ONLINE SOCIAL NETWORKERS: AN EXPLORATION OF THEIR LONELINESS, INTERPERSONAL ORIENTATION, AND LIFE SATISFACTION

Napapat Luedeesunun

ABSTRACT

The current study aimed to examine the interrelationships among loneliness, interpersonal orientation, and life satisfaction among Thai online social networkers. It also attempted to investigate differences in loneliness, interpersonal orientation, and life satisfaction as a function of demographic variables. This study utilized a causal-comparative and correlational research design. A total of 306 Thai online social networkers participated by completing a self-administered online survey questionnaire in either English or Thai. The major instruments used were: the Revised UCLA Loneliness Scale (RULS), the Liking People Scale (LPS), and the Satisfaction with Life Scale (SWLS). The study employed both descriptive and inferential statistical tools to analyze the data.

The major findings of the study showed that there is a significant difference in: a) life satisfaction as a function of gender, with females showing a higher level of life satisfaction; b) life satisfaction as a function of age; c) interpersonal orientation as a function of age; d) loneliness as a function of marital status; e) interpersonal orientation as a function of number of friends online through social networking sites; and f) interpersonal orientation as a function of number of hours spent online for social networking sites. Furthermore, the results indicated that there is a significant inverse relationship between loneliness and interpersonal orientation; there is a significant inverse relationship between loneliness and life satisfaction; and there is a significant positive relationship between life satisfaction and interpersonal orientation.