In media and research, emerging adults are depicted negatively. Although social media literature is linked to views of prosociality, this relation was maintained in non-volunteers. Depending on the content posted, it may be the case, that social media alone is not at the root of slacktivism. However, this relation only holds for volunteers, and overall, social media usage is related to prosociality.

Materials:
Participants:
- 97 students from undergraduate psychology classes
- 44 male, 53 female, mean age = 21, female, SD = 17.03
- 56 non-volunteers, mean age = 21.46; SD = 17.70
- 40 volunteers, mean age = 19.09; SD = 17.28

Prosocial Values
- Altruism: positively correlated with using social media as part of the volunteering (n = 9)

Participation and Service
- Over half of the sample engaged in some form of volunteering (n = 56)
- Typical volunteers completed approximately 5 hours and 45 minutes of volunteering per week, most often off-campus at a hospital

Moral Reasoning & Slacktivism
- Explore relationships between moral reasoning abilities and engagement in prosocial/slacktivist behaviours online
- Develop profiles of the social media activist and the social media slacktivist (i.e., on what dimensions do these individuals differ)

Future Directions
- Future studies could further explore forum usage
- What types of content (tutorials, advice, info sharing) are volunteers and non-volunteers posting?
- Depending on the content posted, it may be the case, that non-volunteers are in fact volunteering, but simply via non-traditional means.

Traditional versus Non-Traditional Prosocial Participation
- Conduct focus groups or semi-structured interviews to gain an understanding of how Emerging Adults use social media platforms to help others, including:
  - platforms used
  - methods of involvement (i.e. information sharing, volunteer recruitment, monetary donations, posting tutorials/answering forum questions, etc.)
- perceived sense of efficacy of actions

REFERENCES

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INTRODUCTION
Emerging Adults, Social Media, and Public Prosociality
- In media and research, emerging adults are depicted negatively - e.g., engage in ‘slacktivism,’ token prosocial gestures [such as sharing images] that raise status among peers but have little benefit to others (e.g., Kristofferson et al., 2014)
- Slacktivism is linked to public, approval-oriented prosocial behaviour - which is negatively associated with higher levels of moral reasoning (see e.g., Carlo & Randall, 2002: Carlo et al., 2003).

Social Media, Genuine Prosocial Behaviours, and Traditional Participation
- Although social media is often seen as vehicle for negative traits, media it is also used for entertainment, communication, and friendships
- Some may engage in and express prosociality online through less traditional actions and behaviours (e.g., Caron, 2014)
- Some engage in traditional forms of participation and service alongside social media usage

Research Questions
- Do youth participate in forums and communities, petitions, and advocacy?
- What views of prosociality do youth who engage in both traditional service and social media use hold?

METHOD
The data was collected as part of a larger study on volunteering and community service at a large public university.
Participants:
- 97 students from undergraduate psychology classes
Materials:
Social media usage
- Estimated weekly social media usage (e.g., Facebook) in hours
- Use of Internet forums such as Reddit
- Use of Internet for service and volunteering
Participation and service
- Volunteering on- and off-campus and weekly
Prosocial values
- Prosocial Tendencies Measure (PTM) (Carlo & Randall, 2002)
  - 6 subscales - altruism [concern], anonymous, compliant [requested], dire [emergency], emotional [distress], public
- Social media literature is linked to public subscale – adherence to prosociality that is observed by others (e.g., “When other people are around, it is easier for me to help others in need”)

RESULTS
Social Media Usage
- All participants reported use of social media, ranging between 1 and 90 hours/week (M = 20.39; SD = 17.28)
- Volunteers (M = 21.46; SD = 17.03) and non-volunteers (M = 19.09; SD = 17.70) did not differ in social media usage
- Only a small number of participants reported using Internet forums (n = 16), and of these, only a further subset were active in posting content (n = 9)
- Of the participants who volunteer, a small subset reported using Social Media as part of their volunteering (n = 9)

Prosocial Values
- In full sample, use of social media was correlated with public prosocial subscale, r(88) = .35
  - This relation was maintained in non-volunteers, r(38) = .59, however, it disappeared in volunteers r(48) = .12
- For non-volunteers,
  - PTM-Altruism was negatively correlated with hours spent using social media, r(38) = -.47
  - PTM-Public was positively correlated with posting tutorials/advice on forums, r(3) = .92
- For volunteers,
  - PTM-Anonymous was negatively correlated with using social media as part of the volunteering, r(37) = -.38
  - PTM-Compliant was positively correlated with posting tutorials/advice on forums, r(4) = .70

* p < .05, ** p < .01

DISCUSSION & CONCLUSION
Social Media Usage and Volunteering
- Most emerging adults use social media, and overall, social media usage is related to more shallow, public displays of prosociality
- However, this relation only holds for non-volunteers - suggesting that social media alone is not at the root of slacktivism
- Some emerging adults engaged in posting on forums, sharing advice with others - which could be construed as prosocial
- Non-volunteers’ social media forum usage related to more superficial motives
- Volunteers’ forum use showed a preference for helping anonymously and to requests for aid

Future Directions
- Future studies could further explore forum usage
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Traditional versus Non-Traditional Prosocial Participation
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FIGURE 1. Mean of Reported Activity Online (n= 56)