

Keeping up with the e-Joneses: Do online social networks raise social comparisons?

The paper under review discusses an interesting topic for research, it is well-written and the methodologies used are very advanced. However, I have some comments and recommendations which could improve the manuscript considerably.

- The introduction of the paper refers to the literature on well-being and the extent to which it is determined by social comparisons, however, the evidence presented in the paper are mainly linked to the effect of SNS use on financial satisfaction (one proxy of social comparisons). An extensive discussion of the mechanisms through which social comparisons shape utility functions is necessary.
- Financial satisfaction is often used in the relevant literature as domain satisfaction part of overall satisfaction or SWB. Please elaborate further on the relationship between financial satisfactions as a domain of life satisfaction. Also further explain which the alternative ways to measure social comparison are, and why financial dissatisfaction is chosen as the most appropriate proxy.
- Currently, the link between satisfaction, aspirations and relative deprivation is missing. The three concepts (last paragraph of page 5) need to be elaborated. Most importantly, the effect of past expectations (and the extent to which they are realized) in relation to subjective well-being and in relation to internal and external reference points need to be added.
- Page 7: "In other words, dissatisfaction basically depends on social comparisons." Please rephrase this sentence. (Dis)satisfaction is not strictly contingent on social comparisons. Internal references points, expectations might also shape correct utility function. Please explain the additional mechanisms at play.
- One would expect that in general social comparisons can be amplified by the use of social networks. However, financial dissatisfaction (proxy of social comparisons) captures one aspect and might be less relevant compared to social comparisons in terms of enjoyable life, social capital and personal situation (e.g. relationship status). Please discuss the concept of social comparisons reference groups and how these might be shaped) also in relation to online interaction where actually the reference group might be shaped differently?)
- In addition, can the aforementioned concerns be incorporated in the analysis? Specifically, are there alternative proxies to measure social compatriots available in the data? For example, Eurobarometer includes additional items. Financial situation of HH which is an important determinant of social comparisons and financial expectations (an alternative proxy for social comparisons?)
- Inconsistency detected in the text and tables: It is not mentioned in the text that the authors control for household income (Eurobarometer)?
- Inconsistencies detected in Table 2 and tables 7-8: Why household income is not included in table 2?
- Why the analysis based on the Italian sample does not control for household income?