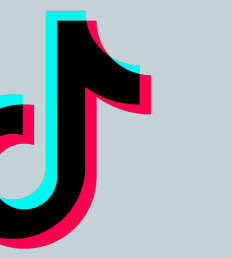


Topic: Social Media's Impact on Body Image Amongst College Students



Researcher: Caleigh Graff



Tik Tok

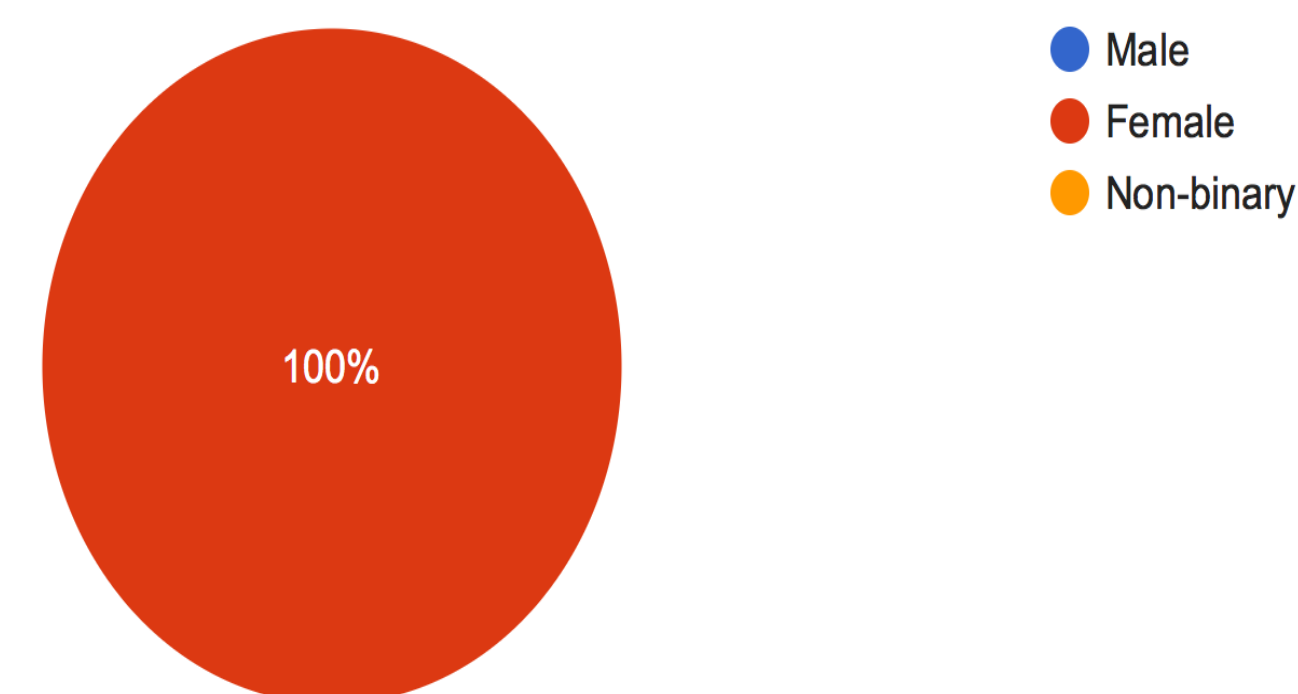
Abstract:

Research shows that females experience more negative ideas of body image; however, the question of if the exposure of social media has anything to do with this remains unanswered. This project examines how the exposure to social media impacts one's idea of body image. The data was collected from female college students between the ages of 18 and 30 using a survey. The analysis was conducted through data spreadsheets, and how the number of social media sites used impacted the way they felt about themselves. The results showed that females who use more than two social media sites experience a more negative idea of themselves. For example, a 21-year-old Early Childhood Education major finds that she compares herself to others always, and reports little to no confidence. Daily, she uses four social media sites. However, it can also be concluded that using social media influences how often one compares themselves. It does not impact their confidence, yet they still find aspects they desire to change. These results indicate that there is a correlation between social media and body image.

- "Camera-ready" (Choukas-Bradley, 2019)
 - "Appearance Related Social Media Consciousness"
 - Young women use the idea of social media on a day-to-day basis and act "camera ready"
 - Women are concerned with what others think. Thus, influences their behavior with what others think.

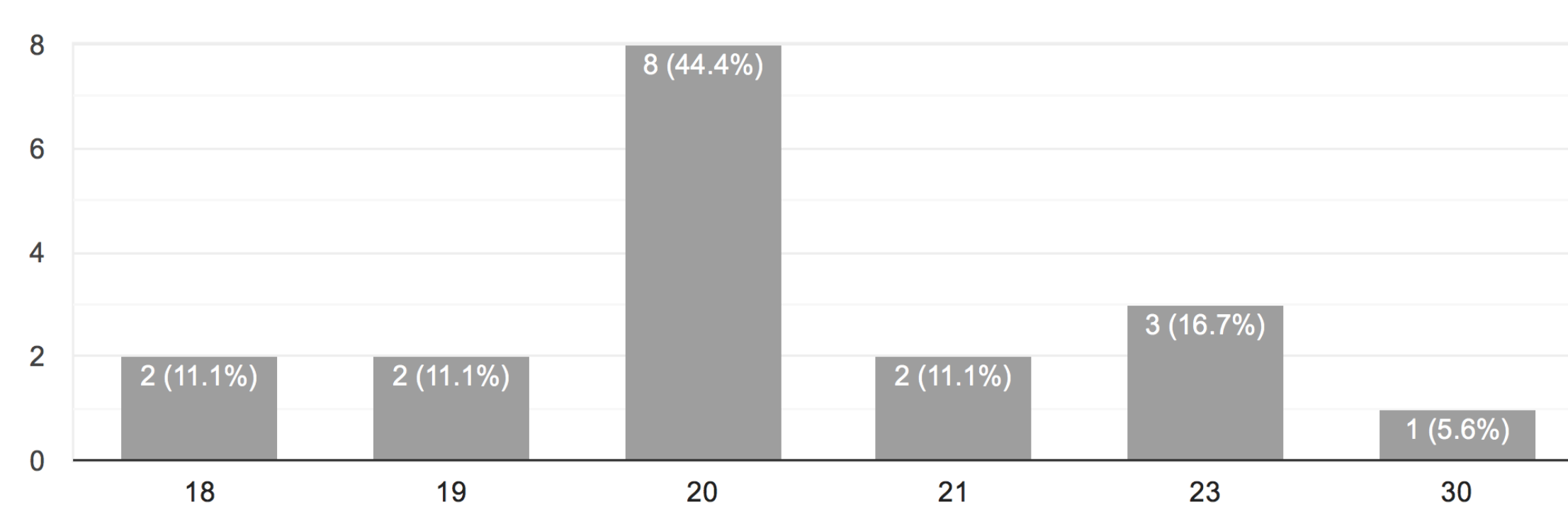
Are You Male or Female?

18 responses



How Old Are You?

18 responses



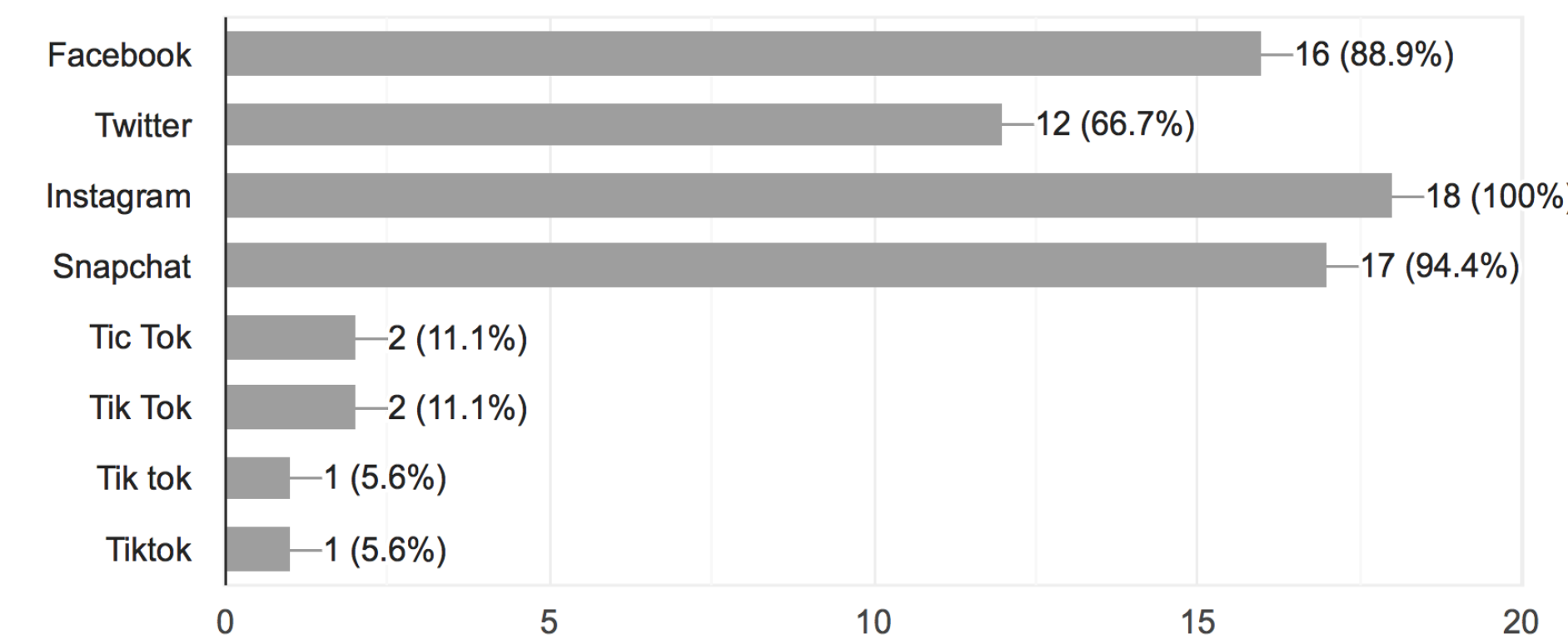
LITERATURE

Participants

- 18 Females
- Ages 18-30
- College Students
- Social Media Users

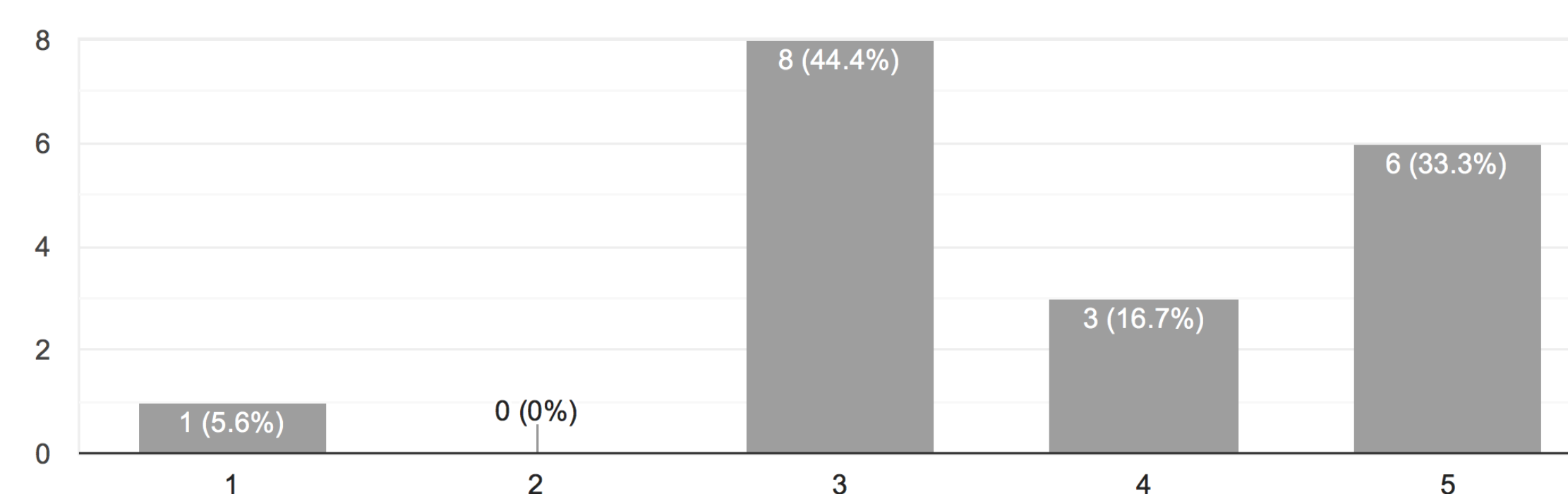
Please Mark All Social Media Sites That You Use

18 responses



How Often Do You Find Yourself Comparing Yourself To Others?

18 responses



"The use of social networking sites, body image dissatisfaction and body dysmorphic disorder" (Ryding, 2020)

- There is a direct connection to negative body ideals with females who use social media
- The use of specific sites influence the way one compares themselves.
- Social Comparison Theory

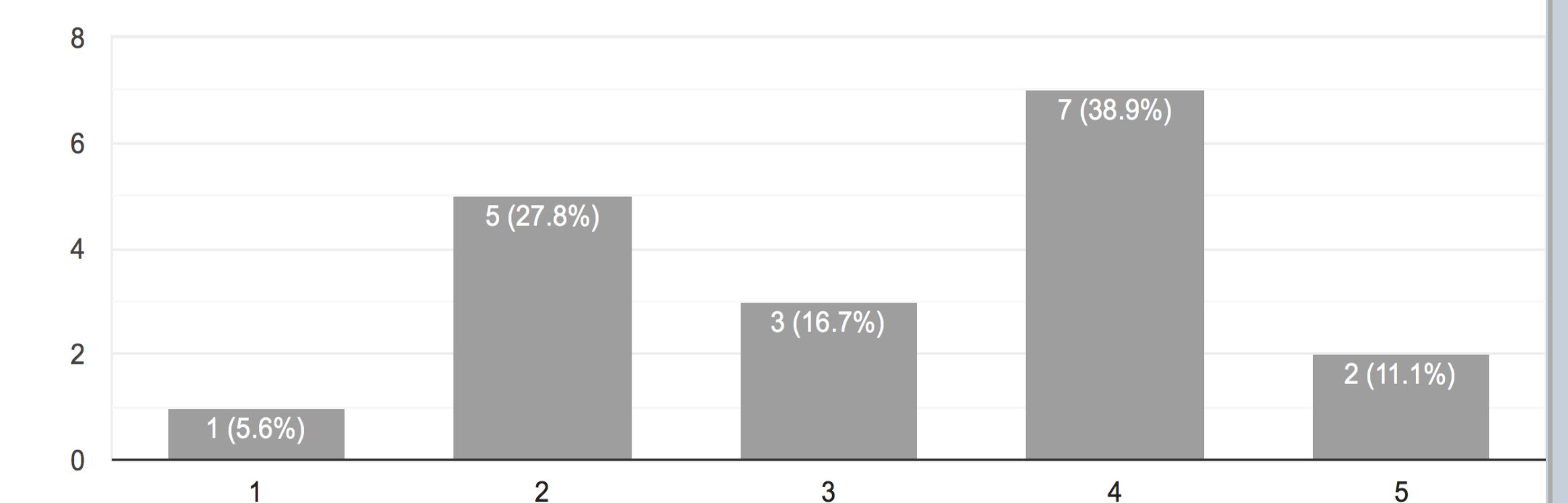
REVIEW & DATA

"You See Yourself Like in a Mirror" (Pallotti, 2018)

- Body image-"self-acceptance, social self confidence, popularity with the opposite sex, assertiveness, athletic ability, and self understanding"
 - Basic definition of body image used throughout the research
- There are a variety of different aspects that leads to the dismantling of one's mind on their own body image.
 - "triggers"
- Leads to desires of change in oneself

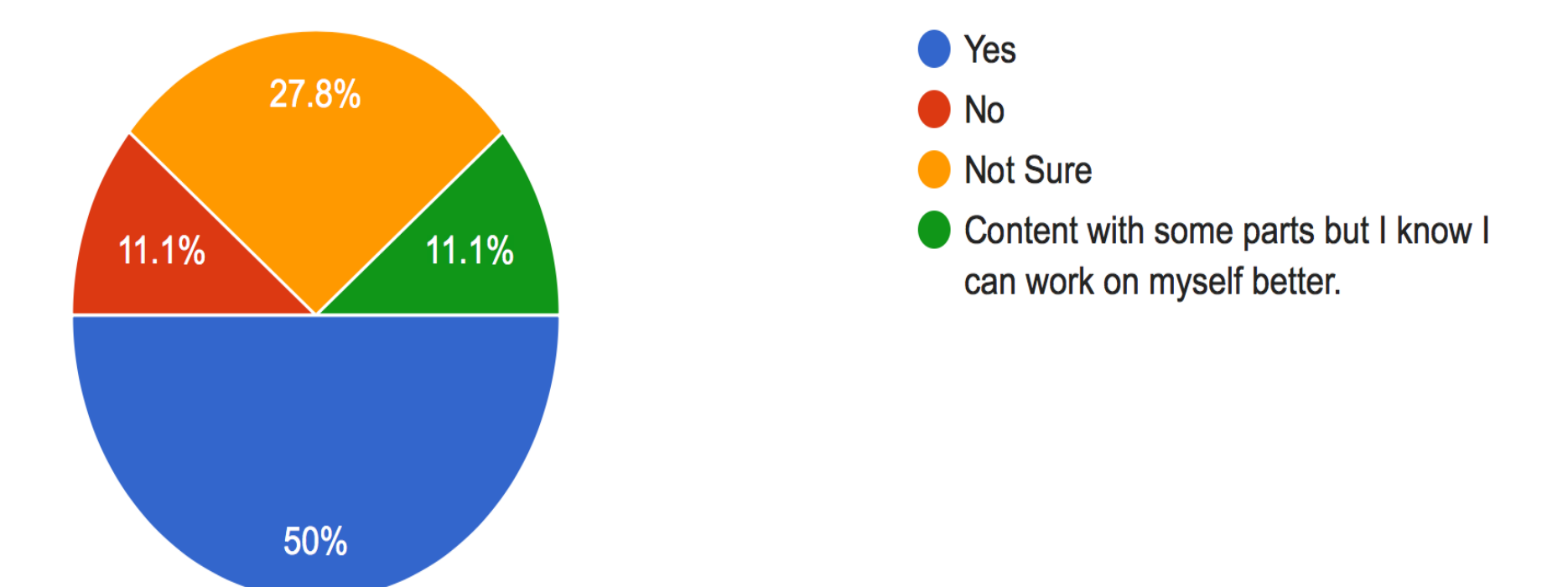
How Would You Rate Your Confidence Level?

18 responses



Are You Content With Yourself?

18 responses



Analysis:

- All participants are female
- Prominent use of the same social media sites, and how many each individual uses, at least 2
- Females find themselves comparing oneself to others almost always
- Confidence levels vary
- 50% are content with themselves
 - The other 50% see areas of improvement
- Society and social media are seen to be the creators of what body image should be

Conclusion:

My hypothesis was supported to an extent. It confirmed that most females experience negative ideas of themselves due to social media usage. However, it is not the case for 100% of women. There are a select few that feel confident, and still compare oneself to others, but are content with themselves. The data and information was confirmed through the idea of the Social Comparison Theory. This theory is regarding the idea of the evaluation of oneself and the comparison to others (Choukas-Bradley, 2019).