Correlation between gender, work, stress, alcohol usage, Facebook and life satisfaction on the Facebook users.

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Abstract

The purpose of this study was to find a relationship between the gender, stress, working status, Facebook intensity, alcohol consumption and the satisfaction with life. The undertaken research is a cross-sectional correlational study on sample of 161 Facebook users. Data was gathered by online survey which consists following measures: Satisfaction with life Scale, Perceived Stress Scale, Facebook Intensity Scale and Timeline Alcohol Followback. Main results suggest that stress, Facebook intensity has a significant relationship with life satisfaction. However gender, working status and alcohol consumption do not have significant results. It was found that gender has significant relationship with stress. Discovery of a weak positive relationship between the Facebook usage and Alcohol consumption was also an interesting outcome of this study.
Table of contents

1. Introduction. 6
   1.1. Concept of life satisfaction. 6
   1.2. Life satisfaction in terms of gender, and stress. 7
   1.3. Life satisfaction, working status and the alcohol consumption. 8
   1.4. Facebook and life satisfaction. 10
   1.5. Concept of stress. 11
   1.6. Stress in terms of alcohol consumption, work and gender. 12
   1.7. Working status, Facebook usage and alcohol consumption. 13
   1.8. Rationale. 14

2. Methods section. 17
   2.1. Participants. 17
   2.2. Design 17
   2.3. Materials 18
   2.4. Procedure 20

3. Results 22
   3.1. Descriptive statistics 22
   3.2. Inferential statistics 23

4. Discussion 28

5. References 37

6. Appendix 43
   A) Satisfaction with life scale 43
   B) Perceived Stress Scale 44
   C) Facebook Intensity Scale 46
   D) Timeline Alcohol Followback 48
E) Informed consent  

F) Histogram *Figure 3*
1. INTRODUCTION

The undertaken study concerns life satisfaction and several factors affecting it. First aspect of this investigation will address the relationship between the gender, working status, stress, alcohol consumption, Facebook intensity and life satisfaction. The prediction of the stress levels in life based on gender, work and alcohol usage will be also examined. The novelty of this study involves determining the relationship between working status, Facebook intensity scale on alcohol usage.

1.1 Concept of life satisfaction

According to Yetin (1992) the satisfaction with life is described as the individual’s general attitude towards life (Yetin, 1992, as citied in Arslan, 2013). Desire and expectations are the biggest factors enabling this attitude. Comparison of people’s expectations of what one wants and what one possesses is what contributes to life satisfaction (Ozer and Karabulut, 2003). In other words life satisfaction can be given an observation at individual’s success level in reaching one’s goals. Life satisfaction can be evaluated under two criteria, person’s whole life itself as well as satisfaction from different phases and stages at life. This is caused by a picture of general feeling in life given by the life satisfaction (Assan and Erenler, 2008 as citied in Arslan, 2013). According to Ozer and Karabulut (2003) life satisfaction can be divided into three categories. First group describes it as external criterion such as morality and holiness. Second group focuses on the question at what make people consider their life positively, which is used to analyse the factors that affect opinions. The third group mainly focuses on the flow of daily life, and what positive feelings are dominant over negative ones (Arslan, 2013). The well-being is a complex aspect of human’s life satisfaction. It concerns cognitive, emotional, social and cultural components and it can vary over time and during different situations (Diener et al. 1999, 2006; Keyes et al. 2002 as
Changes in human’s environment could lead to evolution of one’s life satisfaction. However, such changes could have either negative or positive effect on the quality of life. (Scheufele & Shah, 2000, as cited in Darling, 2011). Existing research highlights that individual's life satisfaction is determined, in part, by their social ties (Kahneman & Krueger, 2006 as cited in Diener et al. 2004).

“Positive life satisfaction can show the resilience of an individual and can serve a protective factor in the face of adverse life experience.” (Sulda & Huebner, 2004 as cited in Darling, 2011, p. 31). The subjective well-being has a strong link to life satisfaction. Every individual has its own way of selecting personal criteria of life satisfaction (Diener et al. 2004). Therefore, life satisfaction could a result of individual’s subordination to previously set criterion or standards. Different aspects such as health, relationship or work can determinate life satisfaction depending on personal preferences ( Darling, et al. 2011).

Studies had shown that there are plenty of factors affecting life satisfaction. Dockery (2004) conducted a study in 32 countries. He came up with the list of factors, in which secure, democracy country with a freedom and political stability appears to be the most important for participants. They also would like to be a member of the upper class society. Next aspect on the list was to be married, have a family, friends, be well in terms of physical and mental health and be in control of theirs life’s (Dockery, 2004 as citied in Arslan , 2013 ). Apart from the listed ones, factors such as stress, Facebook intensity, alcohol consumption, gender, working status also affect life satisfaction. This study will investigate the possible relationship between those variables.

1.2 Life satisfaction in terms of gender and stress.

Alleyrne and Greenidge in 2010 carried out an investigation on a group of students in Barbados that counted 172 in total. The purpose of the study was an examination of the life
satisfaction and perceived stress. The measures used in that study were the Life Satisfaction Scale and Perceive stress scale. One of the finding is suggesting that the participants who experienced higher level of stress were associated with lower levels of the life satisfaction. There was a significant negative correlation between those two. The higher level of stress was associated with lover levels of life satisfaction (Alleyrne, et al. 2010). Study in China, involving 471 Social Network users, has focused on the relationship between the perceived stress and the life satisfaction. The regression analysis was used in this case. The results highlighted that SNS use could increase the negative effect of perceived stress and satisfaction with life (Niu, et al 2011). The impact of the financial stress on life satisfaction was assessed in the study by Tarig in 2012. The perceive stress scale and Satisfaction with life Scale were used to examine the variables. 100 participants selected from different educational institutes of the Karachi took a part of this experiment. The findings suggest that there was a weak negative relationship between the financial stress and life satisfaction (Tarig, 2012). Due to weak negative relationship further research is needed to verify those findings. Japanese government decided to run a National Survey on Lifestyle Preferences in 2010. The founding of this research showed strong gender differences across various social indicators including life satisfaction. Results suggest that not only women are happier but also they are more satisfied with their lives (Tiefenbach and Kohlbacher, 2013).

1.3 Working status, alcohol and life satisfaction

According to Koivumaa- Honkanen (2012) Life Satisfaction and alcohol use can predict each other. Such conclusions were made based on self-reported Life Satisfaction and alcohol studies. A 15-year long cohort study was based on Finnish same sex twins who were born before 1958. Alcohol adverse indicators used in the study were binge drinking, passing out after drinking and high amount of alcohol. The results showed that the heavier the alcohol use the stronger the relationship. The outcomes of all adverse indicators were similar. In each
case the satisfaction with life decreased. The conclusion of this research was that the more alcohol was consumed the lower life satisfaction was. Saita and colleagues carried out a study on Japanese working adults regarding alcohol consumption. The results highlighted that suggested levels of the quality of life and subjective well-being which corresponds with life satisfaction were the same among drinkers and non-drinkers. This suggests that alcohol drinking does not have an effect on the life satisfaction (Saita, et al., as cited in Beccaria 2012). Due to contradicting results from the previous studies this particular one will further investigate the relationship between the alcohol consumption and life satisfaction.

Majority of existing literature is suggesting that being unemployed has a big negative impact on self-reported happiness in other words life satisfaction. Study conducted in Uruguay has analysed the life satisfaction among workers and non-workers. It appeared that working people were happier than those who were unemployed (Goldenman, Pani, 2012). Pittaue et al. (2010) found in his study among the EU citizens that not-working status leads to negative feelings regarding the life satisfaction even if they have no financial problems. Study in Lithuania analyses the relationship between general life satisfaction and the unemployment as its determinant. The data analysis shows that in Lithuania the most important factors having impact on life satisfaction were health and financial situation. Therefore, it shows that there is a significant relationship between the unemployment and satisfaction with life. Participants had more negative feelings towards the unemployment (Dequtis, Urbonavicius, 2013).

Set-point theory states that people are having reaction on the events happening in their lives in terms of happiness and satisfaction. However with the time passing by there is a tendency of returning to the baseline of happiness and satisfaction before the occurrence of the event. German study had investigated that phenomena in 15 year longitudinal study with over 24,000 participants. The reaction and adaptation of the unemployment were tested. Results had supported the set point theory and showed that people had a strong reaction to the fact of
becoming unemployed and then they have reached the baseline level of life satisfaction (Lucas, et al 2004).

1.4. Facebook and life satisfaction.

Facebook was created in 2004, and by 2007 the number of registered members exceeded 21 million. In 2006, based on Cassidy’s research, it appears that there were about 1.6 billion page views per day with the numbers continually rising as Facebook popularity grew. Those results also suggested that the average user spends about 20 minutes on the website each day. It was found that two-thirds of users would log in at least once a day. It has been reported that by 2006 Facebook was the seventh most popular website on the World Wide Web list. That specific information was based on the total page views. Cassidy has also suggested that in 2006 it was used in over 2000 colleges in the United States. There are no doubts that Facebook gathers the largest database of the social information all over the world. In process of sharing and updating information users can both keep in touch with others and extend their horizons (Cassidy, 2006). Social capital is being created by bonding and learning more about each other (Krasova, et al 2003).

People who are using Facebook have an opportunity to interact with people who they already know and in purpose of meeting new “friends”. This social media portal gives a possibility for its users to create their online profiles, where they have an opportunity to share their personal information, pictures and videos. It also enables participants to post and view comments on each page and view each other profiles. Facebook allows creating groups that can be joined by any user. These groups gather users of similar interests, hobbies, music taste, marital status, college subject and many more (Ellison & Seinfeld 2007).

Many of the existing academic researches on Facebook have focused on identity presentation and primary concerns. The outcomes of the literature review describe the
satisfaction with life as a subjective happiness. It could be expected that people who actively participate in Facebook are more likely to experience connectedness and feel happier. It appears that people with lower levels of life satisfaction might choose to participate in online networks to increase their personal well-being. As predicted in the study based on the intensity of Facebook use it was positively associated with life satisfaction and social trust (Ellison & Seinfeld 2007). In one of the recent researches participants were sent a message five times per day for two weeks in purpose of determining whether Facebook have an influence on satisfaction with life (subjective well-being). There were two components of life satisfaction tested in the study. First one was how people were feeling moment to moment and second how they were satisfied with life. Findings showed that both of the variables were negatively affected over the time in consequence of Facebook use. The frequency of usage increased at one point, and as the participants received next message, their comfort succumbed to deteriorate. Over two weeks period the increase of frequency of using Facebook resulted in decrease in their life satisfaction (Kross, et al 2013). However the evidence is not clear in case of the impact of passive use. The findings of one of recent researches suggested that passive usage of Facebook is followed by increased envy feelings, decrease life satisfaction. Results had also suggested that it is dependant to the Facebook activity type. Users frequently perceive Facebook as a stressful environment that can put their life sustainability in danger over time (Krasnova, Wenninger, Widjaja, Buxman 2013). This study will explore whether there is a relationship between the Facebook intensity and the life satisfaction.

1.5 Concept of stress.

The concept of stress is a common topic for investigations and experiments. Discussion and various studies concerning stress can be found in several fields, such as economics, political science, business and education and finally health care. Nowadays, stress
is a common target that has to be managed and eliminated. “Stress is a broad term that
implies a threat to which the body needs to adjust” (Borell, 2001 page 2). The nature of stress
can be classified under three following headings: physical, psychological and interceptive. In
the majority of cases all three components occur. Organism, in order to adapt to the stress
Unfortunately, stress is a common part of modern life. Many conditions and events can add to
stress quotient. The most influencing are major stressful life situations as well as minor issues
occurring on regular basis involving everyday life. Holmes and Rahe (1967) were first who
asked the question what effect does stress have on human. Based on their exploration, they
concluded that the high level of stress points occurring to a person can cause severe illness.
Their study suggests that accumulated stress is more harmful to persons’ health than any
particular stressor. Lack of casual interference from using correctional design was one of the
limitations in the study. Long term exposure to stress can have an impact on physical and
mental stress. That may result in deterioration of the individual well-being as well as the
quality of life. Stress can reduce circulating levels of lymphocytes and increase levels of the
hormone cortisol, a substance that suppress effect of immune system (Dicerson & Kemeny,
2004).

1.6. Stress and alcohol.

It was found that work and home related issues were more frequent during weeks of
greater stress intensity. These also caused anxiety and depression levels to rise up, with an
effect on, negative affectivity control. It appears that in order to cope with the stress,
participant have increased in alcohol consumption. (Steptoe, Lipsey, 2011). Another study
on the same topic was conducted on general population sample of 4,864 subjects from
Alameda County, California. The associations between the presumed stressful life situations
and alcohol were quite low, although few results were statistically significant. Thus in most
cases the excessive alcohol consumption as a way of dealing with stress is repressed by other healthier ways Achat, Kawachi, Levine, et al (1999).

Study involving 34 men was conducted on occupational stress and the substance consumption including cigarettes, coffee and alcohol consumption. There was no significant association between the stress and the alcohol consumption (Conway, Vickers, Ward, & Rahe, 1981). Contradicting results has been suggested by Harriet (2003). She examined the effects of social stressor on alcohol consumption by presenting for example mental arithmetic tasks in front of an audience. It was concluded that sudden potential stressor may increase alcohol consumption in healthy non-drinking person (Harriet de Wit*, 2003). Matud 2004 found that women would score significantly higher on stress that man, specifically in chronic stress and everyday life stressors. It has been suggested that females coping style with stress is more emotional in comparison to males (Matud, M. 2004).

1.7. Working status, Facebook and alcohol.

Current research by Moore et al (2007) has focused on the comparison between the managerial and non-managerial men and women in relation to tension-reduction model on the alcohol usage. The alcohol usage was examined in three different aspects: the gender ratio, workplace abuse and the stereotype threat for the managerial women. It has been found the evident relationship between workplace abuse and problematic alcohol abuse for managerial women and men. This may suggest that more work and stress associated with it the more alcohol usage among the participants (Moore et al. 2007). Tension –reduction model is suggesting that there is a relationship between the workplace stress and the alcohol use. Research had shown supporting evidence, but also contradicting the idea of tension reduction model. Frone (1999) has suggested that there should be more research done within
the area of workers who may have certain vulnerabilities and they are more likely to use the alcohol in the way of dealing with the potential stressors.

Study published by Moreno in 2011 was exploring the association between alcohol use and intoxication (drinking problem) references on Facebook and self-reported drinking problem using a clinical scale. The results suggested that the association between SNS (Social Network Sites) like Facebook in relation to alcohol use and self-reported alcohol use still have to be evaluated. Facebook profile may include disclosure of alcohol use, intoxication or drinking problem. The participants who chose to share their opinion on their online profiles referring to alcohol drinking problems were more likely to meet the AUDIT criteria which are the Alcohol Use Disorder Identification Test, in comparison to those participants who did not show any alcohol references on their Facebook profiles (Moreno, et al 2011).

Recent study Darshan, et al (2013) regarding professional stress conducted on 129 Indian IT professionals, has shown a significance correlation between the professional stress and alcohol consumption and certainly worst mental health. Results of investigation suggest that there is a greater risk associated with occupational stress leading to harmful alcohol usage. This study was limited to screening questionnaires as methodology. The research within this area is not sufficient and requires further exploration.

1.8. Rationale

Life satisfaction is the main subject of research. The undertaken study will allow deeper understanding of this topic. The outcome can provide relevant conclusions and data that can be used for further exploration within this area. It might also provide additional information to existing researches. As a part of investigating life satisfaction, several factors, with possible impact, will be examined. These include: gender, working status, stress, Facebook usage and alcohol consumption. As life satisfaction is a broad topic, it has been
subducted to many researches and studies. However, there are few aspects that were not
considered yet, but need to be investigated. Therefore, this study is unique, as it will contain
several novelties. Firstly, the study will be based on participants gathered from general
population of Facebook users. Previous studies on stress and life satisfaction had never
examined Facebook users in relation to the main topic. The majority of existing studies have
been conducted on students. The current literature is suggesting that Facebook have positive
and also negative influence on satisfaction with life. This research will help to clarify those
conclusions. It has been found that there are contradicting findings regarding the alcohol
consumption and satisfaction with life also. Secondly, this research is investigation all factors
affecting life satisfaction. Previously, all factors have been examined individually. Thirdly
the limitation of the previous studies has suggested that stress is a very complex concept. In
order to expand on that this particular research will look at different variables that may affect
the stress altogether such as gender, working status and alcohol consumption. Finally, an
investigation will be carried out based on working status, Facebook intensity on alcohol
weekly consumption. The research done to date concerning the work status and alcohol
consumption, has not considered Facebook users as participants. Therefore, this study will
enlarge the knowledge within this area. Previous researches based on the relationship
between Facebook and alcohol consumption are limited and no sufficient. Thus a further
exploration of this topic is also required.

The analyses were carried out in the particular order:

**Hypothesis 1.**

There will be a significant relationship between the gender, working status, stress, Facebook
intensity and satisfaction with life.
**Hypothesis 2.**

The alcohol weekly consumption will significantly predict the life satisfaction.

**Hypothesis 3.**

There will be a significant relationship between the gender, working status, alcohol consumption and stress.

**Hypothesis 4.**

There will be a significant relationship between the working status, Facebook usage and alcohol weekly consumption.
2. METHODS SECTION

2.1. Participations

Participants: The total number of participants was 161, where 87 were males and 74 were females. The population was drawn from the Facebook general population users. The snowball sampling method was applied in order to gain the participants. From the researcher list of contents (list of Facebook friends) the invitation for participation were sent to five random selected people. The invitations contained a link for the Google survey and the basic instruction about the study. At the same time the participants were asked to forward the message to another five people from their list of content. Participants volunteered to take part in the experiment and were asked to fill out the online questionnaire and submit it via Google docs.

Facebook population was used in the study as it is one of the most common social portals and it is easily accessible. The nationality of the participants could have an effect on the study as their mother language could be other than English what could cause misunderstanding of questions. The including criteria required participant to be over 18 and have a fluent English, so to be able to understand the questionnaires.

2.2. Design

The purpose of the study was to examine relationship between the variables like stress, gender, working status, Facebook intensity, alcohol consumption and satisfaction with life. Those variables were examined in several different ways. The cross-sectional correlational design was employed in the study. Correlational design was used for first hypothesis of this study which involved determining whether gender, stress, working status, and Facebook intensity will predict the satisfaction with life. Predictors were stress, gender,
working status, Facebook intensity scale. Outcome (criterion) was satisfaction with life. Hypothesis 2 also involved correlational design. It was hypothesised that the alcohol weekly consumption will predict the satisfaction with life. Thus the predictor was the alcohol weekly consumption and the criterion was satisfaction with life. Third hypothesis was another example of the correlation design. It was predicted that the gender, working status and alcohol consumption (predictors) will have an impact on stress (criterion). The last hypothesis stated that there will be a relationship between the working status, Facebook intensity and the alcohol consumption. Correlational design was also used which involved the investigation of the relationship between the Facebook intensity and working status (predictors) and alcohol consumption (criterion).

2.3. Materials

For gathering data in this particular study the online form of questionnaires were implemented. The online questionnaire was created in Google Docs, which enables to produce such survey and also to store the data collection on the Google drive. Microsoft Excel was employed for downloading data from the Google drive. The online survey consists of the four Questionnaires which were typed in on Google Docs.

Several questions regarding demographic data were asked such as gender and workings status, where there were three options: working, working part-time and no working.

Timeline Alcohol Followback (Sobell & Sobell 2000) was used to assess obtains estimates of daily drinking. This measure was evaluated in both clinical and nonclinical populations. Using a calendar, people are able to provide measure of their daily drinking over a specified time period which can last up to 12 months from the interview date. The Alcohol TLFB allows demonstrating various information regarding alcohol consumption of an individual such as patterns, variability and magnitude of drinking. Alcohol TLFB is scored
by computer program or by individuals tabulating number of days, drinks per day, and other desired statistics. The reliability has been measured by test-retest high reliability across multiple populations of drinkers. Evidence for the method’s validity derives from clinical and general population samples. The following measures were used; content, criterion (Concurrent: Verifiable Events days jailed, hospitalized; Collateral Informants) and construct ((Measures of alcohol-related consequences—Alcohol Dependence Scale, Short Alcohol Dependence Data Questionnaire; Biochemical measures—SGOT, GGTP). In this particular study the calendar were used for assessing a daily drinking in one week. The data were put in to the SPPS statistics and summed for the sum of the drink over the week period of time. (Sobell & Sobell (2000).

Perceived Stress Scale (Cohen, Kamarck, Mermelstein, 1983) is a self-reported questionnaire. The items are easy to understand and the response to alternatives. The new version has dropped 10 items of the original one. This development gives the possibility to assess perceived stress without declining psychometric quality (Cohen & Williamson, 1988). This questionnaire is focusing on thoughts and feelings of participants from the previous month and the frequency of certain emotions. The participants have a choice from 5 possible answers from never which corresponds with 0 to very often which is 4. The example of a question: ‘In the last month, how often have you been upset because of something that happened unexpectedly?’ The scoring of this Questionnaire is based on reversing the scores for the positively worded items (4, 5, 7 & 8 ) eg 0=4, 1=3, 2=2,3=1,4=0. This is followed by adding those scores together with the original scores for the remaining items (1, 2, 3, 6, 9 & 10). The possible range of scores was higher the overall total scores the greater the amount of perceived stress the person is experiencing. The highest possible range scores is 40. Cronbach’s alpha for that particular scale was 0.82 (Cohen, Kamarck, Mermelstein, 1983).
To address the frequency of Facebook usage the Facebook intensity scale (Ellison, N. B., Steinfield, C., & Lampe, C. (2007)) was applied. This particular questionnaire is measuring Facebook usage by using simple questions of frequency and duration, emotional connectedness to the site and also is measuring how it is integrating into individual’s daily activities. Participants are asked questions like: “Facebook is part of my everyday activity?” They have a responses range from 1 which corresponds with strongly disagree to 5- strongly agree. The scale is scored computed by calculating the mean of all the items in the scale. Cronbach’s alpha for that particular scale was 0.83 (Ellison, N. B., Steinfield, C., & Lampe, C. (2007).

For assessing the life satisfaction the Satisfaction with Life Scale was used (Diener, E., et al. 1985). This questionnaire is used to measure the satisfaction on the individual’s life as a whole. The scale is a self- administered questionnaire. According to Diener the SWTL scale is focusing on the positive site of the individual’s experience rather than negative emotions. It has been examined for the reliability and validity. Diener et al has reported a coefficient alpha of .87 for the scale and a 2 month test-retest stability coefficient of .82. Convergent validity has been shown due to normative data in the scale. The characteristics of this test include good validity with other scales and other types of test for the subjective well-being. This measurement tool consist of five questions and seven choices answers. Sample question: “In most ways my life is close to my ideal?” with a range of responses from 1 strongly disagree to 7 strongly agree. The highest range is 35 which is extremely satisfied. The scale is computed by summing the five items together. Higher number of points corresponds with higher level of life satisfaction. (Diener, E., et al. (1985).

For analysing the data the SPSS version 21 will be used. The online questionnaire will include the informed consent for participants with excluded question for age. Participants must be over 18. The informed consent will include information about anonymity, the
purpose of the study and data storage. The information on the support services will be also a part of the informed consent. Data will be examined with descriptive and inferential statistics.

2.4. Procedure

Data have been gathered by online survey from Google documents. Participants were selected from the Facebook general population. Five randomly selected participants were selected from the researchers list of content. Invitation to the study with instructions and link to the survey were sent to the participants. They were asked to forward the message to another five people from theirs list of content. The link contained the information sheet and informed consent. The information sheet contained the information as follows: The name of the researcher, the research supervisor’s details and place in where the research was conducted, purpose of the study exploring the relationship between: stress, gender, alcohol usage, Facebook intensity and life satisfaction. Participants were informed that data will be submitted for the examination. Participation in that study was voluntary and anonymous and confidential. They had a right to withdraw at any time until the survey is submitted. The exclusion criteria were included in the information sheet. Participants had to be over 18 due to questions regarding the alcohol consumption. Also they have to have a fluent level of English to be able to complete the questionnaire due to possibility of the international participants as the Facebook is the worldwide social media. Information sheet also states that questionnaires will be securely stored and on a password protected computer. Regarding to the ethical issues the numbers for the support services also were provided in case of need by the participants.

Approximate amount of time to complete the survey ranged from 5 – 10 minutes. First surveys were submitted on the 18th of December 2013. The deadline for data collection was set for 31st of January 2014.
3. RESULTS

3.1. Descriptive statistics

The total number of the participants was 161 including both genders. Descriptive statistics were applied to determine the mean and standard deviation of the variables being tested in this investigation. An alpha level of 0.05 significance was used for all statistical tests. The variables were as follows: Alcohol weekly consumption with mean=9.56 with SD=12.85, satisfaction with life with mean =20.65 and SD= 6.96, Facebook intensity with mean =9.79 and SD =2.67 and stress with mean =19.02 with SD=7.52 (see table 2). Descriptive statistics were also run in relation to the demographic data such as gender, working status. The total number of participants was 161. Number of males was 87 (54.04%) and females 74 (45.96%) (see Figure 1). In relation to working status 51 (32%) of the participants were working full-time, 50 (31%) were working part-time and 60 of them reported that they did not work (37%) (see Figure 2).

![Figure 1 Gender](image1)

![Figure 2 Working Status](image2)
Frequency table

Table 1: *Descriptive Statistics of Psychological Measures*

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol weekly consumption</td>
<td>9.56</td>
<td>12.85</td>
</tr>
<tr>
<td>Satisfaction with life</td>
<td>20.65</td>
<td>6.96</td>
</tr>
<tr>
<td>Perceived stress Scale</td>
<td>19.02</td>
<td>7.52</td>
</tr>
<tr>
<td>Facebook intensity</td>
<td>9.79</td>
<td>2.67</td>
</tr>
</tbody>
</table>

3.2. Inferential statistics

*Hypothesis 1*

Multiple regressions were used in order to determine whether the variables will predict the outcome. It was hypothesised that predictors such as gender, stress, working status, Facebook intensity will predict a satisfaction with life.

Multiple regressions were used to test whether gender, stress, working status and Facebook intensity were predictors of satisfaction with life. The results of the regression indicated that four predictors explained 37% of the variance ($R^2 = .37$, $F(4, 156) = 24.16$, $p<.001$). It was found that the stress significantly predicted satisfaction with life ($\beta = -.548$, $p<.001$, 95% CI = -.628 - -.387) as did Facebook intensity ($\beta = .216$, $p = .001$, 95% CI = .209 - .801). The strong negative significant relationship between stress and life satisfaction suggest that those who score higher on stress had lower levels of life satisfaction in comparisons to those who scored lower on stress. Facebook had a weak positive significant relationship with life satisfaction which means that those who scored higher on Facebook intensity had a
higher levels on life satisfaction than those who score lower on Facebook intensity (see Table 3). However, working status ($\beta = .126, p = .05, 95\%\ CI = .000 – 2.114$) and gender did not significantly predict a satisfaction with life ($\beta = -.055, p= .405, 95\%\ CI = -2.589 – 1.051$) (see Table 2).

Table 2: Predicting the Satisfaction with life

<table>
<thead>
<tr>
<th>Predictor</th>
<th>$\beta$</th>
<th>$r$</th>
<th>CI$_{95}$ for r</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stress</td>
<td>-.548</td>
<td>.000</td>
<td>-.628, -.387</td>
</tr>
<tr>
<td>Facebook intensity</td>
<td>.216</td>
<td>.001</td>
<td>.209, .801</td>
</tr>
<tr>
<td>Working status</td>
<td>.126</td>
<td>.05</td>
<td>.000, 2.114</td>
</tr>
<tr>
<td>Gender</td>
<td>-.055</td>
<td>-.405</td>
<td>-2.589, 1.051</td>
</tr>
</tbody>
</table>

Table 2: Correlation table

<table>
<thead>
<tr>
<th>Variable name</th>
<th>SWLT</th>
<th>Stress</th>
<th>Facebook</th>
<th>Work</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWLT</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stress</td>
<td>-.571</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>.167</td>
<td>.048</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td>.185</td>
<td>-.143</td>
<td>-.111</td>
<td>1.000</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>-.183</td>
<td>.277</td>
<td>.155</td>
<td>-.073</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Hypothesis 2

There will be a significant relationship between the alcohol weekly consumption and satisfaction with life. In order to examine the potential relationship the Kendall’s Tau correlation test was applied due to non-normal distribution data on the alcohol weekly
consumption. Histogram had showed that data was not normally distributed (see appendix Figure 3). A Kendall’s Tau b correlation found that there was no significant association between alcohol weekly consumption and the satisfaction with life (tau b(161) = .099, p = .081). The alcohol weekly usage did not predict a satisfaction in life in this study (see Table 3).

Table 3. Correlation of Alcohol consumption and life satisfaction

<table>
<thead>
<tr>
<th>Correlation</th>
<th>p</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kendall’s Tau b</td>
<td>.099</td>
<td>.081</td>
</tr>
</tbody>
</table>

**Hypothesis 3**

There will be a significant relationship between the working status, gender, weekly alcohol usage on stress. Two types of test were applied to examine the following relationship. The multiple regressions were applied to test whether working status and the gender were predictors of stress. The results of the regression indicated that two predictors explained 8% of the variance (R² = .08, F(2, 158) = 7.99, p < .001). It was found that gender significantly predicted stress among the participants (β = .268, p = .001, 95% CI = 1.773 – 6.289). The working status did not predict significantly the stress (β = -.123, p = .107, 95% CI = -2.473 - .243). In order to explore relationship between the alcohol weekly consumption and stress check for data normality was applied (see Appendix Figure 3). Due to non-normal alcohol weekly consumption distribution the non-parametric test was used. A Kendall’s tau correlation found that there was no significant association between alcohol weekly
consumption and stress (tau b (161) = -.004, p = .937). Findings suggest that gender is the predictor of stress. However working status and alcohol consumptions do not predict stress.

Table 4: Correlation table

<table>
<thead>
<tr>
<th>Variable</th>
<th>Stress</th>
<th>Working status</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stress</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working status</td>
<td>-.143</td>
<td>1.000</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>.277</td>
<td>-.073</td>
<td>1.000</td>
</tr>
</tbody>
</table>

**Hypothesis 4**

Investigation whether the working status, Facebook intensity will have an impact on alcohol weekly consumption. Series of the non-parametric test were used to examine the relationship between those variables due to not normal distribution of the alcohol weekly consumption (see Appendices F). Kruskall- Wallis one-way ANOVA showed that the group of participants which were not working, working part-time and working full time did not differ significantly $x^2(2) = 1.318, p = .517$). Relationship between the Facebook intensity and alcohol weekly consumption was examined by Kendall’s Tau correlation. The mean score for Facebook intensity scale was 9.79 (SD= 2.97) and for the Alcohol weekly usage was 9.56 (SD= 12.85). Kendall’s tau correlations coefficient found that there was weak positive significant relationship between the Facebook intensity and alcohol weekly consumption (tau b = (161) = .134, p = .019). Therefore the null hypothesis is rejected. Results have suggested that as the score on the Facebook intensity scale increases the alcohol weekly consumption increased, or those who scored less in Facebook intensity drank less in week period (see Table 5.)
Table 5. *Correlation between the Facebook and Alcohol consumption*

<table>
<thead>
<tr>
<th>Correlation</th>
<th>p</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kendall’s Tau b</td>
<td>.134</td>
<td>.019</td>
</tr>
</tbody>
</table>
4. DISCUSSION

The purpose of this research was to investigate the relationship between the gender, working status, stress, Facebook intensity, alcohol weekly consumption and satisfaction with life. Second aim examined in the study was the relationship between gender, work, and alcohol consumption on stress. Finally the impact of Facebook and work on alcohol consumption was determined. In relation to first aspect the results indicated that stress and Facebook intensity had a significant relationship with life satisfaction. It was found that the gender and alcohol consumption did not predict significantly the satisfaction with life. The results partially supported the hypothesis in relation to stress and Facebook. The hypothesis in which was stated that there will be a significant relationship between the alcohol consumption and life satisfaction was rejected. The results regarding the relationship between gender, work, alcohol consumption and stress have suggested that gender did significantly predict the stress. The results did not support the hypothesis in relation to working status and alcohol consumption. In last aspect regarding hypothesis 4 findings suggest that Facebook intensity was significantly correlated with alcohol weekly consumption. There was a weak positive significant relationship between the Facebook usage and alcohol consumption. Results have suggested that as the score on the Facebook intensity scale increased the alcohol weekly consumption increased, or that those who scored less in Facebook intensity drank less in a week period. However there is a lack of significant relationship between working status which concerned three groups: working full- time, working part-time and not working. Therefore part of the hypothesis was rejected.
Hypothesis 1

It was hypothesised that gender, working status, stress and Facebook usage will be having a significant relationship with stress. It was found that stress and Facebook support the hypothesis, but gender and working status did not. Therefore the hypothesis is inconclusive. According to Diener et al 1985 the satisfaction with life is equal with subjective happiness and personal contentment (Diener, Emmons, Larsen, & Griffin, 1985). It is commonly stated that stress can affect the life satisfaction. Most of the previous literature review suggests that stress have a negative effect on life satisfaction. Study on students in Barbados is suggesting that the participants who have experienced higher level of stress were less satisfied with their lives (Alleyrne et al. 2010). Another study is looking at this issue from slightly different angle. It is examining the financial stress, and life satisfaction. The results are similar to previous study. A weak negative relationship was discovered between stress and life satisfaction (Tarig, 2012). This current study supports those previous researches. The results are highlighting that there is a strong negative correlation between the stress and life satisfaction ( β=-.548, p<.001, 95% CI= -.628 - -.387) When the stress is increasing the level of life satisfaction is decreasing, or when the levels of scores on stress are decreasing level of life satisfaction is increasing. This could be caused of prolonged stress having a negative effect on the physical and mental health. Stress might result in deterioration of the immunity system (Dicerson, 2004), which could diametrically lower the level of life satisfaction.

Findings regarding Facebook usage and life satisfaction appear to be unclear and confusing, based on the literature review. Some of the current researches are suggesting that there is a positive link between the Facebook intensity and life satisfaction. According to Ellison et al. (2007) it can be expected that people who actively participate in Facebook are more likely to experience connectedness and feel happier. There is also possibility that people
of lower life satisfaction will decide to join such online network to improve their personal well-being. However, Koss et all (2013) in his research has suggested that when participants were using Facebook more often the level of life satisfaction was decreasing. He also found that Facebook might be associated with the envy feelings (Krasowa et all). This current research has hypothesises that there will be significant relationship between Facebook usage and life satisfaction. This part of the findings was supportive for the hypothesis. Thus was found that there was a weak positive relationship between those two ($\beta$=.216, $p=.001$, 95% CI = .209 - .801). This means that if Facebook usage was increasing the scores on life satisfaction were increasing too, or if the Facebook usage was decreasing the score on the life satisfaction was decreasing also. (Ellison) Facebook is extremely popular nowadays. In process of sharing and updating information users can both keep in touch with other users and expand their horizons. Social capital is being created by bonding and learning more about each other (Krasova, et al 2003). This research support some of the previous findings.

Most of the previous studies are suggesting that whether participant were employed or unemployed have an influence on the life satisfaction. Goldenman & Pani in 2012 conducted study in Uruguay in which they were analysing the life satisfaction for working and no-working participants. The findings have suggested that people with higher level of life satisfaction were working and those who were not working had decreases in their happiness. Pittaue et al. (2010) had examined the EU citizens in terms of their happiness and life satisfaction. This research supports those findings and also suggests that people after losing a job are still unhappy even though they do not struggle with financial difficulties. The data analysis shows that in Lithuania the most important factors having impact on life satisfaction were health and financial situation. It was concluded that Participants had more negative feelings towards the unemployment (Dequtis, Urbonavicius, 2013). Findings from current research did not support previous literature and the hypothesis. It was found that ($\beta$=.126,
working status does not have a significant relationship with a life satisfaction. This particular result is balancing on the boundary between being significant and not significant. Therefore the result is inconclusive. This particular case could be caused by large number of the participants being employed full-time or part time, where about one third was unemployed.

Gender did not significantly predict the satisfaction with life. (β = -0.055, p= -0.405, 95% CI = -2.589 – 1.051). Previous study is suggesting that the women are more happier and more satisfied with their lives than men (Tiefenbach and Kolhlbacher 2013). The results did not support these findings.

**Hypothesis 2**

It was hypothesised that there will be a significant relationship between the alcohol weekly consumption and life satisfaction. A longitudinal study lasting 15 years by H. Koivumaa-Honkanen (2012) had suggested that alcohol usage and life satisfaction are predicting each other. The more alcohol was consumed the lower life satisfaction was. However, a study in Japan has suggested that the level of the subjective well-being were the same among participants who were drinking alcohol and those who described themselves as non-drinkers.

This current study does not support the literature. It was found that there is lack of significant relationship between the alcohol weekly consumption and life satisfaction (τ = 0.99, p= 0.081). One of possible explanations of such result could be time of the year - Christmas period. The period in which the experiment has been conducted was Christmas time. Therefore, this could have a significant impact on results, as generally people tend to feel happier at that time. This time of the year is also typical for extensive alcohol consumption, what could result in lack of support for the hypothesis. Socio-cultural factor
also can play a role. It can be assumed that as Facebook horizons are worldwide, participant of the experiment could have been from any part of the world. Thus the social norm for drinking alcohol might be different, which can cause no effect on the life satisfaction.

**Hypothesis 3**

It was hypothesised that there will be a significant relationship between the gender, working status and alcohol consumption on stress. Women suffer more stress than man and their coping style is more emotionally focused than men’s (Matud, 2004). Results of current study suggest that gender has significant relationship with stress ($\beta = .268$, $= .001$, 95% CI = 1.773 – 6.289). There was a weak positive relationship discovered. However, the correlation design does not indicate the gender differences thus it is unknown which sex has scored higher regarding stress. Neither working status ($\beta = -.123$, p = .107, 95% CI = -2.473 -.243) nor alcohol consumption were not significantly correlated with stress ($\tau b (161) = -.004$, p = .937). Recent study of Darshan et al 2013 on professional stress on 129 Indian IT professionals has shown a significant correlation between the professional stress and alcohol consumption and certainly worst mental health. Studies in Alameda County, California on 4864 participants founded that in most cases people seem to cope with stressful situations in manner other than increasing alcohol consumption (Achat, Kawachi, Levine, et al. 1999). Results of undertaken study did verify some of the previous literature conclusions stating that there is no link between the alcohol consumption and stress. There are several reasons why the outcomes did not present significant results for working status and alcohol consumption. Firstly, the issue of self-administered questionnaires might have an influence. The answers might be affected by self-report bias and even the participant’s mood. Secondly, there is a possibility that the small sample size influenced the outcomes.

**Hypothesis 4**
The last aspect of this study involves the examination of the relationship between work, Facebook and the alcohol weekly consumption. Results highlighted that there was a weak positive significant relationship between the Facebook usage and alcohol weekly consumption ((tau b = (161) = .134, p = .019). They also indicate that those reporting higher score on the Facebook intensity scale had slightly higher levels of alcohol use than those who score lower on Facebook. This aspect of the hypothesis is supported. The information in existing literature in that particular domain is not sufficient. However, Moreno et al 2011 found that the participants, who chose to share their opinion referring to alcohol drinking problems on their Facebook profile, were more likely to meet the criteria of the drinking problems, than those participants who did not show any alcohol references on their Facebook profiles. Therefore, additional research is required to evaluate the findings.

Moore et al in 2007 has investigated tension-reduction model of work stress and alcohol use based on working population, where part of the tested group were managers. This study discovered that there is a connection between the alcohol consumption and the position in work hierarchy.

The working status investigated in this study did not support the hypothesis and previous studies. It was found that there was lack of a significant difference between working status and alcohol consumption (x2 (2) = 1.318, p = .517). Number of the participants reported to be unemployed was 50 and the 111 were working part–time or full time. Therefore, the difference between working or not working participants could have been too high and in result affect the outcomes.
This undertaken research in the area of life satisfaction and stress is unique in several aspects. Novel aspect of this study was a survey conducted on the general Facebook population. Discussion of several factors, which could influence the life satisfaction and stress, contains broad literature background. However, this particular sample of people taking part in the experiment was never tested before in relation to these issues. The findings may contribute to existing knowledge within life satisfaction and stress area. It may be also used by the future students for further investigations and studies on these topics. Firstly, it was found that stress has an influence on the life satisfaction. The possible implication of that finding is based on negative effect of stress on the life satisfaction. It is recommended to provide more activities and therapy programs allowing reduction of stress, and therefore improving satisfaction and quality of life. Second, important finding suggests that there is a link between Facebook intensity and life satisfaction. This may be utilized by professionals in order to introduce therapies including social media to improve the participant’s happiness, or it could be used for solving the issues related to self-esteem and self-acceptance. Thirdly, the information gained in this study can be relevant for any further researches concerning alcohol consumption. It was found that there is a link between Facebook intensity and alcohol consumption. This outcome also provides a base for further exploration on possible contribution of social media such as Facebook on higher alcohol consumption. Such knowledge could lead to incorporating Facebook with some sort of a filter regarding alcohol consumption that would promote healthier lifestyle. The methodology in this particular study was based on four different questionnaires: Satisfaction with Life Scale, Perceives Stress Scale, Alcohol Timeline Follow Back and Facebook Intensity Scale. All those measures are well known and commonly used in different kinds of studies. There were checked for the reliability and validity. This undertaken study is a contribution to the psychological
knowledge and could provide necessary bases for further exploration carried out by the future students.

Limitations

This undertaken study has several limitations. Firstly, the tested sample of people was quite small in relation to size of the whole Facebook population. Total number of participants was 161 that could not provide proportional representative of the Facebook general population. Demographic question regarding the age group was not a part of the questionnaires. Such information would be very helpful while revising obtained results. Secondly, a number of the quantitative self-questionnaires were used including the Satisfaction with life Scale, Perceived Stress Scale, Facebook intensity Scale and also the Alcohol follow back timeline questionnaire. All of those measures are self-administered and are based on the participants own judgments. Thus there is possibility of the self-reported bias. For example, in the SWTL questionnaire the level of the life satisfaction is self-report “and refers mainly to a subjective perception and therefore is not based on an objectivity measurable assessment but rather an a subject own judgment in relation to his, her expectations and personal reference parameter”( Beccaria 2012, p 1220. ). Thirdly, current study is based on the cross-sectional data and it has a correlational design. For all four hypotheses the correlation between the variables were examined. As this study has looked at the correlation not causation, it was possible to find the significant correlation negative or positive, but the causes were not investigated. The last limitation, that could possibly affect the end results was period of time of administering the questionnaires. The data collection has started in late December and run through the Christmas and New Year Eve period. It is highly possible that participants were happier at that particular period of time which could have affected the satisfaction with life, and perceived stress outcomes. Patricians were also
more likely to consume more alcohol over the Christmas period than usual which could have an impact on the results of the study.

Further research on satisfaction with life may investigate the same factors such as gender, working status, Facebook intensity, and alcohol consumption with a bigger number of Facebook users being tested. It would be advised to include additional demographic data questions such as group age and nationality. Further researches investigating the stress issue more deeply should be carried out, due to complexity of the stress concept. Thus further study may add more question in relation to stress for example what have caused the stress in the last month period. There are certain directions for further exploring of Facebook usage and the Alcohol consumption. Additional study might examine specific drinking patterns with specific alcohol kind like hard liquors, wines, beers. Age group could be added also in order to determinate whether there is specific relationship between age and alcohol consumption.

Concluding, this particular study discovered that stress, working status, Facebook usage had some influences on the life satisfaction. Gender did significantly predicted stress. The novel finding also highlighted the relationship between the Facebook usage and alcohol consumption. Period of time, when the study was carried out, could have affected the results, as the self-reported questionnaires and the number of participants. There are several psychological implication and direction for the further research.
References


10.5755/j01.ee.24.2.2024


APPENDICES

A) Satisfaction with life Scale

SATYSFACTION WITH LIFE SCALE

Below are five statements that you may agree or disagree with. Using the 1 - 7 scale below, indicate your agreement with each item by placing the appropriate number on the line preceding that item. Please be open and honest in your responding.

- 7 - Strongly agree
- 6 - Agree
- 5 - Slightly agree
- 4 - Neither agree nor disagree
- 3 - Slightly disagree
- 2 - Disagree
- 1 - Strongly disagree

___ In most ways my life is close to my ideal.

___ The conditions of my life are excellent.

___ I am satisfied with my life.

___ So far I have gotten the important things I want in life.

___ If I could live my life over, I would change almost nothing.

- 31 - 35 Extremely satisfied
- 26 - 30 Satisfied
- 21 - 25 Slightly satisfied
- 20 Neutral
- 15 - 19 Slightly dissatisfied
- 10 - 14 Dissatisfied
- 5 - 9 Extremely dissatisfied
B) Perceived stress scale

PERCEIVED STRESS SCALE

Instructions

The questions in this scale ask you about your feelings and thoughts during the last month.

In each case, you will be asked to indicate how often you felt or thought a certain way.

For each question circle one of the following options:

<table>
<thead>
<tr>
<th>0 = never</th>
<th>1 = almost never</th>
<th>2 = sometimes</th>
<th>3 = fairly often</th>
<th>4 = very</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>In the last month, how often have you been upset because of something that happened unexpectedly?</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>In the last month, how often have you felt that you were unable to control the important things in your life?</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>In the last month, how often have you felt nervous and stressed?</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>In the last month, how often have you felt confident about your ability to handle your personal problems?</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>In the last month, how often have you felt that things were going your way?</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>In the last month, how often have you found that you could not cope with all the things you had to do?</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>In the last month, how often have you been able to control irritations in your life?</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Question</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>8</td>
<td>In the last month, how often have you felt that you were on top of things?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>In the last month, how often have you been angered because of things that happened that were outside of your control?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>In the last month, how often have you felt difficulties were piling up so high that you could not overcome them?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
C) Facebook intensity scale

Facebook Intensity (FBI)

Scale Items

1. Facebook is part of my everyday activity

2. I am proud to tell people I'm on Facebook

3. Facebook has become part of my daily routine

4. I feel out of touch when I haven't logged onto Facebook for a while

5. I feel I am part of the Facebook community

6. I would be sorry if Facebook shut down

7. Approximately how many TOTAL Facebook friends do you have? *

8. In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook?**
Response categories range from 1 = strongly disagree to 5 = strongly agree, unless otherwise noted.

*Can be asked as an open-ended (as in Ellison et al., 2007) or closed-ended (as in Steinfield et al., 2008) question. If asked as an open-ended question, Total Facebook friends must be transformed by taking the log before averaging across items to create the scale due to differing item scale ranges. If asked as a closed-ended question, a ten point ordinal scale may be used (e.g. 10 or less, 11–50, 51–100, 101–150, 151–200, 201–250, 251–300, 301–400, more than 400). You may wish to adjust these response categories depending on your population, etc.

Note that earlier versions asked students to distinguish among in-network and total friends. This may or may not be appropriate based on population, site layout etc.

**Can be asked as an open-ended or closed-ended question. If asked as an open-ended question, Facebook minutes should be measured by having participants fill in the amount of time they spend on Facebook. Then the item should then be transformed by taking the log before averaging across items to create the scale due to differing item scale ranges. If asked as a close-ended question an ordinal scale may be used (e.g. 1= 0-14min, 2=15–29 min, etc). Again, response categories may differ based on population means.

Computing the Scale

The Facebook Intensity score is computed by calculating the mean of all of the items in the scale.
D) Timeline Alcohol Followback Questionnaire

TIMELINE ALCOHOL FOLLOWBACK

Instructions for Filling Out the Timeline Alcohol Use Calendar

To help us evaluate your drinking, we need to get an idea of what your alcohol use was like in the past ____ days. To do this, we would like you to fill out the attached calendar.

✓ Filling out the calendar is not hard!

✓ Try to be as accurate as possible.

✓ We recognize you won’t have perfect recall. That’s OKAY.

✓ WHAT TO FILL IN

• The idea is to put a number in for each day on the calendar.

• On days when you did not drink, you should write a "0".

• On days when you did drink, you should write in the total number of drinks you had.
• We want you to record your drinking on the calendar using Standard Drinks. *For example,* if you had 6 beers, write the number 6 for that day. If you drank two or more different kinds of alcoholic beverages in a day such as 2 beers and 3 glasses of wine, you would write the number 5 for that day.

*It’s important that something is written for every day, even if it is a “0”.*

✔ **YOUR BEST ESTIMATE**

• We realize it isn’t easy to recall things with 100% accuracy.

• If you are not sure whether you drank 7 or 11 drinks or whether you drank on a Thursday or a Friday, *give it your best guess!* What is important is that 7 or 11 drinks is very different from 1 or 2 drinks or 25 drinks. The goal is to get a sense of how frequently you drank, how much you drank, and your patterns of drinking.

✔ **COMPLETING THE CALENDAR**

• A blank calendar is attached. Write in the number of Standard Drinks that you had each day.

• The time period we are talking about on the calendar is

  from ________________________ to _______________________.

• In estimating your drinking, be as accurate as possible.

• **DOUBLE CHECK THAT ALL DAYS ARE FILLED IN BEFORE RETURNING THE CALENDAR.**

• Before you start look at the *SAMPLE CALENDAR AND STANDARD DRINK CHART* on the next page.

✔ **SAMPLE CALENDAR**

<table>
<thead>
<tr>
<th>2000</th>
<th>SUN</th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
<th>SAT</th>
</tr>
</thead>
</table>

2000 | SUN | MON | TUES | WED | THURS | FRI | SAT |
**U.S. Standard Drink Conversion Chart**

One Standard Drink Is Equal To

◆ 12 oz of BEER (5%)

◆ 5 oz of WINE (10% – 12%)

◆ 3 oz of FORTIFIED WINE (16% – 18%)

◆ 1.5 oz of HARD LIQUOR (86 proof – 100 proof; 43% – 50%)

◆ WINE: 1 Bottle

25 oz/750 ml = 5 standard drinks

40 oz/1.5 liter = 8 standard drinks

25 oz fortified = 8 1/3 standard drinks
E) Copy of the informed consent.

**Correlation between gender, work, stress, alcohol usage, Facebook and life satisfaction on the Facebook users.**

My name is Justyna Zubiak and I am conducting research in the Department of Psychology that explores relationship between amount of alcohol drinking on weekly basis, stress, Facebook usage and satisfaction with life. This research is being conducted as part of my studies and will be submitted for examination.

You are invited to take a part in this study and participation involves completing and submitting the attached anonymous survey. While the survey asks some questions that might cause some minor negative feelings, it has been used widely in research. If any of the questions do raise difficult feelings for you, contact information for support services are included on the final page.
Participation is completely voluntary and so you are not obliged to take part. Participation is anonymous and confidential. Thus responses cannot be attributed to any one participant. You might withdraw any time however it will be not possible after the questionnaire has been submitted.

The questionnaire will be securely stored and data from the questionnaires will be transformed from the Google docs to computer and stored on a password protected computer. Data will be kept for one year after collection, and will then be destroyed. The results of the study will be presented in form of poster.

The research requires participants to take part that meet the following criteria:

You are age 18 year or over. You are able to understand the questions in English language.

It is important that you understand that by completing and submitting the questionnaire that you are consenting to participate in the study.

Should you require any further information about the research please contact me by email.
My supervisor can be contacted at

Thank you for taking the time to complete this survey.

Tick the box

I agree to take part in this study
Should you require any further information about the research please contact me by email.

My supervisor can be contacted

Contact information for support services: Samaritans 1850 60 90 90

F) Histogram checking the data distribution of the alcohol consumption

*Figure 3.*
WEKKLY CONSUMPTION

Mean = 9.56
Std. Dev. = 12.851
N = 161