

What is this study about?

1. Focuses on collective identity
  - a. Previous research focused solely on individual self-esteem
  - b. This opens up more doors into the study to learn and understand more
2. Central Question: Do social media addiction, FoMO, and narcissism influence an individual's satisfaction with life?
3. Self-esteem is the key factor
4. Social Identity Theory is the framework for understanding self-esteem

In conclusion, this study is about how social media affects a person's satisfaction with life. To do this, three aspects of social media are focused on: social media addiction, fomo, and narcissism. The **key factor** in understanding the relationship is **self-esteem, which is** derived from **the framework of social identity theory**. So the most important thing to this whole puzzle is Social Identity Theory and understanding how the two types of self-esteem affect life satisfaction.

What is the goal of this study?

1. To understand the impact social media addiction, fomo, and narcissism have on an individual's satisfaction with life
  - a. How: Asked 260 people about how social media makes them feel these things
  - b. Connected it to an individual's self-esteem
  - c. Studied how the two versions of self-esteem affected an individual's SwL
2. Integrates **self-esteem** as a **key factor**
  - a. How: makes self-esteem the key link between the three aspects of social media and satisfaction with life
3. Gain a deeper understanding of **Social Media Theory**
  - a. How: Splits "Self Concept" or self-esteem into two
  - b. Social Identity (Collective self-esteem)
  - c. Personal Identity (Individual self-esteem)
4. Challenge or confirm previous research

Demographic, group, sample size, population, etc.

1. French
2. 260 Participants
3. Age Range
  - a. 26 and 35 years old (43.1%)
  - b. 36–49 years old (30.8%)

- c. 19–25 years old (18.4%)
  - d. 50+ (7.7%)
  - e. Overall - Majority 19-49 with a few 50+
4. Sexes
- a. Males (52.3%)
  - b. Female (47.7%)
5. Time Frame: 5-week period

While Social media offers a positive role in today's world, such as influencing how people communicate, connect, and share information, there are also many adverse side effects, often referred to as the "dark side" of social media. The study's primary focus is to understand the impact this dark side, more specifically, social media addiction, fear of missing out (FoMo), and narcissism, has on an individual's satisfaction with life. The key piece to solving the puzzle of understanding the relationship between these behaviors and satisfaction with life is the integration of self-esteem as the linking factor between the two.

Through a Social Identity Theory lens, this study differs and goes further than prior research that focused mainly on individual self-esteem. This theory emphasises that people define themselves not only through their personal identity (individual self-esteem), but also through their social identity (collective self-esteem). By using this theory as a framework, the study offered a deeper, more thorough understanding of how these aspects of social media impact satisfaction with life through 2 dimensions of self-concept rather than just one.

To gather data, an online survey involving 260 participants based in France was administered over 5 weeks through various social media platforms - LinkedIn, Instagram, and Facebook. The demographic characteristics of the participants leaned slightly toward males, with 136 males (52.3%) and 124 females (47.7%). The participants' ages mainly ranged from 19 to 49, with the largest group being **26 to 35 years old (43.1%)**, followed by **36 to 49 years old (30.8%)**, and **19 to 25 years old (18.4%)**. A small portion of participants (7.7%) were aged 50 and above.