


Social Media is Shifting the Values in our Societies: An Increase in Consumers' Achievement and Conformity Orientation

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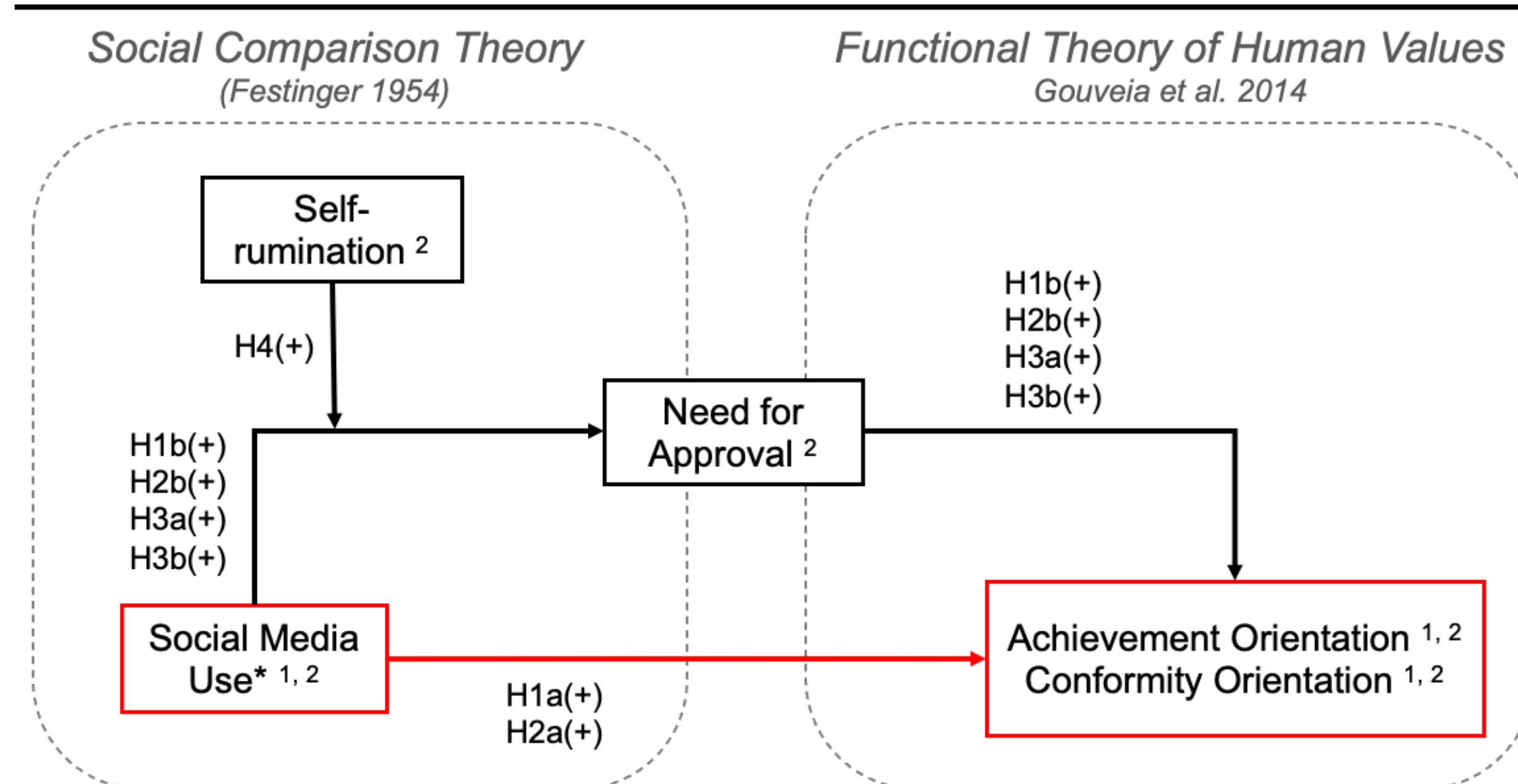
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Past research explored the beneficial and harmful effects of social media, but no study has investigated how social media might change consumers' identities at a deeper level. We suggest that social media is an important catalyst for a shift in two basic individual values, achievement and conformity, transforming the fabric of our societies.

Fig. Overview of the conceptual model.



¹ Included in Study 1 (N=135000). This study included only the main effects.

² Included in Study 2 (N=1000) and Study 3 (N=212). Study 2 and 3 included the full conceptual model.

* Study 2 uses objective social media use as the independent variable extracted through screen time information of social media apps.

Overview of the studies

Study 1: Using the data from ESS rounds 1 to 4 (2002, 2004, 2006, 2008) from 15 European countries (N=135000), we focused on pairs of countries at the onset of social media's introduction.

Study 2: We used a nationally (UK) representative sample of 1000 participants based on age, gender, and ethnicity. We used objective time spent on social media as the IV. We estimated an SEM to test the conceptual model and implement a moderated mediation analysis

Study 3: In an experimental design (N=212), the participants were asked to spend time on their own social media for five minutes. We compared Facebook vs. LinkedIn vs. Control (reading news articles on BBC).

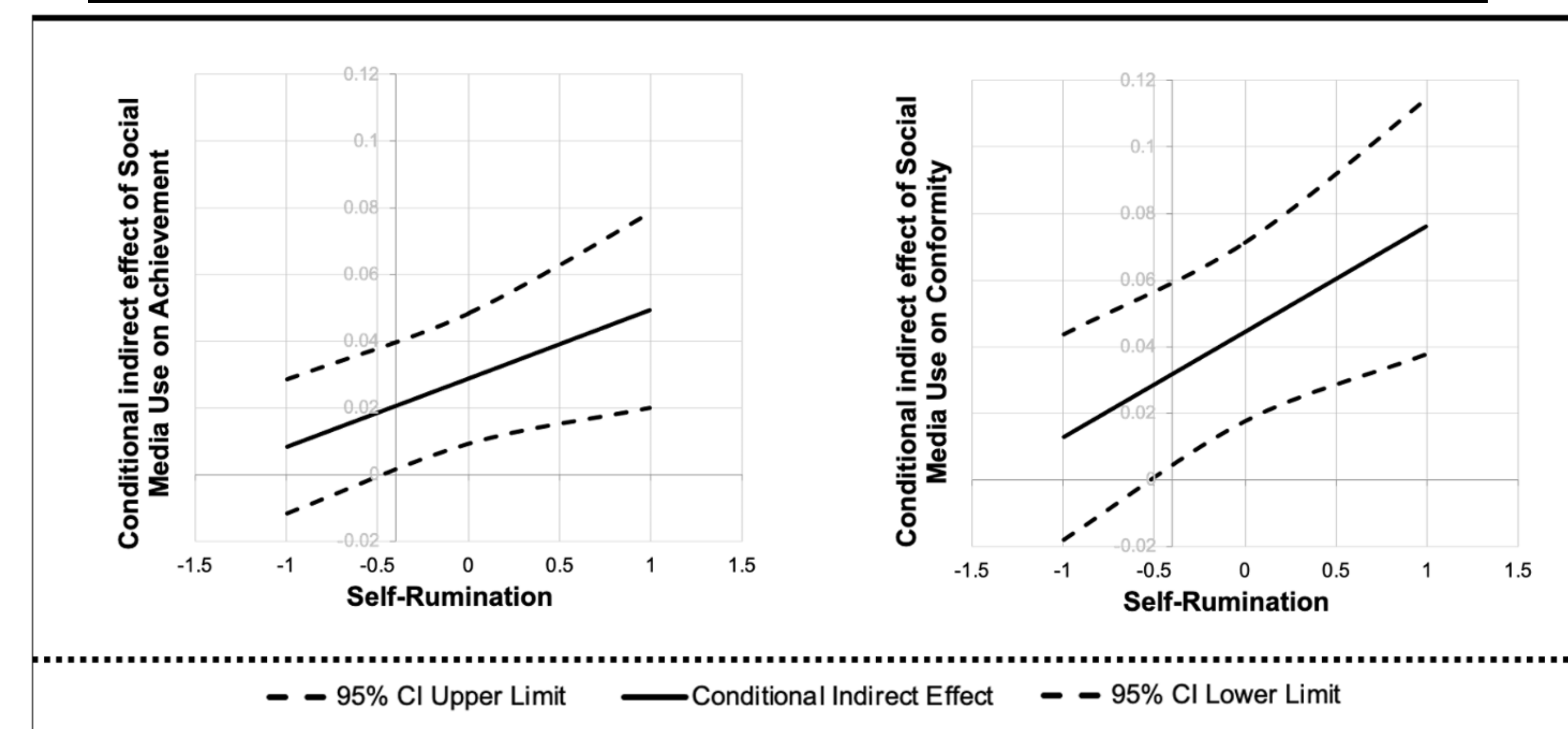
Study 1: A Difference-in-Difference Analysis Focusing on Pairs of European Countries



The results have shown significant difference-in-differences effects on achievement and conformity for (almost) all pairs we analyzed. The early adopters have shown a significant increase in achievement and conformity values after 2006, while in the late adopters, these values remained largely unchanged.

Study 2:

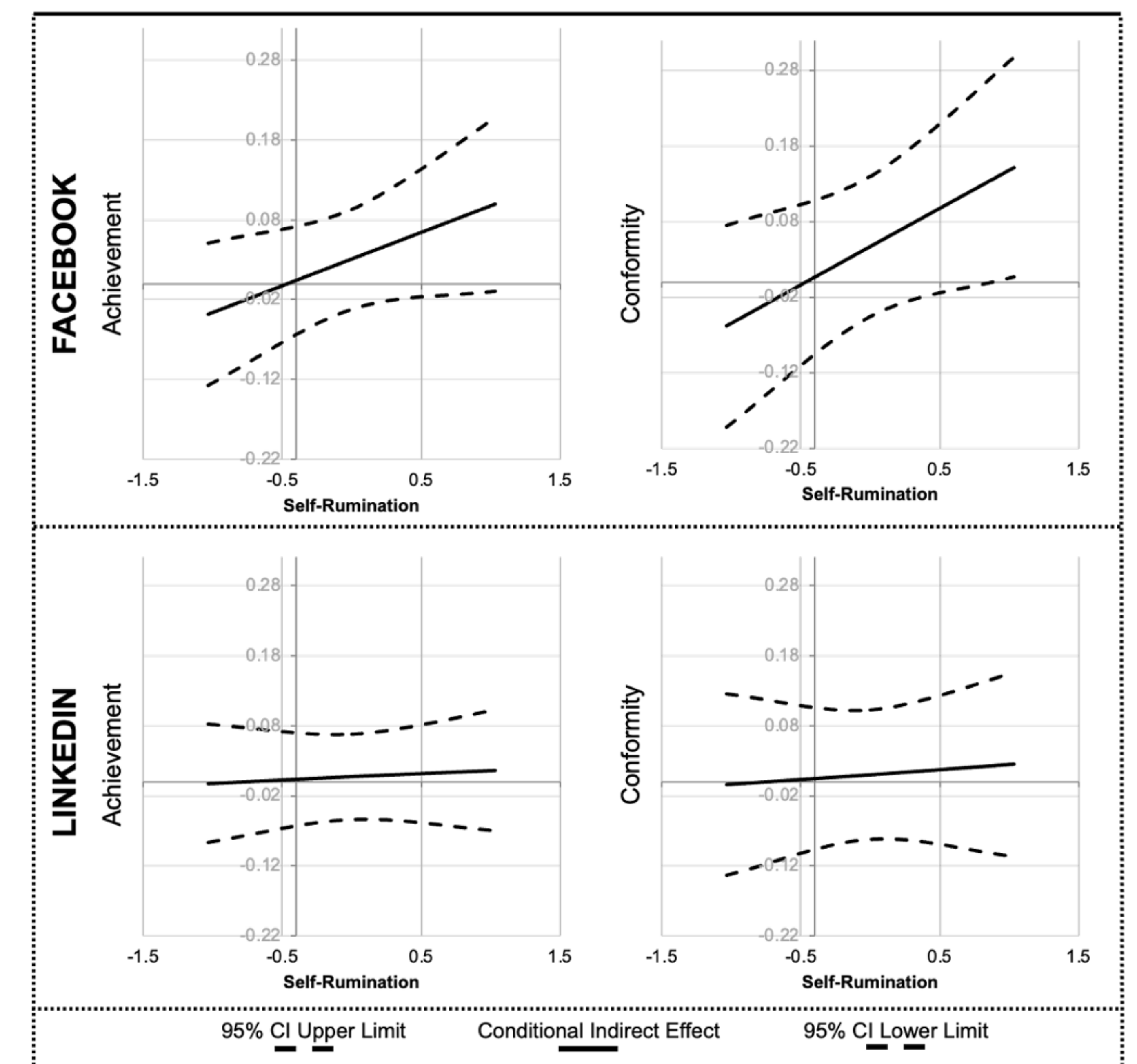
How Social Media Impacts Achievement and Conformity



Achievement: (b = .025, SE = .013, 95% bootstrap CIs = [.004, .055])
Conformity: (b = .037, SE = .017, 95% bootstrap CIs = [.007, .076])

Consumers who have a lower tendency to self-ruminate are less affected by extensive exposure to social comparisons on social media.

Study 3: The Impact of Social Media Exposure on Activating Values



Facebook Achievement: (b = .068, SE = .051, 95% bootstrap CIs = [.003, .216])
Conformity: (b = .100, SE = .063, 95% bootstrap CIs = [.009, .263])
LinkedIn Achievement: (b = .017, SE = .041, 95% bootstrap CIs = [-.049, .120])
Conformity: (b = .025, SE = .053, 95% bootstrap CIs = [-.061, .152])

We provided the participants with a brief exposure to social media, limited to just five minutes, and showed an increase in the need for approval, and indirectly an activation of values achievement and conformity. The findings showed a pattern of an increase in the need for approval only in the group that was exposed to Facebook, and only when self-rumination was high.

Please feel free to connect and send any feedback later.



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