

From Creeping to Cyberstalking: *Psychometric Development of the Social Media Surveillance Scale*

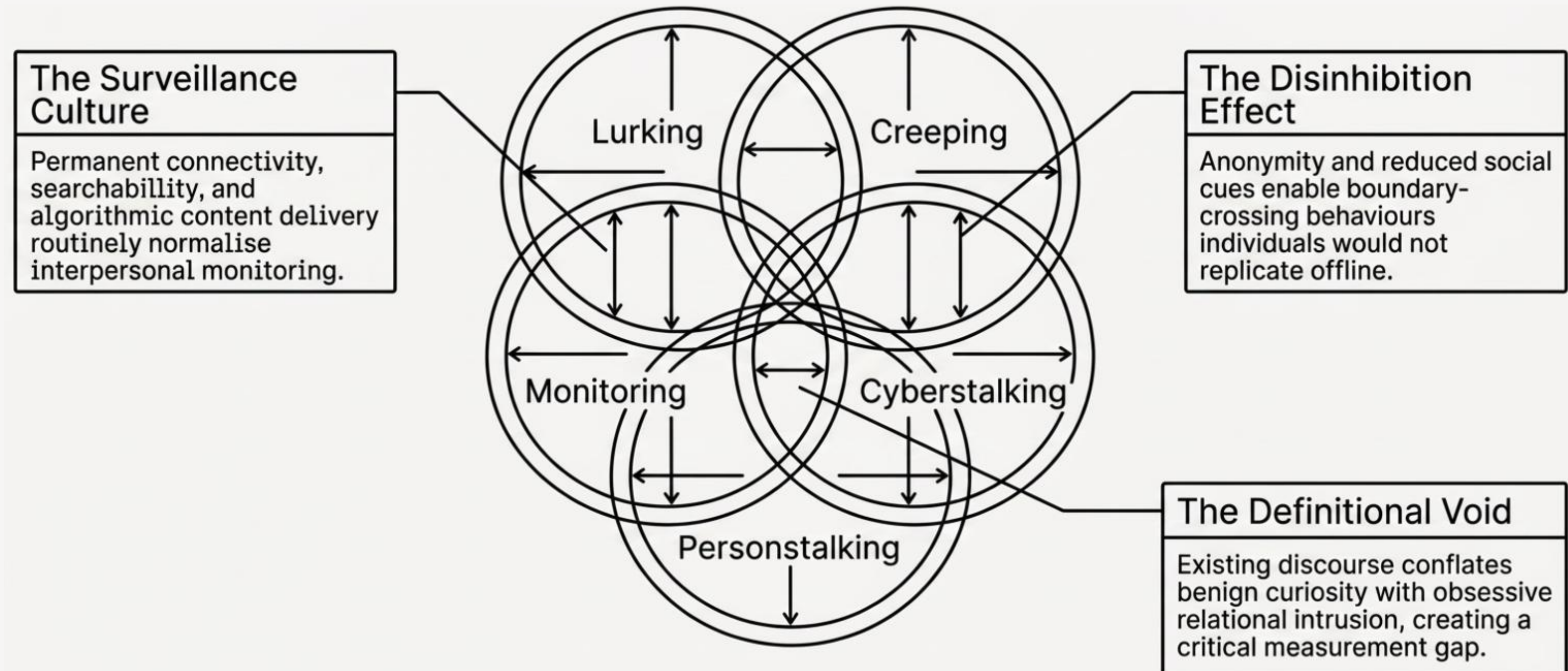


Alice Thompson

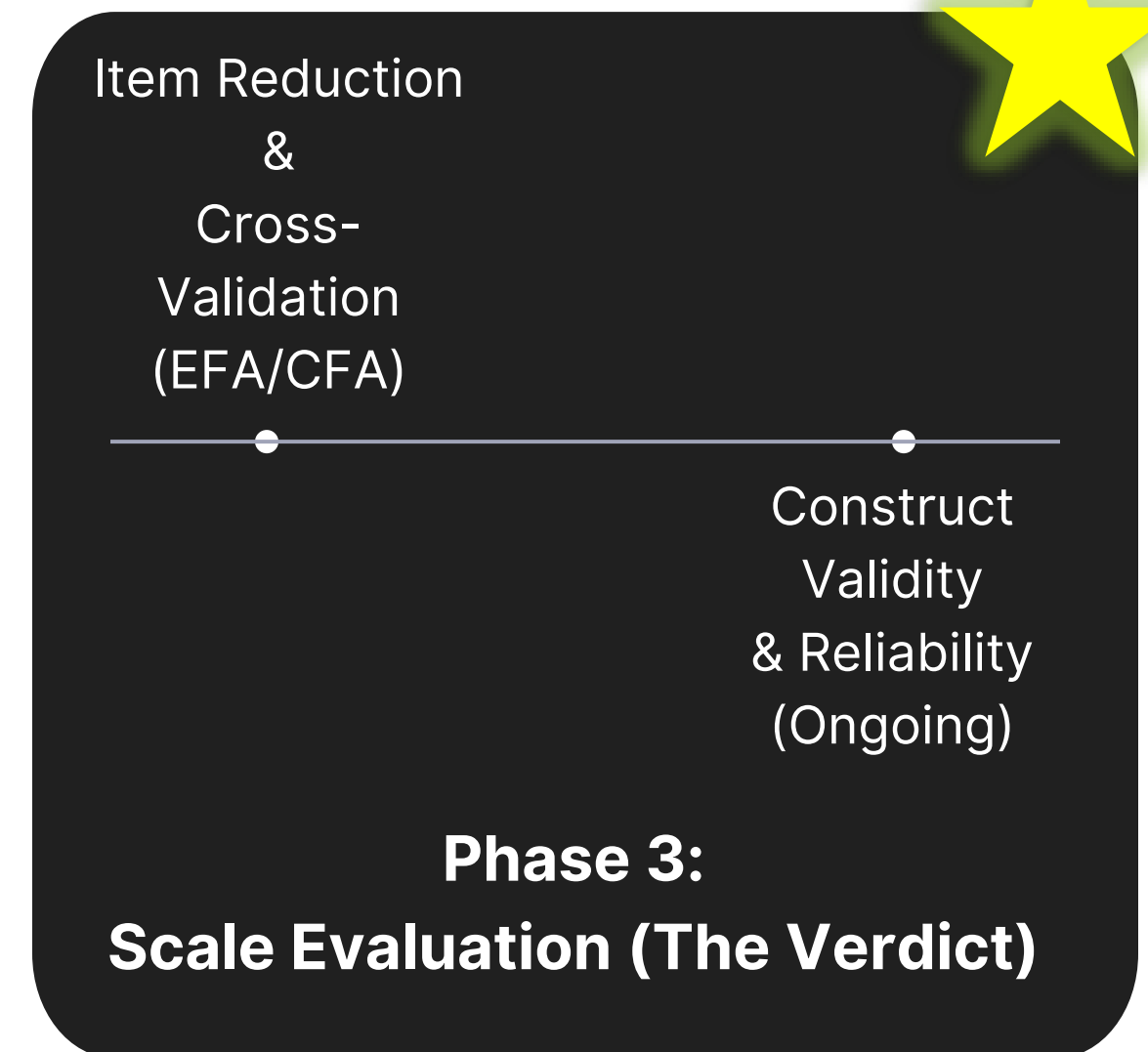
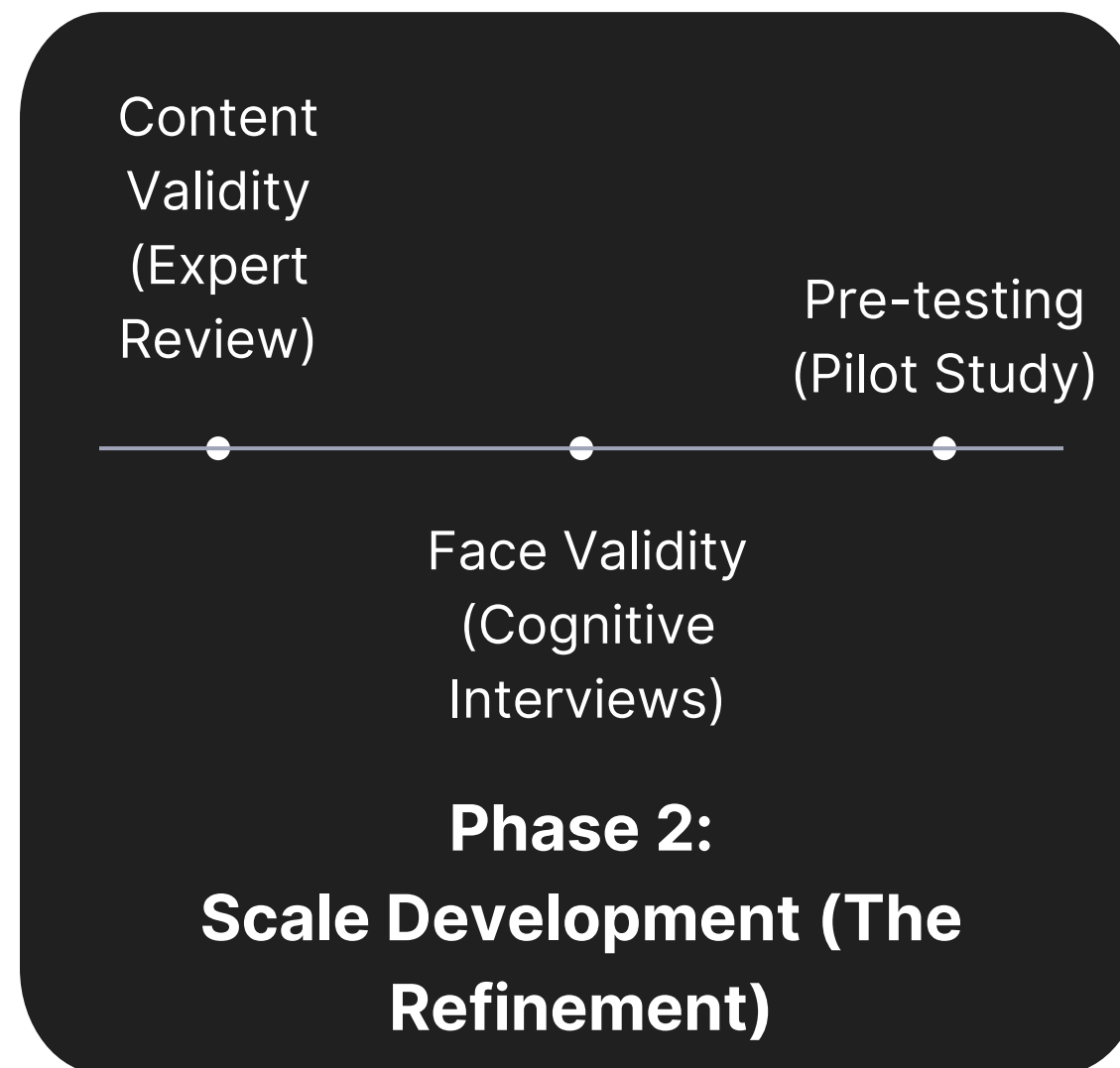
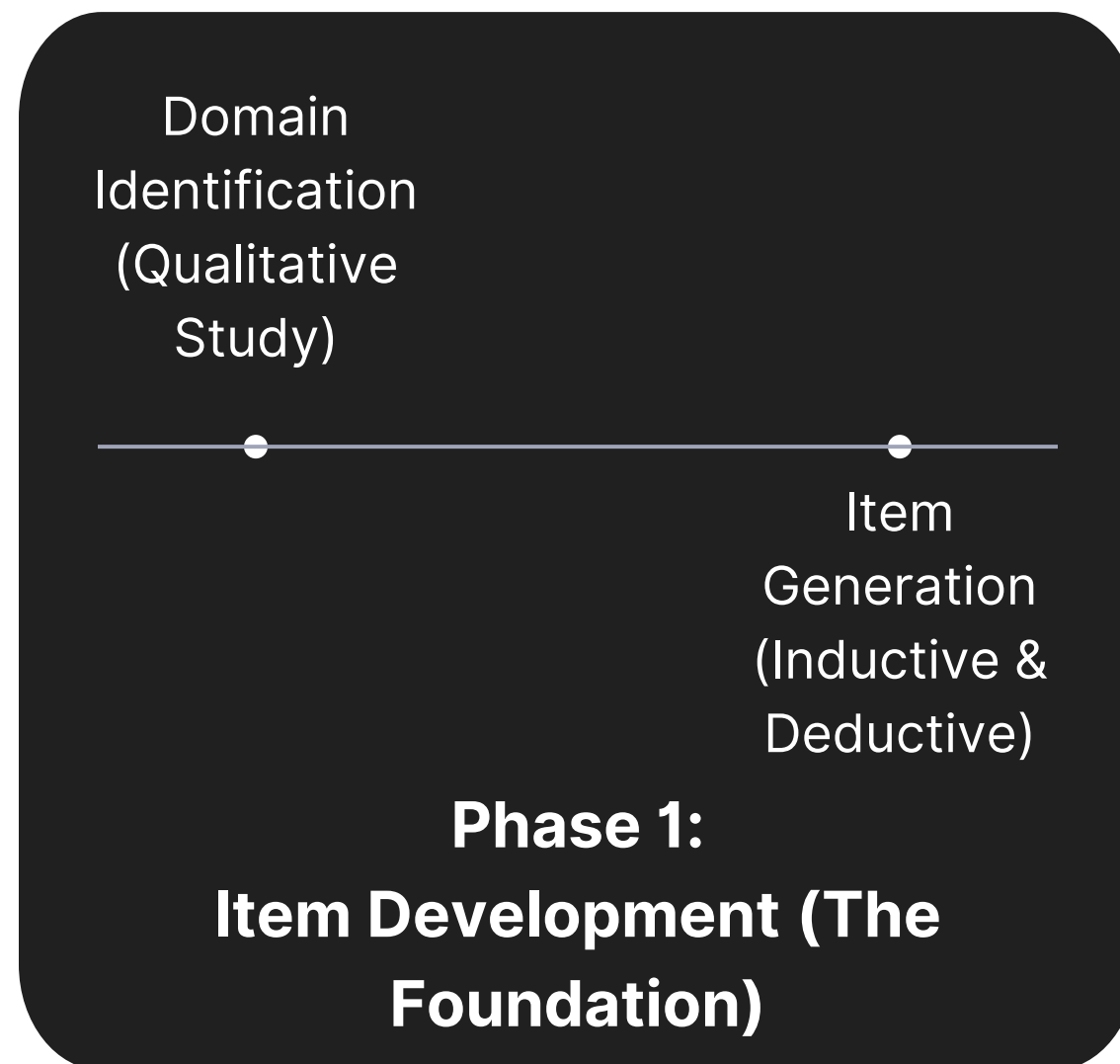
CYPSY29 29th Annual Cyberpsychology, Cybertherapy & Social Networking Conference

Introduction & Rationale

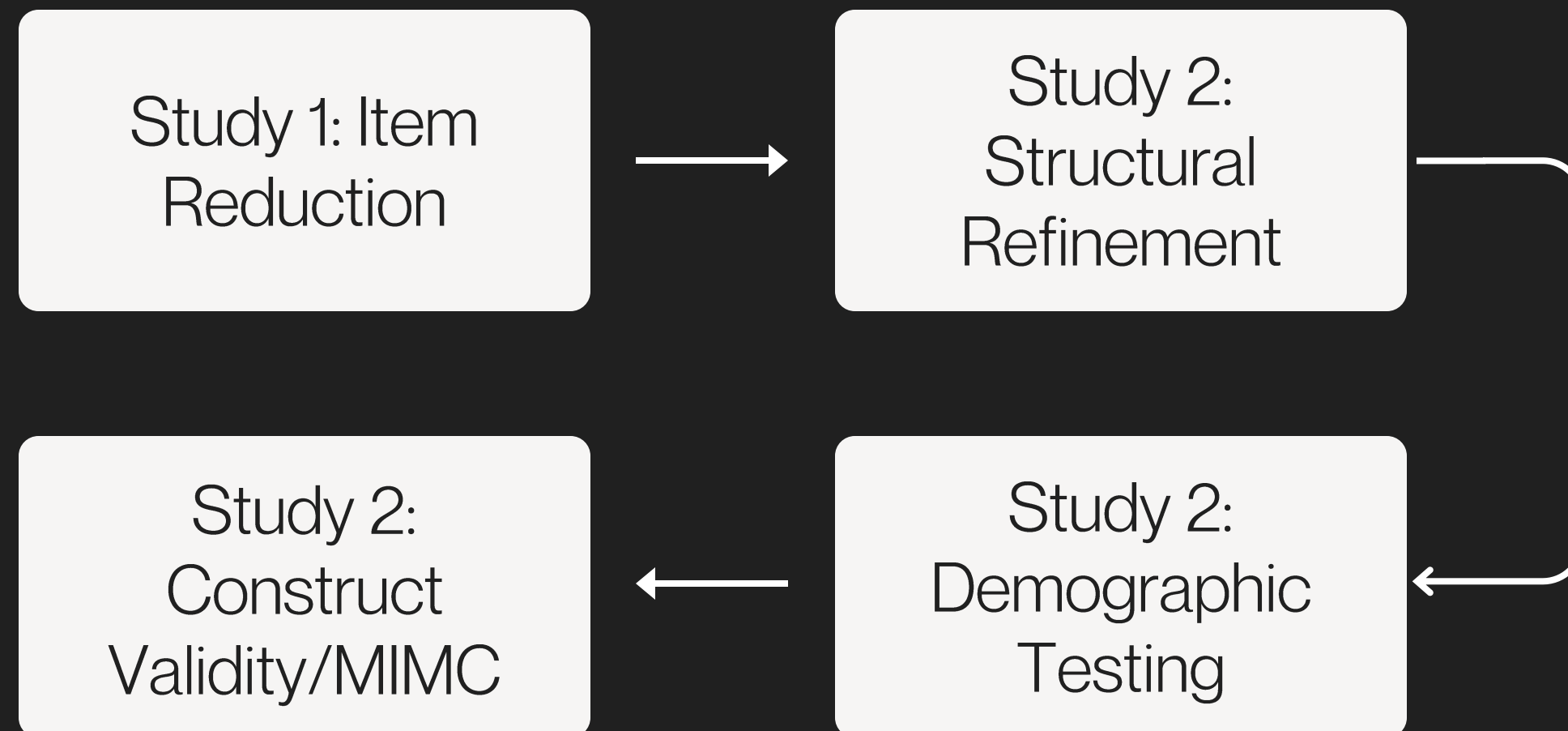
The blurred lines of online visibility



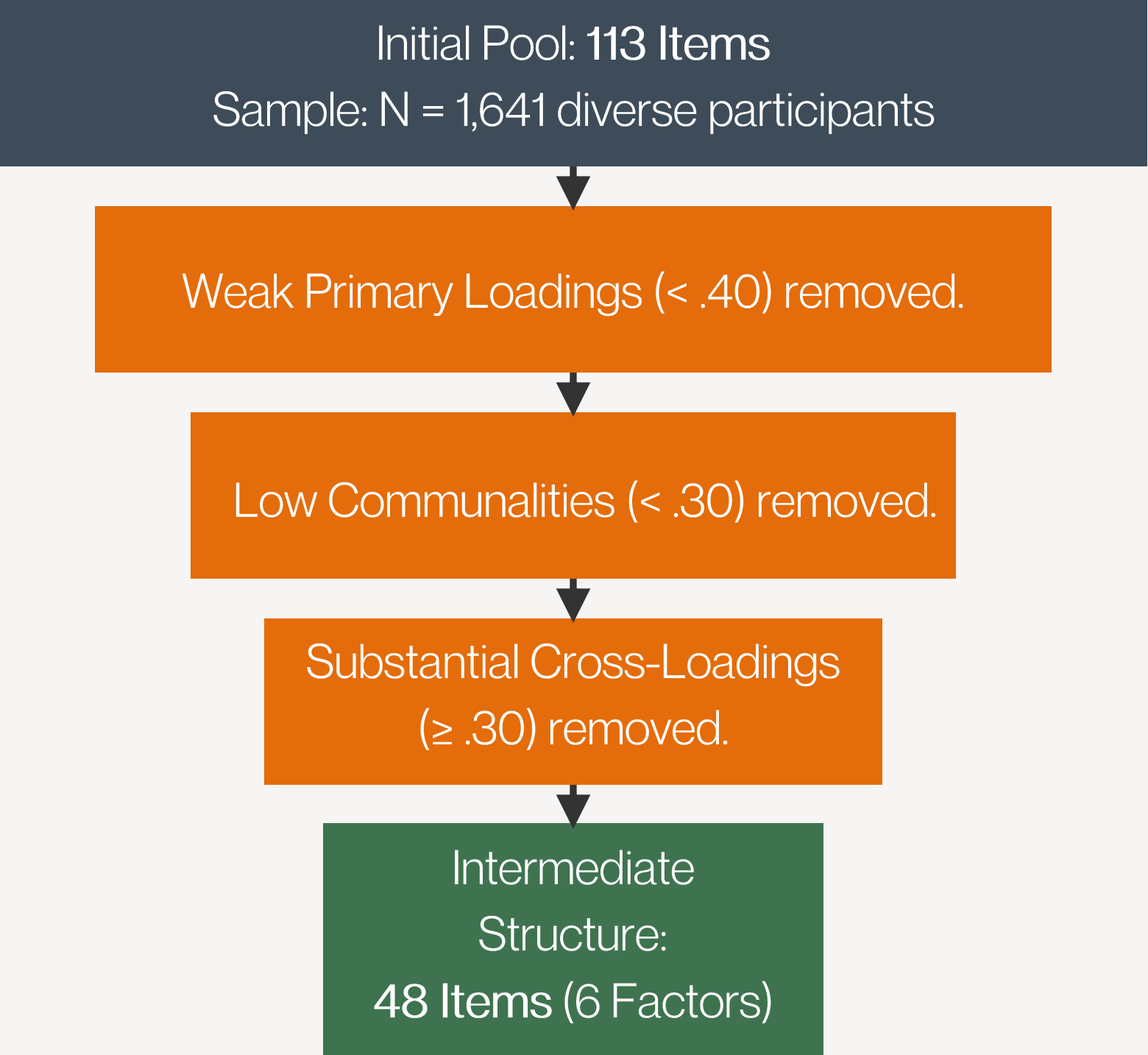
A Multi-Phase Journey from Concept to Validated Scale



Phase 3: *Scale Evaluation (The Verdict)*



Study 1: Initial Structural Validation



Methodology:

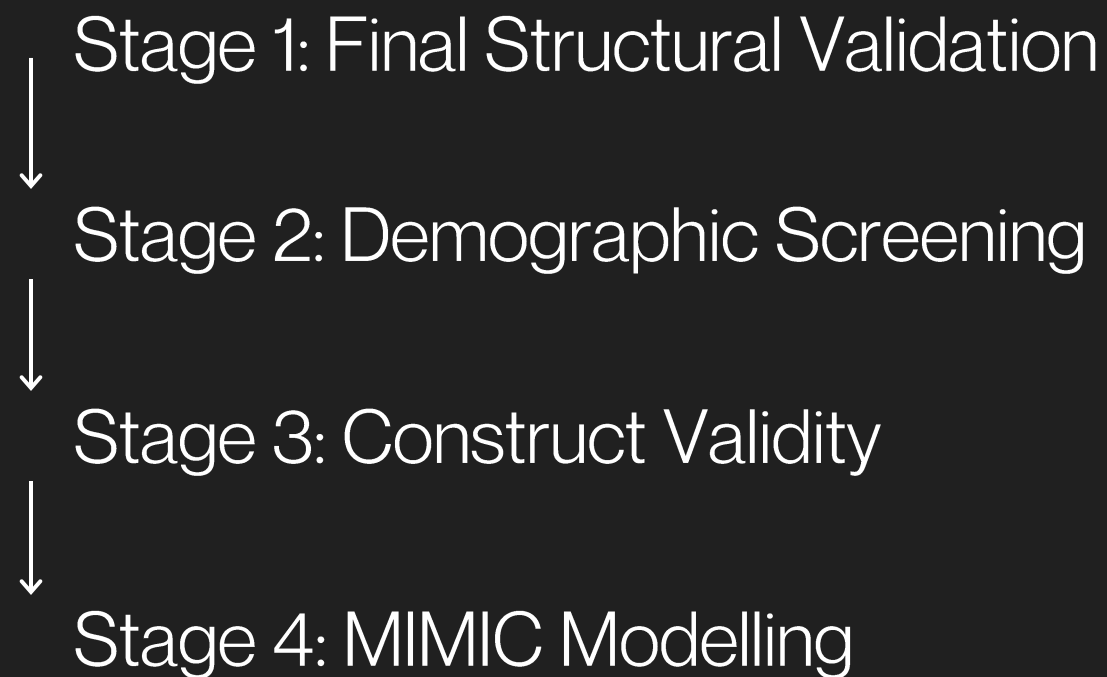
- Cross validation design

Results:

- Stage 1: EFA Subsample A (N= 821)
- Stage 2: CFA Subsample B (N = 820)

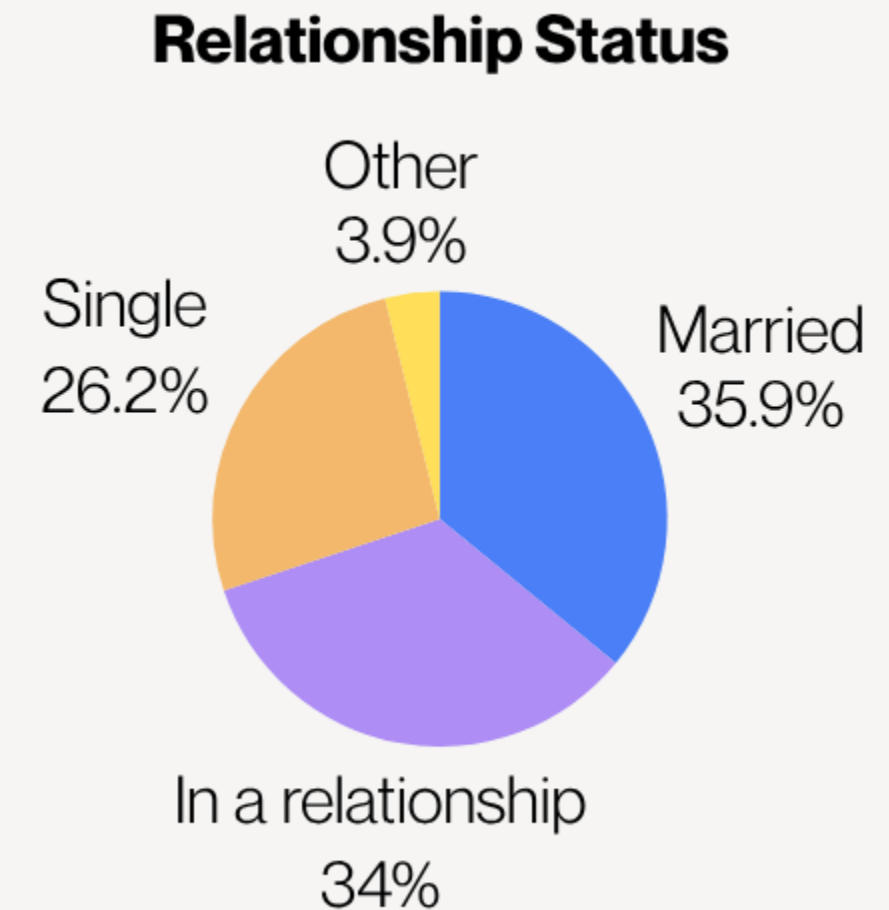
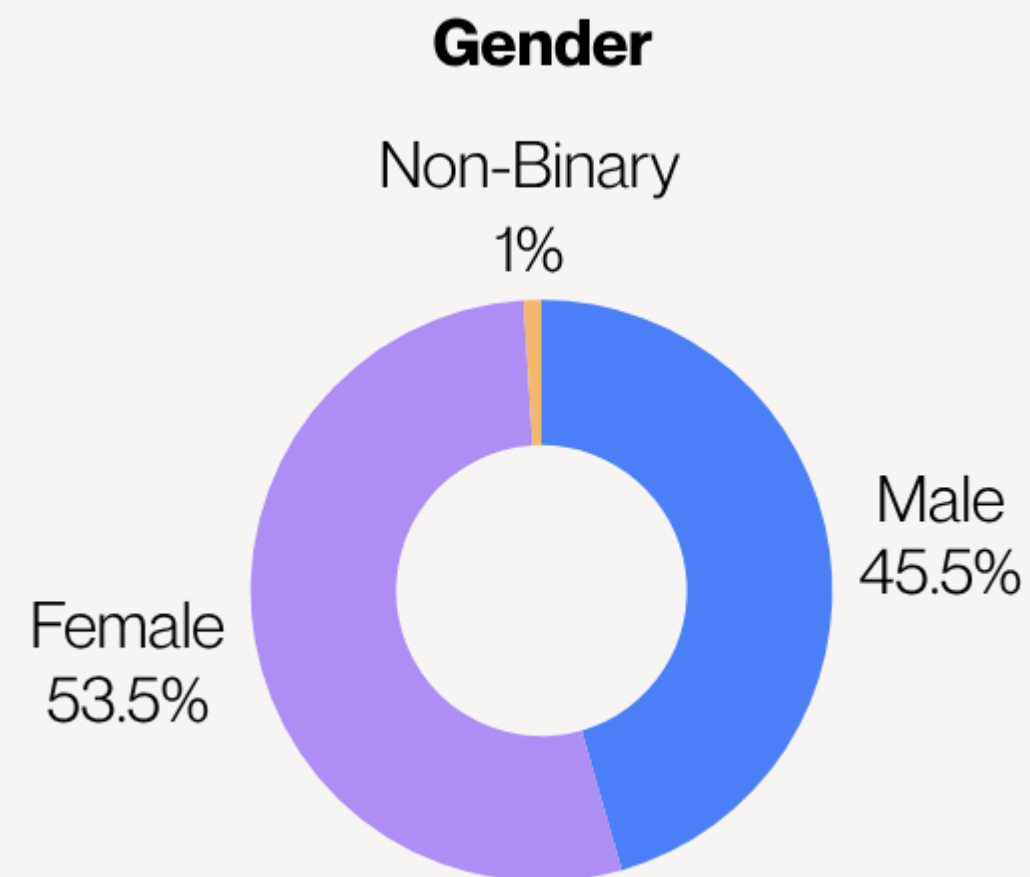
Model Comparison					
Model	X ² (df)	CFI	TLI	RMSEA [90% CI]	Decision
5-Factor	43,439 (2773)	.36	.35	.13[.13-.14]	Poor fit
6-Factor	11,347 (1085)	.98	.98	.11[.11-.12]	Retained

Study 2



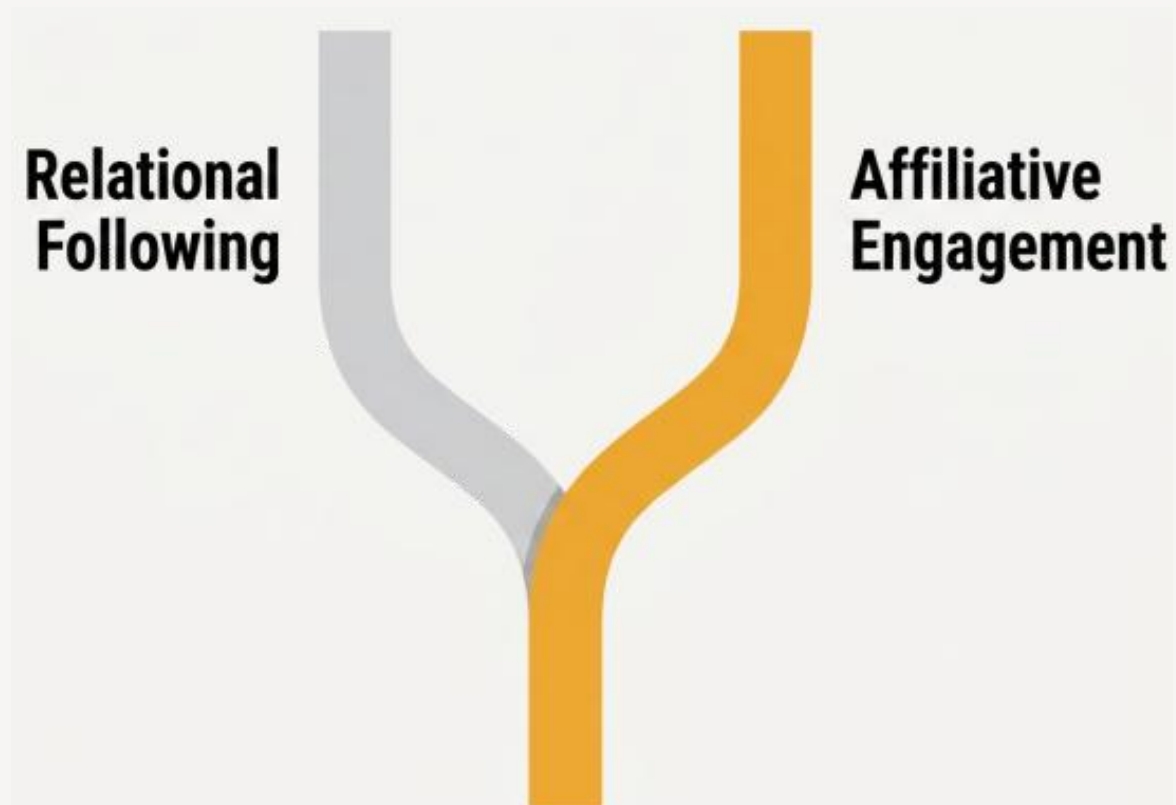
Sample:

- N = 679
- 14:1 Participant to Item Ratio (ensuring robust power)
- 35.8 Mean Age (Range 18-78)



Study 2: *Structural Cross Validation*

The Solomon Split (Sample A, n = 315)



Initial 6 factor model was tested. EFA forced further refinement by merging two constructs reducing the scale to 34 items across 5 stable dimensions.

Confirmatory Validation

(Sample B, n = 337)

ω
 $\omega = .984$
Total Scale


CFI = .995


RMSEA = .053

The **5-Factor** model structurally outperformed all alternatives under DWLS estimation.

Social Media Surveillance Exists on a Continuum

Levels 1 & 2: Passive & Normative Monitoring

1. Affiliative Engagement



4 Items.

Social connection.

Example Behaviour: "I use social media to connect with friends and family and maintain relationships."

2. Investigative Surveillance



12 Items.

Curiosity-driven searching.

Example Behaviour: "I search for someone's profile to see what they have posted."

Level 3: Preoccupied & Strategic Engagement



9 Items.

Seeking emotional reassurance or validation.

Example Behaviour: "I like someone's content to get their attention or encourage them to reach out."

Levels 4 & 5: Covert & Intrusive Violation

4. Deceptive Monitoring



5 Items.

Fake profiles.

Example Behaviour: "I create fake profiles to monitor specific people."

5. Digital Violation



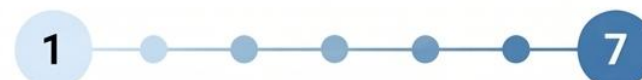
4 Items.

Unauthorised account access.

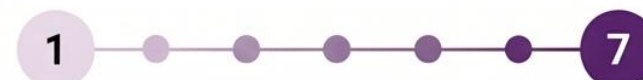
Example Behaviour: "I have logged into someone's social media account without their permission to look through their messages."

Dual 7-Point Likert Scales

Likelihood
(1-7, Extremely Unlikely to Likely)



Agreement
(1-7, Strongly Disagree to Agree)



Behaviours are measured via these two scales.

Measurement & Model Validation

Model Fit: $\omega = .984$, CFI = .995, RMSEA = .053

These indices indicate excellent internal reliability and a high degree of model accuracy.

Study 2: SMSS & *Demographic Findings*

Gender



- Mann-Whitney U tests
- Females score significantly higher on Affiliative Engagement. ($U = 39,450, p < .001$)
- No gender effect on other dimensions.

Relationship Status



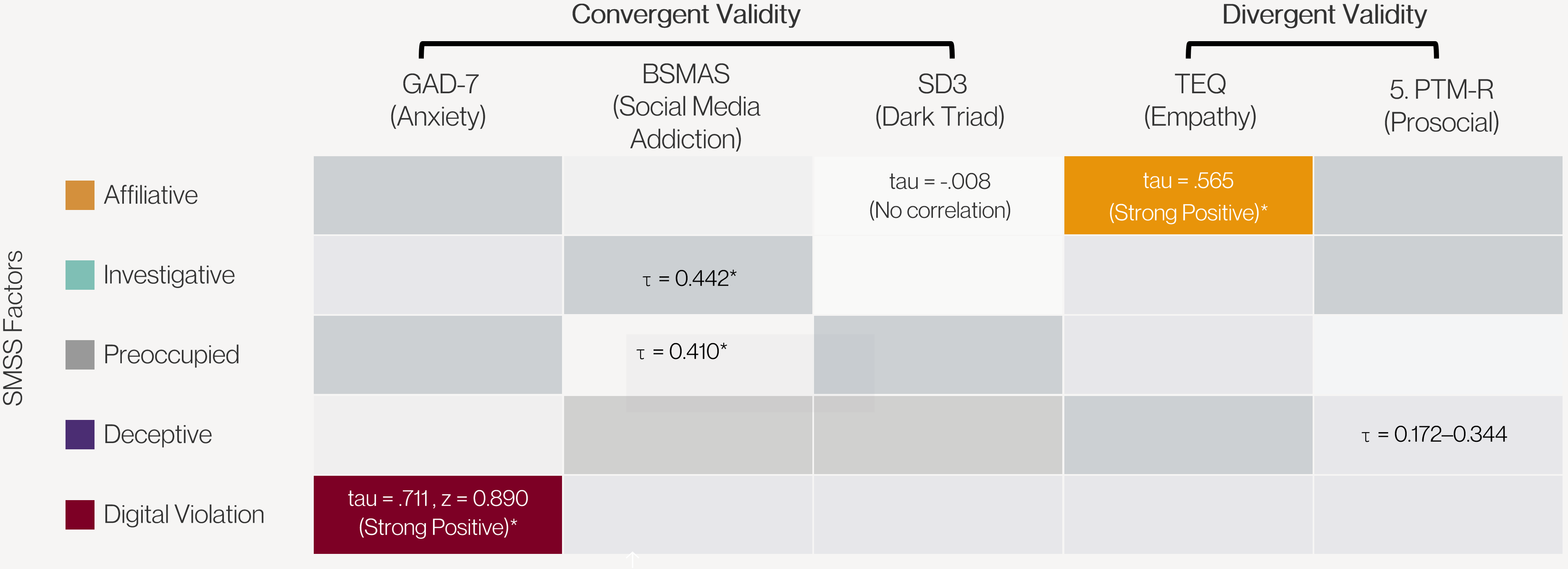
- One-way ANOVAs and Kruskal-Wallis tests
- In a relationship score higher on Investigative and Deceptive Monitoring over married and single individuals ($p = .030$)

Age

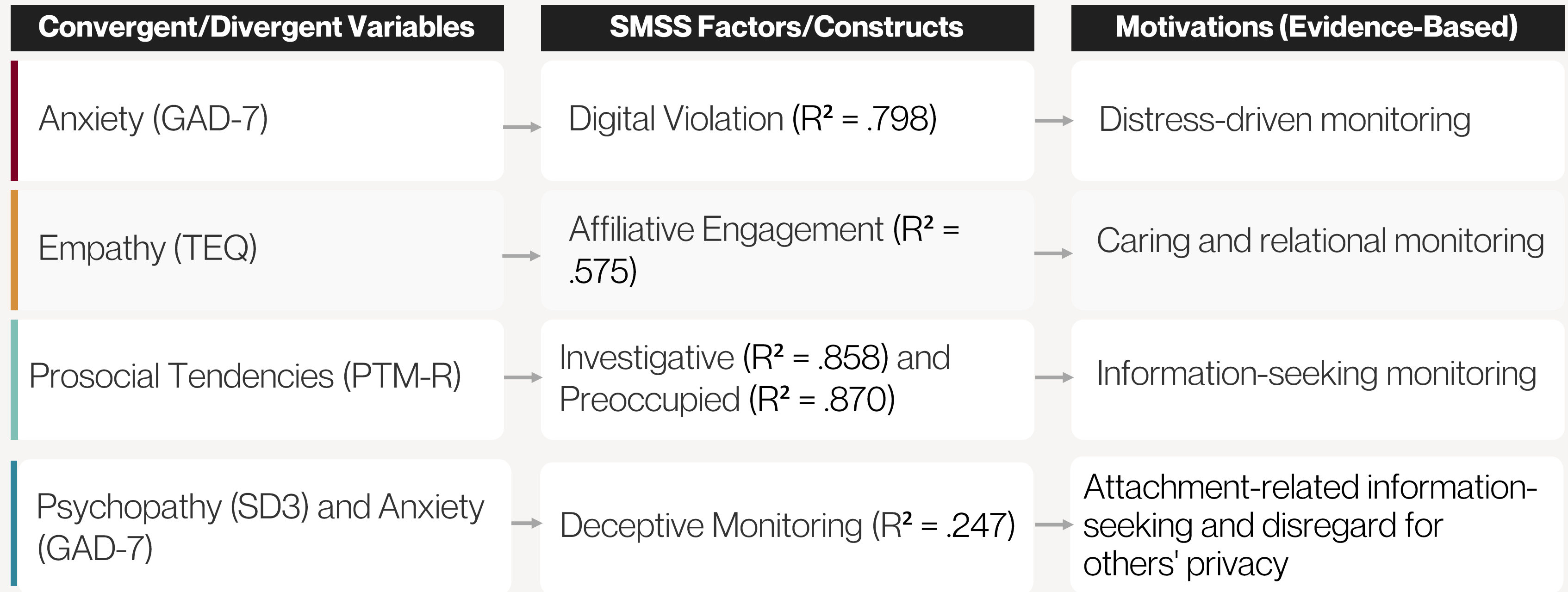


- Kendall's tau-B (τ) Correlation
- Younger age associated with higher surveillance across 4 of 5 dimensions.
- 'Preoccupied Engagement' unaffected by generation ($\tau = .015, p = .567$).

Study 2: *Construct Validity*



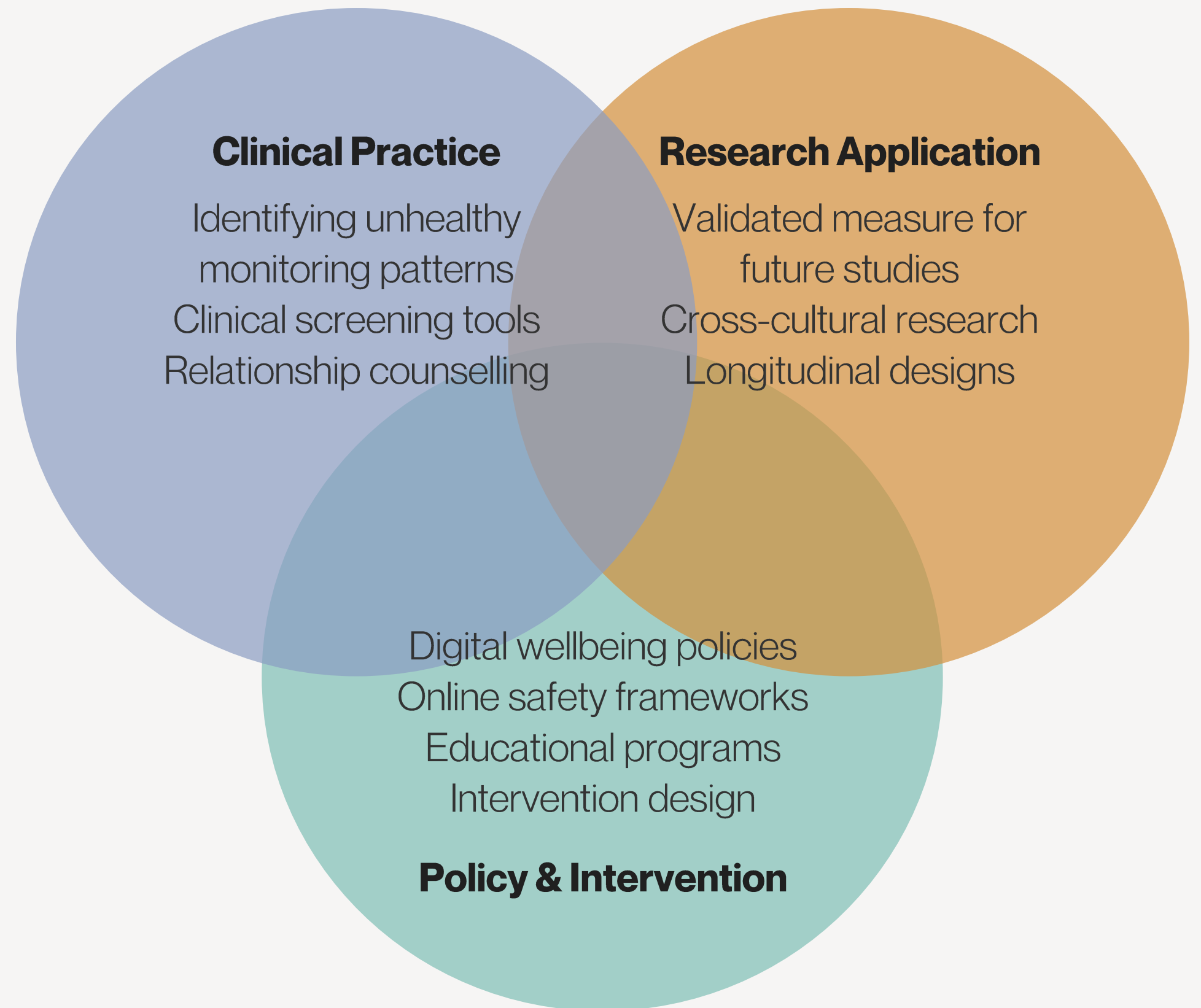
Study 2: *MIMC* Modelling



Key message: Social Media Surveillance is not a single phenomenon; different surveillance behaviours emerge from different motivations.

Practical Applications of the SMSS

From scale development to real world impact



Thank You



Any questions?
alice.thompson@sunderland.ac.uk
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