**Social Media Motivations Scale (SMMS)**

Read each of the following reasons for why you may choose to use your favourite social networking site, and select your level of agreement by circling the appropriate number.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| I use my favourite social networking site… | Strongly Disagree |  |  |  |  | Strongly Agree |  |
| 1. Because it’s a good distraction from other things | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 2. To be like others | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 3. Because it gives me something to do | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 4. Because it allows me to express myself freely | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 5. Because it helps me to relax | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 6. To maintain social contact | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 7. Because I can lie and no one will know | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 8. If I have nothing better to do at the time | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 9. Because it’s become a habit | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 10. To maintain a daily routine | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 11. To communicate with people I do not know | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 12. Because it is my favourite type of communication | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 13. Because it allows me to think about what I want to say | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 14. To communicate with my online friends (i.e. those who you know online but have not met in real life) | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 15. To keep myself occupied | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 16. To cure my boredom | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 17. Because I have to | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 18. Because it passes the time away | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 19. Because everyone else does | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 20. To entertain myself | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 21. Because I can pretend to be someone else | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 22. To keep in touch with people | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 23. To communicate with those I know offline (i.e. family and friends you know in real life) | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 24. To find a potential partner/to date | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 25. To communicate with distant relatives and friends | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 26. To forget about responsibilities in my life | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 27. Because it has become part of my Internet routine | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 28. Because it allows me to say what I want | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 29. Because other people expect me to use it | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 30. To ask for/gain advice | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 31. To get information from others | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 32. Because it’s convenient for my needs | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 33. To escape reality | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 34. Because it seems to be the thing to do | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 35. Because it allows me to voice my opinions | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 36. Because it lets me communicate with less pressure | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 37. Because it’s exciting | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 38. Because it’s fun to use | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 39. To give advice | 1 | 2 | 3 | 4 | 5 | 6 |  |
| 40. So that I can make new friends | 1 | 2 | 3 | 4 | 5 | 6 |  |

**Scoring instructions**

Take the average scores from the following item numbers:

**Factor 1: Procrastination**

1, 3, 8, 15, 16, 18, 20

**Factor 2: Freedom of Expression**

4, 5, 13, 28, 35, 36

**Factor 3: Conformity**

2, 17, 19, 29, 34

**Factor 4: Information Exchange**

30, 31, 32, 39

**Factor 5: New Connections**

11, 14, 24, 40

**Factor 6: Ritual**

9, 10, 12, 27

**Factor 7: Social Maintenance**

6, 22, 23, 25

**Factor 8: Escapism**

26, 33

**Factor 9: Recreation**

37, 38

**Factor 10: Experimentation**

7, 21

**Citation**

Orchard, L., Fullwood, C., Galbraith, N., & Morris. (2014). Individual differences as predictors of social networking. *Journal of Computer Mediated Communication,* 19(3), 388-402.

**Internal consistency information (Cronbach’s alpha)**

Procrastination (.893), Freedom of expression (.875), Conformity (.805), Information exchange (.817), New connections (.791), Ritual (.802), Social maintenance (.757), Escapism (.820), Recreation (.831), and Experimentation (.594).