

“Instagram Selfie-Posting and Young Women's Body Dissatisfaction:

Investigating the Role of Self Esteem and Need for Popularity”

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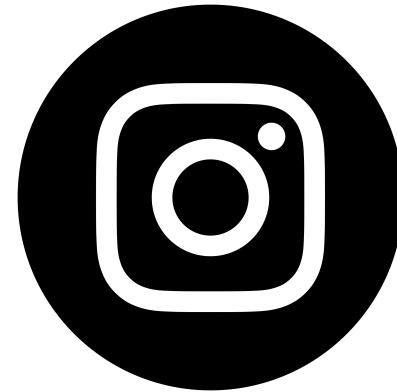


Abstract



- Conducted to explore how Instagram user's selfie-posting behavior affects their self-esteem and body satisfaction
- Replication Study
- Online survey of female participants 18 and older who have an Instagram account

Key Words: body satisfaction;
self-esteem; need for popularity;
Instagram

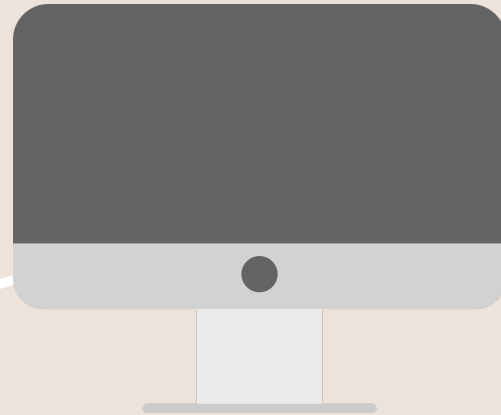


Introduction



Given the increase of social media and selfie-posting among young women it is important to see the psychological effects or benefits on one's body dissatisfaction.

Methods



Method



Participants

- 48 participants
- 100% female
- 95.8% were White or European-American
- Average age of 22.5 years

Online Survey

- 10 minute survey
- Qualtrics
- Four different categories of measurement

Materials

- Individual Instagram account

Measures



Selfie-Posting Behavior: Selfie-Posting Behavior J.W. Kim and Chock (2017)

Body Satisfaction: Body Esteem Scale for Adults and Adolescents Mendelson (1996) ($n=.89$)

Self-Esteem: The Rosenberg self-esteem scale (1965) ($n=.847$)

Need for Popularity: Santor et al.'s study (2000) ($n=.899$)

BMI (Body Mass Index): BMI formula Adolphe Quetelet (19th century) ($m=25.07$)

Results



H1: Higher Instagram usage will correspond with a lower body satisfaction

Correlations

Control Variables			How often do you take photographs of yourself (i.e., selfies) using any device or platform?	How often do you post photographs of yourself on Instagram?	GENSAT	BODYSAT	POP
BMI	How often do you take photographs of yourself (i.e., selfies) using any device or platform?	Correlation	1.000	.184	-.017	-.156	.222
		Significance (2-tailed)	.	.238	.914	.318	.152
		df	0	41	41	41	41
	How often do you post photographs of yourself on Instagram?	Correlation	.184	1.000	-.152	-.032	.171
		Significance (2-tailed)	.238	.	.331	.839	.273
		df	41	0	41	41	41
	GENSAT	Correlation	-.017	-.152	1.000	.719	-.388
		Significance (2-tailed)	.914	.331	.	<.001	.010
		df	41	41	0	41	41
BODYSAT	Correlation	Correlation	-.156	-.032	.719	1.000	-.350
		Significance (2-tailed)	.318	.839	<.001	.	.021
		df	41	41	41	0	41
	POP	Correlation	.222	.171	-.388	-.350	1.000
		Significance (2-tailed)	.152	.273	.010	.021	.
		df	41	41	41	41	0

RQ1: Does a higher BMI have an impact on your selfie-posting behavior?



Correlations

		How often do you take photographs of yourself (i.e., selfies) using any device or platform?	How often do you post photographs of yourself on Instagram?	BMI
How often do you take photographs of yourself (i.e., selfies) using any device or platform?	Pearson Correlation	1	.168	-.032
	Sig. (2-tailed)		.259	.835
	N	48	47	45
How often do you post photographs of yourself on Instagram?	Pearson Correlation	.168	1	.106
	Sig. (2-tailed)	.259		.494
	N	47	47	44
BMI	Pearson Correlation	-.032	.106	1
	Sig. (2-tailed)	.835	.494	
	N	45	44	45

BMI

Statistics

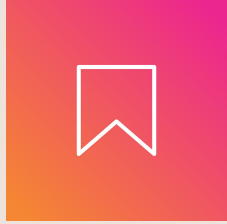
BMI		
N	Valid	45
	Missing	3
Mean		25.0741

The Normal and Healthy Weight range of BMI is 18.5-24.9. BMI from 25.0-29.9 falls within the overweight range. BMI 30.0 or higher, falls within the obese range.

Discussion



Key Findings



- There was a significant correlation between how often you take photographs of yourself using any device or platform and the need for popularity
- There was a significant correlation of how often you post photographs of yourself on Instagram and the need for popularity
- General satisfaction has a correlation with body satisfaction

Practical Implications



1. The use of social media does not necessarily have a negative connotation or effect on body satisfaction
2. Other social media usage involving uploading of photos most likely has the same effect as Instagram

Limitations



1. My hypothesis was not proven because it was too small of a pool of participants
2. The participants were only female
3. Some participants did not answer all of the questions therefore they had to be removed from the survey
4. 95.8% of participants were White or European-American

Conclusion



This study was conducted to explore a role of self-esteem in the relationship between Instagram user's selfie-posting behavior and body satisfaction.

References

(C. Yang, 2016). Prior research has shown different types of social networking sites have different impacts on young people's psychological well-being such as depressed moods and loneliness.

(Bergman et al., 2011; Manago et al., 2008; Mendelson & Papacharissi, 2010; Siibak, 2009; Zhao et al., 2008).

Similar to online daters, SNS users also participate in the selective self-presentation by uploading information or photographs that make themselves look attractive, positive or ideal

Prior research has shown that different types of social networking sites use (i.e., browsing, posting, interacting) have different impacts on young people's psychological well-being such as depressed mood (Frison & Eggermont, 2017) and loneliness (C. Yang, 2016)

(Dhir et al., 2016), Increasing prevalence of Instagram selfie-posting among young women

(Fardouly & Vartanian, 2016). Recent correlational and experimental studies have shown that adolescents' social media use is also associated with more negative attitudes about their bodies

(Gibbs et al., 2006). Shows that the enhancement of profile pictures can lead to a high likelihood of success in online dating

(Halpern et al., 2017). Selfie-posters can internalize the idealized persona that they build via selfies

(Paxton et al., 2006). Low self-esteem has been known to be closely related to young women's negative body image such as body dissatisfaction and body shame