

Tweet or die? Genes' role in social media obsession

[A new study](#) revealed that the extent of our obsession with social media could actually be written in our genes, rather than just being a product of our complete lack of willpower.

[The study](#), by [Kent State University](#), looked at sets of twins and found that genetics hugely outweighed environmental factors in their social media usage.

[Researcher Chance York](#), who is presenting his findings at the 67th Annual Conference of the International Communication Association in San Diego, found that (a rather large) two thirds of our social media use is attributable to genetic traits.

While unique and shared environmental factors account for the remainder of the variance.

Past research has repeatedly shown that genetics influence the way we communicate with other people, but this paper goes further to show that these traits also affect our online behaviours not just face to face.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [Your Genes Could Be Responsible For Your Social Media Obsession](#)

For more background on the Genetic Literacy Project, read [GLP on Wikipedia](#)