

The Effect of Social Media on Self Esteem

Cassidy Barcome
Dr. Vincent Corbo Ph.D
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Outline

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Introduction

- Rise in social media > influence our self esteem
- Social media affects some individuals more than others.
- Self esteem may explain interindividual differences in reaction to social media
- What is the impact of viewing extremely beautiful models on self esteem?

Introduction

- Appearance Related social media consciousness (Choukas, Bradley, Nesi, Widman, Higgins 2019).
- Instagram commenting and viewers' body perception (Hye Min Kim 2021)
- Focusing on the effect of edited photos on viewers. (Livingston, Julianne. Holland, Elise. Fardouly, Jasmine. 2019)
- A study done on body avoidance behavior (Stapleton, Peter. Crighton, Gabrielle J. Carter, Brett. Pidgeon, Aileen. 2017).

Hypothesis

- Participants with higher social media use will score lower on self esteem questionnaires post task
- Participants in experimental group will score significantly lower on self assessed self esteem questionnaires post task
- People in the experimental group will rate the stimuli significantly higher than themselves and the control group will be neutral/consistent with ratings

Method

- Recruitment:
 - talking to professors
 - putting up posters/ spreading posters across campus
- Collection of questionnaires
 - Rosenberg 10 Item Self Esteem Questionnaire (Pre/Post)
 - Social Media Appearance Scale (Pre/Post)
 - Social Media Addiction Scale
 - Body, Weight, Image, Self esteem scale (Pre/Post)
- Qualtrics
- Photos for stimuli
 - IMG Models
 - Old Navy
 - J-Crew
 - Free stock photo images

Method

- Experimental Group: Participants were asked to rate how attractive the stimuli was on a scale of 1-10 **in comparison to themselves.**
- Control Group: Participants were asked to rate how attractive the stimuli was on a scale of 1-10
- Stimuli
- Group set up:
 - V3-1: Experimental group that shows male block first
 - V3-2: Experimental group that shows female block first
 - V3-3: Control group that shows male block first
 - V3-4: Control group that shows female block first

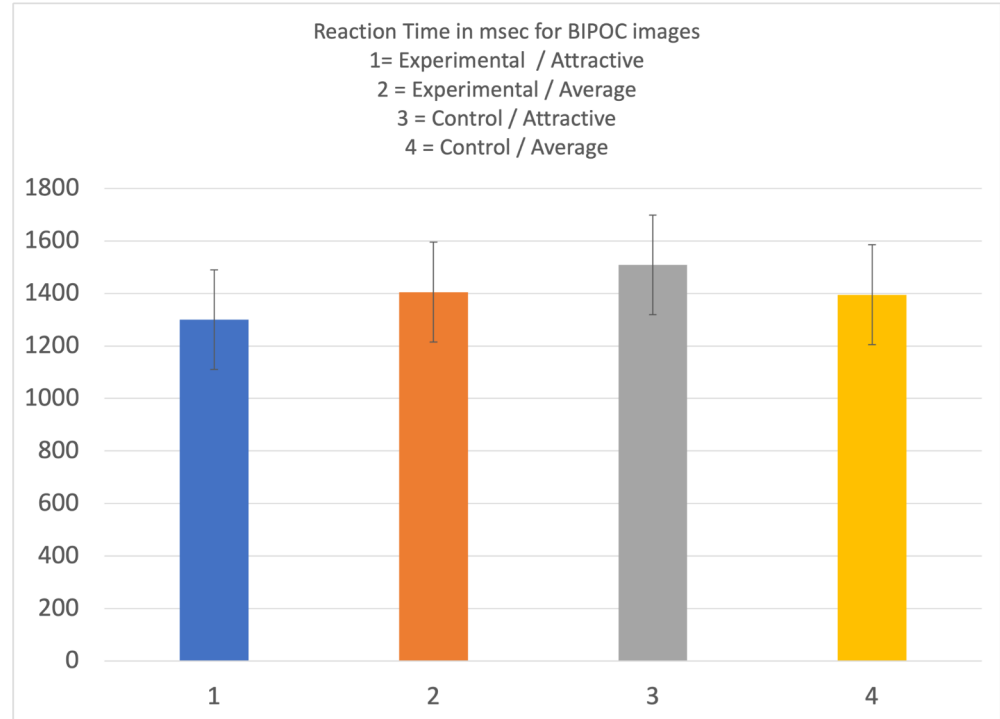
Demographics

	Mean1	StDev1	Mean2	StDev2
Age	20.50	1.314	20.00	.784
Pre SMA	15.17	3.215	12.57	3.524
Pre ROS	23.42	1.676	23.29	3.124
Pre BI	26.00	3.045	24.57	4.291
Pre SAARA	10.42	5.265	13.57	5.110
Pre SAAC	19.08	5.648	19.64	4.551
Post ROC	18.42	1.832	19.43	1.453

Results: Stimuli Difference

Individuals of Color

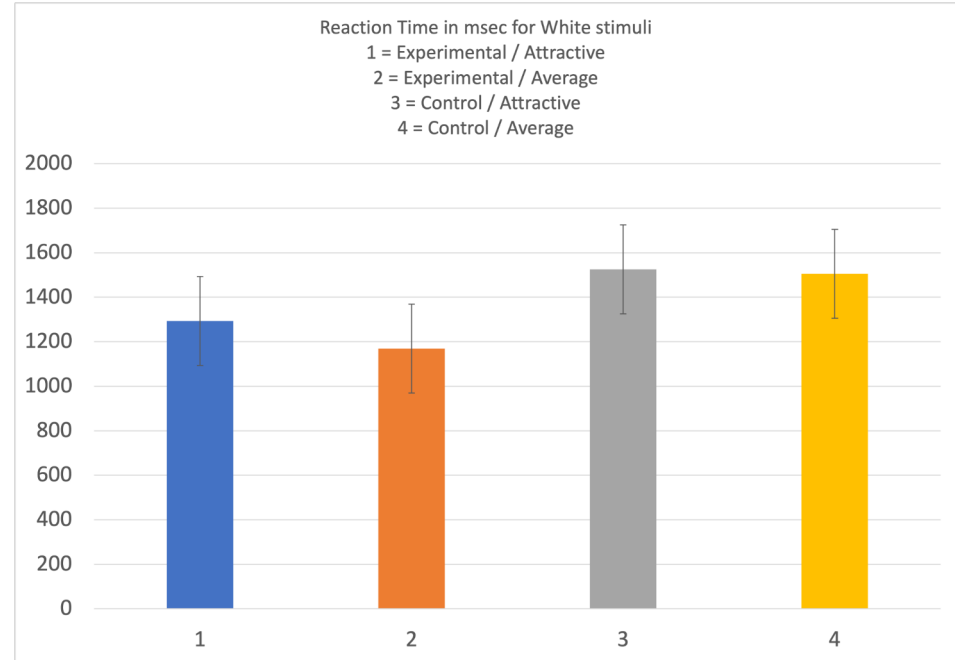
- Experimental group had a quicker reaction time to attractive stimuli
- Control group took longer to react to attractive stimuli
- Both groups had same reaction time for average stimuli
- Three-way interaction between Group, Attractiveness, and Ethnicity of the stimuli $F(1,24) = 4.15, p. <.05$



Results: Stimuli Difference

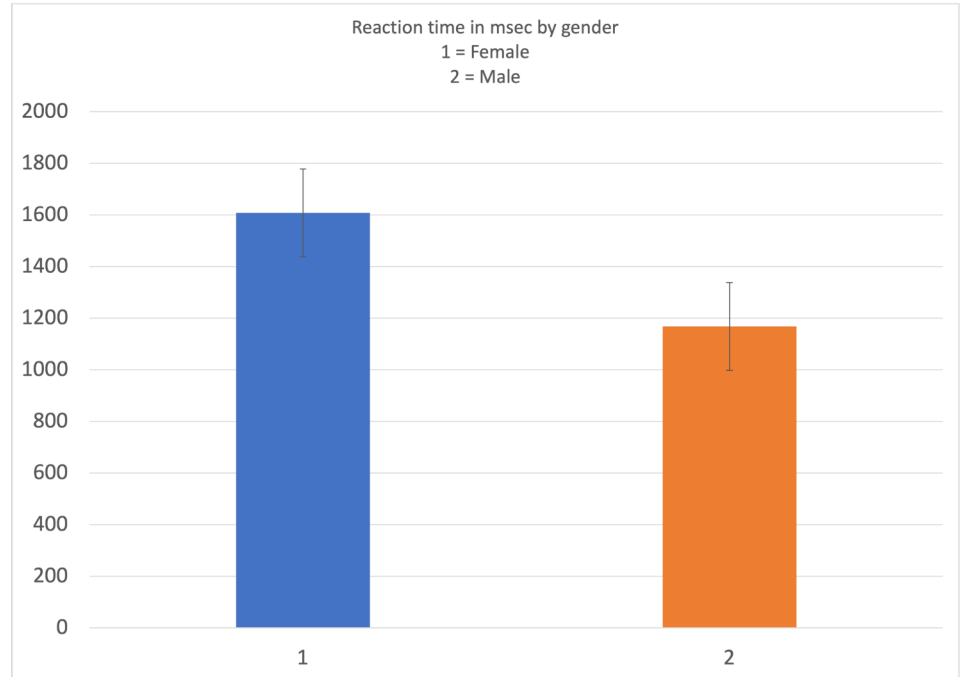
White Stimuli:

- Control group had no difference when rating average or attractive
- Experimental group was quicker overall to rate white stimuli



Results

- Task had no impact on the questionnaires
- The task had no impact on self esteem
- Females showed a longer reaction time compared to males $F(1, 24) = 8.88, p. < .007$



Discussion

- How would putting a time limit on answering the questions change the reaction times?
- Would time after the task before the questionnaires change how participants think about the ratings?
- Recruiting more participants
- Pilot image ratings

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