

Self-esteem shapes the impact of GPA and general health on Facebook addiction: A mediation analysis / Meltem Huri Baturay & Sacip Toker

Abstract: This study investigates the mediation impact of GPA and general health – positive on Facebook Addiction via Self-Esteem under the provision of active daily use of Facebook. We reached 120 participants who are college students. Our sample comprised 63 (52.5%) females and 57 (47.5%) males. We collected data through an online questionnaire. Structural equation modelling using IBM SPSS AMOS and mediation analysis were performed. The findings of the study suggested that self-esteem is a critical and shaping construct when the decreasing impact of both GPA and general health – positive on Facebook addiction is a concern. College students with low GPA and general health – positive feelings have low self-esteem, which in turn increases the possibility of becoming a Facebook addict. Moreover, active daily use of Facebook is another factor triggering addiction. Recommendations and further research studies are presented.

The relations among social media addiction, self-esteem and life satisfaction in university students / Nazir Hawi & Maya Samaha

Abstract: The use of social media has grown exponentially to the extent of engaging close to one-third of the world's population as of January 2016. Actually, social media statistics have been reporting an average annual increase of 10% in total number of users. These extremely impressive statistics have been triggering researchers' interest in investigating this phenomenon and its impact on every aspect of users' lives. Our study is an attempt to contribute to the knowledge that is building up in relation to this phenomenon by examining the relationships between the addictive use of social media, self-esteem, and satisfaction with life. To achieve this purpose, a generic questionnaire, the Social Media Addiction Questionnaire (SMAQ) was used stemming from the Facebook Intrusion Questionnaire. Respondents completed an online survey questionnaire which collected demographic information and responses to SMAQ, Rosenberg's Self-Esteem scale, and the Satisfaction with Life scale. In addition to assessing SMAQ's psychometric properties, data analyses included Pearson correlations between the variables, regression analysis, and structural equation modeling. Results showed that a one-factor model of SMAQ had good psychometric properties and had high internal consistency. As for relations, addictive use of social media had a negative association with self-esteem, and the latter had a positive association with satisfaction with life. Furthermore, path analysis showed that self-esteem mediated the effect of social media addiction on satisfaction with life.

Confronting online extremism: The effect of self-help, collective efficacy, and guardianship on being a target for hate speech / Matthew Costello, James Hawdon, & Thomas Ratliff

Abstract: Who is likely to be a target of online hate and extremism? To answer this question, we use an online survey (N=963) of youth and young adults recruited from a demographically balanced sample of Americans. Adapting routine activity theory, we distinguish between actor-initiated social control (i.e. self-help), other-initiated social control (i.e. collective efficacy) and guardianship and show how self-help is positively related to the likelihood of being targeted by hate. Our findings highlight how online exposure to hate materials, target suitability, and enacting social control online all influence being the target of hate. Using Social Networking Sites and encountering hate material online have a particularly strong relationship with being targeted, with victim suitability (e.g. discussing private matters online, participating in hate online) and confronting hate also influencing the likelihood of being the target of hate speech.

Do initial respondents differ from callback respondents? Lessons from a mobile CATI survey / Paula Vicente & Catarina Marques

Abstract: Mobile phones are increasingly being used to conduct mobile CATI-Computer Assisted Telephone Interview surveys and some say it is just a question of time before they replace fixed phones. Although mobile phones allow their users to be called anywhere and at any time, a 100% response rate is unlikely to be achieved with a single call attempt. Callbacks are costly and delay fieldwork completion but they are worth the effort when better overall response rates as well as those for specific subgroups of the population are obtained. Using data collected on a nationwide mobile CATI survey, this paper investigates the differences between initial and callback respondents. Findings reveal that although the majority of interviews were achieved with a single call attempt, the initial sample differed from the callback sample in terms of the age and residence of respondents. Additionally, callback respondents were more likely to be interviewed outside home.

Boosting online response rates among non-responders: A dose of funny / Jessica M. Rath, Valerie F. Williams, Andrea C. Villanti, Molly P. Green, , Paul D. Mowery, & Donna M. Vallone

Abstract: Online data collection has become an extremely popular survey mode given its reduced cost, ease of administration, and timeliness. Although extensive research exists on the influence of email invitation design characteristics to prompt survey participation, less is known about the effectiveness of email reminders in prompting survey completion among non-responders. The purpose of this study was to determine whether incorporating humor into email reminders improved survey completion rates. Respondents from the Truth Initiative Young Adult Cohort (N=2,963) who did not respond to the first standard email invitation to complete their follow-up survey were randomly assigned to one of three email reminder groups: control (standard), humor only or humor plus statistics. Those who received an initial humor plus statistics reminder email received the humor only email as their second reminder, and vice versa. Logistic regression was used to generate the odds ratios for the probability of completing the survey after the first reminder. Results of multivariable models showed

that, when collapsed together, the humor only and humor plus statistics emails were more effective than the control (AOR=1.23, (1.01-1.49), $p=.05$). Receiving the humorous email as the first reminder increased the odds of response to the survey by 24% (AOR=1.24, (1.00-1.54), $p=.04$). Those entering the study at an earlier wave, non-smokers and those living in smaller households were more likely to respond after the first reminder. A humorous reminder tailored to the voice of the audience is an easy, efficient and effective way to increase response rates among young adults.

Migrant sampling using Facebook advertisements: A case study of Polish migrants in four European countries / Steffen Pöttschke & Michael Braun

Abstract: Sampling of migrants in cross-national survey research is challenging. Established techniques such as random-route sampling or random digit dialing are associated with high monetary costs, in particular when small migrant groups are targeted. The use of onomastic (name-based) telephone sampling is a relatively cost-efficient alternative, but it relies on a number of conditions (e.g., existence of telephone directories in the respective countries and inclusion of the target population). As the use of social networking sites (SNS) has spread around the globe in the last 20 years, the present paper investigates whether a specific SNS, Facebook, can be used to sample migrants, with the ultimate goal to supplement other approaches. The paper is based on data collected as part of a survey that used Facebook advertisements to sample Polish migrants in Austria, Ireland, Switzerland, and the United Kingdom. The study succeeded in sampling a total of 1,103 individuals who completed the relatively extensive questionnaire within the field period of eight weeks (1,100 within the four weeks the advertisements were placed). In contrast to most of the few other studies that tried to sample respondents with the help of Facebook advertisements, no incentives were used. With nearly all (96%) of the respondents belonging to the target population and a total sampling budget of €500 (\$557) the method can be considered both accurate and cost-efficient in recruiting people from the target population. Furthermore, our results suggest that the vast majority of the sample would not have been reached if onomastic sampling had been employed.

Reports and Communications

Displaying videos in web surveys: Implications for complete viewing and survey responses / Jonathan Mendelson, Jennifer Lee Gibson, & Jennifer Romano Bergstrom

Abstract: Videos are often used in web surveys to assess attitudes. While including videos may allow researchers to test immediate reactions, there may be issues associated with displaying videos that are overlooked. In this paper, we examine the effects of using video stimuli on responses in a probability-based web survey. Specifically, we evaluate: the association between demographics, mobile device usage, and the ability to view videos; differences in ad recall based on whether respondents saw a video or still images of the video; whether respondents' complete viewing of videos is related to presentation order; and the data quality of follow-up questions to the videos as a function of presentation order and complete viewing. Overall, we found that respondents using mobile browsers were less likely to be able to view videos in the

survey. Those who could view videos were more likely to indicate recall compared to those who viewed images, and videos that were shown later in the survey were viewed in their entirety less frequently than those shown earlier. These results directly pertain to the legitimacy of using videos in web surveys to gather data about attitudes.

Experiencing resilience via videogames: A content analysis of the Playstation Blog / Jennifer G. Tichon & Timothy Mavin

Abstract: The purpose of this study was to investigate the influence of games, where characters must overcome adversity, on player's perceptions of their psychological resilience. Located on the PlayStation Blog (Blog.us.playstation.com) the online PSN Community group focuses on video-gamers unique stories and experiences. Using a qualitative, exploratory design Blogs posted between March 2012 and Jan 2013 were analyzed for content describing experiences via game-play that members reported made them feel more resilient. Both social and emotional aspects of resilience were discussed with players reporting game experiences had helped them feel more confident in their abilities. Many also associated themselves with the same resilient traits as their characters display in games. A range of popular off-the-shelf video games were reported as helpful in providing players with the opportunity to feel confident under pressure and, importantly, some players reported transferring these positive psychological effects to their real-world lives.