

Abstract

This study addresses the use of online social media in the LGB population of Hong Kong, in relation to the Social Compensation Hypothesis and Richer get Richer Hypothesis. Evidence supporting both hypotheses is found. Those with less social support generally use online social media more frequently to make friends. Social support of family, moderated by sexual identity of being gay or lesbian are key to determining frequency of making general friends online. Relationships between psychological variables generally point to that Social Compensation Hypothesis applies to lesbians and male bisexuals. The Richer get Richer may apply to female bisexuals. For gays and people questioning their sexual orientation, both hypotheses may not apply, or one may apply over the other depending on other individual factors.