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INTRODUCTION

- Tur-Porcaro (2017) found that adolescents of parents who display disinterested parenting styles devote more time to social networking sites, possibly leading to internet addiction.
- Another study found that parents who displayed permissive parenting styles promoted the relationship between maladaptive cognition and a person’s problematic internet use and temperament (Zhang et al., 2015).
- Internet addiction is a widely known phenomenon; some researchers (Richter, 2018) have proposed internet addiction scales (IAS). Yet, there is no universally agreed-upon measure for diagnosis. Chou & Lee (2017) suggest that social networking impacts well-being, specifically self-esteem and internet addiction.

HYPOTHESIS

Parenting styles moderate the association between social media use and self-esteem.

METHODS

- Participants:** (N=338; M = 19.21 years, SD = 1.72 years) were solicited from two universities in the southeastern United States.
- Procedures:** Participants filled out an online survey created on the Qualtrics software.
- Materials:**
 - Parental Authority Questionnaire (Parker, 1979), 30-Item 5-point scale
 - Social Media Intensity Scale (Ellis et al., 2007) adapted for Facebook, Instagram, and Twitter, 18 Items (6 Facebook, 6 Instagram, 6 Twitter) 5-Point Scale.
 - “Facebook is a part of my daily routine” and “I feel out of touch when I haven’t logged onto Instagram for a while.”
 - Rosenberg Self-Esteem Scale (Rosenberg, 1965), 10-Item 4-point scale

Warm parenting predicts self-esteem for college students who feel immersed in Instagram and Twitter, but not Facebook.

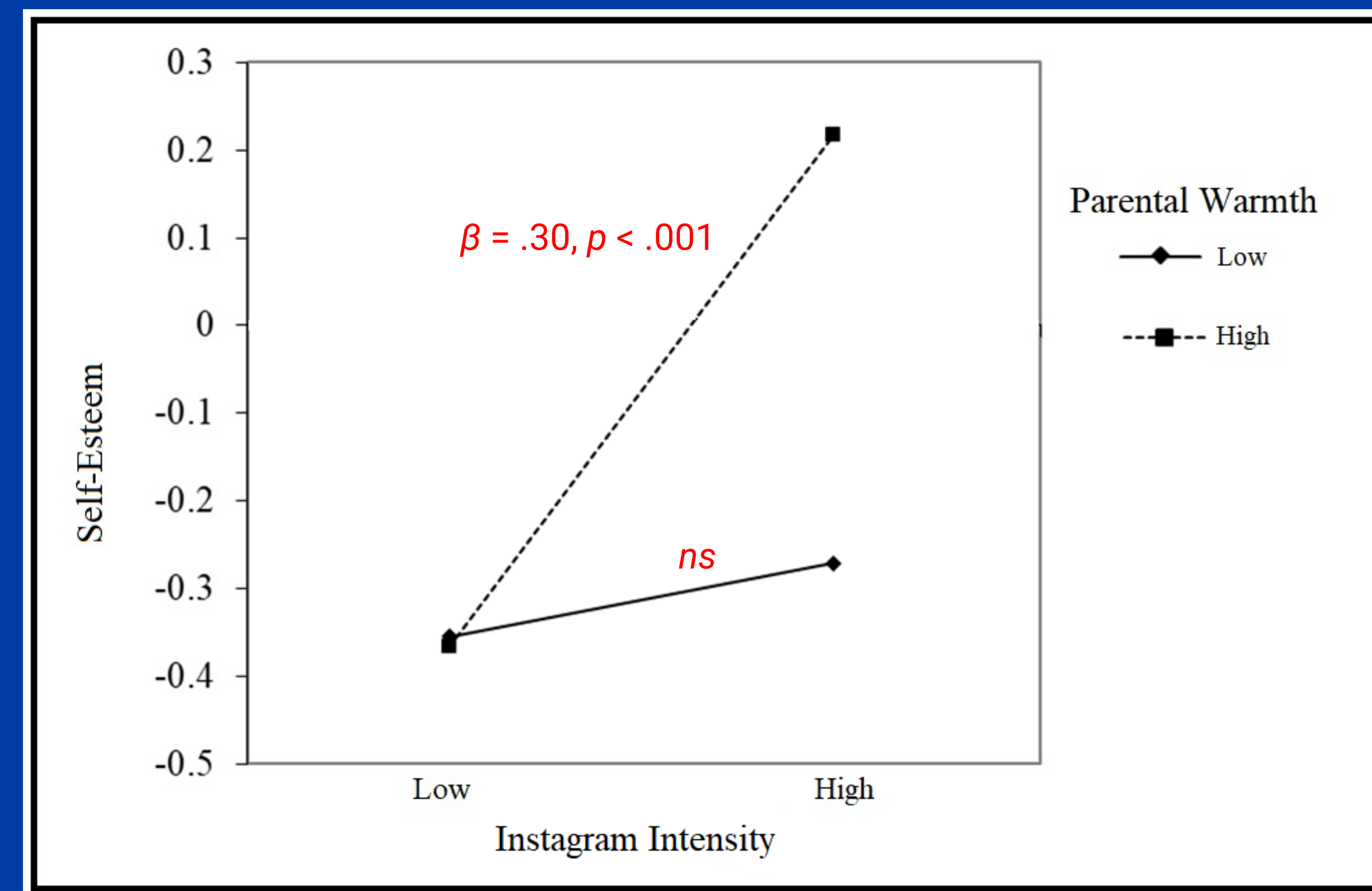


Figure 2. Instagram intensity is associated with high self-esteem for those with warm parents.

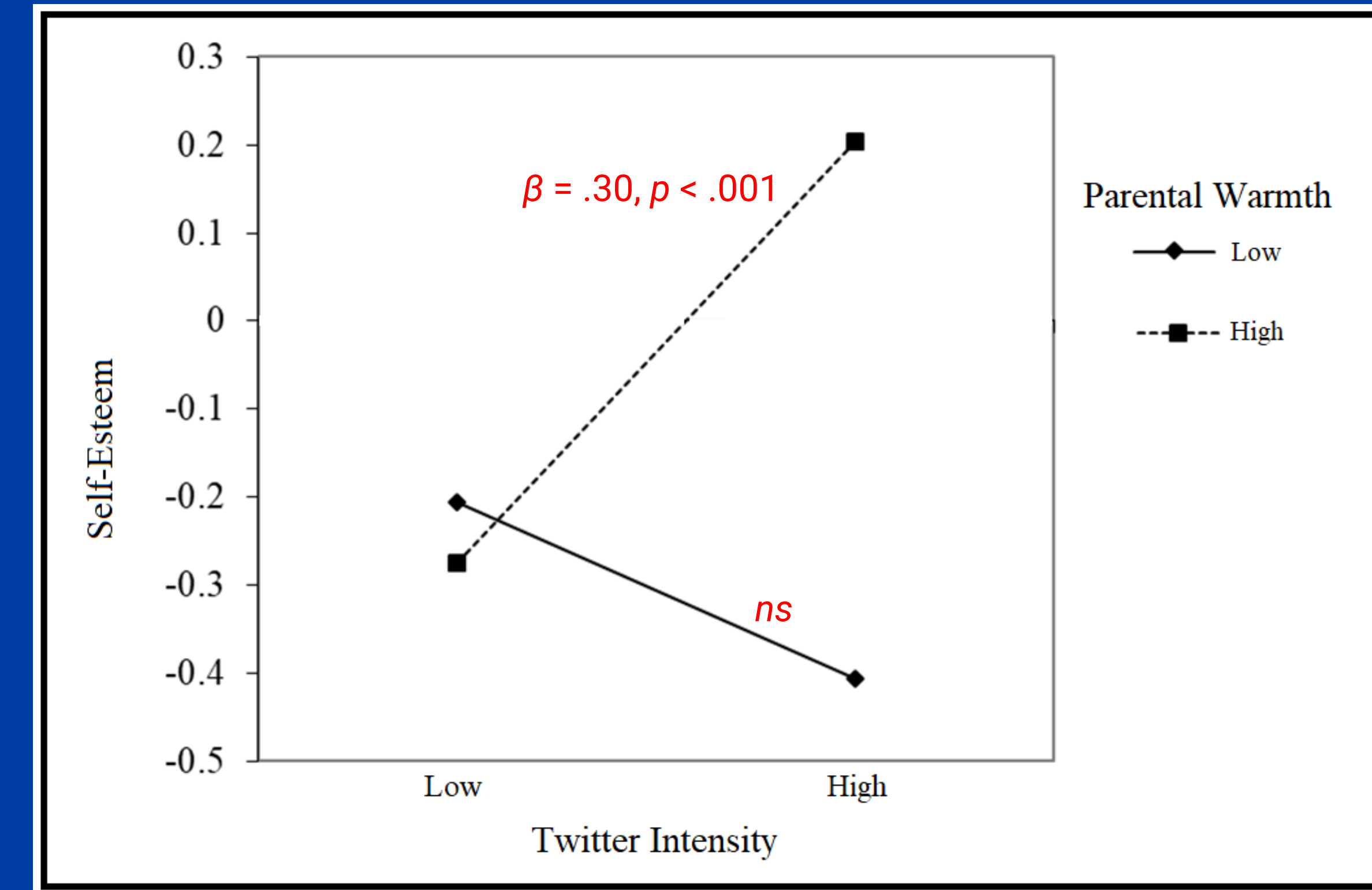


Figure 1. Twitter intensity is associated with high self-esteem for those with warm parents.

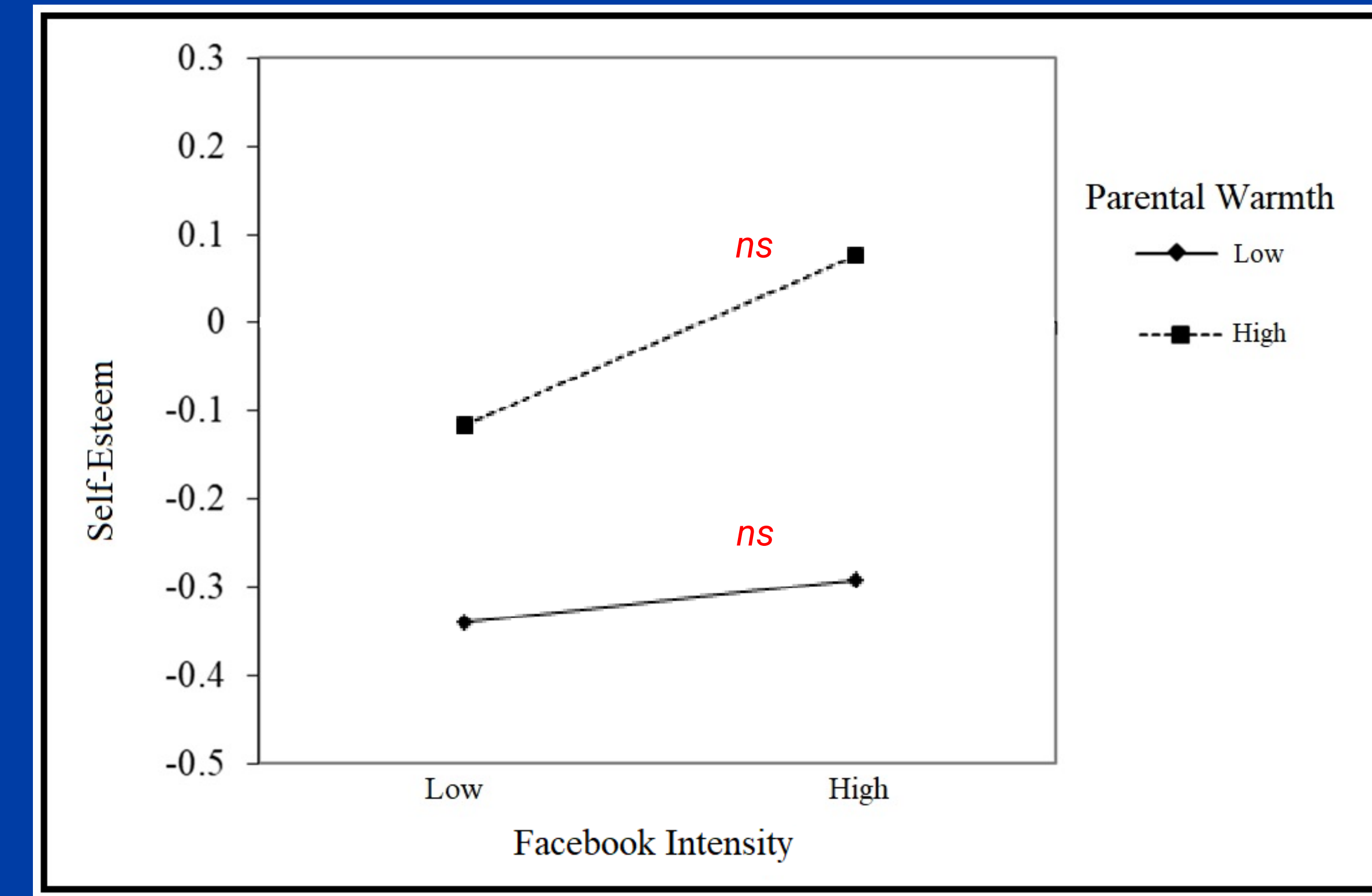


Figure 3. Facebook intensity does not show the same effect.

RESULTS

- In total, nine multiple regression models were run to examine whether parenting styles moderated the association between social media intensity and self-esteem and narcissism.

IV	Moderator	DV
Instagram Intensity	Warm Parenting	Self-Esteem
Twitter Intensity	Strict Parenting	
Facebook Intensity	Permissive Parenting	

- There was a significant interaction for two models.
 - Warm parenting moderates the association between both Instagram intensity ($\beta = .13, p = .01$) and Twitter intensity ($\beta = .17, p < .01$) on self-esteem.
- Follow up analyses suggest that warm parenting predicts more self-esteem for participants who score high on Instagram and twitter intensity (see Figures 1-3.)
- Strict and permissive parenting did not moderate the association between social media intensity and either of the DVs.

DISCUSSION

- Our hypothesis is mostly supported. Authoritative parenting enhances self-esteem for those who are fully engulfed in Instagram and Twitter, but not Facebook.
 - This finding builds on Floros and Siomos (2018) who suggest that optimal parenting alleviates a person’s need to seek comfort in social media. Perhaps optimal parenting, in conjunction with Instagram or Twitter use, can boost one’s sense of self worth.
- Why not Facebook? Figure 3 suggests a trend in a similar direction, but Facebook might serve other purposes for adolescents.
 - Although Faraon and Kaipainen (2014) suggest that Facebook is associated with self-esteem, this might depend on different age groups. There has been a steady decline in Facebook use for young adults, so this is why we might not see this effect.
- This study was limited by only including three major social media platforms and that the participants themselves retrospectively reported parenting styles.
- For future research, our study should expand with new variables such as new social media apps and different age groups, as well as explore why parenting does not play a role in some platforms such as Facebook.