

THE IMPACT OF TECHNOLOGY USE ON ADOLESCENT MATERIALISM

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Materialism

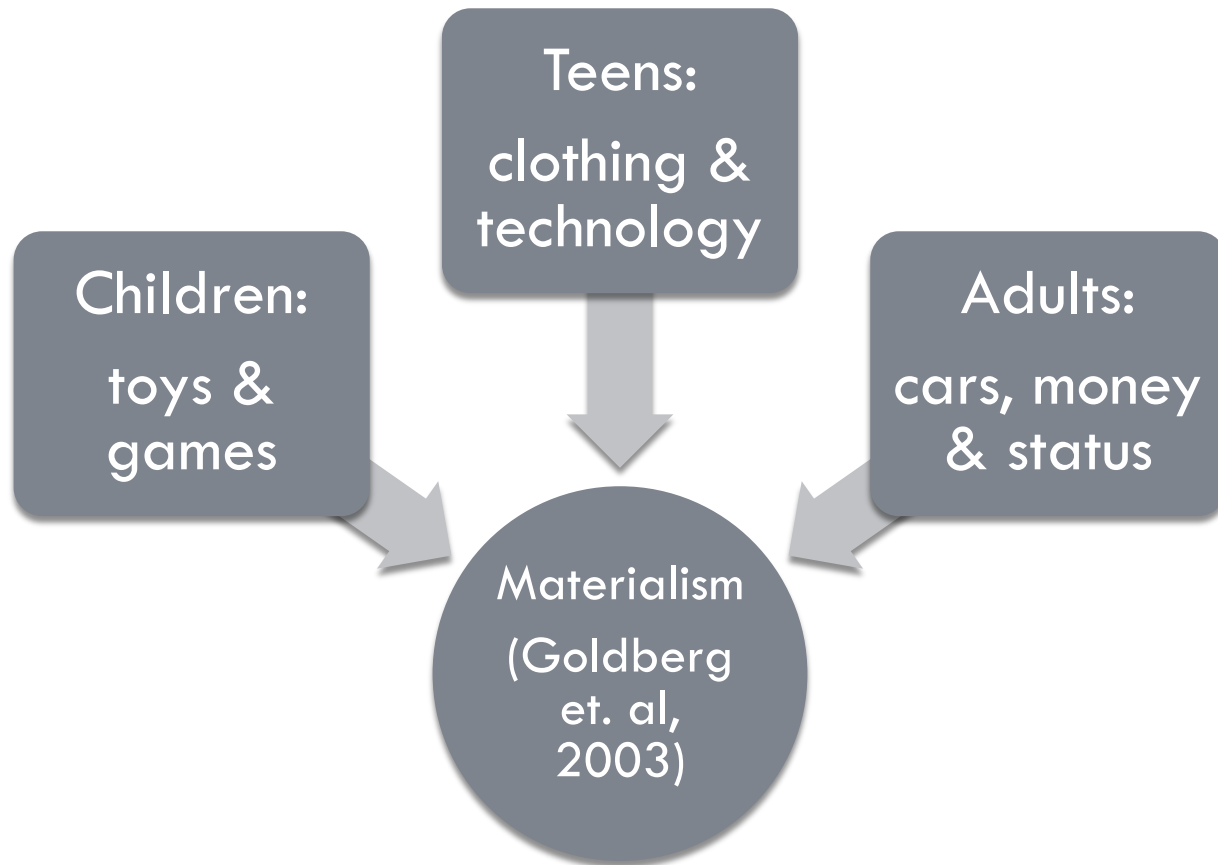
□ Materialism

- ▣ Material goods > spiritual values

Causes	Effects
Traumatic childhood event	Self-esteem issues
Maternal and paternal values	Depression
Self-value	Economic distress
Interpersonal relations	Lack of interpersonal relations
(Mueller et. al, 2011)	(Kasser, 2002)

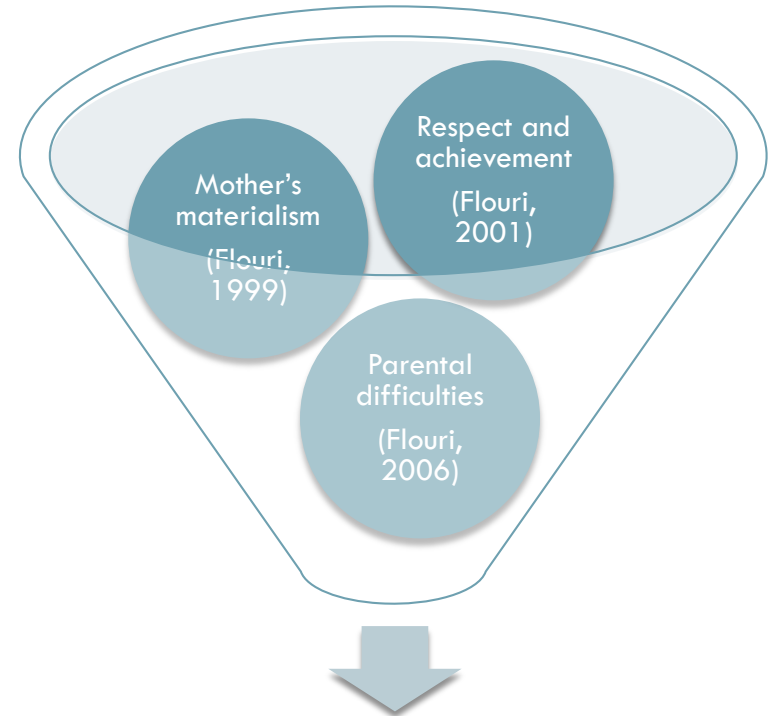
Materialism

- Material purchases < experiential purchases
 - ▣ (Van Boven and Gilovich, 2003)

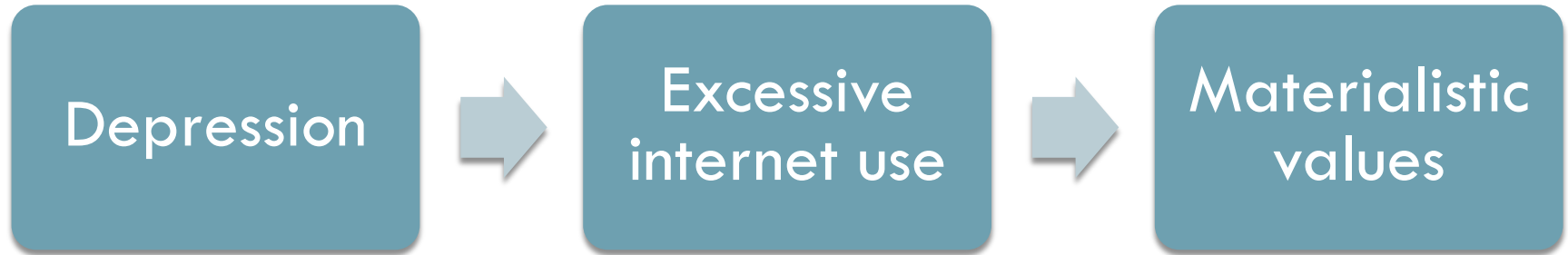


Materialism and Adolescents

- Parents and peers are large influences on materialism
 - (Chaplin and John, 2010)
- Role models influence adolescent materialism
 - (Bush et. al, 2001)



Technology and Materialism



(Mueller et. al, 2010)

- Addictive online buying → poor life-satisfaction and a lack of casual relationships
 - (Otero-Lopez et. al, 2010)

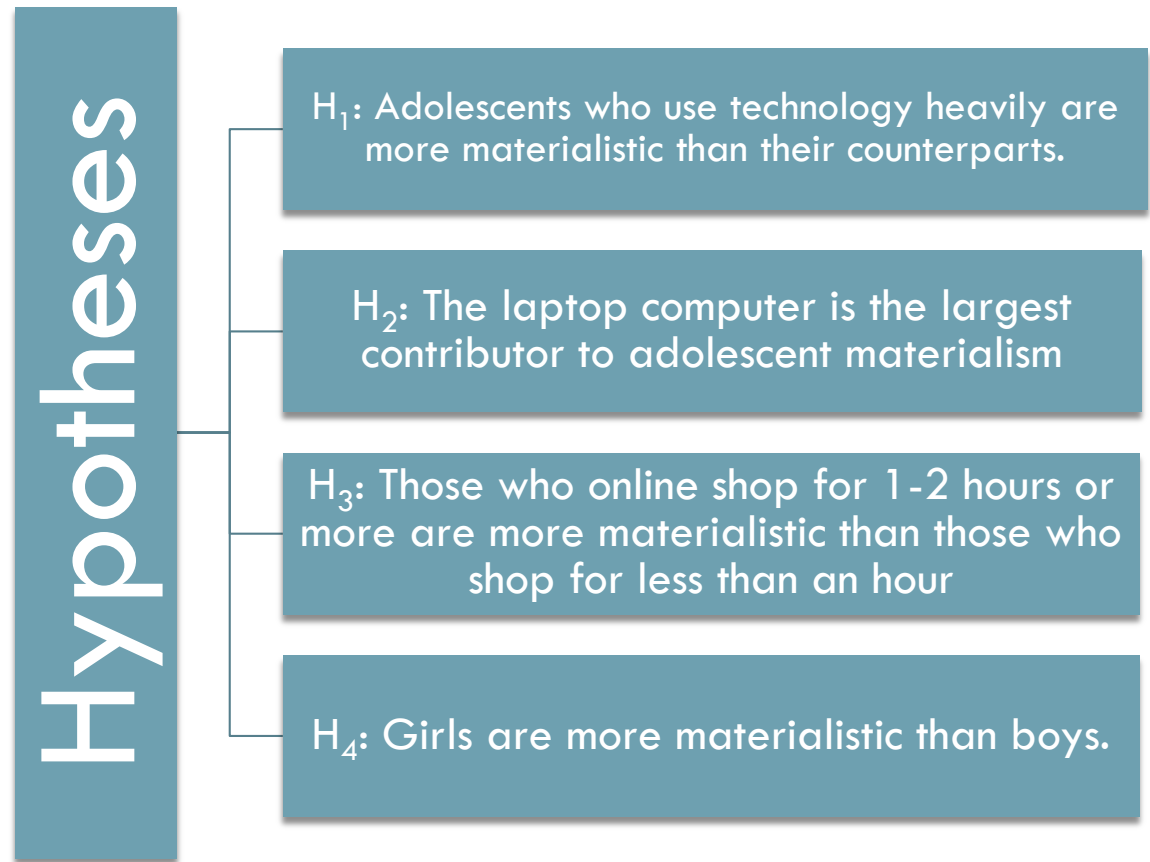
Technology and Adolescent Materialism

- Loose with money, shop more
 - ▣ (Goldberg et. al, 2003)
- Accessibility and parental attitudes towards the internet
 - ▣ (Hill and Beatty, 2011)
- Relationship between brand engagement as shopping motivations and materialism
 - ▣ (Goldsmith et. al, 2011)

Research Question & Hypotheses

□ Purpose

- ▣ Answer: Does technology relate to adolescent materialism and what piece of technology specifically is the largest contributor to adolescent materialism?



Methods

Who:

High school
students age 13-18

What:

Anonymous survey
completed

Where:

Briarcliff High
School

When:

2011-2012 term

Survey Sample

Which of the following electronic devices do you own or use? Check all that apply and for those that you use please supply the hours per average school week that you use them. Please star the device you use most:

	Do not use	Less than 1 hour	1-2 hours	3-5 hours	6-10 hours	11 or more hours
<u>Desktop computer</u>	1	2	3	4	5	6

How many hours in the average school week do you normally spend on each of the following activities using any of the previously mentioned devices? Please circle your best estimate of a typical week (school days and weekend).

	Do not use	Less than 1 hour	1-2 hours	3-5 hours	6-10 hours	11 or more hours
Playing games (on gaming systems)	1	2	3	4	5	6

Part 2. The next items ask about your consumer lifestyle in general. Indicate how much you disagree or agree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I'd be happier if I could afford to buy more things.	1	2	3	4	5

Gender: Female Male

Analysis Methods

Correlation Matrix Sample:

	Gender (M/F)	Grade (9/10/11/ 12)	Age (13/14/15/16/ 17)	Desktop computer
Gender (M/F)	1.00			
Grade (9/10/11/12)	-0.05	1.00		
Age (13/14/15/16/ 17)	-0.07	0.87	1.00	
Desktop computer	0.03	0.04	0.11	1.00
laptop computer	-0.02	0.26	0.14	-0.54
PDA	-0.07	-0.12	-0.15	-0.02
Smart Phone	-0.18	0.04	0.02	-0.23
Cell Phone	-0.02	0.04	0.04	0.15
Gaming systems	0.54	-0.21	-0.20	0.08
Music device	-0.06	0.06	0.00	0.08
Tablets	0.04	-0.27	-0.17	0.13
Reader	-0.08	-0.11	-0.06	-0.04

Regression Analysis Sample:

Regression Statistics	
Multiple R	0.24
R Square	0.06
Adjusted R Square	0.05
Standard Error	0.53
Observations	129.00

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1.00	2.17	2.17	7.66	0.01
Residual	127.00	36.03	0.28		
Total	128.00	38.20			

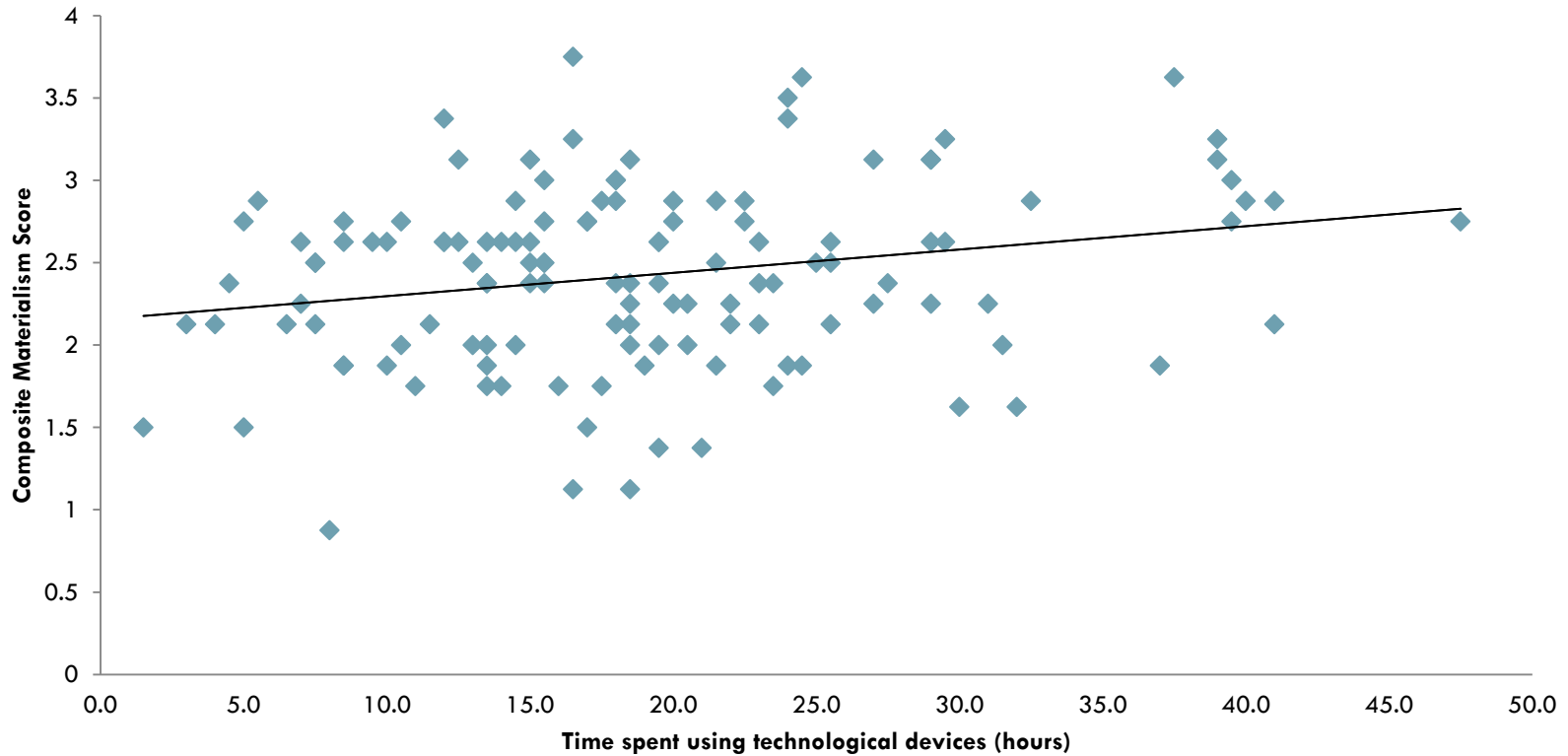
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	2.26	0.08	29.78	0.00	2.11
X Variable 1	0.02	0.01	2.77	0.01	0.01

General Findings

N	129 (100%)		
Sex:		Composite Materialism Scale:	
Male	52 (40.3%)	Average	2.8
Female	77 (59.7%)	Median	2.750
		Standard Deviation	0.532
		Range	3.000
Age:			
Average	15.7	Time Spent Using a Laptop:	
Median	16	Average	4.03
Standard Deviation	1.04	Median	4
Range	14-18 y.o.	Standard Deviation	1.794
		Range	7
Grade:		Time Spent Online Shopping:	
Average	10.22	Average	1.03
Median	10.000	Median	0.5
Standard Deviation	12.900	Standard Deviation	1.88
Range	9-12 grade	Range	8

Hypothesis 1 - Adolescents who use technology heavily are more materialistic than those who use technology less

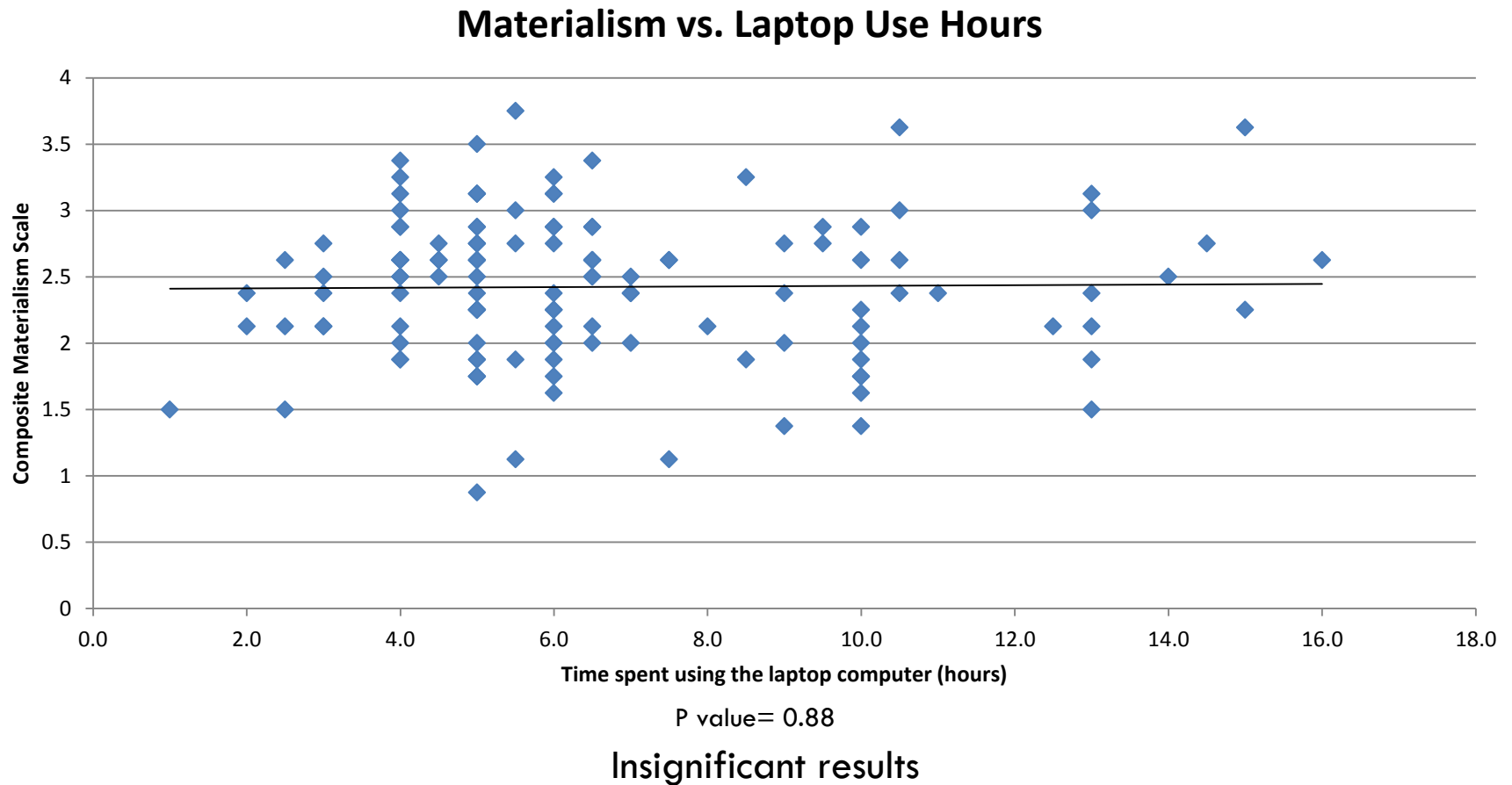
Materialism vs. Technology Use



P value=0.01

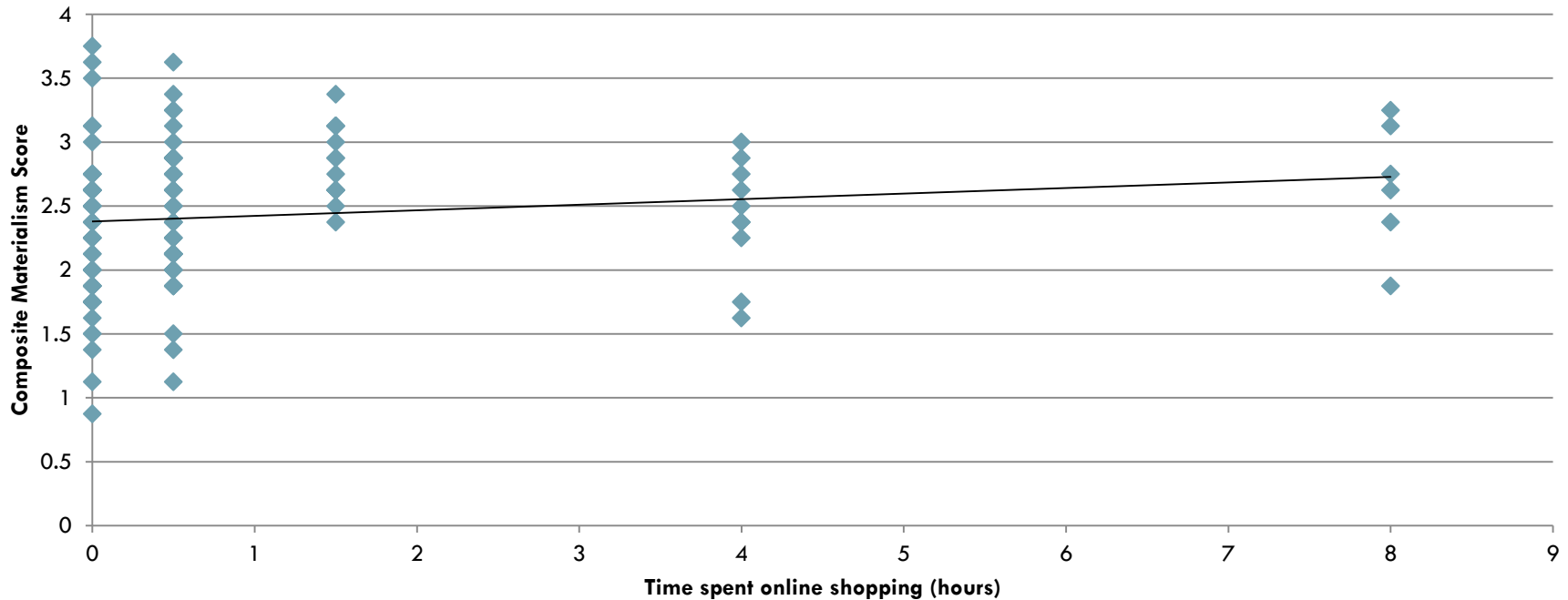
Significant results

Hypothesis 2- The laptop computer is the largest contributor to materialism



Hypothesis 3- Those who use 1-2 hours or more online shopping are more materialistic than those who online shop for less than 1 hour

Materialism vs. Online Shopping

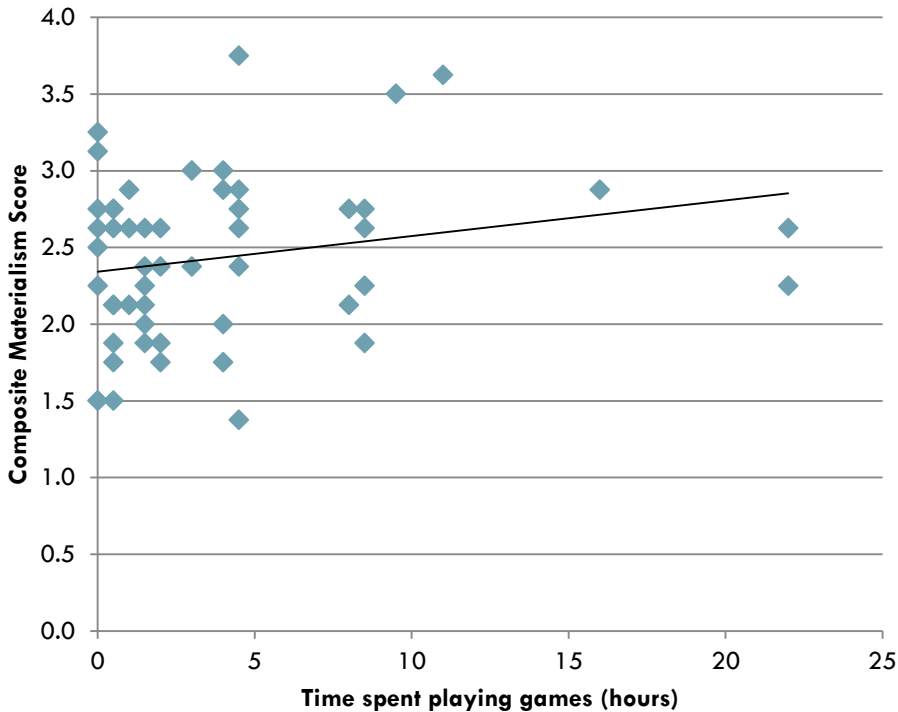


P value= 0.09

Insignificant results

Hypothesis 4- Girls are more materialistic than boys

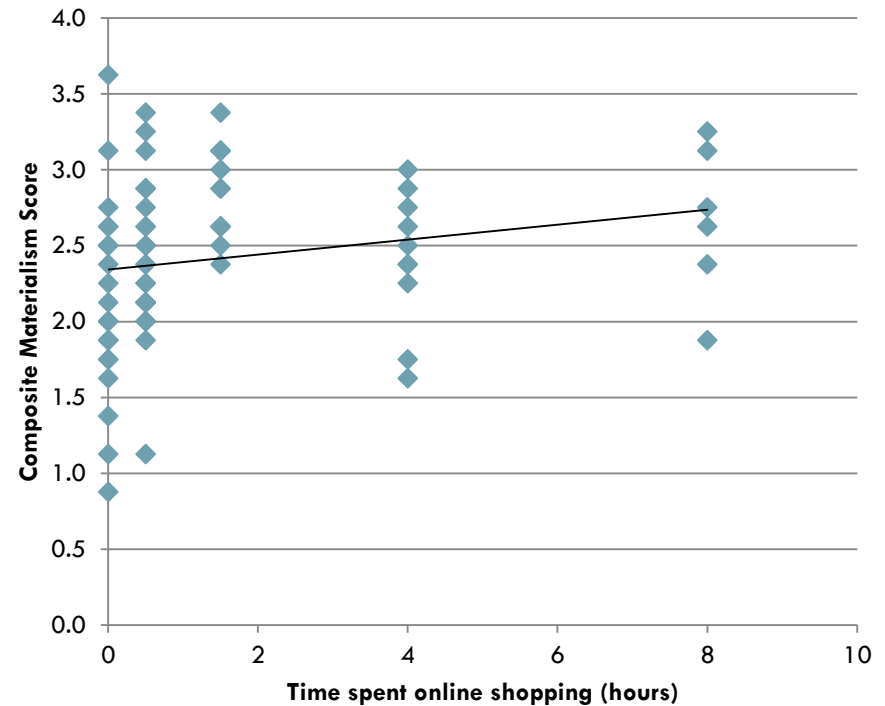
Materialism vs. Playing Games (Boys)



P value= 0.02

Significant results

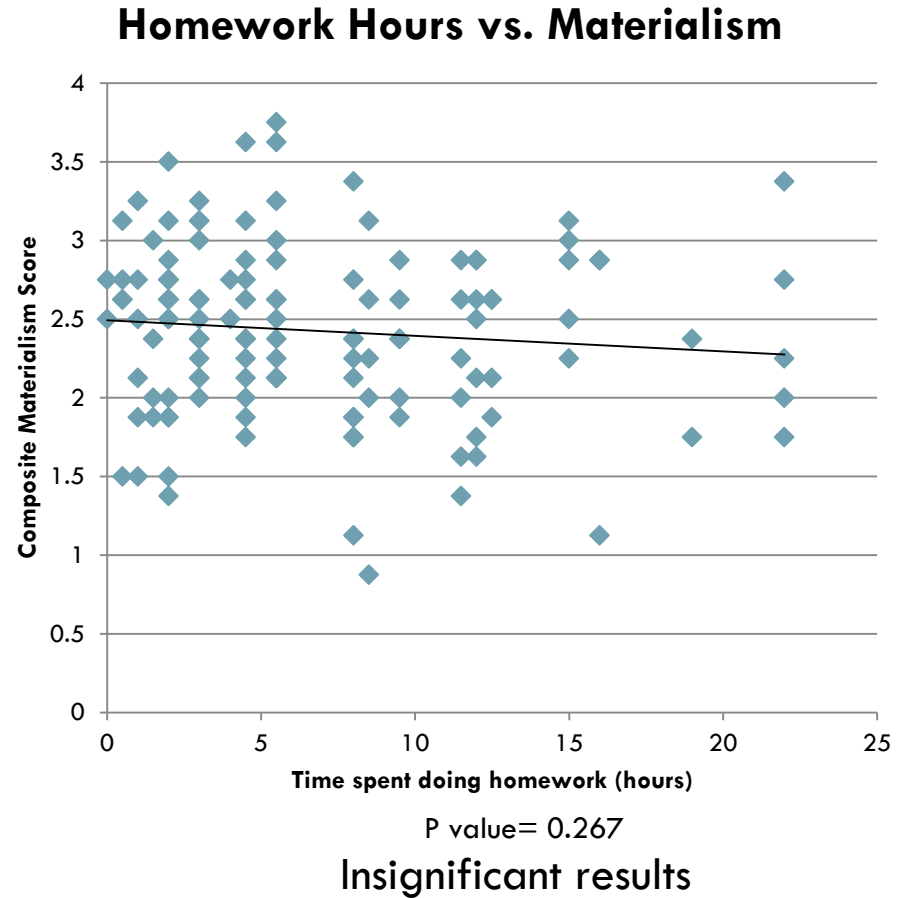
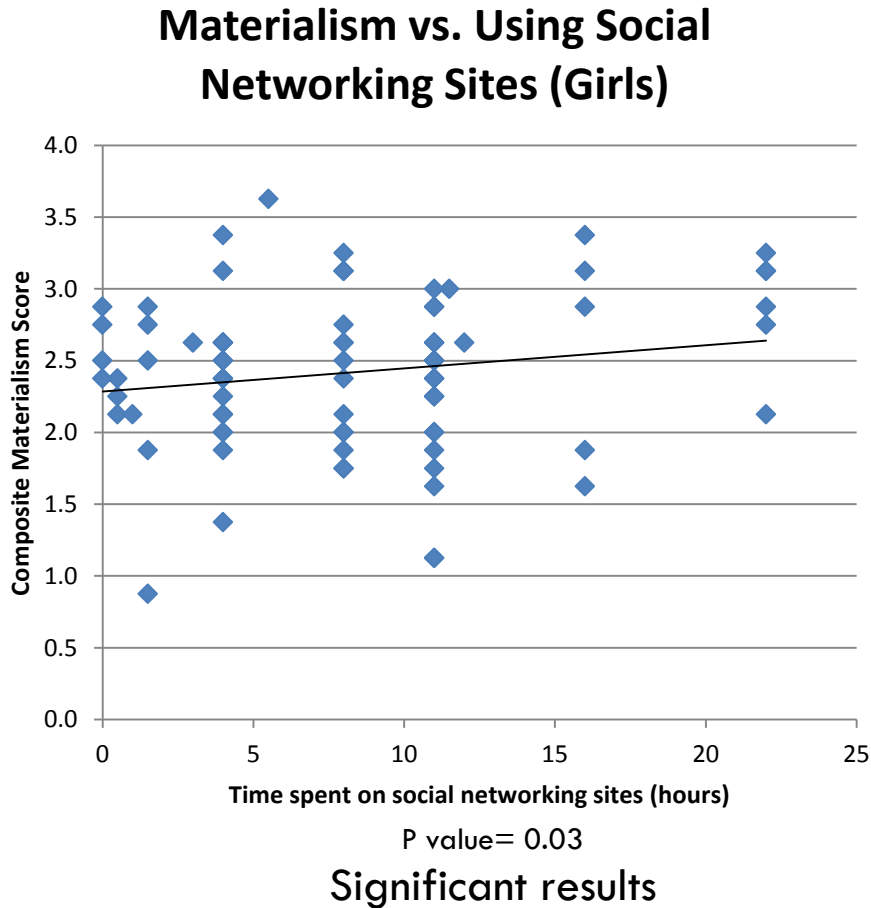
Materialism vs. Online Shopping (Girls)



P value= 0.05

Significant results

Hypothesis 4- Girls are more materialistic than boys



Discussion

(Goldberg
et. al,
2003)

- Fixated on clothing and technology

(Mueller
et. al,
2011)

- Affects both genders

(Goldberg
et. al,
2003)

- Adolescents are loose with money

(Goldsmith
et. all,
2011)

- Genders in materialistic motivations

Limitations and Future Research

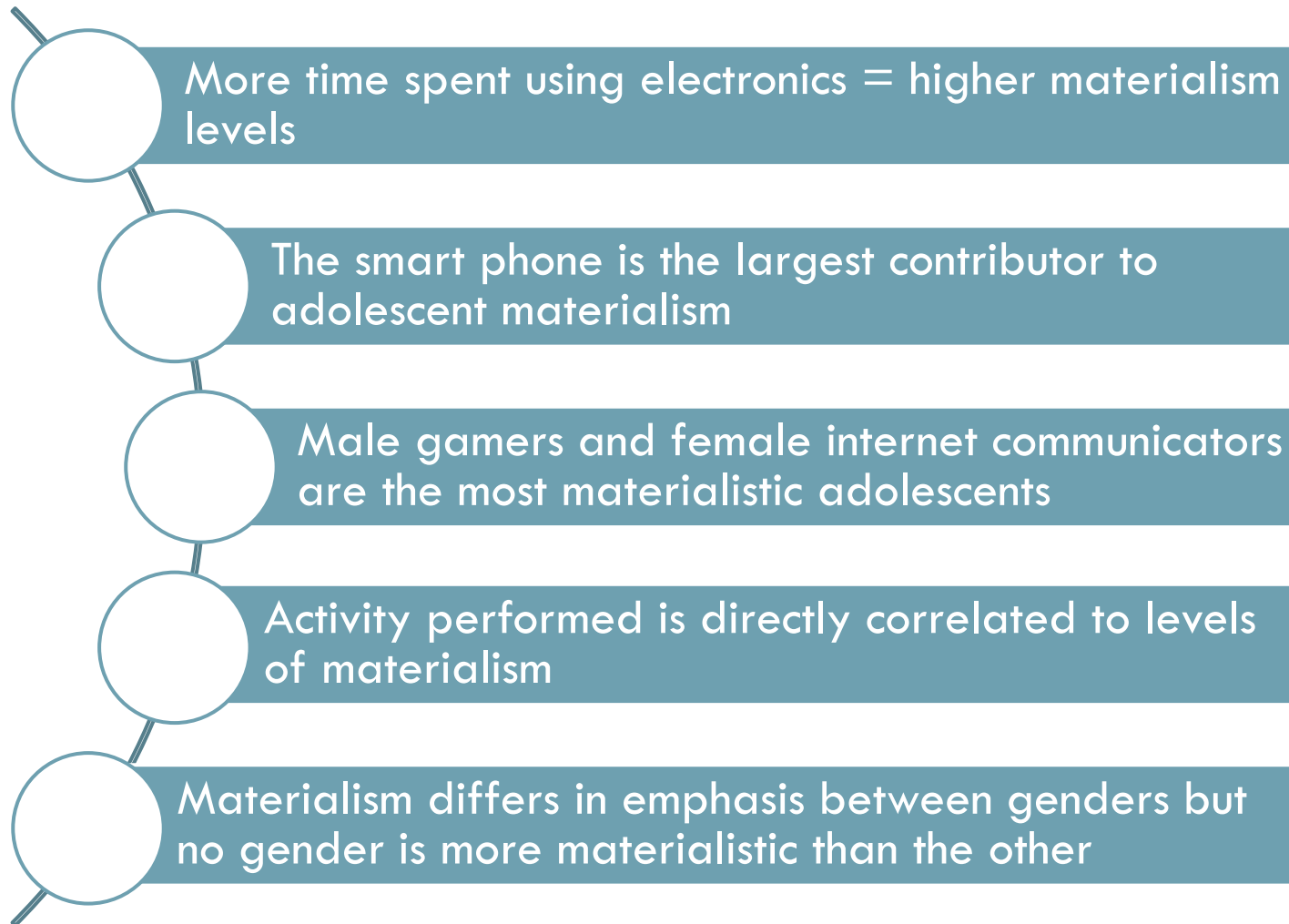
Data pool size

Validity of self-assessment

Location of surveyed population

Stepping stone into an unexplored topic

Summary

- 
- More time spent using electronics = higher materialism levels
 - The smart phone is the largest contributor to adolescent materialism
 - Male gamers and female internet communicators are the most materialistic adolescents
 - Activity performed is directly correlated to levels of materialism
 - Materialism differs in emphasis between genders but no gender is more materialistic than the other

Acknowledgements

Thank you to...

Mrs.
O'Brien

Mr. Inglis

Mrs.
Carnahan

Mitch
Bacharach

Dr. Miriam
Tatzel

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