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### Emotional Cues Pertaining to Social Media Usage Impact on College Students

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## **Abstract**

Discussions about the effects of social media continue to grow in recent years, more people have become invested in how our previously exposed perceptions have influenced our perceptions of social media. Priming is the idea that implicit content can explicitly impact our perception of later topics and experiences. Priming has played a major role in how we perceive several aspects of our lives, and social media is no different. In this study, we investigate how priming with positive or negative words related to social media affects the individual's view of social media and their perceived usage. We hypothesize that there is a significant difference between the positively and the negatively primed group. Further, we hypothesize that the positively primed participants will report more positive feelings toward social media, and the negatively primed participants will report more negative feelings toward social media. The findings of the study will be explored through a Qualtrics survey that includes a word memory test for priming and is followed by a questionnaire to measure social media usage and viewpoint. The participants include Belmont University's Introductory Psychology course students between the ages of 18 and 29 years. Results were analyzed in R with a correlation analysis for this study. ["Results will be presented at SURS."] ["The conclusion and future implications of these results will also be presented at SURS."]