

The Effect of Pinterest Wedding Boards on Wedding Expectations

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Abstract

This study was designed to measure the effect of Pinterest wedding boards on wedding expectations. Participants ($N=190$) who were all female Pinterest users took a 50 question survey including items about their relationship status, their Pinterest and if they had a wedding board, anticipated wedding disappointment, a Relationship Theories Questionnaire, who they thought the wedding day was about, and a Material Values Scale. There was no significant correlation between unrealistic pins with disappointment, relationship stage, soulmate theory, or materialism, $p>0.05$. Participants with a Pinterest wedding board were found to have higher anticipated wedding disappointment and be more likely to consider the wedding as all about the bride, $p= 0.039$; 0.0526 . Females in the early stage rated higher for the wedding being all about the bride, $p= 0.033$. Materialism had a strong positive correlation ($r= +0.47$) with anticipated wedding disappointment, and a stronger positive correlation ($r= +0.58$) with anticipated Pinterest wedding disappointment, both $p<0.001$. Additionally, materialism was positively correlated ($r= +0.45$) with all about the bride ratings, $p<0.001$. Females in general should be cautious in using Pinterest wedding boards as entertainment or even for planning to try and evade unrealistic expectations and thus cause great disappointment.

The Effect of Pinterest Wedding Boards on Wedding Expectations

Weddings, weddings, weddings - what every girl dreams about planning. Or at least this is what society believes. This paper goes into detail about wedding planning, and how social media may influence expectations of weddings. Pinterest allows females to generate unrealistic expectations about their future weddings and unleash materialistic tendencies.

Pinterest is a form of social media for sharing ideas which was created in 2010 (Carlson, 2012). Users have their own profiles which include an unlimited number of "boards." Pins, which are an image or gif (perpetually repeating short video), can be saved to any of the user's boards by "pinning" the item. Boards are each given a name by the user and typically hold a common theme like "sweets" or "arts and crafts." Pinterest now has millions of pins to scavenge through and can be searched by category. Among the popular board themes is wedding boards. Any Pinterest user can create a wedding board with unlimited pins. The concern is that no pin is required to display a price tag, so who is to stop a female from unknowingly pinning many lavish things and thus creating high expectations for her wedding.

Just as Pinterest may cause high expectations, media in general has already shaped human expectations. In an article by Segrin and Nabi (2002), the researchers found a relationship between watching romantic/relationship-specific television and having idealized expectations for marriage. The cultivation theory explains that television viewers transfer television content to their social reality. The more television watched, the more likely the person expects their reality to reflect what they see on television. Kenrick and Gutierrez (1980) coined the term "contrast effect" that a moderate stimulus when compared to an extreme will after be considered further from the extreme. In their study, men who had watched Charlie's Angels rated the average women photos as less attractive than men who did not watch the show. With this in mind, maybe pinners with constant exposure to pins consider Pinterest to be more of their

reality. This could explain why disappointment is such a big risk in planning when a female has a wedding board.

Different forms of media are successful in advertising goods based on their desirable representation. Consumer impulses are impacted by different visual design aspects, particularly for luxury items (van Rompay, de Vries, Bontekoe, & Tanja-Dijkstra, 2012). Through looking at consumption impulses Moore and Lee (2012) distinguished the influences of imagery visualization, anticipated emotions, taste anticipation, and hedonic rationalization. Imagery visualization, or activation of a mental image other than the product stimulus, was found to influence consumer impulses. In a separate study, when participants could relate personally to a success story they were more likely to prefer luxury goods (Mandel, Petrova, & Cialdini, 2006). Surrounded by thousands of wedding related pins, Pinterest users may get caught up in more luxurious items. Materialistic tendencies may cause a need for social media outlets. Roberts, & Pirog, (2013), among many others, define materialism from Belk (1985). Materialism is known as the significance given to worldly goods. Those who are considered high-materialists gain happiness through acquisition of goods. The individual can thus create an image of self-value from the goods (Richins & Dawson, 1992). Pinterest may allow materialists to better manage their desire by pinning luxury items, but at a price.

Instead of unrealistic expectations being a result of the media, perhaps it is within the person. The issue could be more with unrealistic expectations for relationships and marriage. Expectations for a partner can vary from healthy to dysfunctional, and commonly individuals with unrealistic expectations blame their partner for falling short (Foran & Slep, 2007). The discrepancy can lead to termination of the relationship or marriage. Franiuk, Shain, Bieritz, and Murray (2012) thought to categorize people based on a soulmate theory and a work-it-out theory. The soulmate theory implies that people think the relationship is meant to be. The work-it-out

theory states that relationships develop over time. Though a person can fall in any place on each theory's spectrum, those with high soulmate and good partner fit have the highest rated relationship satisfaction, even when compared to high work-it-out and good partner fit. Soulmate theorist have been noted to take their desire for the perfect fit to an extreme. Once they have found a good fit, they are not very willing to change their beliefs about their partner. The work-it-out theorists are said to have less "cognitive distortion" in terms of perceiving the true features or characteristics of their partner, and better able to handle relationship issues than pure soulmate theorists.

The hypotheses begin with a predicted relationship between unrealistic pins and disappointment. Any Pinterest user can have an unlimited number of pins over a diverse array of wedding related items. No pin is required to exhibit a price, nor is anyone limited to pinning only things they can afford. By simply liking the look of something women may be trapping themselves in unrealistic expectations for their future weddings. With expectations set sky high, the disappointment could be equivalently high that they could not financially create their Pinterest wedding. The larger number of unrealistic pins evolves from a greater amount of time and interest in the wedding themed pins. The greater absorption in beautiful, luxury items on Pinterest will lead to greater disappointment with reality when their expectations cannot be met. Similar to the contrast effect (Kenrick & Gutierrez, 1980), women may find that the real choices for their weddings are less exciting than on Pinterest - which could lead to great disappointment.

H1: Women with more unrealistic pins will report higher anticipated disappointment when not getting their Pinterest/ perfect wedding.

A potential way to counteract all of the unrealistic pins is additionally having do it yourself (DIY) and money saving tips pins. Women who are closer to being married should have a more realistic understanding that weddings do not have unlimited funds.

H2: Women who are either currently single or in the beginning stages of a relationship will have more unrealistic pins than women who are closer to being engaged/are engaged. These soon-to-be-married women will have more financially realistic pins.

The “early stage” is defined as a female who is single or in a relationship with less than 70% reported likeliness of marrying the current partner. The difference between Pinterest and reality will be much more distinguishable for someone going through the planning steps of a wedding due to the accessibility to numbers and financial planning. The idea is that females pinning at leisure, rather than with a true purpose, will pin anything nice regardless of whether or not they could actually afford that for their future wedding.

Another consequence of creating a board with a large number of extravagant pins is that a prospective bride may be more likely to consider the wedding “all about her.” The basic implications of “her day” are that the bride gets whatever she wants and everyone else is at her disposal. The phenomenon of the “traditional couple” (where the bride plans and the groom pays) in the wedding planning process has been shown to lead to greater stimulation of the bride’s “my day” perspective for the wedding. Humble, Zvonkovic, and Walker (2008) found that often the groom in these traditional couples did not care about the planning, insisting that it was “her day” and she would do it how she likes. These men were simply expected to foot the bill for whatever their bride desired. The idea that “she gets what she wants” could imply a more selfish viewpoint about the wedding experience for the woman.

H3: Women who are either not currently in a relationship or in the beginning stages of a relationship will be more likely to consider the wedding as all about the bride.

Those not in the advanced stages of a relationship or engaged would be more likely to consider

the day to be about them since they do not have the fiancé to chime in on planning.

Partner fit expectations may also transmit to wedding expectations. Our expectation of the person we will marry falls somewhere on the spectrums of a soulmate and a work-it-out relationship. Franiuk, Cohen, and Pomerantz (2002) found that those who rated high with soulmate theory tend to have more unrealistic expectations for their partner, in that they expect them to be a perfect match for their wants and needs. There is the potential that this lack of reality does not stop with their partner and could extend to the “perfect wedding day.” The desirability to find that one perfect guy will incite that their wedding should be well planned out and elaborate; the perfect day. The unrealistic want for perfection may cause the woman to pin more items that are more extravagant than what she will actually have in her future wedding.

H4: Women who subscribe to high soulmate theories will have more unrealistic pins. These women additionally should rate low work-it-out theory.

As previously mentioned, high soulmate theorists have a harder time letting go of the perfect fit. So I expect these women to build up their Pinterest board(s) with bigger and better ideas to fit their perfect ideas.

Materialism could also describe the large quantities of pins. Women with high materialistic tendencies may use Pinterest as a way to cope with their needs for luxury goods. Richins (2013) found that individuals with high-materialism had higher “product-evoked emotions” than their counterparts, meaning that there was a change in each/any emotion over the purchasing experience. The researchers looked at the relationship between high and low cost product with different emotions like optimism, envy, anxiety, joy and excitement. And, these emotions were even more persistent if the product was expensive. “High-materialist consumers experienced [significantly stronger positive emotions] than did their low-materialist counterparts when anticipating and, if the product is expensive, when making a purchase.” In looking at the

relationship between materialism and loneliness Peters (2013) found that high materialists were considered to be more selfish and self-centered. Thus these women may be more likely to consider the wedding as all about the bride.

H5a: Women who are high materialists will have high quantities of pins and the pins will be more financially unrealistic. These women will also anticipate more disappointment by not having their Pinterest wedding.

H5b: Women who rate high for materialism will consider the wedding as all about the bride.

Pinterest as a whole could be a great way for materialists to manage their needs in terms of being able to release their desire for luxury goods, but there also could be greater disappointment in knowing that they will not purchase or own the lovely stuff they find and re-pin on Pinterest. Since materialists typically find most pleasure in possessing and acquiring goods, it is not a surprise that they would consider the wedding representative of themselves and thus all about the bride.

To test these hypotheses, female pinterest users completed a survey about their pinterest wedding boards, materialism, and relationship theories. They were also asked about their relationships and marriage/wedding expectations.

Method

Participants

In this study, the population was limited to females who have a Pinterest account. There were 234 participants who were obtained from a Midwestern Liberal Arts College email base, Facebook, and a link on Psychological Research on the Net¹. 13 non pinterest users had to be discarded. 12 more participants were discarded because they were under the age of 18 and did

¹ Psychology Research on the Net: <http://psych.hanover.edu/research/exponnet.html>

not have parental consent. Also, 17 males and 2 participants who indicated their gender as “other” had to be discarded. The final N for the study was 190. All participants were female Pinterest users. The age range was 18 to 93 with an average of 21.5. The majority (88.5%) of the participants identified themselves as Caucasian. The other participants were reported as Hispanic (4), Eastern Mediterranean (1), black/ African American (5), Indian (1), Asian (2), Vietnamese (1), biracial (4), and not disclosed (4).

Materials

The survey is composed of 50 questions, majority of the questions were created for the purpose of this study. Each participant completed between 35 to 50 questions based on their responses to relationship status and if they had a wedding board on Pinterest. Four questions relate to the participants' demographics, including asking if the participant has a Pinterest account. The following 9 questions ask the individual's relationship preferences, relationship status and the time frame of when they are likely to marry. This section includes questions like “Please indicate how long you have been with your significant other in years and months.” and “With what certainty do you think you'll be married within the next 3 years?”. The next ten questions related directly to the individual's Pinterest activity related to weddings and expectations. This includes questions like, “Do you have a board(s) designated for wedding purposes?” Four questions ask users to compare their Pinterest to their reality including questions like, “If you created a wedding based on your Pinterest, how much do you think it would cost?” A 9-question Material Values Scale (Richins, Mick, & Monroe, 2004) is the next section. These questions use a 6-point Likert scale (1-not at all, 6- a great deal) and includes items like “It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.” Four questions deal with the “all about the bride” idea and include questions like “A wedding is all about the groom” with a 6 point Likert scale where 1 is disagree and 6 is agree. The final section

is an adapted 10 question version of the Relationship Theories Questionnaire used to scale participants on a soulmate theory and a work-it-out theory (Franiuk, Cohen, and Pomerantz, 2002). This includes questions like, "There is a person out there who is perfect (or close to perfect) for me." Ratings again were on a 6 point Likert scale where 1 is not at all and 6 is a great deal. A complete list of the survey questions and pathways of responses is in the Appendix.

Procedure

Participants started the survey by reading the informed consent form. Then the participants filled out the survey. Lastly the participants read the debriefing form.

Results

The following results are broken down by hypothesis.

H1: Unrealistic pins & Disappointment

The first hypothesis was that the higher the amount of unrealistic pins, the greater the anticipated wedding disappointment. The expected results would have been a linear trend between wedding disappointment and unrealistic pins. The hypothesis was not supported as shown in Figure 1 below, $p > 0.05$. The graph demonstrates the relationship between anticipated wedding disappointment and number of unrealistic pins. To measure reliability of wedding disappointment, 3 items were combined to get a Cronbach's alpha of 0.704. The number of unrealistic pins was computed from the portion of their pins users thought were outside of their ideal budget compared to the number of pins on their boards. Both of these items were self-reported. The scores were square root transformed before testing to have a smaller scale of comparison. Based on the graph there is no true relationship between wedding disappointment and unrealistic pins.

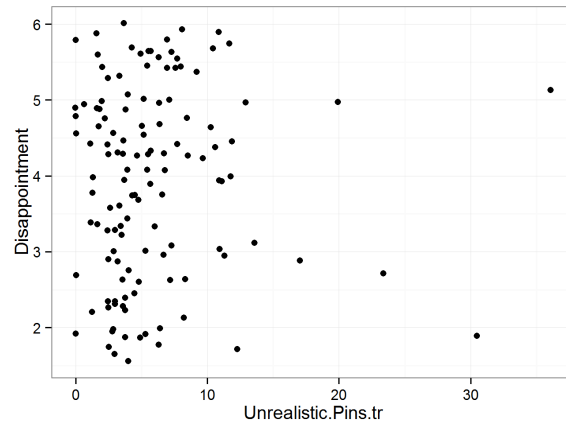


Figure 1. Wedding disappointment compared to individuals' portion of wedding pins that are unrealistic.

To look further at disappointment, it was compared with whether or not the participant had a Pinterest wedding board. Figure 2 below demonstrates that females with a Wedding Board on Pinterest had higher anticipated wedding disappointment than females without a Wedding Board. This demonstrates that wedding boards may have some lasting effect on the hopes and expectations for the user's actual wedding. The researcher found that participants with a Pinterest wedding board would be more disappointed in not getting their perfect day than those without a wedding board. Disappointment for the two groups differed significantly according to a Welsh's t -test, $t(140.60) = -2.09, p = 0.0388$. Individuals with a Pinterest wedding board had an average disappointment of 3.91 points while those without a wedding board averaged 3.54 points. The 95% confidence interval for the effect of wedding board on disappointment is between -0.733 and -0.0196 points.

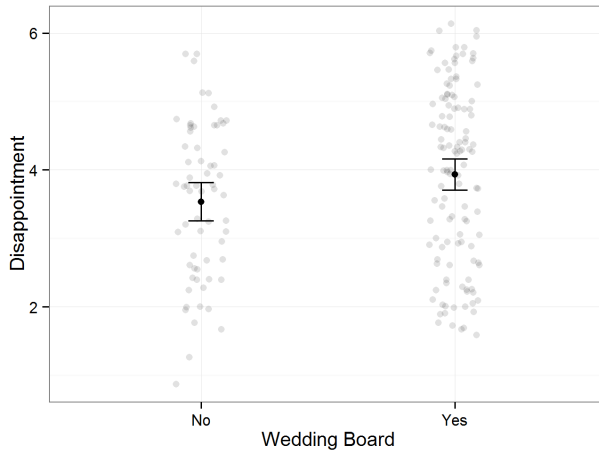


Figure 2. Participant wedding disappointment based on existence of a Pinterest wedding board.

H2: Relationship Stage & Unrealistic Pins

The second hypothesis was that females in an early relationship stage would have a higher amount of unrealistic pins than a females in a late relationship stage. Those who were categorized as “early” stage were either single or were in a relationship but declared less than 70% likeliness of marrying the current person they were with. Those who were categorized as “late” stage were either in a relationship and declared 70% or more likeliness of marrying the current person they were with or were engaged. As we can see in Figure 3 below, though no statistical significance was found, the late group appears to have slightly more unrealistic pins than the early group. This contradicts the researchers hypothesis, but it may indicate that pins have accumulated. Consistent with H1, there was no significant relationship between relationship stage and number of unrealistic pins, $p>0.05$.

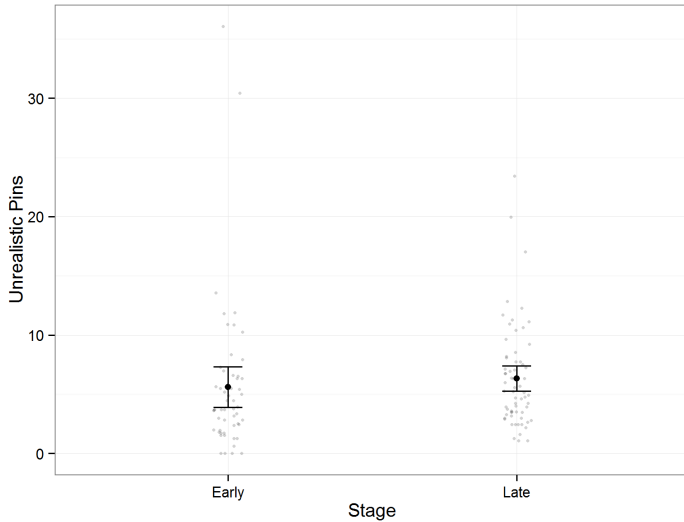


Figure 3. Number of Unrealistic Pins separated by Relationship Stage.

H3: Relationship Stage & All About the Bride

The third hypothesis was that those in the early relationship stage would have higher ratings of the all about the bride idea when thinking of their wedding than those in the late stage. To measure reliability of all about the bride, 3 questionnaire items were combined for a Cronbach's alpha of 0.632. The phrase "my day" on the graphs is synonymous with "all about the bride."

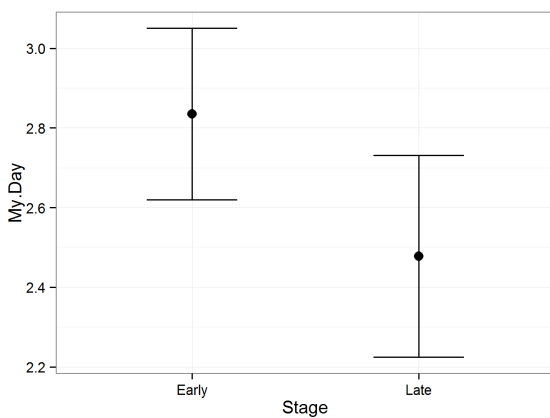


Figure 4. Rating of all about the bride compared to stage of relationship.

Figure 4 above demonstrates that those in the late stage had lower ratings for all about the bride than those in an early stage - meaning they considered the wedding day as less about the bride and more about the couple. The means of the two conditions were significantly different according to a one-way ANOVA, $F(1, 171) = 4.61$, $p = 0.033$, $ges = 0.026$. Pairwise comparisons of the means using Tukey's HSD indicated the comparison significant: participants in the late group reported a significantly ($p = 0.033$) lower all about the bride score ($M = 2.48$, $SD = 1.11$) than participants in the early group ($M = 2.84$, $SD = 1.07$), with a 95% confidence interval of the difference between means from -0.67 to -0.03 points on a 1 to 6 scale. These results support the researcher's hypothesis.

Additionally, the idea that the wedding is all about the bride was compared to whether or not the participant has a Pinterest wedding board. Figure 5 below demonstrates the pattern that females with a Pinterest wedding board rated higher for all about the bride than females who do not have a Pinterest wedding board. Indicating that females with a wedding board are more likely to consider the wedding day as all about the bride.

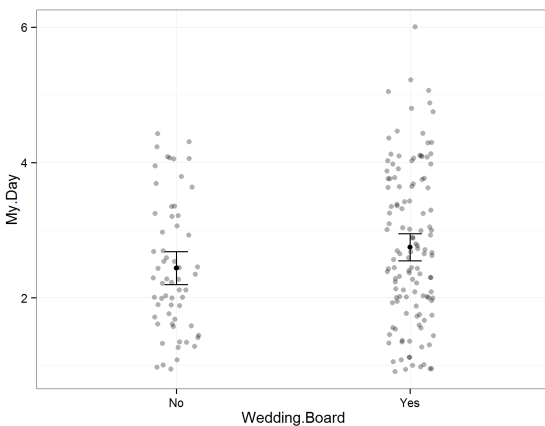


Figure 5. Participant all about the bride score based on existence of wedding board.

The researcher found that participants with a Pinterest wedding board would be more likely to consider a wedding “all about the bride” than those without a wedding board. All about

the bride score for the two groups differed marginally significant according to a Welsh's t -test, $t(141.20) = -1.95, p = 0.0526$. Individuals with a Pinterest wedding board had an average all about the bride score of 2.75 points while those without a wedding board averaged 2.44 points. The 95% confidence interval for the effect of wedding board on disappointment is between -0.62 and 0.00354 points.

H4: Soulmate Theory & Unrealistic Pins

The fourth hypothesis was that a female who rates high for soulmate theory will have more unrealistic pins than a female who rates low for soulmate theory. To measure reliability of soulmate theory, 5 items were combined for a Cronbach's alpha of 0.815. The reliability of work-it-out theory was also measured using 5 items, which combined for a Cronbach's alpha of 0.758.

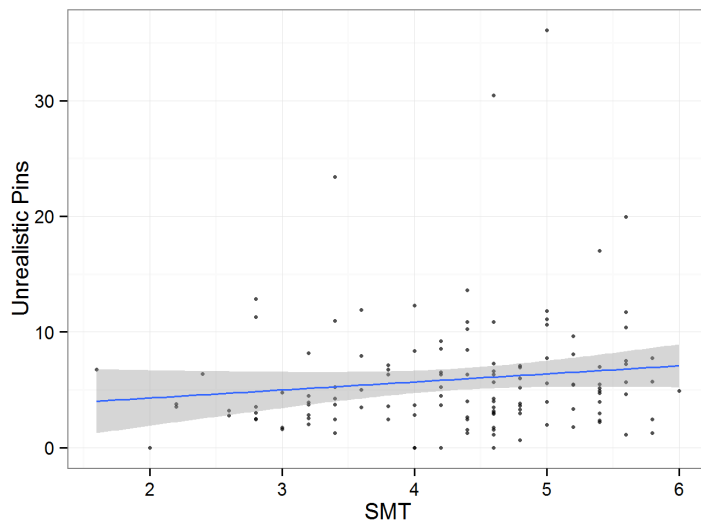


Figure 6. Soulmate theory score compared to individuals' portion of wedding pins that are unrealistic.

Though we do see a slight positive trending pattern in Figure 6 above, which is in the expected direction based on the hypothesis, there were too many participants outside the scope of the pattern. The expected pattern had the number of pins increasing as soulmate theory

ratings increases. The correlation between soulmate theory and unrealistic pins was not statistically significant, $p > 0.05$. The research indicated that for an individual to be most unrealistic they not only have to be high soulmate theory, they additionally need to be low work-it-out theory (these two theories are separate scales, not a continuum).

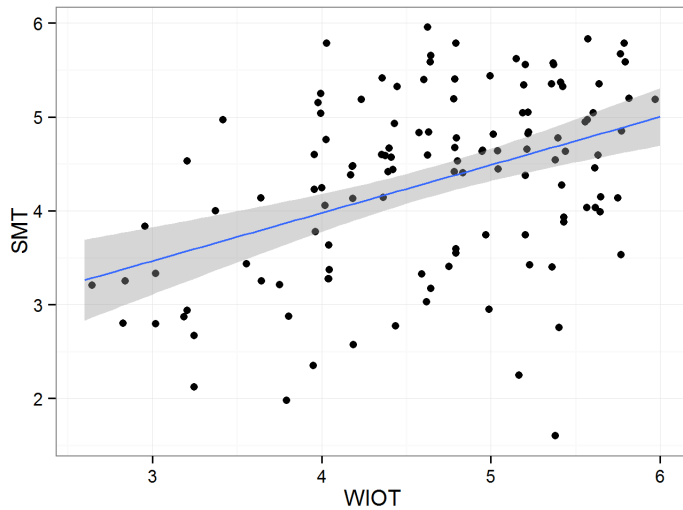


Figure 7. Correlation between soulmate theory and work-it-out theory.

As demonstrated in Figure 7, there are very few participants who are high soulmate theory, low work-it-out theory, though we do see a pattern between the two relationship theories. There was a significant correlation between soulmate theory and work-it-out theory, $r(125) = 0.423$, $p < 0.001$. This correlation indicates that as a person's soulmate theory rating increased, so did their work-it-out theory rating. Thus, H4 could not be concluded based on a lack of participants with the desired characteristics.

H5: Materialism, Number of Pins, Unrealistic Pins, Disappointment, & All About the Bride

The first part of the fifth hypothesis was that high materialists would have a higher number of pins and that they would also have lots of unrealistic pins. To measure reliability of materialism, 9 items (1 that was reverse-scored) were combined for a Cronbach's alpha of 0.882.

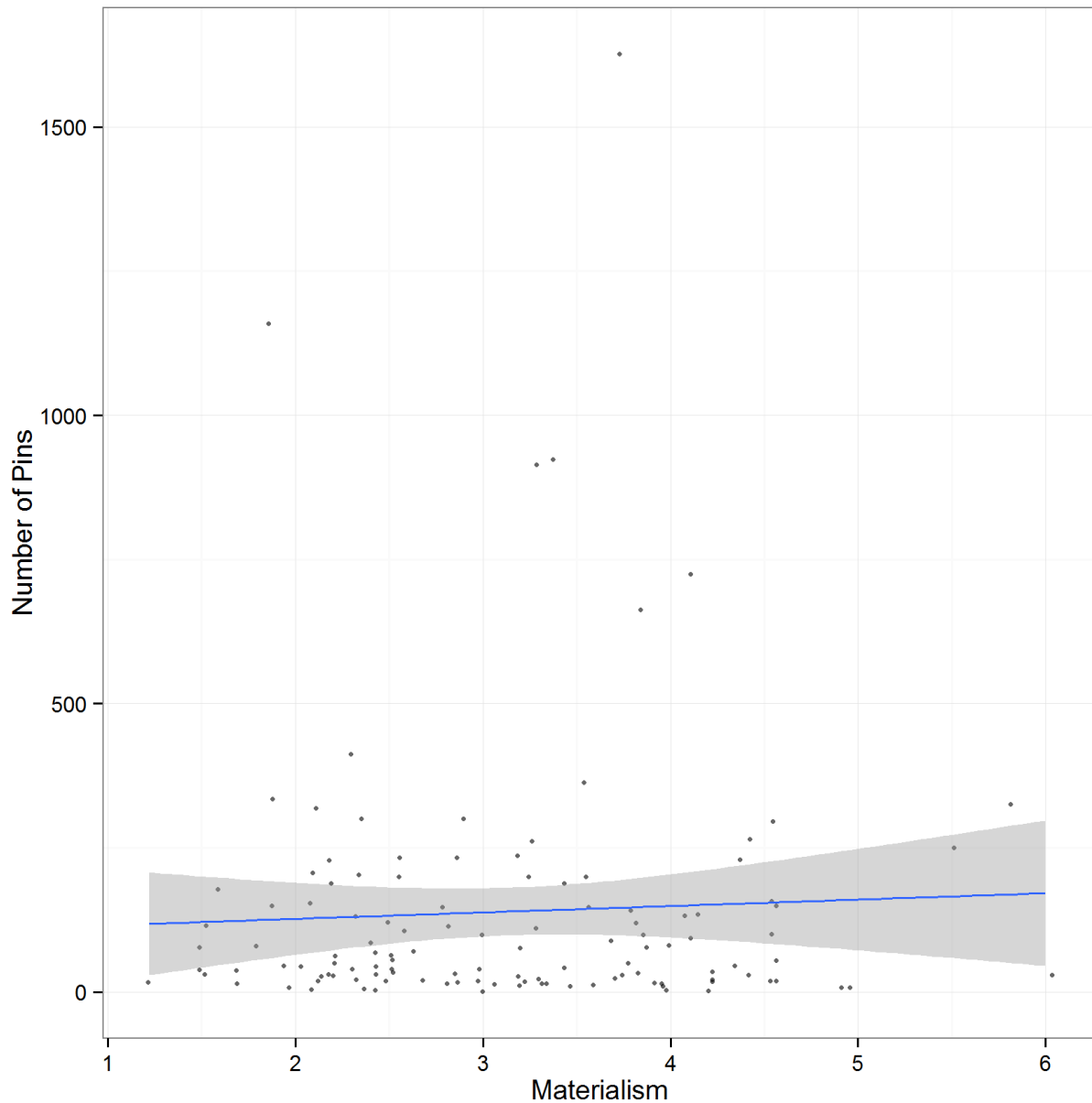


Figure 8. Materialism compared to number of pins on Pinterest wedding board.

Considering the range of number of pins in Figure 8 above, there may have been a stronger pattern looking at a narrower set of pins or potentially by categorizing the number of pins. There was found to be no statistically significant correlation between materialism and number of wedding board pins, $p > 0.05$.

As shown in Figure 9 below, there does not appear to be any clear cut pattern between

unrealistic pins and materialism scores. When looking at the number of unrealistic pins, there was again no statistically significant pattern, $p > 0.05$. Thus part one was not supported.

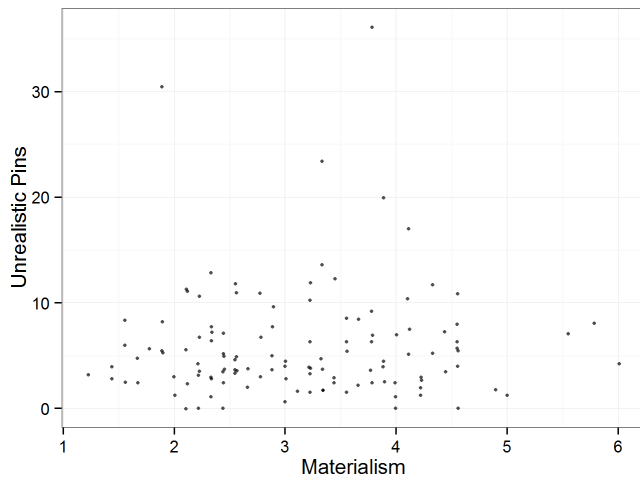


Figure 9. Materialism score compared to number of unrealistic pins.

The second part of the fifth hypothesis was that high-materialists will have high disappointment. Wedding disappointment was already stated to have a Cronbach's alpha of 0.704. While all participants answered the wedding disappointment questions, participants with wedding boards also answered Pinterest disappointment questions which mirrored the others simply adding that the idea was from Pinterest (see Appendix for full list of questions). The measured reliability of Pinterest disappointment had a Cronbach's alpha of 0.591. There was a significant correlation between Pinterest disappointment and wedding disappointment, $r(125) = +0.42, p < 0.001$. This correlation indicates that adding the Pinterest element still allowed both forms of disappointment to relate.

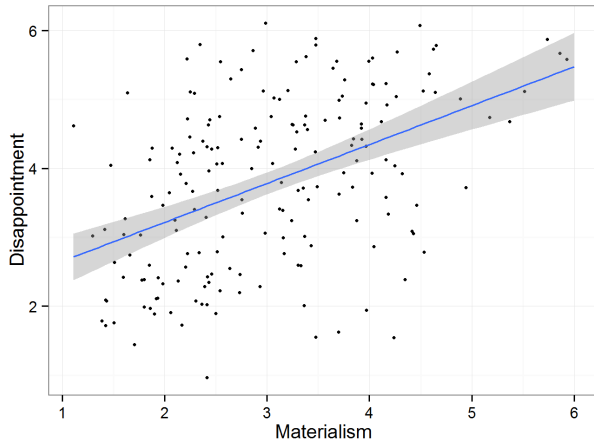


Figure 10. Correlation between materialism and wedding disappointment.

Figure 10 above shows the relationship between materialism and wedding disappointment. We can see that high materialists tend to have higher wedding disappointment. There was a significant positive correlation between materialism and wedding disappointment, $r(186) = +0.47$, $p < 0.001$. This correlation indicates that as materialism score increases so does anticipated wedding disappointment.

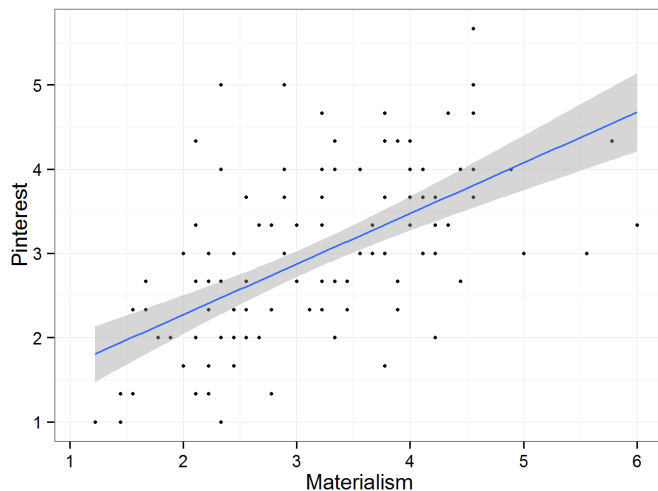


Figure 11. Correlation between materialism and Pinterest disappointment.

As seen in Figure 11 above, Pinterest wedding disappointment also increased as materialistic ratings increased. There was a significant positive correlation between Pinterest

disappointment and materialism, $r(122) = +0.58$, $p < 0.001$. This indicates that as materialism increases so does anticipated Pinterest disappointment. The correlation is stronger for Pinterest disappointment which may indicate that users without a Pinterest wedding board may not have been as impacted by the anticipated disappointment because the topic may not be something they have spent much time picking out details for. The second part of the hypothesis was supported.

Additionally the third part of the fifth hypothesis was that high materialists will also consider the wedding as all about the bride. We see this pattern in Figure 12 below. Though not a perfect correlation, all about the bride ratings do increase with higher materialism scores. High materialists tend to highly rate the wedding as all about the bride. There was a significant positive correlation between materialism and the all about the bride ratings, $r(183) = +0.45$, $p < 0.001$. This correlation indicates that as materialism scores increase so do rating for all about the bride, which supports the third part of the hypothesis.

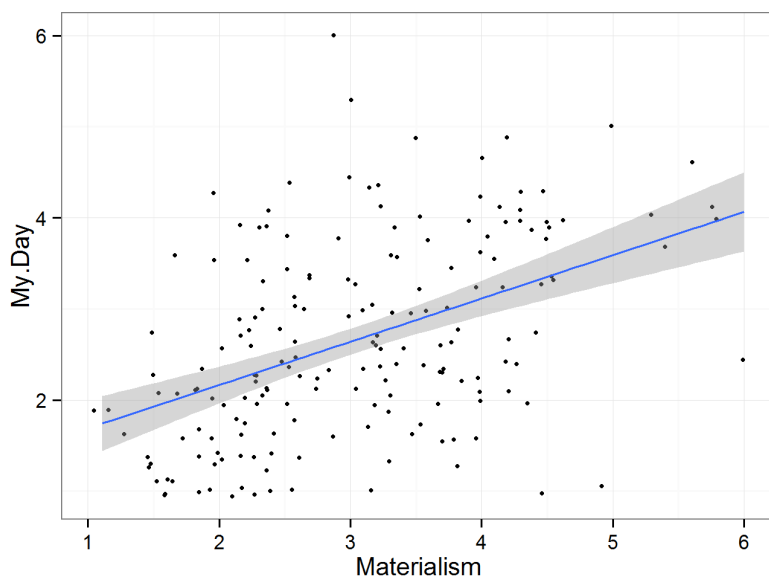


Figure 12. Materialism compared to rating of all about the bride.

Discussion

This study attempted to unveil any connections with Pinterest wedding boards and wedding expectations. The first hypothesis stating that there would be greater anticipated disappointment with a larger number of unrealistic pins was not supported. There did not appear to be a clear pattern between wedding disappointment and unrealistic pins. Further analysis found that overall, females with a Pinterest wedding board had reported statistically significant higher wedding disappointment than females without a wedding board. This finding supports the initial objective of this study in that women with wedding boards have some form of established expectations for their wedding and are more disappointed when they cannot be met.

The second hypothesis stating that women in the early stage (of a relationship or are single) will have higher numbers of unrealistic pins. This hypothesis was not supported. Though there was not statistical significance, the pattern in the graph indicated that the late group had higher numbers of unrealistic pins - potentially as a result of accumulation prior to entering the late stage. The third hypothesis stated that those in the early stage would consider the wedding as all about the bride more so than those in the late stage. This hypothesis was statistically supported in that women in the late stage felt the day was less of "all about the bride" than women in the early stage. This may be a result of not currently having a fiancée's ideas to consider. Further analysis also found that women with a Pinterest wedding board reported higher all about the bride scores than women without a wedding board (marginally significant $p=0.0526$). Perhaps the act of pinning wedding ideas allows the women to feel more justified that the wedding should be all about them considering they are doing the planning.

The fourth hypothesis stating that women who rate high for soulmate theory, low work-it-out theory will have more unrealistic pins was not conclusive. The number of unrealistic pins did increase slightly as the rating for soulmate theory increase, as predicted, but it was not

statistically significant. The graph indicating the statistically significant positive correlation between soulmate theory and work-it-out theory also declared that not enough participants in the study matched the high soulmate theory, low work-it-out theory ideals. Thus, without participants matching the criterion, the hypothesis could not be fully tested.

The fifth hypothesis had three parts all relating to materialism. The first part of this hypothesis was that those rating as high materialists will have more total pins and also more unrealistic pins. Given the vast range in number of pins, there was no statistically significant pattern found between materialism and total number of pins on wedding boards. As with previous comparisons with unrealistic pins, there was no significant pattern with materialism. Since there was no information about how long the participant had a Pinterest account nor how often they used Pinterest, there may have been other factors impacting this part of the fifth hypothesis. The participant could have had thousands of other pins for other boards, but they did not focus their materialistic tendencies particularly on their wedding board. The results may have been different if participants were given a new board and a time limit and told to pin to the board as they normally would for any other board they had - a potential future direction.

For the second part of the fifth hypothesis high materialists were predicted to have higher wedding disappointment. This hypothesis was statistically supported in that materialism significantly positively correlated with wedding disappointment. Furthermore, there was an even stronger positive correlation between materialism and Pinterest wedding disappointment. High materialists who have a wedding board have shown higher levels of disappointment when not getting their Pinterest wedding. The more the materialist is invested in the subject the more she is disappointed when she cannot get what was set as her expectations. Pinterest could thus cause disillusionment for moderate to high materialists with negative consequences.

The third part of the fifth hypothesis predicted that high materialists would consider the

wedding as all about the bride. There was a statistically significant positive correlation between materialism and all about the bride ratings. High materialists were more likely to rate the wedding as all about the bride. A wedding could be considered a representation of the bride and thus she would want it to represent her properly by demonstrating worth - and consider it her day.

Limitations

One limitation that, though addressed previously, needs further explanation is the measure of anticipated disappointment. These scenarios were hypothetical and would be very difficult to cross reference in the future. Disappointment provided interesting results for the study, but they cannot be stated as true evidence for a cause-and-effect relationship.

Considering the analysis of materialism was correlational, there is no way to prove that the females were materialistic prior to creating a Pinterest account. Likewise, the unrealistic pins score calculated for each participant would need to be developed further to justify the method of calculation.

Future Directions

To take this wedding board study another step could include more comparisons for each relationship status or stage. Another future direction was mentioned in the discussion of materialism. Materialism could be geared towards all of Pinterest, or even look at other specific board themes. Another way to measure materialistic tendencies is the idea of giving a participant a blank board and a set period of time to see how much and what they pinned. As a whole Pinterest has a lot more opportunity for future studies in terms of pins, usage, and expectations. Pinterest use and user characteristics would also be interesting to compare against individuals without a Pinterest account.

Conclusions

This study found some potential relationships between Pinterest wedding boards and wedding expectations. Females in the early stage may find it advisable to not have a wedding board until they transition into the late stage for three reasons. One, because they were found to have stronger scores that the wedding is all about the bride. Two, considering the number of unrealistic pins pinned, the more time one has to pin, the more extravagant the board could end up. Three, those with Pinterest wedding boards were shown to have more anticipated disappointment when not getting their perfect wedding. Waiting until engagement or close to then may allow a more realistic perspective in terms of what items/ideas are necessary to pin.

This study also suggests a word of caution to materialistic individuals. Society teaches women to be more materialistic and some women take out these pressures through Pinterest. Though Pinterest may be a way to cope with not having the all the luxury goods, it may not be therapeutic in the end. If confronted with the fact that she cannot have the items on her Pinterest it could cause high levels of disappointment - which may not be worth the efforts of pinning.

Overall, expectations with Pinterest use need to be monitored. Pinterest is not the enemy - how people deceive themselves on Pinterest is the problem. Without price tags on every pin, males and females alike need to exercise restraint in pinning lots of luxurious goods that they will never own to reduce their likeliness of generating unrealistic expectations.

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Appendix

Pinterest Survey:

1. What is your gender?
 - a. Female
 - b. Male²
 - c. Other²
2. What is your age?
 - a. _____
3. What is your race/ethnicity?
 - a. _____
4. Do you have a Pinterest?
 - a. Yes
 - b. No²

page 2

1. What is your relationship status?
 - a. Single³
 - b. Relationship
 - c. Engaged⁴
 - d. Married⁵
2. To what degree do you feel you are attracted to men?
 - a. 1 - Not at all; 6 - Very much
3. To what degree do you feel you are attracted to women?

² These responses concluded the survey and sent participants to debriefing.

³ This response skipped the participant ahead to page 5 at the conclusion of the page.

⁴ This response skipped the participant ahead to page 4 at the conclusion of the page.

⁵ This response skipped the participant ahead to page 6 at the conclusion of the page.

- a. 1 - Not at all; 6 - Very much

page3

1. How confident are you that the relationship you are currently in will lead to marriage? (Put “50” to indicate 50% certainty)
 - a. _____

page 4⁴

1. Please indicate how long you’ve been with your significant other. (Use years and months)
 - a. _____

page 5³

1. With what certainty do you think you’ll be married within the next year? (Put “50” to indicate 50% certainty)
 - a. _____
2. With what certainty do you think you’ll be married within the next 3 years? (Put “50” to indicate 50% certainty)
 - a. _____
3. With what certainty do you think you’ll be married within the next 7 years? (Put “50” to indicate 50% certainty)
 - a. _____
4. With what certainty do you think you’ll be married within the next 12 years? (Put “50” to indicate 50% certainty)
 - a. _____

page 6⁵

1. Do you have a board(s) designated for wedding purposes?
 - a. Yes

b. No⁶

page 7

1. What is your wedding board(s) titled?
 - a. _____
2. Is the wedding board(s) secret? (Select "Yes" if any are)
 - a. Yes
 - b. No
3. About how many pins are on your wedding board(s)? (You may reference your board(s) for the exact number)
 - a. _____
4. Please check all pin themes that you have pinned to your board(s).
 - a. Bridal gown/ accessories
 - b. Bridesmaid dress/ accessories
 - c. Groom/ men's apparel
 - d. Boudoir/ lingerie
 - e. Photography
 - f. Invitations/ save the date
 - g. Flowers/ décor
 - h. Venue/ location
 - i. Food/ drinks
 - j. Cake/ dessert
 - k. Bachelorette Party
 - l. Money saving tips
 - m. Honeymoon
 - n. Wedding bands/ rings
 - o. To do tips before the wedding
 - p. Favors
 - q. DIY (anything)
 - r. Songs
 - s. Proposal ideas
 - t. Other

page 8

1. If you created a wedding based on your Pinterest, how much do you think it would cost?
 - a. _____

⁶ This response skipped the participant ahead to page 9 at the conclusion of the page.

2. Based on the items you have pinned, how many pins would realistically be out of your price range?
 - a. None
 - b. A few
 - c. Almost half
 - d. More than half
 - e. Most
 - f. All
1. If the florist could not match your favorite Pinterest idea for bouquets and décor, how would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed
2. When creating your Save the Date, you find the exact design you liked most on Pinterest, how would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed
3. If you found the exact dream dress from your Pinterest, but it was out of your budget, how would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed

page 9⁶

1. If you had to elope without any celebration, how would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed
2. When receiving the bouquets, you notice that the main flower is different. The florist says that they couldn't make the desired arrangements and bouquets because the shipment with the main flower never came in. How would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed
3. When searching for invitations, you find a design that perfectly matches your theme. How would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed
4. When looking for a dress, you find the dress you've always wanted. You then find out that the dress is out of your price range, how would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed
5. The wedding is all about me (bride).
 - a. 1 - disagree; 6 - agree
6. The wedding should express both the bride's and groom's (each of the partners') interests?
 - a. 1 - disagree; 6 - agree
7. A wedding is all about the groom (or partner).
 - a. 1 - disagree; 6 - agree
8. A vendor cancels for your wedding last minute, and your fiancé makes a quick decision without consulting you. How would you feel?
 - a. 1 - Not at all disappointed; 6 - Extremely disappointed

page 10

1. I admire people who own expensive homes, cars, and clothes.
 - a. 1 - Not at all; 6 - A great deal
2. The things I own say a lot about how well I'm doing in life.
 - a. 1 - Not at all; 6 - A great deal
3. I like to own things that impress people.
 - a. 1 - Not at all; 6 - A great deal
4. I try to keep my life simple, as far as possessions are concerned.
 - a. 1 - Not at all; 6 - A great deal
5. Buying things gives me a lot of pleasure.
 - a. 1 - Not at all; 6 - A great deal
6. I like a lot of luxury in my life.
 - a. 1 - Not at all; 6 - A great deal
7. My life would be better if I owned certain things I don't have.
 - a. 1 - Not at all; 6 - A great deal
8. I'd be happier if I could afford to buy more things.
 - a. 1 - Not at all; 6 - A great deal
9. It sometimes bother me quite a bit that I can't afford to buy all the things I'd like.
 - a. 1 - Not at all; 6 - A great deal

page 11

1. Success in a romantic relationship is based mostly on whether the people are "right" for each other.
 - a. 1 - Not at all; 6 - A great deal
2. The reason most marriages fail is that people don't put in the effort.
 - a. 1 - Not at all; 6 - A great deal
3. There is a person out there who is perfect (or close to perfect) for me.
 - a. 1 - Not at all; 6 - A great deal
4. I couldn't marry someone unless I was passionately in love with him or her.
 - a. 1 - Not at all; 6 - A great deal
5. The reason most marriages fail is that people aren't right for each other.
 - a. 1 - Not at all; 6 - A great deal
6. Success in a romantic relationship is based mostly on how much people try to make the relationship work.
 - a. 1 - Not at all; 6 - A great deal
7. I expect my future husband or wife to be the most amazing person I've ever met.]
 - a. 1 - Not at all; 6 - A great deal
8. In a relationship love grows (vs. love is found).
 - a. 1 - Not at all; 6 - A great deal
9. If people would just put in the effort, most marriages would work.
 - a. 1 - Not at all; 6 - A great deal
10. Only over time can you really learn about your partner.
 - a. 1 - Not at all; 6 - A great deal

Informed Consent

This research is being conducted by Megan Keller, a student in the Social Psychology course at Hanover College. The experiment in which you are asked to participate is designed to examine the relationship between Pinterest users and their romantic relationships. Some questions regarding your Pinterest tendencies may be asked.

The entire experiment will take about 10 minutes. There are no known risks involved in being in this study, beyond those of everyday life. The information you provide during the experiment is completely anonymous; at no time will your name be associated with the responses you give. If you have any questions about what you will be doing in the study or about the study itself, feel free to ask them now or at any other time during your participation.

If you have any questions now or after the study, please contact:

- For questions about the research itself, you may contact the researcher: Megan Keller at kellerm14@hanover.edu.
- For questions about your rights as a participant in this research, you may contact the faculty member supervising the research and chair of Hanover College's Institutional Review Board, Dr. Bill Altermatt, at altermattw@hanover.edu.

Participation in this study is voluntary. Refusing to participate or ceasing to participate at any time will involve no penalty. Incomplete participation will not result in credit for participating, but you may complete an alternative assignment of equal time commitment in order to receive credit. Please print this page if you would like to keep a copy of the informed consent form.

Pressing "continue" means you have agreed to the terms and conditions of this study.

Debriefing

The study in which you just participated was designed to measure the relationships between proximity of marriage and factors of the financial extravagance of pins, "my day" concept, and disappointment when comparing Pinterest to reality. Other points of interest were how high the participant rated on the soulmate theory and where the participant fell on the materialism scale. These were also compared with the factors.

Please do not discuss this study with other potential participants until the semester is over. If people know what is being tested before the study begins, they may respond differently, jeopardizing our results.

If you have any questions, please contact:

- For questions about the research itself, you may contact the researcher: Megan Keller at kellerm14@hanover.edu.
- For questions about your rights as a participant in this research, you may contact the faculty member supervising the research and chair of Hanover College's Institutional Review Board, Dr. Bill Altermatt, at altermattw@hanover.edu.