

How do users' daily actions on Facebook impact coping and the perception of stress?

Empirical typification of coping styles on Facebook.

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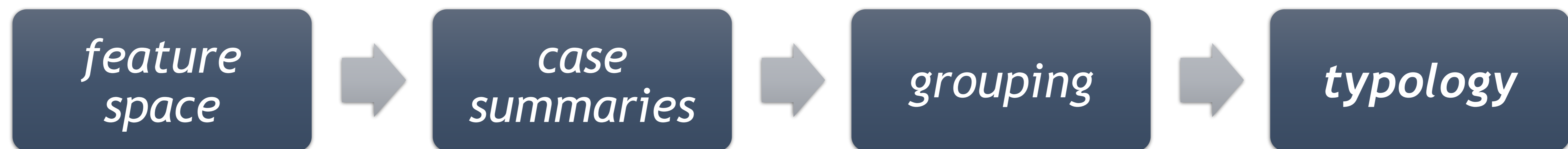
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Introduction

With 2.2 billion active users (Q1, 2018) Facebook still is the most popular online social network in the world. This qualitative study aimed at exploring the individuals' daily actions on Facebook and how these determine functional or dysfunctional coping on Facebook.

Methods

Empirically-based creation of Facebook-coping-typology based on 68 interviews with Facebook members heterogeneous in age, gender, educational background and attitude towards and usage of Facebook:



- I. determining decisive features for the typology
- II. writing case summaries for each interviews focusing on the features
- III. case-based grouping according to similaritie and differences.
- IV. construction of typology: number of types and type descriptions

Results & Discussion

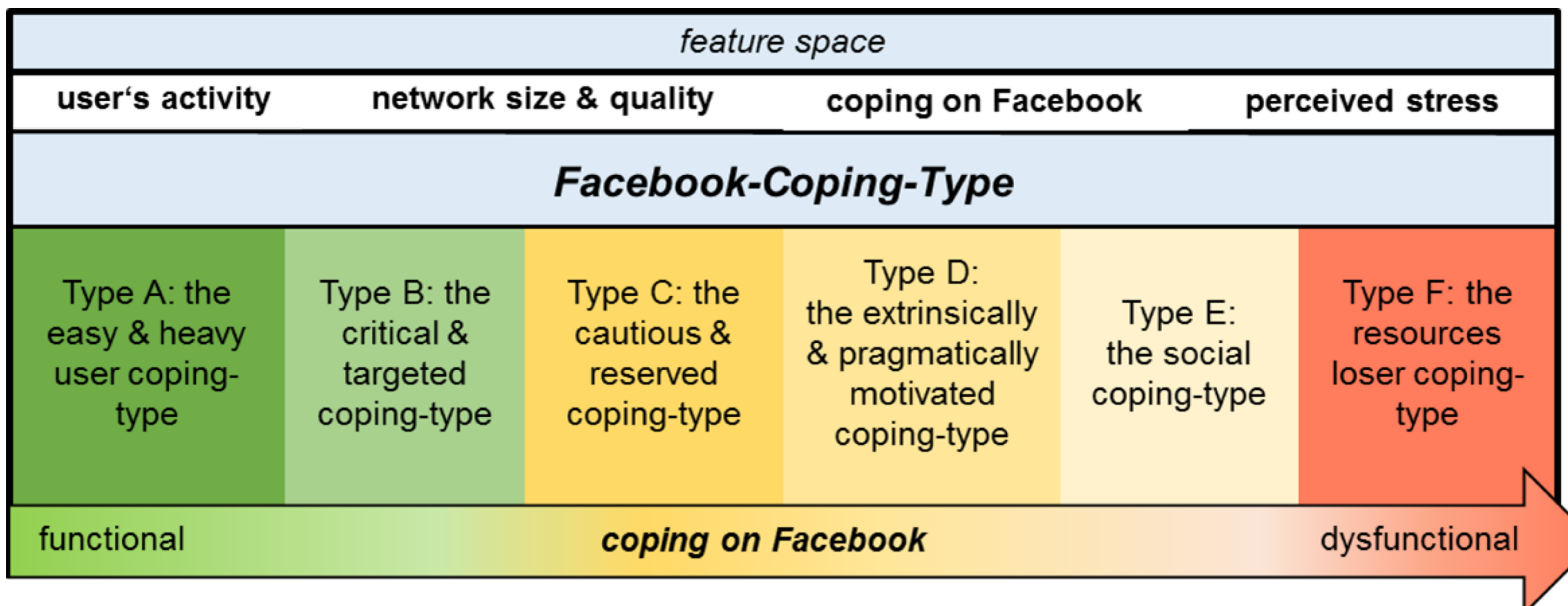


Fig. 1: Facebook-Coping-Typology

Six coping types (see fig. 1) were identified inductively with very differing - and also detrimental - outcomes for coping and the perception of stress. While coping type A strongly profits from Facebook to maintain and enrich one's resource pool, type F, on the other side of the scale, suffers resource losses due to their specific behavioral patterns. The Facebook-coping-typology helps to understand how the way you use Facebook determines the outcomes for your coping efforts. On the basis of the typology, we can now recommend or warn about specific behavioral patterns on Facebook and support the development of media competence.