal Communication Competence

"a person's abilities to demonstrate skills, either innate or developed, to accomplish communicative goals" (Wright et al., 2013)

Research Questions

RQ1: How are individuals' choices of social media related to perceptions of social media communication satisfaction?

RQ2: Are women more communicatively satisfied with social media than males?

RQ3: How are perceptions of interpersonal communication competence related to social media communication satisfaction?

RQ4: How are perceptions of interpersonal communication satisfaction related to an individuals' choice of social media?

Methods

305 participants 18 years or older who had interaction with some form of social media completed surveys.

communication (t(294) = -1.08, p < .05). $(F(1,274) = 33.25, p < .01 (R^2 = .109).$

No relationship between choice of social media platform and social media communication satisfaction.

It was found that there was no difference between men and women's communication satisfaction when using social media. This could be attributed to consistently changing user interfaces across social media platforms. Perceived effective communication would increase the likelihood of satisfying communication.

Sample primarily women Determining the reason for using social media Age and life experiences



Results

RQ1: Perceptions of social media communication satisfaction did not differ based on their favorite social media platform (F(3,285) = 2.24, p > .05).

RQ2: The mean of males satisfied with social media communication was not significantly different from the mean of women satisfied with social media

RQ3: Individuals' perceived interpersonal communication competence was positively related to their perceived social media communication satisfaction

RQ4: Perceived interpersonal communication competence did not differ based on individuals' favorite social media platform (F(3,267) = .433, p > .05).

Discussion

Limitations

