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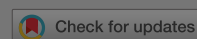
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# Interactants and activities on Facebook, Instagram, and Twitter: Associations between social media use and social adjustment to college

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## ABSTRACT

Research shows use of social media (SM) has important implications for college adjustment. However, most studies only focused on Facebook and did not attend to specific use patterns. Drawing on the activity-audience framework of social media use

and literature, we examined the associations between SM use and social adjustment to college. Results showed that SM use was associated with social adjustment to college, but the relationship was not significant when we controlled for other factors. Specifically, SM use was associated with social adjustment to college, but the relationship was not significant when we controlled for other factors. Specifically, SM use was associated with social adjustment to college, but the relationship was not significant when we controlled for other factors.

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with strangers. Some associations were moderated by SM activities. Implications of college students’ development in the digital age are discussed.

## Acknowledgment


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## Conflict of interest

There is no conflict of interest.

## Notes

<sup>1</sup>It was intriguing that the Instagram scale displayed a different factor structure from the Facebook and Twitter scales despite the similar items included. Different modes of communication (directed interaction and broadcasting) were distinguished only on Instagram. Different from Facebook and Twitter, Instagram is a photo and video sharing platform. Although Instagram users can respond to other people’s posts with texts, when they initiate a post on their own page, it has to involve a picture or a video clip; an exclusively text-based status update is not afforded on the site. In other words, the media used for interaction versus broadcasting are more differentiated on Instagram than on



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such as civic engagement and political participation rather than social adjustment in the college setting.

## Additional information

### Funding

The study was supported by a research fund provided by the first author’s institution.

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