

Background

Social Media Usage Statistics

In 2021, 72% of Americans reported social media use (SMU), such as Instagram or Facebook (Auxier & Anderson 2021).

A majority of social media users say they use a site daily.

Prosocial behavior

Prosocial behavior is voluntary behavior that is aimed to benefit particular others or to promote harmonious relationships (Erreygers et al., 2018).

People tend to engage in more prosocial behavior when they are in a positive affective state, specifically when in a state of gratitude (Bartlett & DeSteno 2006).

Engaging in prosocial behavior leads

