

## Departmental Seminar

# Who Get (Socially) Richer on Social Network Sites?

4:30 p.m. – 5:30 p.m. | March 1, 2019 (Friday)

Chamber, 11/F, The Jockey Club Tower | Centennial Campus | The University of Hong Kong



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### Abstract

In the digital era, social network site (SNS), such as Facebook and Twitter, has become a favorite platform for many people to “hang out” with known or unknown others, without time and geographical constraints. The possible social benefits from SNS use have spurred interests among researchers, but a polarized debate regarding who would gain the most from such use began to emerge. Some scholars proposed the accrual of greater online social capital for individuals having more offline social resources (i.e., the rich-get-richer hypothesis), whereas others argued that those having less offline social resources would reap more of these benefits (i.e., the poor-get-richer hypothesis). Corroborating evidence has been obtained for both hypotheses, but findings that supported neither were also found. A multilevel meta-analysis was performed as an attempt to resolve the empirical controversy. The meta-analysis pooled the data from both published and unpublished reports completed between 2008 and 2018. The findings provided support for both hypotheses, but their tenability varies across some relational and demographic characteristics. Implications for both SNS and personality research as well as practical implications for realization of social benefits from SNS use are discussed.

~All are Welcome~

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