CYBEROSTRACISM: EMOTIONAL AND BEHAVIORAL CONSEQUENCES IN SOCIAL MEDIA INTERACTIONS

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INTRODUCTION

Cyberostracism, consists of ignoring someone in a chat room or in a comment section.
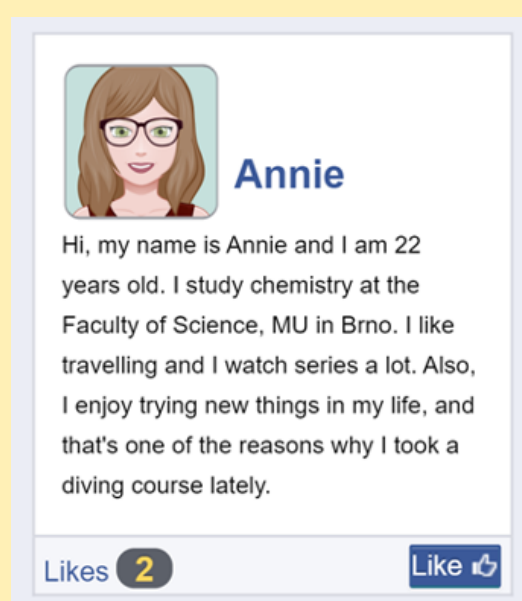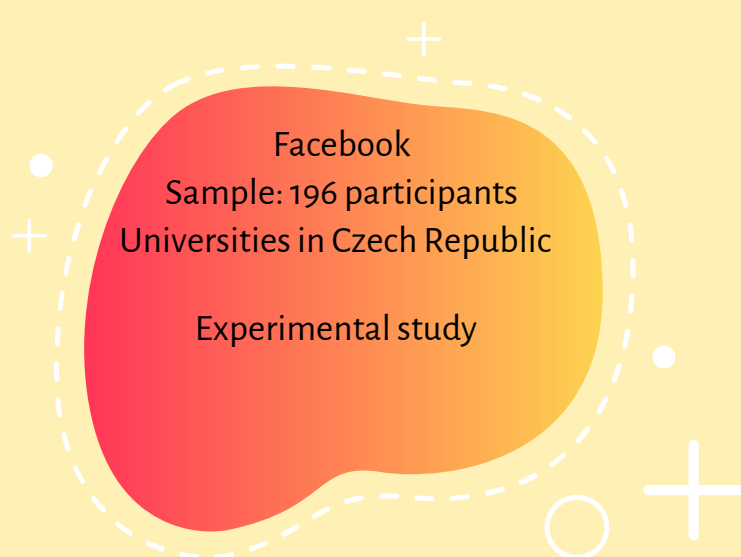
Social exclusion, may have had a major impact on an individual's chances of survival and reproduction.

Social Networks, a considerable part of today's social interactions take place online, people face ostracism on the Internet.

METHODOLOGY

Facebook
Sample: 196 participants
Universities in Czech Republic

Experimental study

Annie

Hi, my name is Annie and I am 22 years old. I study chemistry at the Faculty of Science, MU in Brno. I like travelling and I watch series a lot. Also, I enjoy trying new things in my life, and that's one of the reasons why I took a diving course lately.

Likes **2**   Like 👍

Ostracism: experiment in pre-programmed virtual room.

Reflexive reactions: Belonging, self-esteem, control and meaningful existence.

Reflective reactions: Financial game.

Number of "likes".

Social Anxiety: social interaction anxiety scale.

CONCLUSIONS

A strong effect was found on needs related to belonging and meaningful existence, and a moderate effect on self-esteem, need for control and mood.

The antisocial response was linked only to the experience of ostracism, so those ostracised chose the antisocial response more often than the control group.
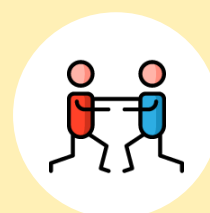
To explain the preference for an antisocial response, it would be better to focus on individual differences or situational factors rather than just the level of satisfaction of needs during manipulation.

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