



# Perceived Social Media Norms and Social Media Use Frequency Among UCSD Undergraduate Students

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## Objective

To **assess** whether **perceived social media norms** are associated with **social media use frequency** among college students.

## Background

- ❖ **98%** of college students use social media
- ❖ **64%** of college students use social media during school hours
- ❖ Only **20%** of college students use social networking sites for academic purposes
- ❖ Our study intends to provide an explanation for the **commonality of social media usage**
- ❖ **Hypothesis:** As a result of institutionalized perceptions, the popularity of social media leads to the normalization and frequent use among college social circles

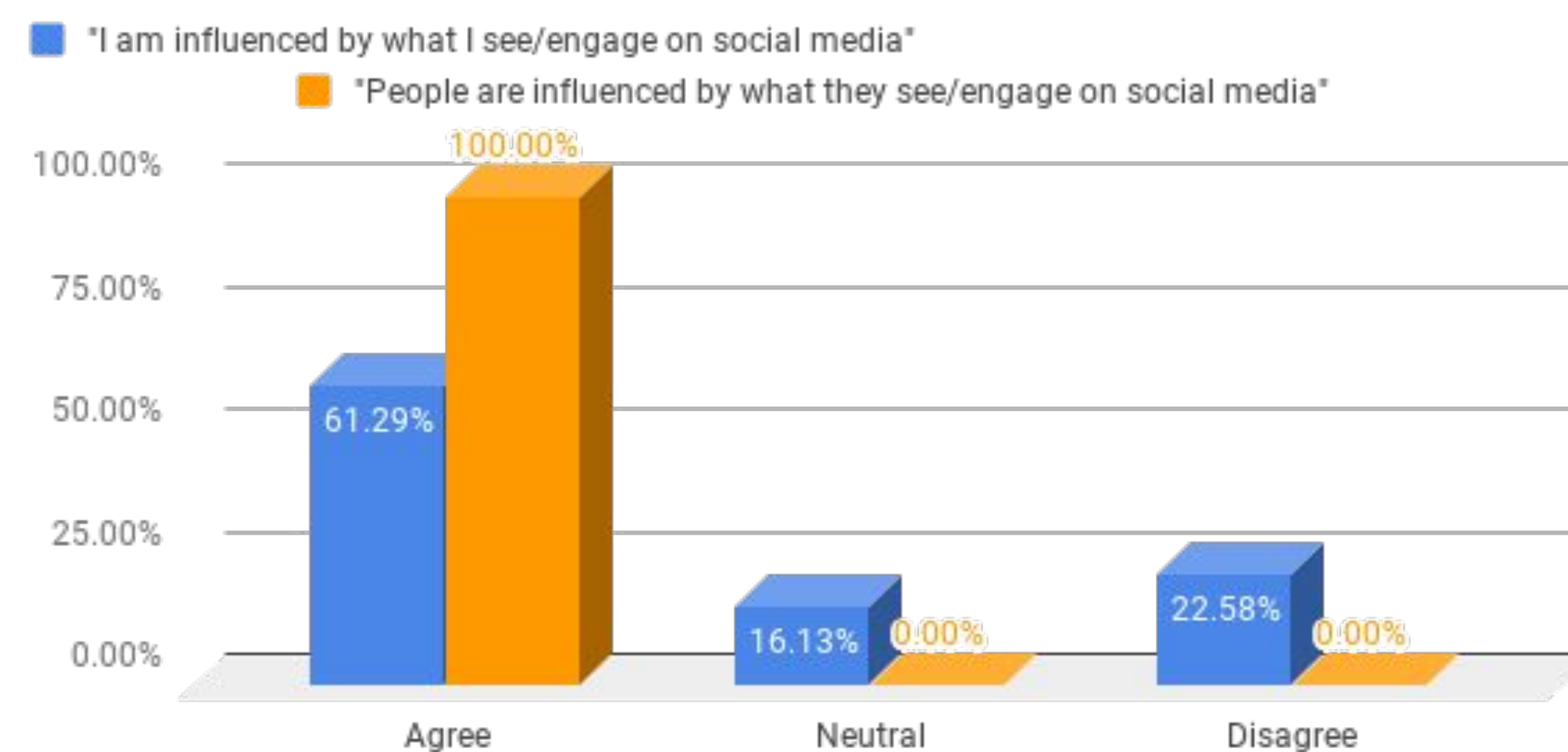
## Methodology

- ❖ Examine the role of social norms (**exposure**) on shaping students behaviors by using social media use frequency as the **outcome**
- ❖ Population-based online survey
- ❖ Participants (**n= 31**) comprised of UC San Diego **public health undergraduates**
- ❖ Time frame: two weeks (**April 2019**)
- ❖ Data were analyzed by performing a **cross-tabulation** and utilizing **Google sheet**

## Results

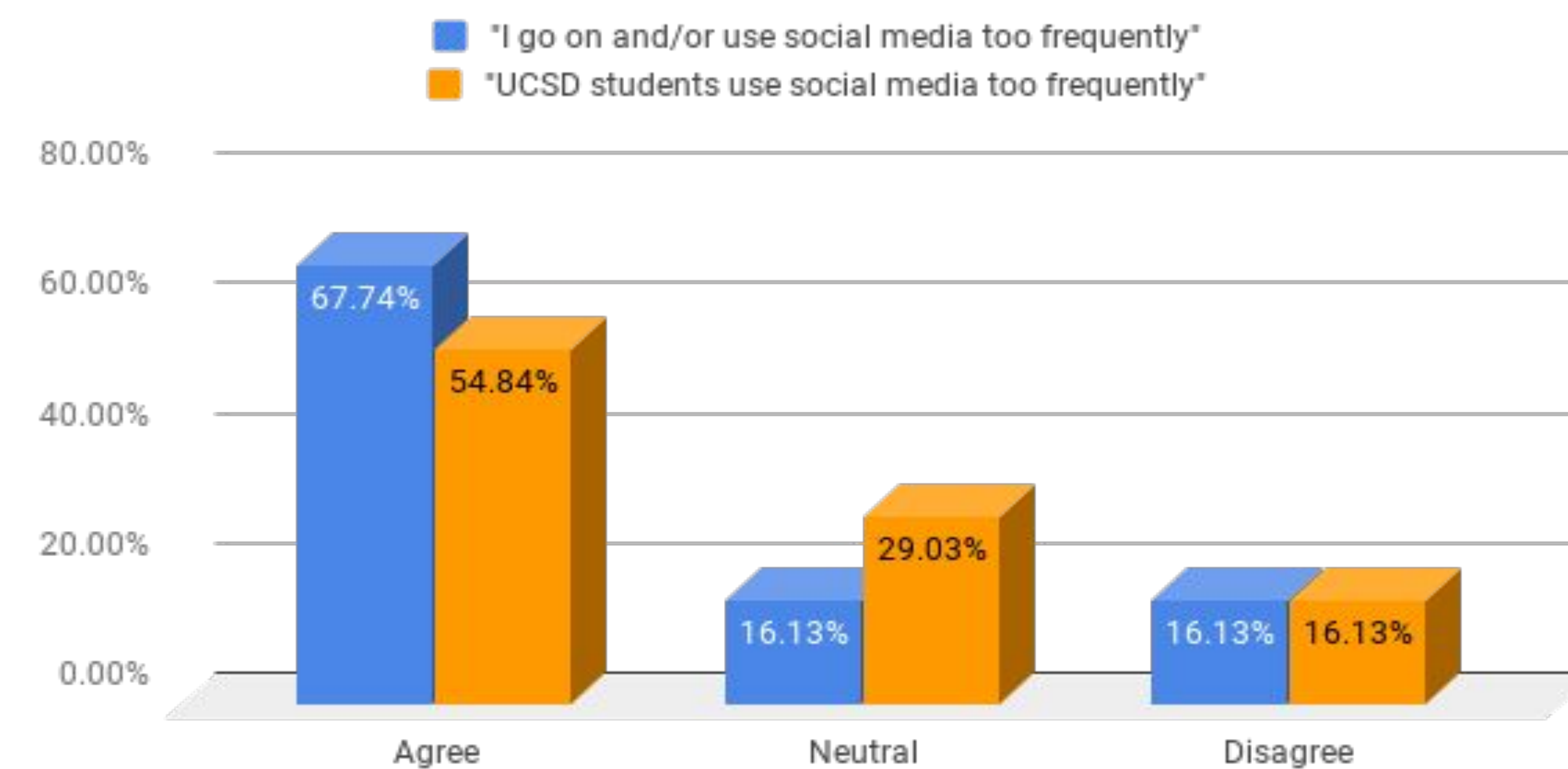
### Exposure

Self and Community Rating on the Statement of Being Influenced by Social Media Norms

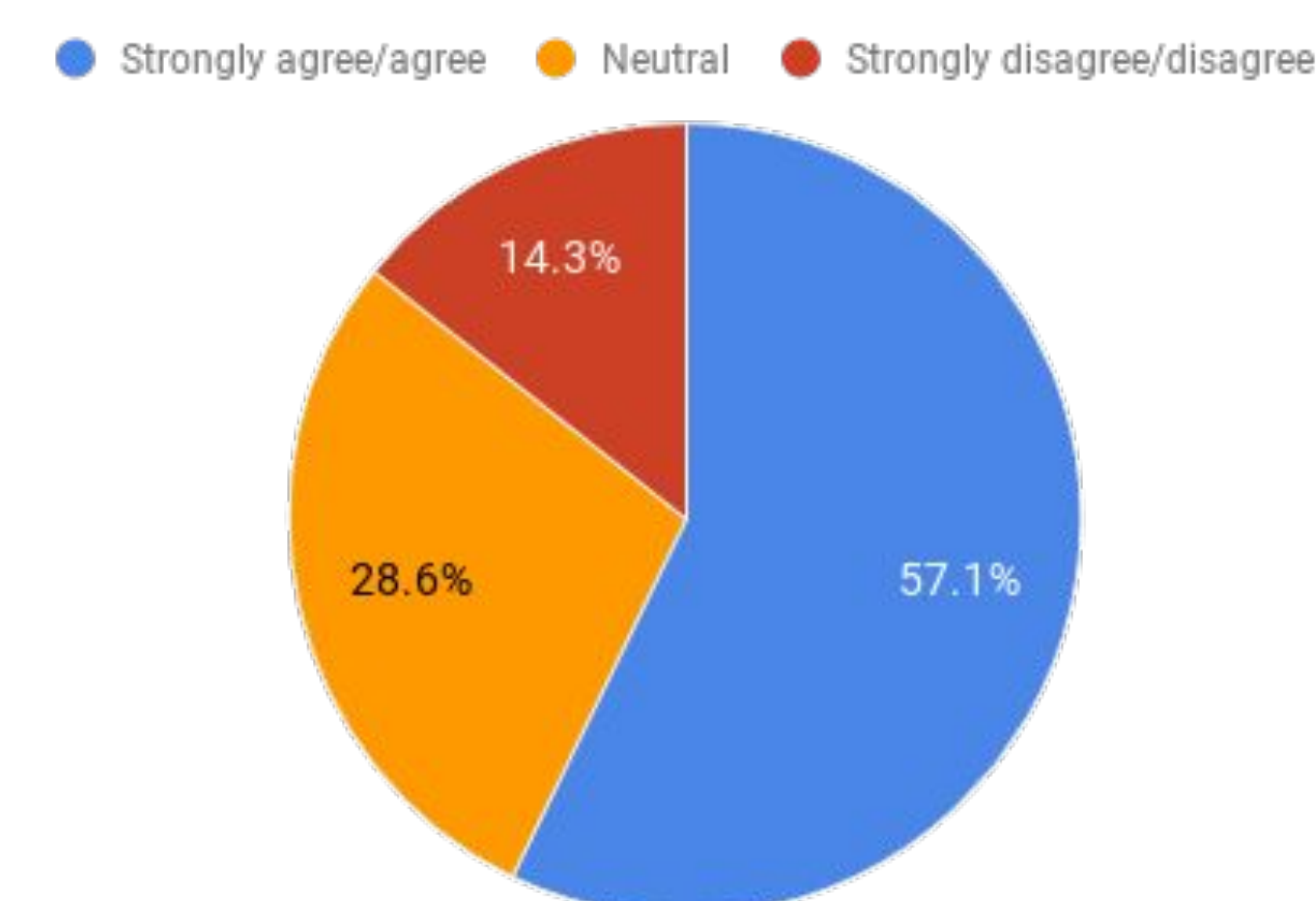


### Outcome

Self and Community Rating on the Statement of Social Media Usage

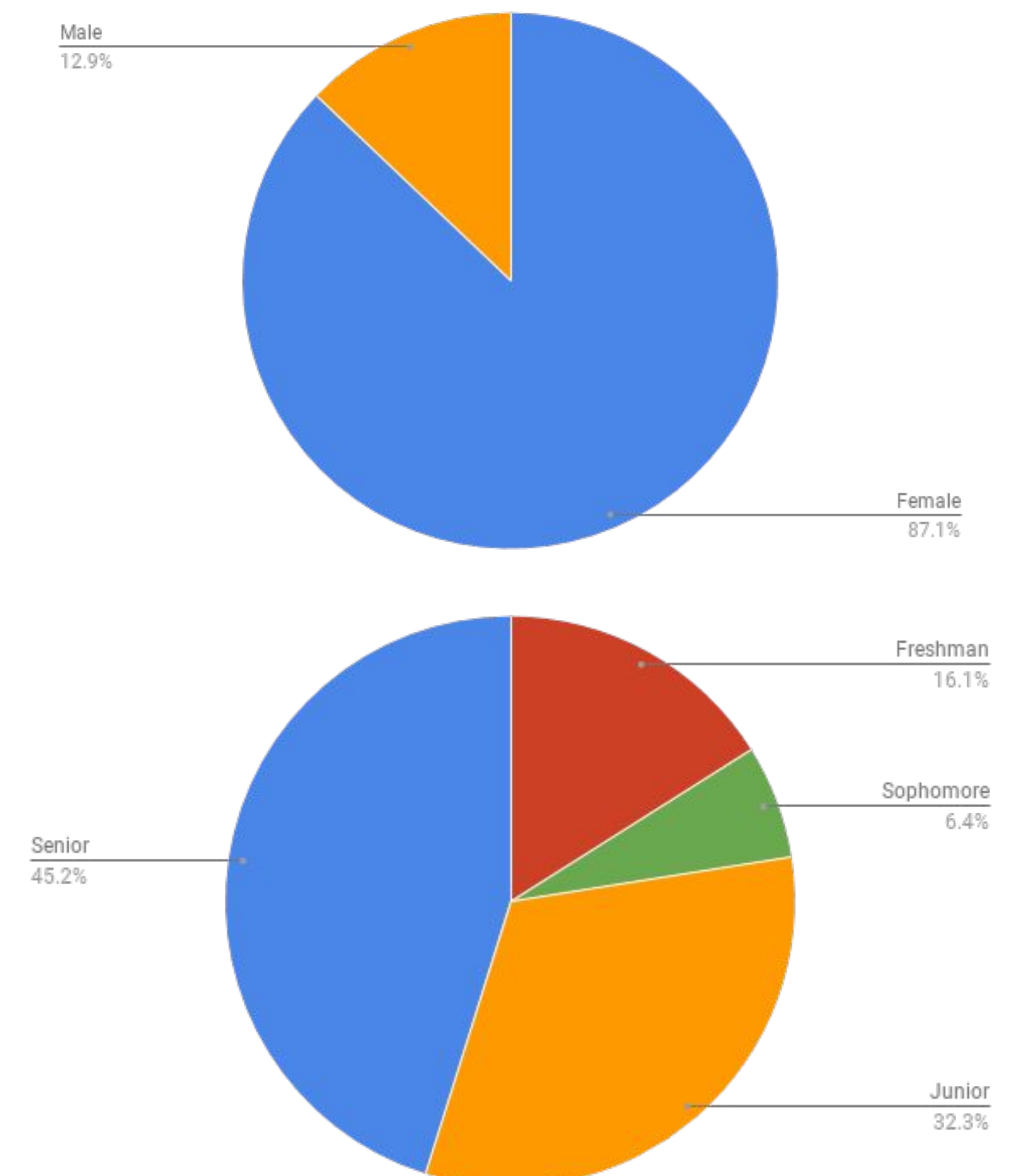


Cross-tabulation of the Influence of Social Media Norms and Social Media Usage



- ❖ Cross-tabulation of the **exposure** (social norms) and **outcome** (social media usage)
- ❖ Self-rating
- ❖ **57%** rated themselves positively correlated with social norms influencing their social media usage

## Demographics



## Conclusion

The prevalence and frequency of social media use among college students is **positively** associated with social media norms.

## Policy Implications

- ❖ **Educational campaign** on social media use awareness and prevention
- ❖ Delivered by the **university board** and by **affiliated personnel**
  - Collaboration with **student organizations**
  - University workshops on **time management** and **personal maintenance**
  - Weekly updated **informational booths**