The Impact of Online Life Satisfaction and Offline Anxiety on Social Media Engagement

Emergent Research Forum Paper

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Abstract

In the ICT-Enable Bright Society, it is a common phenomenon that people feel missing out and perceive high anxiety when they are unconnected. Social media (SM) become a popular communication platform for people to interact and connect with each other in the daily life. How does the online life satisfaction and offline anxiety influence people’s social media engagement? This is an interesting and critical research question in the Information System field. The objective of this paper is to examine the effects of online life satisfaction and offline anxiety on the SM engagement. This paper proposed a theoretical model and developed instruments based on prior literatures. We will empirically test it by using survey research. The proposed model will be empirically tested with measurement and structural models by using AMOS. The results are expected to contribute to explain the social media engagement from an individual’s online life satisfaction and offline anxiety perspectives.

Keywords

Engagement, offline anxiety, online life satisfaction, social media.

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