

## Our Facebook, social media use is influenced by genetics

Scientists found our DNA influences how long we spend on Facebook, chat rooms and online gaming.

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A study reveals up to 39 percent of the difference between the highest and lowest users is down to the influence of their genes.

Kings College London experts said the findings reveal people are not “helplessly” consuming media.

Instead, they tailor their use based on a number of factors, including availability and their own unique genetic needs.

Lead researcher Ziada Ayorech, from the Institute of Psychiatry, Psychology & Neuroscience at King's College London, said: “Finding that DNA differences substantially influence how individuals interact with the media puts the consumer in the driver's seat, selecting and modifying their media exposure according to their needs.

“Our findings contradict popular media effects theories, which typically view the media as an external entity that has some effect – either good or bad – on ‘helpless’ consumers.”

[The study can be found [here](#).]

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [The Social Networking Gene](#)**