Opting Out During COVID-19: The Dynamics Between Social Media Distance and Work-Family Balance

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Abstract

In this study the dynamics between work-family balance and COVID-19 was examined among employees in relation with social media distance and digital social connection. This work-family balance included three components: time balance (equally devoted time spent to work and family), involvement balance (equally involvement in work and family). And satisfaction balance (the equal satisfaction related to work and family). Previous research showed social media can have an influence on the balance between work and private life. People feel the need to be connected all the time. Nonetheless, research showed that the need to disconnect increased over the past years. However, there is a lack of research regarding its effect during the COVID-19 pandemic, especially since for many people work shifted from offline activities to online activities. COVID-19 forced people to work from home, which might influence the balance between the work and private life. The point of departure for this study are the effects of being digitally social connected and social media distance on the work-family balance. To examine these effects, a survey was spread among the target group, which included participants older than 18 years, employees and people who use social media. This study used statistical tests to explore the relationship between employees (N = 245) work-family balance. Findings revealed a significant correlation between digital social connection and work-family balance. This suggests that the amount of social media usage among employees will lead to a lower balance between work and family life. Interestingly, the amount of social media distance were not related to the work-family balance. This suggests that the need to opt out does not lead to an improved work-family balance. Additionally within this study, gender was identified as an extra variable. However, results revealed that whether you are male or female does not influence the work-family balance when using social media.

1. Introduction

In December 2019, a new coronavirus was discovered to be the source of a cluster of infection cases in Wuhan, China. Above all, the World Health Organization (WHO) declared this virus, called COVID-19, as a worldwide pandemic on March 11 2020 since it rapidly spread throughout the world. The elderly, especially those who have not been immunized, front-line workers in hospitals and their families, are thought to be at danger. Additionally, the virus is more likely to affect people with underlying illnesses like asthma or heart disease. However, COVID-19 affected all levels of the world population severely. It posed new challenges to society, pushing individuals to change their behaviors, not only travel restrictions and everyday duties, but work activities as well.

Since the activities around work shifted during the pandemic, it might influence the work and private life of employees. This work and private life is known as work-family balance (WFB); a highly debated and longed after, but seldom acknowledged and realized state of being (Greenhaus et al., 2003). The authors mention that WFB essentially involves reducing on work activities to spend more time with your family. Regardless of the supposed benefits of WFB, like less stress and in improved well-being, a lot of people continue to fail to establish a balance between work and private life (Kreiner et al., 2009). Additionally, research showed that gender seems to play a role when employees aim for a WFB (Sundaresan, 2014). Women show to have other responsibilities compared to men. This could be linked to social and cultural differences as women take often care for their children (Unwomen, 2020). Therefore, females encounter a harder time obtaining WFB compared to males.

When comparing different gender roles within the balance between work and private life, it still can be concluded that humans are social beings. The need to feel like we belong is evermore expanding, since the methods to feel included are increasing. The feeling of belonging could be based on small phenomena such as a ‘like’ on Facebook or Instagram, or being included in a WhatsApp group chat, which can be linked to the Maslow’s Hierarchy of Needs (1943). This hierarchy is visualized as a pyramid that moves from down (Physiological needs, like food and warmth) to up (self-actualization, achieving one’s full potential). In the middle of the pyramid you find the Belonginess and love needs. This includes intimate relationships and friends which therefore can be associated with the digital environment of online contact with friends and family.

Additionally, the increasing possibilities to digitally connect in combination with the COVID-

19 pandemic shows how social connection and interaction digital platforms evolves. The necessity of being able to talk with friends, family, colleagues and other people has sparked an increase in the use of digital environments during the pandemic. The communication with friends and family shifted from visiting each other to social media platforms like Facebook, Instagram, Snapchat, LinkedIn, WhatsApp and Twitter. How rapidly online communication evolved during the pandemic is evident when examining the increased use of zoom, which was used 574% more during the pandemic (Bayern, 2020). This was done in order to stay connected to family and friends.

Aim of this research

This research aims to find a connection between the before mentioned factors. In order to understand whether COVID-19 has an influence on the work-family balance, this study attempts to explore the effects of the virus. Additionally, it is investigated whether digital social connection influences the work-family balance amongst the working population, this study attempts to investigate such digital connection and if people are willing to distance themselves from social media in order to increase their balance of work and daily life. This could gain insight in what makes users choose to disconnect and therefore, find out if there is a need for more digital disconnecting. This could be useful, since there do not seem to be studies that provide an in-depth and systematic analysis of this topic.

All in all, the focus of the research lies on the main question: What are the dynamics between employees distancing themselves from social media and (maintaining) their work-family balance during the coronavirus disease 2019 (COVID-19)?

This research is organized in four sections. The first section is introductory, the second section describes the methodology, the third section presents the analysis of the results of the research, while section four discusses the results. The last section concludes.

2. Theoretical framework

2.1.Balanced work and private life

An increasingly important topic in today's society is the work-life balance (WLB) of employees. A non-existence of true personal interaction during a pandemic could influence the WLB. Likewise, WLB is often referred as work-family balance (WFB) (Gragnano et al., 2020). For this reason, WFB is used in this research to define the connection between work and private life. WFB refers to an individual's ability to effectively balance work and family

responsibilities. The Cambridge dictionary describes WFB as the how much time you spend on your work activities compared with the amount of time you spend with your family and doing things you like to do. Therefore, it is defined as the capability for a person to fulfil both work and family obligations, likewise other nonwork activities. Work, in this sense, refers to outside-the-home paid labor (Wheatley, 2012).

The importance of a well-balanced work and family life was stressed by multiple researchers (Eby et al., 2005; Pocock, 2003). They highlight that a well-balanced work and family will enhance the health and well-being for not only families but the individuals as well. Allen, Herst, Bruck and Sutton (2000) concluded that relationships between families strengthened due to reduced stress and increased the life satisfaction. Ultimately, a well-balanced work and family showed to have multiple benefits. Nevertheless, since the start of the pandemic, 73 percent of employees are stressed out, as opposed to 61 percent pre-pandemic (Team, 2020). 27 percent of all 7000 respondents blamed it on a lack of balance between work and private life. When someone in your family is present at all times, it can be especially difficult to keep your work and personal life separated. According to Putri and Amran (2021) working for nearly 6 hours a day helps you to achieve this balance. An employee should be able to work for 6 hours plus 1 hour of rest, participate in 10 hours of outside work activities and sleep for 8 hours. Therefore, to measure the WFB it is required to take into account three main aspects. The first aspect is the time balance, which includes the hours of work per day, the hours of rest per day, the hours of outside work activities, and the hours of sleep. Secondly, involvement balance is important and lastly the satisfaction balance (Mcdonald & Bradley, 2005). When these three aspects are aligned a healthy WFB would be achieved.

2.2.COVID-19

However, the ability to achieve a work-family balance shifted during the recent COVID-19 pandemic, as previous mentioned stress levels since the pandemic significantly increased (Team, 2020). At the start of the COVID-19 outbreak, employees are forced to work-from-home as much as possible which resulted in a shift of the WFB. The pandemic is projected to have a significant impact on family work, due to increased housework and childcare as a result of school and day-care closures. Moreover, in reality, the current COVID-19 crisis is a health and social crisis as well as an economic one. Balancing work and personal life was

already a challenge before the pandemic and seem to be challenging even more since the start of the pandemic.

As mentioned before, being socially connected to others comes with a lot of benefits. During the pandemic it seems more important than ever to maintain our connection to friends, family, and workplace. Pandey et al. (2021) mentions that people are more and more in need of being socially digitally connected to others, since regulations forces society to stay at home and strict our real social interactions in order to overcome the coronavirus, and above all protect the people who are more vulnerable to the virus. This means that COVID-19 increases our need to stay online and keep in touch digitally with our family and friends through platforms like Facebook or WhatsApp.

The pandemic has shifted the fragile balance between digital connection and disconnection drastically. As COVID-19 spreads, more and more people are being forced to stay at home. Relatives and co-workers now communicate solely online in this new reality. Concerning that online communication might strengthen the feeling of isolation and loneliness, especially when in-person interplay is involved (Twenge et al., 2019; Nowland et al., 2017). This is due to the absence of humanizing compelling reasons for true personal interaction. This health crisis has unintentionally moved most offline activities online. According to Statista (2021) 44 percent of U.S. employees worked from home five days a week, compared to 17 percent before the pandemic. Resulting in an unparalleled expansion and strengthens the digitally accessibility of online activities. Resulting in a social necessity and a public good to have a secure internet connection. These extraordinary conditions push the need to be socially connected and the boundaries of everyday life's digitalization, realizing the desire of disconnection is more important than ever. We relate to the fact that opt-out in an online world might be beneficial for the high levels of stress and anxiety experienced nowadays.

2.3.Digital social connection

The pandemic showed the increasing need for digital connection and stresses the importance for daily life. Being digitally social connected is not only important to maintain friendships and to share one's thoughts and feelings, but it also helps with feeling part of society. For instance when you want to apply for a job, LinkedIn connections contribute to social connection to gain work related connections that help you in finding a job.

Research by Grieve, Indian, Witteveen, Tolan and Marrington (2013) shows that having social connections is associated with an improved subjective well-being, lower depression, decreased anxiety levels, and being content with life overall, however, there seems to be little consensus as to what it refers to. For the sake of this research digital connection is defined as: any media network that digitally links a user to his or her professional and personal contacts . The influence of digital social connection and improved well-being seems logical since various studies found correlations between loneliness and depression, anxiety, and stress (Richardson et al., 2017; Sawir et al., 2008; Ponzetti 1990). Additionally, according to Peplau & Perlman (1982) loneliness is the psychological state that follows after deficiencies in social contact and could therefore be the result of disconnection. This stresses the need of people to be socially connected to others and highlights the consequences when someone is not connected. Similarly, this could be applied when you talk about digital connection with friends or family. That the concept of having to connect in order to maintain a positive well-being is a disadvantage on its own.

However, this might be different when social media interferes or becomes part of one's job. If social media is used as a distraction during work hours or if the employer makes use of social media to connect employees, it could drastically interfere with ones work-family balance. Checking work related social media out of office hours could lead to employees to feel like they are 'always on', which means that relaxation in private becomes less self-evident (Nayak, 2020). Similarly, Duperrin (2019) mentions this 'always on' mentality in terms of being 'always connected', which leads to an organization which does not function well. Moreover, people are constantly distracted by online communication platforms which likewise distract them from their essential life activities, for example spending time with one's family (LaRose et al., 2014). Some consequences involved with this 'always connected' society includes sleeping disorders due to text messaging overnight (Van den Bulck, 2003) and the difficulty to disconnect from work due to the expectation that incoming e-mail messages should be watched and replied quickly, which causes obsessive email monitoring (Mazmanian et al., 2006).

Therefore, literature suggests a connection between the level of digital social connection experiences and the experienced work-family balance. Consequently, it is expected that:

H1: Employees who report a decreased digital social connection experience a higher work-family balance than employees who indicate an increasing level of digital social connection.

2.4.Connection & Disconnection

Participating in online activities during the COVID-19 pandemic was necessary to be included within society. As argued before, social connection and connecting digitally is important for those who want to be part of society and thus feel included. However, the desire to connect could also have a practical motive; If everybody applies for jobs via LinkedIn, it could have an effect on those who opt out of LinkedIn or are structurally excluded from these services. This practical assumption explains how society evolves and how a lifestyle shifts to digital methods. The same train of thought could be applied to social networking; If some one´s friends increasingly shift to communicating online, one will have to adapt in order to feel included. Therefore, it is plausible that once your friends communicate through social media platforms, you are easily influenced to make an account on similar platforms.

Social media showed to be a viable way to connect to the outside world during COVID-19, but the need to disconnect increases which raises the question whether the work-life balance among individuals would increase while opting out from social media. Aravinda, Kumar and Priyadarshinin (2018) concluded that, when employees indicated a higher level of involvement in online social networking, it negatively impacted the WFB. This was especially the case when social media was used personally. This stresses the importance for more research needed about the topics digital social connection, social media distancing and WFB.

Although this shift is theoretically convenient, people start to struggle with the fast paced communication it entails and feel the need to slow down and disconnect from the online world. Both the desire to connect to be included and the desire to disconnect to decrease stress emerge as this shift happens. In this context, one might question if digital connection is a viable solution to the issues we face, or if it needs to be revised in order to provide meaningful prospects for shaping a better future in digital societies. The need to slow down and disconnect from the online world can be linked via fatigue and the fear of missing out (FOMO). As mentioned by Agarwal (2018) fatigue acts an important role for people to opt out. This so called social media fatigue is based on a desire to retreat from social media as well as feelings of worry and exhaustion at the prospect of participating online. A survey revealed that 70 percent of the participants spent at least an hour on social media, while more than 80 percent felt stressed and overwhelmed about their social media use. Reasons discussed were the pressure to be perfect on social media, the strain to learn and stay up to date with the rapidly developing technology involved, and the continual effort to attract more followers. On the other hand, FOMO can have a negative influence on social media use as

well. FOMO is described as “a continuous fear that others may be experiencing satisfying moments from which one is excluded, FOMO is defined by the need to remain constantly connected with what others are doing” (Agarwal, 2018). The negative effects of FOMO on social media use is the extensive use of social media by individuals, since they feel that this tool is beneficial for managing their fear of exclusion. Likewise, this might lead to a decrease of their well-being and increase of stress.

However, disconnecting with social media cannot be achieved without consequences. Social media has become close to being a central force in life for humans in western civilization. (Abroms, 2019). The decision to distance oneself from social media could therefore be considered secluding oneself from a part of society. If this does not conform with the policy of one’s employer, problems could emerge when attempting to balance work- and private life. Moreover if one does comply with an online policy of one’s employer, work topics could unintentionally become more present in one’s private life than someone might like.

For the course of this research, disconnection (or opting out) is called social media distancing.

Therefore, literature suggests a connection between the level of social media distance experiences and the experienced work-family balance. Consequently, it is expected that:

H2: Employees who report a higher social media distance will experience a decreasing effect on the work-family balance compared to employees who indicate a lower social media distance.

2.5.Gender

The previously discussed effects seem to differ between genders. Next to managing your time sufficiently to achieve a well-balanced work family connection, gender seems to play a crucial role as well. The changing work-family balance during COVID-19 resulted in a significant implication, especially for women who are mostly in charge of childcare and household (Unwomen, 2020). Research by UnWomen showed an significant rise of levels of anxiety, depression, distorted sleep patterns and increased burnout symptoms. It is argued that these symptoms were the consequences of continuously inspecting emails, keeping cell phones on, and above all replying to messages after working hours. This refers back to the ‘always on’ mentally during COVID-19. Because of the adopting of these traditional roles it

is likely that men who are less connected to social media have a better work-family balance than women because it is assumed that women already take on a family focused role. It is therefore critical to investigate gender differences, because of the traditional roles they might assume.

Traditionally, males were supposed to prioritize their professional life, while females were encouraged to prioritize families (Ferree, 1990). To support these gender differences within household, Bielby and Bielby (1989) revealed that married women prioritize family above work, whisle males emphasize the importance of work in the household. As compared to before in 21st century, more females were employed work. However, compared to males, females have less full-time jobs. According to Centraal Bureau voor de Statistiek (CBS, 2021), only 26 percent of the females within the Netherlands had a full-time job in 2020. Revealing there still might be a difference between work and family obligations when gender is involved.

Therefore, literature suggests a connection between the level of digital social connection experiences and the experienced work-family balance when gender is involved. Consequently, it is expected that:

H3: Employees report a possible effect of digital social connection on work-family balance when being moderated by gender.

Moreover, literature suggests a connection between the level of social media distance experiences and the experienced work-family balance when gender is involved. Consequently, it is expected that:

H4: Employees report a possible effect of social media distance on work-family balance when being moderated by gender.

2.6.Research model

The following model (Figure 1) serves as the theoretical model to guide the research.

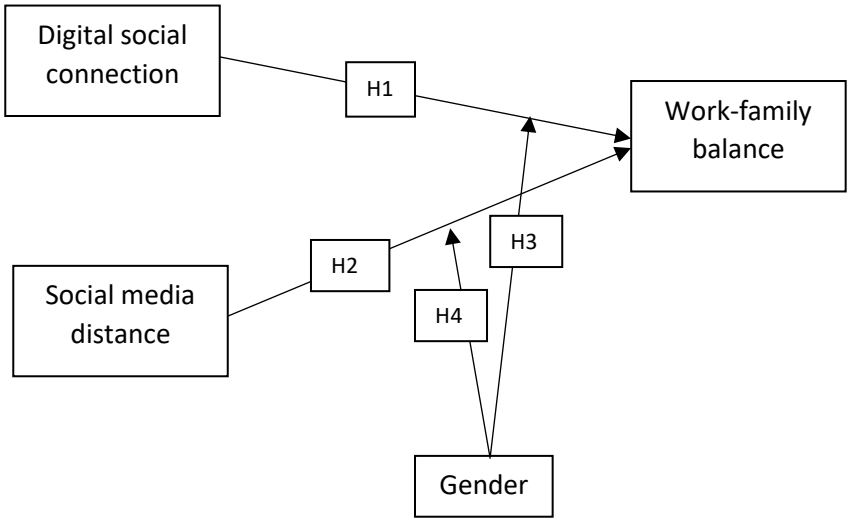

Figure 1. Hypothesized model for the moderation of gender and social media distancing with digital social connection and work-family balance.

3. Methods

3.1.Design

In order to understand how it feels to live through a period of disconnection, it is necessary to question how people perceive their experiences with social media. To do so, a cross-sectional survey design was used by means of an online questionnaire. This study attempts to find out if this method can be used to support other contributions to the study of mediatization. This will result in acquiring new data that could be a vital addition to overall mediatization research and when combined with other empirical results will lead to a broader research agenda and more stable theoretical statements.

3.2.Procedure

Before the questionnaire was spread among the target group, the questionnaire was pretested among 9 respondents to search for problem areas, reduce measurement errors, and determine whether or not respondents are interpreting questions in a correct way. This was done to ensure that the order of questions was not influencing the way a respondent answers. Within the four main constructs of the questionnaire, social media distance, digital social connection, work-family balance, and COVID-19, the Cronbach's Alpha (α) was measured to detect if any items should be deleted from the questionnaire to increase the reliability. The pre-test

showed within the construct of social media distance α = .89 and α = .87. No items were deleted. Within digital social connection α = .69. One item was deleted to increase the reliability of this construct. Next, the work-family balance construct showed α = .48. One item was deleted to increase its reliability. Lastly, COVID-19 construct consisted of two parts. The first part revealed α = .43. One item was deleted to increase its reliability. The second part showed α = .83. No items needed to be deleted.

Consequently, the study was approved by the Ethical Committee of the University of Twente before it was spread among the population. The online survey was created with the survey software named Qualtrics, and was online for six days from 16th of June 2021 until 21th June 2021. The survey was spread via different social media platforms. The recruitment text included information related to the required profile of the participant (18 years or older, employed, and social media users), the interest of the study, and a web link to the survey. When a participant clicked on the link, the survey would start with an introduction paragraph describing the study. They were informed about the estimated duration (15 minutes) and that the data would be kept confidential. A gift card was distributed among one of the participants as an incentive to participate. Next, the page included an informed consent which they had to sign in order to participate in the study. Participants were informed they could withdraw the study at any time and their personal information would be confidential.

3.3. Participants

The questionnaire was spread among the work population since they are challenged to maintain a healthy balance towards the work and family. The participants were collected via convenience and snowball sampling. Moreover, the study required participants who have an affinity for engagement with technology and connectivity and thus can be termed as 'informal experts' because of their experiences. The term 'informal experts' does not relate to expertise and formal knowledge from a professional point of view, but rather focuses on their personal interest related to social media. Next, the only requirement to participate in this research was to be at least 18 years or older. This wide range of participants was used to gain a broad understanding of the perceptions and behaviors among the population.

Demographic characteristics of the participants were measured by the following items; age, gender, nationality, and education. The items were asked at the end of the survey. Table 1 shows the descriptives of the demographic characteristics of the participants. The sample population for this research included 292 participants in total. After the data was cleaned, 245

participants remained including 99 women, 144 men, and 2 non-binary/ third gender. Participants' ages ranged from 19 to 61 (M = 30.59 , SD = 7.18). The majority of the participants revealed an American (nearly 50 percent) or a Dutch (over 25 percent) nationality (table 1). Additionally, the participants were overall highly educated, 58 percent showed to have either a University Bachelor's or Master's degree.

Gender		
	Women	40.4 Percent
	Men	58.8 Percent
	Non-binary/third gender	.8 Percent
Age		*M* = 30.59
		SD = 7.18
Nationality		
	United States of America	49.4 Percent
	Netherlands	25.7 Percent
	Other	24.9 Percent
Education		
	Secondary education	4.5 Percent
	Secondary vocational education (MBO)	11.8 Percent
	University of Applied Sciences (HBO)	24.5 Percent
	University Bachelor's degree	33.9 Percent
	University Master's degree	24.1 Percent
	Other, please specify	.4 Percent

Table 1. Descriptives of sample

3.4. Measures

To measure all the constructs, overall a 7-point Likert scale was used. Moreover, the reliability and validity was based on the Cronbach's Alpha (α) and the factor analysis.

3.4.1. Demographics and social media usage

First of all the participants were asked to answer five general questions related to their social media use. The questions were sectioned into two parts. The first part consisted of questions related to the general social media use. The first question was related to whether they use social media at all. Once they indicated 'no' they were redirected to the end of the survey

since they could not continue. Secondly, the participants were asked to mention the devices they use when using social media. Thirdly, they were asked to rank their top 5 most frequent used social media platforms and lastly they were asked to indicate their average daily use of social media on a slide bar ranging from 0 hours per day to 6 hours per day.

The second part included a question related to the social media engagement. Participants were asked to indicate how many days per week they used social media under different circumstances; 'Within 15 minutes of waking up', 'When eating breakfast', **'**When eating lunch', 'When eating dinner', and 'Within 15 minutes of going to sleep' (α =.75).

3.4.2. Social media distance (disconnection)

Social media distance is measured by three categories. The first one relates to Disconnection, the second one to the Fear of Missing Out (FOMO) and the last one to fatigue.

First of all, Disconnection measurement is based on Steven Reiss's theory of sixteen basic human desires (2004). As mentioned by Reiss (2004) these desires are linked through three main topics. First of all, a basic desire is an end goal and therefore related to an intrinsic source of motivation. Secondly, a set of universal motivators are involved. Lastly, Reiss mentioned the psychological relevance. Nonetheless, there is assumed to be a difference between individuals, social groups and cultures. The sixteen desires mentioned by Reiss empirically show how people are motivated for daily activities related to media. Participants responded to the question "How important do you find social media in order to …." including 16 different items of a 7-point Likert scale ranging from 1= "social media not important at all", 2= "social media low important", 3= "social media slightly important", 4= "neutral", 5= social media moderately important", 6= "social media very important", and 7= "social media extremely important". An example of an item was '… gain knowledge' and '… keep in touch with others'. (Disconnection: α = .89, FOMO: α = .85, fatigue: α = .89)

Secondly, FOMO is based on the measurement of Przybylski., Murayama, DeHaan, and Gladwell (2013). FOMO includes 9 items and is measured on a 7-point Likert scale ranging from 1= "strongly agree" to 7 = "strongly disagree". An example of an item asked within the construct FOMO is; "When I have a good time it is important for me to share the details online (e.g. updating status)".

Likewise, fatigue is measured using 5-items by the same Likert scale. However, fatigue measurement was based on the items related to the research of Whelan, Islam, and Brooks (2020). An example of an item asked for the construct fatigue is; "After a session of using social media, I feel really fatigued".

3.4.3. Digital social connection

The social connection and self-disclosure (engagement) subscales of Ledbetter's (2009) measures the online communication attitude. The social connection scale is a seven-point likert scale with response choices ranging from 1 (strongly disagree) to 7 (strongly agree). It includes 6 items: "If I couldn't communicate online, I would feel 'out of the loop' with my friends"; "If I lost Internet access, I think I would probably lose contact with many of my friends"; "Without the Internet, my social life would be drastically different"; "I would communicate less with my friends if I couldn't talk with them online", and "Online communication is not an important part of my social life" (reverse coded). (α = .60)

The self-disclosure (engagement) scale contains 7 items: "I feel less nervous when sharing personal information online"; "I feel like I can be more open when I am communicating online"; "I feel like I can sometimes be more personal during Internet conversations"; "When online, I feel more comfortable disclosing personal information to a member of the opposite sex"; "I feel less shy when I am communicating online"; "I feel less embarrassed sharing personal information with another person online"; and "It is easier to disclose personal information online." (α = .89)

3.4.4. Work-family balance

The work-family balance is measured using the 8-item questionnaire from Putri and Amran (2021). They include the following three aspects; time balance, involvement balance, and satisfaction balance and responses choices range from 1 (strongly disagree) to 7 (strongly agree). Time balance contains the questions: "Working time does not take my time in carrying out my personal or family life"; "I work from home according to the time set by the company"; and "I still have time to do hobbies and other activities". Involvement balance is measured by the items: "I can carry out my role well both in work and in family" and "My involvement in family activities and work activities is done in a balanced way". Lastly satisfaction balance is measured by the following items: "I do not feel depressed either in doing work or when doing activities outside of work"; "I feel happy and comfortable with my work and family life" and "I feel satisfied with a balanced life between work and activities outside work". (α = .82)

3.4.5. COVID-19

The impact of COVID-19 was measured using a 5-item questionnaire from Al-Qahtani, Elgzar, and Ibrahim (2020). Before the participants were asked to indicate if their work

shifted from offline to online during COVID-19. Next, participants were asked to fill in the 5-item questionnaire which related to the social consequences of social distancing during COVID-19. This included the questions; "Social distancing negatively affected social relations", "Social media use gives the same results as direct contact with friends", "Social distancing gives chance for comfort and mind pace", "Social distancing gives chance to practice household activities and corporation between couples", and "Social distancing gives chance to consolidate family relations". Response choices ranged from 'Yes', 'To some extent', 'No', and 'Other, please specify' (α = .89).

3.5. Factor analysis

In total the survey included four main constructs, namely social media distance, digital social connection, work-family balance, and COVID-19. All the factor loadings from the items can be found in table 5. Additionally, the total variance explained is 74% with eigenvalues higher than 1. For all constructs factor analysis including Varimax rotation was applied to indicate the correlation and factor loadings of the items within the constructs. Items with a negative loading were excluded from the analysis.

3.5.1. Social media distance

Twenty seven questions related to social media distance were analysed using a factor analysis with Varimax rotation. They were reported on a 7-point Likert scale. The items higher than .800 were removed from the analyses. This included the items; FOMO: *"When I miss out on a planned get-together it bothers me"*(.802) and Fatigue: *"Due to using social media, I feel rather mentally exhausted"* (.824). Likewise, minus loadings were excluded from the analyses. This included the following items; *"How important do you find social media in order to …." "….Gain knowledge"*(-.483) and *"Keep in touch with others"* (-.436), FOMO: *"I get worried when I find out my friends are having fun without me" (*-.504) and *"I get anxious when I don't know what my friends are up to"*(-501).

Finally, the factor loadings ranged from .406 to .788 (table 2). The highest loading corresponds with the item *"How important do you find social media in order to …." "Have peace and quiet"* and explained 62% of the variance. The lowest loading corresponds with the item; FOMO: "*When I have a good time it is important for me to share the details online (e.g. updating status)"* and explained 16% of the variance.

Scale	Items	Loadings
Social media distance(α =.79)	*"How important do you find social media in order to …."*	
	Gain knowledge	-.483
	Keep in touch with others	-.436
	Improve society	.503
	Influence others	.554
	Organize everyday life	.680
	Enjoy food and drinks	.608
	Keep traditions alive	.714
	Get recognition from others	.717
	Stay in physical shape	.784
	Have peace and quiet	.788
	Gain status	.781
	Get love and sex	.781
	Collect things	.638
	Fear Of Missing Out (FOMO)	
	I fear others have more rewarding experiences than me	.740
	I fear my friends have more rewarding experiences than me	.754
	I get worried when I find out my friends are having fun without me	-.504
	I get anxious when I don't know what my friends are up to	-.501
	It is important that I understand my friends in jokes	.611
	Sometimes, I wonder if I spend too much time keeping up with what is going on	.482
	It bothers me when I miss an opportunity to meet up with friends	.526
	When I have a good time it is important for me to share the details online (e.g. updating status).	.406
	When I miss out on a planned get-together it bothers me	.802
	Fatigue	
	I find it difficult to relax after continually using social media	.657
	After a session of using social media, I feel really fatigued	.786
	Due to using social media, I feel rather mentally exhausted	.824
	After using social media, it takes effort to concentrate in my spare time	.642
	During social media use, I often feel too fatigued to perform other tasks well	.746

Table 2. Results of factor analysis Social media distance.

3.5.2. Digital social connection

Ten questions related to digital social connection were analysed using a factor analysis with Varimax rotation. They were reported on a 7-point Likert scale. The items higher than .800 was removed from the analyses. This included the item; Social Connection: *"I would communicate less with my friends if I couldn't talk with them online"*(.809).

Lastly, the factor loadings ranged from .529 to .790 (table 3). The highest loading corresponds with the item; Self-disclosure *"I feel less shy when I am communicating online"* and explained 62% of the variance. Additionally, the lowest loading corresponds with the item; Social Connection: *"Online communication is not an important part of my social life"* and explained 28% of the variance.

Scale	Items	Loadings
Digital social connection (α = .80)	*Social connection*	
	If I couldn't communicate online, I would feel 'out of the loop' with my friends	.708
	Without the Internet, my social life would be drastically different	.698
	I would communicate less with my friends if I couldn't talk with them online	.809
	Online communication is not an important part of my social life (reverse coded)	.529
	Self-disclosure	
	I feel less nervous when sharing personal information online	.541
	I feel like I can be more open when I am communicating online	.729
	I feel like I can sometimes be more personal during Internet conversations	.759
	When online, I feel more comfortable disclosing personal information to a member of the opposite sex	.702
	I feel less shy when I am communicating online	.790
	I feel less embarrassed sharing personal information online	.771

Table 3. Results of factor analysis Digital social connection.

3.5.3. Work-family balance

Within the construct Work-family balance, ten questions were included and analysed using a factor analysis with Varimax rotation. They were reported on a 7-point Likert scale. The items higher than .800 was removed from the analyses. This included the item; Involvement

balance: *"I can carry out my role well both in work and in family"*(.809). Similarly, the following minus item was excluded from the analysis; Social media use at work *"On average, how many hours do you spend on social media per day at work?"* (-.505).

After removing the mentioned items, the factor loadings ranged from .421 to .755 (table 4). The highest loading corresponds with the item; Satisfaction balance *"I do not feel depressed either in doing work or when doing activities outside of work"* and explained 57% of the variance. Additionally, the lowest loading corresponds with the item; Time balance: *"I still have time to do hobbies and other activities"* and explained 18% of the variance.

Scale	Items	Loadings
Work-family balance (α = .82)	*Time balance*	
	I work from home according to the time set by the company	.633
	I still have time to do hobbies and other activities	.421
	Involvement balance	
	I can carry out my role well both in work and in family	.809
	My involvement in family activities and work activities is done in a balanced way	.696
	Satisfaction balance	
	I do not feel depressed either in doing work or when doing activities outside of work	.755
	I feel happy and comfortable with my work and family life	.503
	I feel satisfied with a balanced life between work and activities outside work	.680
	Social media use at work	
	I often use social media to obtain work-related information and knowledge	.746
	I regularly use social media to maintain and strengthen communication with colleagues in my work	.647
	On average, how many hours do you spend on social media per day at work?	-.505

Table 4. Results of factor analysis Work-family balance.

3.5.4. Impact of COVID-19

The last construct included nineteen questions and were analysed using a factor analysis with Varimax rotation. They were reported on a 5-point Likert scale. The items higher than .800

was removed from the analyses. This included the item; "After being online for work": *"My eyes feel irritated*" (.845) and *"I experience pain around my eyes"* (.808).

In the end the factor loadings ranged from .404 to .799 (table 5). The highest loading corresponds with the item: "After being online for work": *"I feel irritable"* and explained 64% of the variance. Additionally, the lowest loading corresponds with the item; ; Social consequences: "Social media use gives the same results as direct contact with friends" and explained 16% of the variance.

Scale	Items	Loadings
COVID-19 (α =.89)	*Social consequence of social distancing during COVID-19*	
	Social media use gives the same results as direct contact with friends	.404
	Social distancing gives chance for comfort and mind pace	.469
	Social distancing gives chance to practice household activities	.674
	and corporation between couples	.768
	Social distancing gives chance to consolidate family relations	
	After being online for work…	
	I feel tired	.712
	I feel exhausted	.787
	I feel mentally drained	.752
	My vision gets blurred	.751
	My eyes feel irritated	.845
	I experience pain around my eyes	.808
	I avoid social situations	.720
	I just want to be alone	.548
	I need time for myself	.509
	I dread having to do things	.628
	I don't feel like doing anything	.710
	I often feel too tired to do other things	.616
	I feel emotionally drained	.748
	I feel irritable	.799
	I feel moody	.713

Table 5. Results of factor analysis COVID-19.

All in all, eleven items were removed from the analysis. First of all, within the social media distance construct it included the items SMditance1 ("*How important do you find social media in order to …." ….Gain knowledge"*); SMditance2 ("*How important do you find social media in order to ….Keep in touch with others"*); SMdistance_fomo9 ("*When I miss out on a*

planned get-together it bothers me"); SMdistance_fomo3 (*"I get worried when I find out my friends are having fun without me"*); SMdistance_fomo4 *"I get anxious when I don't know what my friends are up to"*); and SMdistance_fatigue3 (*"Due to using social media, I feel rather mentally exhausted"*). Secondly, within the digital social connection construct the item Digital_SC3 (*"I would communicate less with my friends if I couldn't talk with them online"*) was excluded. Thirdly, within the work-family balance construct the following items; WorkFamBal3 (*"I can carry out my role well both in work and in family"*) Social media use at work (Q33_1) (*"On average, how many hours do you spend on social media per day at work?"*) were excluded from the analysis. Lastly, within the COVID-19 construct it the excluded items were COVID_19_9 (*"After being online for work … my eyes feel irritated")* COVID_19_10 (*"After being online for work … I experience pain around my eyes"*).

3.6. Data analysis

The data was analysed via different ways using the statistical program SPSS. First of all, an assumption check by using homogeneity of variance was conducted followed by recoding and dividing variables into categories. After the first data analysis, and ANOVA analysis was conducted and moderators and correlations were analysed within SPSS.

4. Results

To analyse the results the means (*M*) and standard deviations (*SD*) of all constructs were reported. Additionally, an ANOVA analysis was ran with work-family balance as the dependent variable and digital social connection and social media distance as the independent variables to test the hypotheses if there is a possible dynamic between digital social connection and social media distance on work-family balance. These variables were moderated by gender.

Overall, all constructs within the study included a 7-poin Likert scale. According to the questionnaire, a score higher than 3.5 on the Likert scale revealed a low connection with the construct. In contrast, a score lower than 3.5 showed a high connection with the construct. In general, the sample within the digital social connection construct showed a relatively high digital social connection ($M = 3.20$, $SD = 0.91$). Next, the sample within social media distance revealed a score above average ($M = 3.98$, $SD = 0.63$), and showed a low impact of social media distance on the construct. In comparison, the sample within the work-family balance

construct showed a relatively high work-family balance (*M* = 2.56, *SD* = 0.79). Lastly, the impact of COVID-19 construct revealed a high impact of COVID-19 on the sample (*M* = 2.29, *SD* = 0.56) (Table 6).

	M	*SD*
Digital social connection	3.2069	0.90736
Social media distance	3.9778	0.63473
Work-family balance	2.5590	0.78670
COVID-19	2.2580	0.57580

Table 6. General mean and standard deviation for constructs

4.1 Digital social connection on WFB (*H1*)

4.1.1. Low and high digital social connection on WFB

The construct digital social connection consist of a 7-point Likert scale. The mean of this 7-point Likert scale is 3.5. People who report a digital social connection higher than 3.5 are seen as people who experience a low digital social connection. People who report a digital social connection lower than 3.5 are seen as people who experience a high digital social connection.

Similarly, the construct work-family balance consists of a 7-point Likert scale. Therefore, people who report a low work-family balance reveal a 3.5 or higher. Additionally, people who report a high work-family balance reveal a 3.5 or lower.

Results on the mean and standard deviation show that when people report a higher digital social connection they report a higher work-family balance (*M* = 0.92, *SD* = 0.27) compared to people who report a low digital social connection (*M* = 0.84, *SD* = 0.37) (Table 7).

Digitalsocialconnection_Cat	*N*	*M*	*SD*
Low connection	88	,8409	,36786
High connection	157	,9236	,26654
Total	245	,8939	,30862

Table 7. M and SD for Digital social connection on work-family balance (*H1*)

Social media use during the day

The survey included the question for participants to reflect on the social media use in the past week and report the number of days they used it under different circumstances. Appendix A shows the outcome of the results. Participants reported a social media use every day of the week in the following circumstances: within 15 minutes of waking up (44.9%), when eating breakfast (24.5%), when eating lunch (29.4%), when eating dinner (31,8%), and within 5 minutes of going to sleep (29,4%).

4.1.2. ANOVA analysis

Hypothesis 1: Employees who report a decreased digital social connection experience a higher work-family balance than employees who indicate an increasing level of digital social connection

An ANOVA analysis was conducted to compare digital social connection between WFB conditions. There was a statistically significance between groups ($F(1,243) = 4.096$, $p = 0.044$). Employees who report a decreasing digital social connection will experience a higher work-family balance than employees who indicate an increasing level of digital social connection. The main effect of work-family balance on low digital social connection (Low connection: $M = 0.84$, $SD = 0.37$; $b = -.083$, $SE = 0.024$, $t(243) = -2.024$, $p = .044$) and high digital connection (High connection: $M = 0.92$, $SD = 0.27$; $b = .924$, $SE = 0.024$, $t(243) = 37.733$, $p = <.001$) is significant. It explained 1.7% of variance on digital social connection in this sample (Appendix B). Showing a higher digital social connection leads to decrease of work-family balance. This result confirms H1.

4.2. Social media distance on WFB (*H2*)

4.2.1. Low and high social media distance on WFB

The construct social media distance consist of a 7-point Likert scale. The mean of this 7-point Likert scale is 3.5. People who report a social media distance higher than 3.5 are seen as people who experience a low social media distance (0). People who report a social media distance lower than 3.5 are seen as people who experience high social media distance (1).

As mentioned before, a low WFB is indicated with a 3.5 or higher and corresponds with a 0, while a high WFB is associated with a scale lower than 3.5 (1).

When comparing the means between social media distance and WFB, it is revealed that people who report a higher social media distance report a lower work-family balance (*M* = 0.86, *SD* = 0.35) compared to people who report a high social media distance (*M* = 0.90, *SD* = 0.30) (Table 8).

Socialmediadistance_Cat	*N*	*M*	*SD*
Low distance	186	,9032	,29645
High distance	59	,8644	,34529
Total	245	,8939	,30862

Table 8. M and SD for Social media distance on work-family balance (*H1*)

4.2.2. ANOVA analysis

Hypothesis 2: Employees who report a higher social media distance will experience a decreasing effect on the work-family balance than employees who indicate a lower social media distance.

An ANOVA analysis was conducted to compare social media distance between WFB conditions. There was not a statistically significance between groups ($F(1,243) = 0.708$, $p = 0.401$). The main effect of work-family balance on social media distance, $b = 0.039$, $SE = 0.046$, $t(243) = 0.841$, $p = 0.401$, and explained 0.3% of variance on social media distance in this sample (Appendix C). This leads to the rejection of H2.

4.3. Digital social connection and gender on WFB (*H3*)

4.3.1. Low and high digital social connection and gender on WFB

When comparing the means between digital social connection and gender on WFB, it is revealed that overall males report a higher digital social connection (*M* = 0.95, *SD* = 0.22) compared to females (*M* = 0.89, *SD* = 0.31) (table 9).

Digitalsocialconnection_Cat	Gender	*N*	*M*	*SD*
Low connection	Male	43	,9302	,25777
	Female	44	,7727	,42392
	Non-binary / third gender	1	,0000	.
	Total	88	,8409	,36786
High connection	Male	101	,9505	,21800
	Female	55	,8909	,31463
	Non-binary / third gender	1	,0000	.
	Total	157	,9236	,26654
Total	Male	144	,9444	,22986
	Female	99	,8384	,36997
	Non-binary / third gender	2	,0000	,00000
	Total	245	,8939	,30862

Table 9. M and SD for Digital social connection and gender on work-family balance (*H3*)

4.3.2. ANOVA analysis

H3: Employees report a possible effect of digital social connection on work-family balance when being moderated by gender.

The possible effect of digital social connection on work-family balance will be moderated by gender. An ANOVA analysis was ran to compare digital social connection and gender between WFB conditions. There was not a statistically significance between digital social connection and WFB ($F(1,239) = 0.107$, $p = 0.744$).

The interaction between digital social connection and gender on WFB was not significant for male (Gender=1), b = -0.020, SE = 0.419, t(239)=-0.048, p = .961 (Appendix D). Showing that there is no effect on work-family balance when digital social connection is moderated by gender male. Next, the interaction between digital social connection and gender on WFB was significant for female (Gender=2), b = -0.118, SE = 0.420, t(239)=-0.282, p = .778 (Appendix D). This reveals no effect on work-family balance when digital social connection is moderated by gender female. Therefore, H3 is rejected.

4.4. Social media distance and gender on WFB (*H4*)

4.4.1. Low and high social media distance and gender on WFB

The means between social media distance and gender on WFB revealed that overall males report a higher social media distance (M = 1.00, SD = 0.00) compared to females (M = 0.72, SD = 0.45) (table 10).

Socialmediadistance_Cat	Gender	*N*	*M*	*SD*
Low distance	Male	114	,9298	,25657
	Female	70	,8857	,32046
	Non-binary / third gender	2	,0000	,00000
	Total	186	,9032	,29645
High distance	Male	30	1,0000	,00000
	Female	29	,7241	,45486
	Total	59	,8644	,34529
Total	Male	144	,9444	,22986
	Female	99	,8384	,36997
	Non-binary / third gender	2	,0000	,00000
	Total	245	,8939	,30862

Table 10. Social media distance and gender on work-family balance (*H4*)

4.4.2. ANOVA analysis

H4: Employees report a possible effect of social media distance on work-family balance when being moderated by gender.

The possible effect of social media distance on work-family balance will be moderated by gender. An ANOVA analysis was conducted to compare social media distance and gender between WFB conditions. There was not a statistically significance between social media distance and WFB (F(1,240) = 1.086, p = 0.298).

The interaction between social media distance and gender on WFB was significant for male (Gender=1), b = -.232, SE = 0.088, t(240)=-2.642, p = .009. The mean and standard deviation on work-family balance on low connection and male (Low connection and male: M = 0.93, SD = 0.26) and high connection and male (High connection and male: M = 1.00, SD = 0.00). Showing that there is an effect on work-family balance when digital social connection is moderated by gender male (Appendix E). The variance explained by the model is 12.6%. This confirms H4.

5. Discussion and conclusion

Previous research showed a possible dynamic between a decreased work-family balance when using social media. The focus of this study was to examine the influence of social media distance and digital social connection on the work-family balance of employees. Gender was picked as the moderating variable within this study. Results show that the effect of digital social connection on work-family balance did reach a significance. Therefore when employees report a decreased digital social connection, they will experience a higher effect on the work-family balance compared to employees who indicate an increasing level of digital social connection. Therefore when employees use social media often, there will be a lack of balance between work and family life. Moreover, this leads to negative consequences in everyday life. As mentioned before, this over excessive use of social media could lead to sleeping disorders and obsessive email monitoring (Van den Bulck, 2003; Mazmanian et al., 2006). Additionally, 45 percent of the participants used social media within 15 minutes of waking up and 32 percent of the participants used social media when eating dinner. Accordingly, almost one third of the participants spend time on social media during dinner after a workday meanwhile they could spend time with their family at the dining table.

When an employee wishes to improve their work-family balance they should spent less time using social media. Additionally, another hypothesis stated that when employees report a higher social media distance, they will experience a decreasing effect on the work-family balance than employees who indicate a lower social media distance. However, the results suggest that social media distance does not influence the work-family balance of employees. Next, it seems that gender does not influence the work-family balance when digital social connection is involved. Revealing that whether you are a male or female using social media will not lead to a decrease in the work-family balance. Nonetheless, the effect of social media distance and gender on work-family balance did reach significance. Revealing that there is a difference between males and females when social media distance is connected to work-family balance.

Limitations

A key limitation for the study was that data collection took place while people where working at home for almost a year so people might be familiar and adapted already to the working-from-home situation. When a similar survey would be conducted at the beginning of the health crisis rather after a year of the health crisis it might result in a different outcome.

Another limitation was the sample profile of the participants. Most of the participants (50 percent) had an American nationality. COVID-19 had different effects on the regions all over the world. Since this effect and restrictions are different for every country, working from home might be different as well. This might has an influence and could be an objective in future study. Another limitation includes the sample population of this study. Since more males (144) compared to females (99) participated in this research, the outcome could be biased. An unequally sized gender group could lead to unequal variances. Furthermore, since COVID-19 is a current topic and not a lot of research is conducted concerning this topic it made it difficult to cite prior studies related to this topic. A lot of research related to this topic was not published yet. This might have broaden the view of this research.

Additionally, previous research showed social media distance and work-family balance as an emerging research field. Further qualitative exploration of the results will be very useful, and might raise the following questions: why do male employees report a higher social media distance when work-family balance is involved? Would different cultures have an influence on the work-family balance?

Practical implications

Social media seems to be an important part of society and has been widely used among all ages (Grieve, Indian, Witteveen, Tolan and Marrington, 2013). In practical terms, the findings of this study can be implicated in work environments so employees will distance the ‘always on’ mentality and focus on a balanced work and private life. When it is encouraged by a work environment to sign off after work and to spent more time with family, the stress among employees would reduce which will lead to a decrease of burn outs among employees.

Conclusion

However, many aspects remain unexplored. A well-balanced work and family life seem to still be a struggle among some people nowadays. It is suggested to not only focus on the work-family balance, but maintaining a healthy digital balance to reconnect to family and digitally disconnect.

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Appendices

Appendix A

Table 11

Circumstances within 15 minutes of waking up

Circumstance		*N*	%
Within 15 minutes of waking up	Not one day last week	14	5,7
	One day last week	27	11,0
	Two days last week	22	9,0
	Three days last week	25	10,2
	Four days last week	13	5,3
	Five days last week	16	6,5
	Six days last week	16	6,5
	Every day last week	110	44,9
	Total	243	99,2
Missing	System	2	,8
Total		245	100,0

Table 12

Circumstances when eating breakfast

Circumstance		*N*	%
When eating breakfast	Not one day last week	23	9,4
	One day last week	20	8,2
	Two days last week	52	21,2
	Three days last week	22	9,0
	Four days last week	28	11,4
	Five days last week	16	6,5
	Six days last week	22	9,0
	Every day last week	60	24,5
	Total	243	99,2
Missing	System	2	,8
Total		245	100,0

Table 13

Circumstances when eating lunch

Circumstance		*N*	%
When eating lunch	Not one day last week	11	4,5
	One day last week	16	6,5
	Two days last week	30	12,2
	Three days last week	27	11,0
	Four days last week	29	11,8
	Five days last week	39	15,9
	Six days last week	19	7,8
	Every day last week	72	29,4
	Total	243	99,2
Missing	System	2	,8
Total		245	100,0

Table 13

Circumstances when eating dinner

Circumstance		*N*	%
When eating dinner	Not one day last week	28	11,4
	One day last week	5	2,0
	Two days last week	22	9,0
	Three days last week	29	11,8
	Four days last week	29	11,8
	Five days last week	24	9,8
	Six days last week	25	10,2
	Every day last week	78	31,8
	Total	240	98,0
Missing	System	5	2,0
Total		245	100,0

Table 13

Circumstances within 5 minutes of going to sleep

Circumstance		*N*	%
Within 5 minutes of going to sleep	Not one day last week	44	18,0
	One day last week	8	3,3
	Two days last week	13	5,3
	Three days last week	21	8,6
	Four days last week	35	14,3
	Five days last week	27	11,0
	Six days last week	24	9,8
	Every day last week	72	29,4
	Total	244	99,6
Missing	System	1	0,4
Total		245	100,0

Appendix B

Table 14

Test of Between-Subjects Effects of Digital social connection

Source	Type III *SS*	*df*	*MS*	*F*	*p*
Corrected Model	,385[a]	1	,385	4,096	,044
Intercept	175,569	1	175,569	1866,649	,000
Digitalsocialconnection_Cat	,385	1	,385	4,096	,044
Error	22,856	243	,094		
Total	219,000	245			
Corrected Total	23,241	244			

Note. R Squared = ,017 (Adjusted R Squared = ,013)

Table 15

Parameter Estimates of Digital social connection

Parameter	*b*	*SE*	*t*	*p*	95% CI	
					LB	UB
Intercept	,924	,024	37,733	,000	,875	,972
[Digitalsocialconnection_Cat=,00]	-,083	,041	-2,024	,044	-,163	-,002
[Digitalsocialconnection_Cat=1,00]	0[a]	.	.	.	.	.

Appendix C

Table 16

Tests of Between-Subjects Effects of Social media distance

Source	Type III *SS*	*df*	*MS*	*F*	*p*
Corrected Model	,067[a]	1	,067	,708	,401
Intercept	139,953	1	139,953	1467,577	,000
Socialmediadistance_Cat	,067	1	,067	,708	,401
Error	23,173	243	,095		
Total	219,000	245			
Corrected Total	23,241	244			

Note. R Squared = ,003 (Adjusted R Squared = -,001)

Table 14

Parameter Estimates of Social media distance

Parameter	*B*	*SE*	*t*	*p*	95% CI	
					LB	UB
Intercept	,864	,040	21,501	,000	,785	,944
[Socialmediadistance_Cat=,00]	,039	,046	,841	,401	-,052	,130
[Socialmediadistance_Cat=1,00]	0[a]	.	.	.	.	.

Appendix D

Table 17

Test of Between-Subjects Effect of Digital social connection moderated by Gender

Source	Type III *SS*	*df*	*MS*	*F*	*p*
Corrected Model	2,625[a]	5	,525	6,086	,000
Intercept	6,057	1	6,057	70,218	,000
Digitalsocialconnection_Cat	,009	1	,009	,107	,744
Gender	2,212	2	1,106	12,824	,000
Digitalsocialconnection_Cat * Gender	,131	2	,066	,762	,468
Error	20,616	239	,086		
Total	219,000	245			
Corrected Total	23,241	244			

Note. R Squared = ,113 (Adjusted R Squared = ,094)

Table 18

Parameter Estimates of Digital social connection moderated by Gender

Parameter	*b*	*SE*	*t*	*p*	95% CI	
					LB	UB
Intercept	-8,021E-15	,294	,000	1,000	-,579	,579
[Digitalsocialconnection_Cat=,00]	9,090E-15	,415	,000	1,000	-,818	,818
[Digitalsocialconnection_Cat=1,00]	0[a]	.	.	.	.	.
[Gender=1]	,950	,295	3,220	,001	,369	1,532
[Gender=2]	,891	,296	3,006	,003	,307	1,475
[Gender=3]	0[a]	.	.	.	.	.
[Digitalsocialconnection_Cat=,00] * [Gender=1]	-,020	,419	-,048	,961	-,845	,805
[Digitalsocialconnection_Cat=,00] * [Gender=2]	-,118	,420	-,282	,778	-,945	,708
[Digitalsocialconnection_Cat=,00] * [Gender=3]	0[a]	.	.	.	.	.
[Digitalsocialconnection_Cat=1,00] * [Gender=1]	0[a]	.	.	.	.	.

[Digitalsocialconnection_Cat=1,00] * [Gender=2]	0[a]	.	.	.	.	.
[Digitalsocialconnection_Cat=1,00] * [Gender=3]	0[a]	.	.	.	.	.

Appendix E

Table 19

Tests of Between-Subjects Effects of Social media distance moderated by Gender

Source	Type III *SS*	*df*	*MS*	*F*	*p*
Corrected Model	2,923[a]	4	,731	8,633	,000
Intercept	11,517	1	11,517	136,047	,000
Socialmediadistance_Cat	,092	1	,092	1,086	,298
Gender	2,791	2	1,396	16,486	,000
Socialmediadistance_Cat * Gender	,591	1	,591	6,982	,009
Error	20,317	240	,085		
Total	219,000	245			
Corrected Total	23,241	244			

Note. R Squared = ,126 (Adjusted R Squared = ,111)

Table 20

Parameter Estimates of Social media distance moderated by Gender

Parameter	*b*	*SE*	*t*	*p*	95% CI	
					LB	UB
Intercept	-,162	,216	-,750	,454	-,586	,263
[Socialmediadistance_Cat=,00]	,162	,064	2,515	,013	,035	,288
[Socialmediadistance_Cat=1,00]	0[a]	.	.	.	.	.
[Gender=1]	1,162	,222	5,233	,000	,724	1,599
[Gender=2]	,886	,209	4,245	,000	,475	1,297
[Gender=3]	0[a]	.	.	.	.	.
[Socialmediadistance_Cat=,00] * [Gender=1]	-,232	,088	-2,642	,009	-,405	-,059
[Socialmediadistance_Cat=,00] * [Gender=2]	0[a]	.	.	.	.	.
[Socialmediadistance_Cat=,00] * [Gender=3]	0[a]	.	.	.	.	.
[Socialmediadistance_Cat=1,00] * [Gender=1]	0[a]	.	.	.	.	.

[Socialmediadistance_Cat=1,00] * [Gender=2]	0[a]	.	.	.	.	.