

The Relationship Between Social Media Use and Creativity

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Social Media's Expanding Role in Society

Social media has grown to be a large influence on society throughout the past ten years and has rapidly expanded in unexpected ways. Through the use of likes, comments, and shared posts, social media provides an intrinsic reward for creativity motivation in an individual (Dainoff et al., 2018). While some users actively create content and engage with others' posts, other users primarily consume social media without creating posts themselves. Through the examination of active or passive social media use in a survey, the levels of creativity will be studied as we seek to explore the relationship between social media use and creativity levels. It is hypothesized that with a users of social media will have higher creativity levels than passive users.

Existing Research on Creativity

How to define creativity, study it, and connect it to other behaviors has become a debate between many psychologists. Many researchers argue that social media has negative effects on individual behavior and creative outlets there have not been many studies discussing any positive influence this may bring to creativity as a whole. Creativity levels have been shown to rise when creative behaviors are associated with rewards. Without such rewards, creativity levels are not sustained (Amabile et al., 1996). At the community level, previous research has indicated that social media is a platform that facilitates cross-cultural competency and intelligence, thereby boosting creativity and routes for creative expression (Hu et al., 2007). The ATTA is an assessment that has been developed to measure creativity. In individuals with hundreds of articles supporting its empirical findings.

Methods

In this study, we will administer a social media survey to the student population at USD. This survey examines the type of social media used, time spent on social media on a given day, active versus passive social media usage, the purpose of using various social media platforms, and the frequency of using each platform. We will have participants complete the Abbreviated Torrance Tests for Adults (ATTA) to examine the creative thinking abilities among young adults in the United States today. In order to prevent priming, we will distribute the survey and test in a particular order. Some participants completed the ATTA test first, while others completed the social media survey first. For those students who did not complete the social media survey, but did complete the ATTA test, we set an exclusion criteria of only including those individuals who spent four or more hours per week on social media.



Discussion

Since we are lacking results and data, we are currently striving to refine our method to capture an accurate and potent interaction between creativity and social media usage. We are hoping that regardless of the possible statistical significance of our results, that its fruit may lead another group of researchers to answer the question of creativity. We're interested to see the way our measure captures the constructs, and if their interactions meet our expectations. If we do find that higher social media use leads to higher creativity scores, what does this imply about the younger college-aged generation of students? Perhaps telling students to spend less time on their phones may act counterproductively to their ultimate success.

Proposed Results

Higher scores on the ATTA correspond to higher measures of creativity. Higher scores on the social media survey correspond to a more frequent use of social media. Results will be determined by running a Pearson correlation coefficient between scores on the ATTA and scores from the different platform subscriptions on the social media self-report. We expect to find a significant positive correlation between creativity and all social media subscriptions. Additionally, a one-way ANOVA analysis will be performed to determine if creativity scores significantly differ between those that scored high on the social media measure and our control group, people who rarely use social media. Findings are expected to illustrate that there is a significant difference in creativity scores between groups in which high creative creativity were primarily found in those who had a high frequency of social media use. This would provide support for the hypothesis that higher creativity is related to higher social media use.