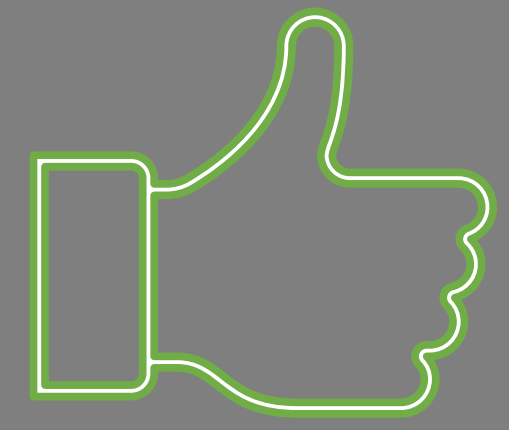
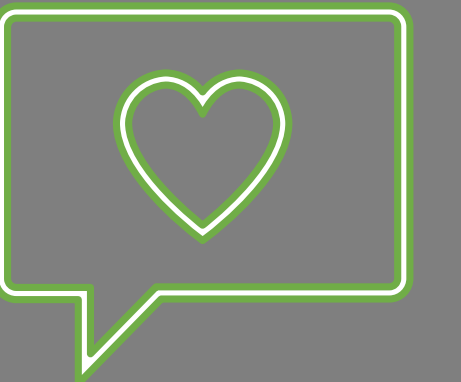


Exploring the Link Between Social Media and Body Image



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Research Questions

1. Is social media linked to body image issues?
2. How do issues with body image interfere with daily life?
3. What are people concerned about in terms of body image?
4. What experiences outside of social media may be linked to body image issues?

Literature Review

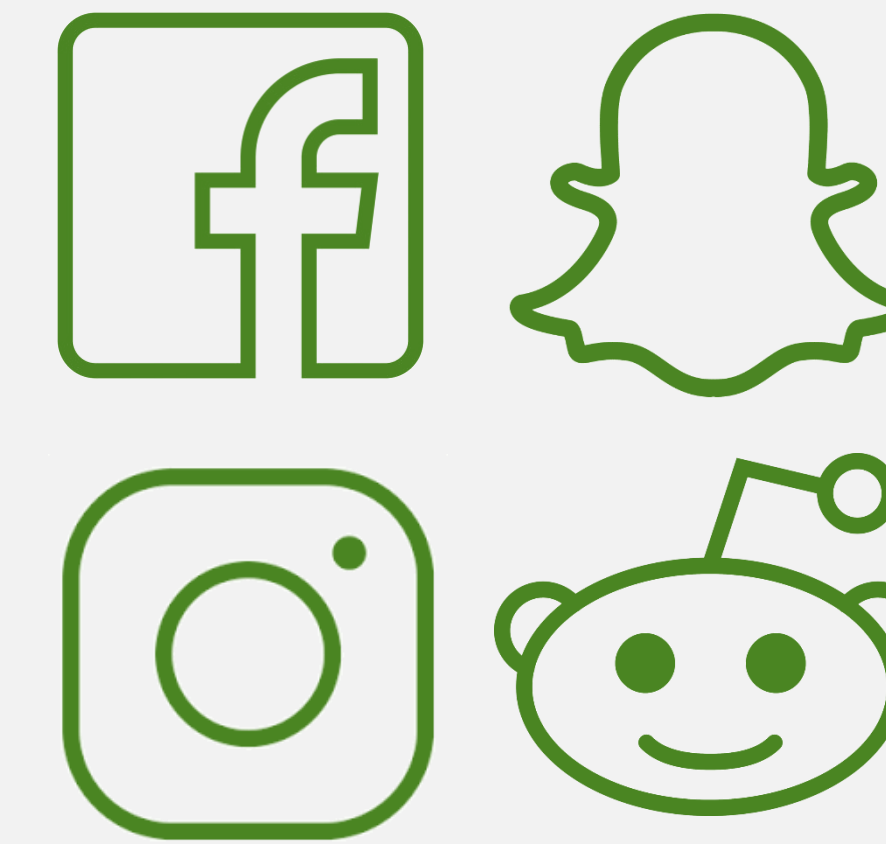
- Rogers et al. (2015) found that media-internalization predicted appearance comparison which, in turn, predicts body dissatisfaction in 7th grade girls.
- Burnell et al. (2021) found a positive correlation between like counts on Instagram and body dissatisfaction.
- Sumter et al. (2021) found that body image concerns in men are not as pronounced as in women.

My Hypothesis

- There is a positive correlation between hours spent on social media and body image concerns- measured by SMAPS (Zimmer-Gembeck et al., 2021).

Participants

- 138 participants 18 years or older, recruited through social media platforms Facebook, Snapchat, Instagram, and Reddit
 - 105 participants (76%) identified as female
 - 32 participants (23%) identified as male
 - 1 participant (<1%) identified as non-binary
 - 129 participants (93%) identified as European American
 - 3 participants (2%) identified as Hispanic/Latinx
 - 3 participants (2%) identified as Multiracial

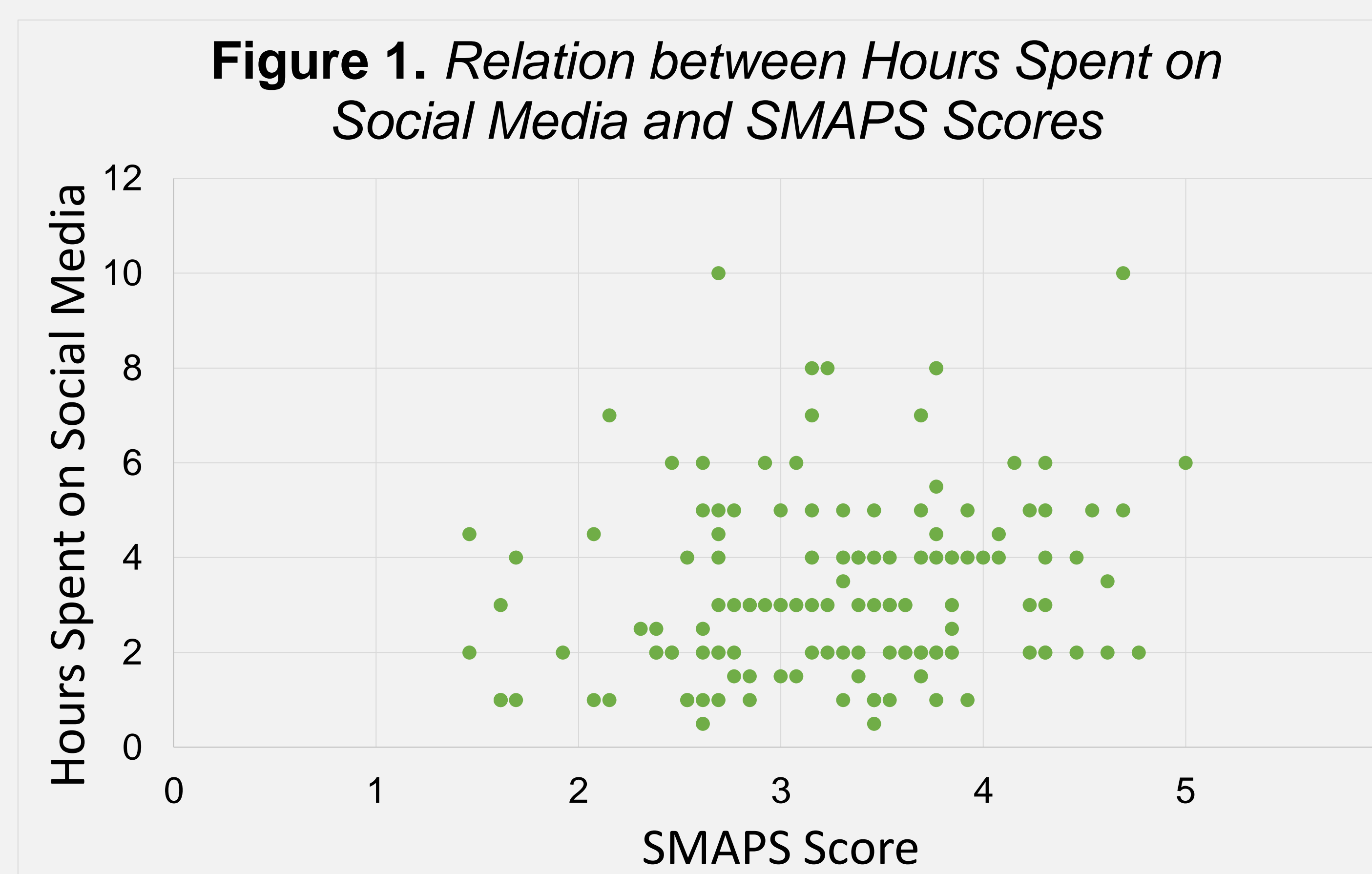


Method

- Participants filled out a 28-question survey (13 questions from SMAPS; Zimmer-Gembeck et al., 2021) that assessed social media usage and concerns regarding body image.

Results

According to my data, there was a weak positive correlation between hours spent on social media and SMAPS scores $r(136) = .220$, $p < .01$ (see Figure 1).



Discussion/Implications

- Weak positive correlation between social media usage and body image
- Participants reported body image concerns affect their mood, eating habits, and clothing
- Outside experiences such as peer commentary and social norms also contribute to body image concerns
- Participants gain awareness into their social media use and how it may be linked to body image issues
- Guides further exploration into the world of social media and link to body image issues

References

- Burnell, K., George, M. J., Kurup, A. R., & Underwood, M. K. (2021). "Ur a freakin goddess!": Examining appearance commentary on Instagram. *Psychology of Popular Media, 10*(4), 422-433. <https://doi.org/10.1037/ppm0000341.supp>
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