The effects of Fitspiration on young female’s self-esteem and body-satisfaction

2017

Dissertation submitted in partial fulfilment of the requirements of Cardiff Metropolitan University for the degree of Bachelor of Science
DECLARATION,

I hereby declare that this dissertation is the result of my own independent investigation under the supervision of my tutor. The various sources to which I am indebted are clearly indicated. This dissertation has not been accepted in substance for any other degree, and is not being submitted concurrently for any other degree.

Signed:
Acknowledgements

Firstly, I would like to express my utmost thanks to my supervisor, D for her continuous support, encouragement, motivation and endless knowledge. I am honoured to have had her as such an involved supervisor. This project would not have been the same without her, nor would my experience of third year at university, so I am eternally grateful.

I would also like to express my gratitude towards the Cardiff Metropolitan University Psychology lecturers, for their constant help and guidance for the past three years. I would not have been able to do this without all your help. I would also like to thank university for being the best three years of my life, in which I will never forget.

I thank all the women that participated in my study, especially the psychology undergraduates as I know how stressful the degree can be at times. Without all of them this project would not have been possible.

A special thanks to my parents, Jane and Martyn and my family for always supporting me and being there for everything that I do. I would also like to thank my boyfriend Robert for keeping me motivated during my dissertation, as well as helping to take my mind off it when it got too much, you being an annoyance came in handy for once.

Lastly, I would like to express thanks to my course mates and friends; , who this would not have been possible without. You have helped me from the first assignment we handed in for research methods, up to this dissertation. You have made university so much better than I ever thought and I have made friends for life.
Abstract

Past literature suggests that regularly viewing Instagram and fitspirational imagery, causes increased body dissatisfaction in 18-24-year old women (Carrotte, Vella and Lim, 2015). Specifically, Instagram attracts young women more than other sources of social media. Young females are also most at risk for body image issues, as this is when their body has changed dramatically (Clay, Vignoles and Dittmar, 2005). Self-esteem has been correlated with an addictive use of social media (Andreassen, 2015). If a person, thinks that they are unlikable then they make evaluations about themselves to fit in with their friends on social media (Andreassen, Pallesen and Griffiths, 2017). The aim of this project was to find out what predicts body dissatisfaction the most in young females, looking at self-esteem and social media use in particular. Females aged 18-24 took part in this study, in which they completed three questionnaires regarding body dissatisfaction, self-esteem and social media use. This was done to establish if either self-esteem or social media use and fitspiration, were significant predictors of body dissatisfaction. The data was analysed using a multiple regression and found that self-esteem predicted body dissatisfaction. Yet contrary to much prior research, social media use did not predict body dissatisfaction in the young females. This was a new finding and has added to the current literature regarding body dissatisfaction. Limitations were considered and directions for future research have been discussed.
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Chapter 1: Introduction

Overview of social media

Social media is a form of mobile technology which is web-based and aids people to communicate through dialogue (Baruah, 2012). Social media has become a powerful societal tool to express expectations of how both men and women should look. This has resulted in an increase in body dissatisfaction in women over recent years (Fernandez and Pritchard, 2012). The use of social media has become a common and increasingly popular activity. 45% of people stated that they used a form of social media on a day to day basis in 2006. A decade later in 2017, this had risen to 74%. Specifically, there was a rise from 63% to 79% respectively for 16-24-year olds, therefore this age group is of interest to research (Office for National Statistics, 2017). Facebook is one of the most prominent social networking sites in today’s society as 91% of 16-24-year olds stated that they are engaging in social networking regularly (Office for National Statistics, 2016).

The possible psychological impacts that social networking sites have on users is still in it’s infancy. Research in the last few years has found that the use of Facebook and a high amount of photo activity, is associated with the internalization of body dissatisfaction and the thin ideal (Fardouly and Vartanian, 2015; Meier and Gray, 2014). Suggesting, that photo activity on social media is a behaviour that is capable of predicting low self-esteem and increased body dissatisfaction (Mabe, Forney and Keel, 2014).

Appearance standards – the “ideals”

Body image has been defined as the perception of our own appearance and the thoughts and feelings that result from the way we perceive that image (Cash, 2004). An individual can become dissatisfied with their body when they possess negative feelings about their body shape or weight. Body dissatisfaction can be conceptualized as the difference between an individual's actual body size and their perceived perfect body size. Additionally, feelings of irritation can occur regarding their size and body shape, which can cause them to become dissatisfied with their body (Ogden, 2003).
Appearance and the importance of having an attractive physique has been accentuated in the UK and other similar countries, through media images that have become idealised in society. Therefore, placing pressure on women to have a similar aesthetic image (Levine and Murnen, 2009). In previous years, the thin ideal was the preferred women’s body shape, which is a thin and slender frame with little body fat (Schaefer et al, 2015). Research has shown that exposure to mass media, which promotes the thin ideal, affects body image and self-esteem considerably (Hausenblas et al., 2013; Want, 2009). Becker et al. (2011) studied individuals in Fiji and found that body dissatisfaction occurred and increased when Western media was introduced to the island. Sociocultural theories suggest that the thin ideal which is promoted by mass media, plays a substantial role in the development of body image disturbances (Dignard, 2017). Moreover, the internalization of the thin ideal is commonly associated with social comparisons (Myers et al., 2012) and increased body dissatisfaction (Vartanian and Dey, 2013).

Recently, media has started to portray an alternative “ideal body image” for women; this is still a thin physique but it has become more athletic, with a toned upper body and a firm lower body. This body shape is known as the fit ideal (Robinson et al., 2017). This body type has become more popular across social media (Boepple, Ata, Rum and Thompson, 2016), as emerging research is suggesting that the fit ideal has similar effects on body image as the thin ideal (Mask and Blanchard, 2011). Bell, Donovan & Ramme (2016) found that the internalization of the fit ideal in women is positively correlated with compulsive exercise attitudes and dieting. Likewise, Homan (2010) study of female college students, found that the athletic-ideal internalization predicted an increase in compulsive exercise, but when compared to the thin-ideal internalization, it was not as detrimental to their body dissatisfaction.

Benton & Karazia (2015) believe that the fit ideal is a concern. Their experimental study examined females in situations when they were exposed to muscular and thin ideal body images of women. They found substantial increases in body dissatisfaction after exposure to both types of images. However, when the images were of extremely muscular women, no increases were found. Research suggests that exposure to fit-ideal images are problematic, only when the athletes are extremely lean (Harrison and Fredrickson, 2003). It has been found that women who watch sports are more dissatisfied with their body when the sports emphasize
leanness, compared to those who do not play sports or when they watch sports involving men (Bissell, 2004). Also, a study by Homan et al. (2012) found that exposure to images of lean and fit women, rather than images of normal weight muscular women, were associated with higher body dissatisfaction. Conclusively, the fit ideal is more problematic than previously thought, although it promotes a healthy lifestyle.

**Appearance ideals on social media**

Although many argue that a person’s physical attractiveness is a personal preference, Western media constantly promotes the stereotypical image of femininity as the thin ideal (Woud et al., 2011). Through the media, the ideal female body image has created a societal pressure to look a certain way, therefore leading to many body image disturbances (Grabe, Ward and Hyde, 2008). It has been considered that the relationship between eating and being exposed to media, is facilitated by internalizing the thin ideals of beauty (Stice et al., 1994). Internalizing the thin ideals is a psychological process that occurs when women adapt the thin ideal and the expected standards into their life (Thompson and Stice, 2001).

Before “fitspiration” became a phenomenon, “thinspiration” or “pro-ana” websites were used to support those that wanted to lose weight and provided a lot of information on eating disorders (Simpson and Mazzeo, 2017). Much interest has been paid into the nature of the potentially harmful material that is seen on the internet and thinspiration websites and the risks for those who access it (Lewis et al, 2010; Borzekowski et al, 2010). Thinspiration implies that women want to have an idealized thin identity. However, some suggest that the concept of “fear of fat” is equally as important, which implies women are eager to avoid a stigmatized overweight identity (Dalley and Buunk, 2009). Both of the above are a diagnostic criterion in the eating disorder diagnosis (American Psychological Association, 2000). Since then, there has been vast research which argues that dieting is not driven by the desire to reach the thin ideal, rather it is driven by the desire to avoid the overly-fat identity in society (Mussap, 2007; Dalley and Buunk, 2009).

Fitspiration (fitness and inspiration) is a new phenomenon, which advocates a healthy lifestyle, by pursuing healthy eating and physical exercise (Simpson and
Bazzeo, 2017). However, some suggest that it helps to reinforce the over-valuation of physical appearance and exercise that is deemed as excessive (Boepple, Ata, Rum and Thompson, 2016). Fitspiration material is found on social media sites, such as Instagram, which is a common site to share and post pictures on (Holland and Tiggeman, 2017). The posts contain text or images that hope to make people pursue a healthy lifestyle. Typical images include women exercising in a gym and women in exercise clothing. The text posts usually include quotes that are deemed to be inspirational, which promote a healthy muscular figure such as “Strong beats skinny every time”. Holland and Tiggeman (2017) searched the term #fitspiration on Instagram and it returned over 13 million items, which shows that it has become a growing lifestyle and is therefore of interest to research.

Research by Tiggeman & Ziaccardo (2015) examined participants who had to view either fitspiration or travel images. The study found that when there was acute exposure to the fitspiration images, which led to higher body dissatisfaction, increased negative moods and lower self-esteem. The effects of body dissatisfaction were mediated by appearance based social comparison, which is the evaluation of yourself when comparing to others (Mahler, Kulik, Gerrard and Gibbons, 2010). Conclusively, it was found that fitspiration has many unintentional consequences on women’s body image. Although one of fitspiration’s main aims is to promote a healthy lifestyle, which includes a healthy exercise routine, Simpson & Mazzeo (2017) found that vigorous and excessive exercise can become an unhealthy obsession and affect a person’s health negatively.

Although there are many negative effects from the exposure of fitspiration imagery, in contrast there is evidence that suggests that fitspiration can benefit people’s health. It was found that individuals who were exposed to the content, were motivated to start exercise (Tiggeman and Zacardo, 2015). Likewise, Billingham (2016) research showed that images of fitspiration triggered positive feelings of motivation for participants to exercise and found positive regard for their body image. Concluding, that fitspiration imagery can have a positive effect on participants, because of motivators to exercise.
Theoretical explanations of the relationship between social media and body image

One theoretical explanation of body dissatisfaction is social comparison theory (Festinger, 1954), which seeks standards of comparisons to measure one’s self and progress (Festinger, 1954, Myers and Crowther, 2009). Social comparison theory states that social comparison processes primary use is self-evaluative functions. Comparing one’s self with others of a similar age, gender or lifestyle can provide the information that helps to self-evaluate. Festinger (1954) assumed that people wanted to improve and were motivated to do so, therefore they would prefer to compare with those that are superior to them, as this would help themselves to improve. Social comparison theory has been revised as it was found that social comparisons occur spontaneously and not intentionally and people compare with those that are dissimilar to themselves as well as similar (Martin and Kennedy, 1993; Want, 2009). People also compare with more domains than previously thought; appearance, diet and exercise are open to social comparison (Fitzsimmons-Craft et al., 2012) and people compare themselves with those that are inferior to them (Latane, 1996).

Research has suggested that social comparison can occur because of the want to self-improve, which is a more positive view of social comparison than previously suggested (Taylor and Lobel, 1989). It is argued that social comparison is influenced by the perceived similarity of them and the other person and their relevant traits. As these increase, the similarity seen increases (Major, Testa and Blysma, 1991).

Social comparison theory suggests that body dissatisfaction could be a consequence of individuals making excessive appearance-based comparisons, this behaviour has increased due to the evolution of social media sites (Vartanian and Dey, 2013). Research proposes that women with body dissatisfaction evaluate their appearance with others, who are usually superior to them (Leahey et al., 2007). Therefore, appearance comparison is highly associated with increased body dissatisfaction (Myers and Crowther, 2009) and decreased appearance self-esteem (Martin and Gentry, 1997). Rodgers, Mclean & Paxton (2015) concluded that when appearance becomes more important in a woman’s life, they seek content from the media so that they can compare. Therefore, they create an ideal body image. It is thought that in early adolescence, female’s social comparison becomes more significant as a way to
monitor their self-perception (Groesz, Levine and Murren, 2001). In turn, this is potentially problematic as social media can increase the desire to compare with others more frequently (Shen et al., 2015).

Prior research also found that the consumption of varying visual media was harmful towards women (Spettigue and Henderson, 2004), as they became an altered version of themselves, which was unattainable and unrealistic, which can lead to increased body dissatisfaction. As the ideal body image is unable to achieve, this becomes a desired appearance, which can cause negative moods and emotions of failure (Myers and Biocca, 1992).

**Self-esteem**

Low self-esteem has become increasingly common in young women. Countries such as the United Kingdom have seen girls’ self-esteem decline as they are reaching middle adolescence. It has been argued that this is the stage of their lifespan when their body image drastically changes (Clay, Vignoles and Dittmar, 2005). However, it is understood that body image develops with many sociocultural factors occurring, such as unrealistic body images in the media, which could impact the way that people see their own body image. Clay, Vignoles & Dittmar (2005) research examined teenage girls, results showed self-esteem was lowest amongst the oldest girls. It has been suggested that this was accounted for by a downward trend in body satisfaction and an upward trend in age for awareness and internalization of sociocultural attitudes towards appearance. Yet, it has been identified that the trends may be amplified by the exposure to body related content on Instagram and other social media sites. The addition of editing tools on social media sites, has allowed young girls and women to present themselves as a perfected version of their true self (Hedin and Alricson, 2016).

Self-esteem and core self-evaluations play a role in the addictive use of social media (Andreassen, 2015). The evaluations include beliefs and automatic thoughts, which can activate behaviour such as social media activity (Beck, 2011). Therefore, if a person thinks that they are unlikeable or do not have good social skills, yet they have many friends or followers on social media, it can change the evaluations they make about themselves, which can facilitate increased or what may be described as
addictive, social media use (Andreassen, Pallesen and Griffiths, 2017). Due to past research, it is thought that low self-esteem is negatively associated with the addictive use of social media (Andreassen, Pallesen and Griffiths, 2017).

Although, social media is associated with many negative aspects and low self-esteem, it may enrich the interpersonal lives of those that struggle to make connections socially. Forest & Wood (2012) found that sites such as Facebook and Instagram provide the opportunity of self-disclosure which is beneficial for those with low self-esteem, who may usually be hesitant to disclose any information or maintain social relationships. Prior research showed that individuals with low self-esteem, found that social media was the safest place for them to be themselves, whereas those with high self-esteem did not (Forest and Wood, 2012).

**Social media and body image**

Although most individuals use of social media is not problematic, a small number of users engage in excessive and compulsive social media use (Andreassen, Pallesen and Griffiths, 2017). The excessive use of social networking sites is positively correlated with body dissatisfaction (Santarossa, Coyne, Lisinski and Woodruff, 2016) and dieting (Tiggemann and Slater, 2014) and negatively correlated with self-esteem (Mehdizadeh, 2010). Facebook users report a higher number of body image disturbances than those not on the site (Stronge et al., 2015). A longitudinal study, found that higher use of social media sites predicted increased dissatisfaction with their bodies. It was also found that using Facebook caused an increased desire to have cosmetic surgery in the future (DeVries et al., 2014).

Social media was chosen in line with body image as social networking sites (SNS) are created to be interactive, Moreno (2011) described social networking sites as a “super-peer” which establishes behaviours and norms. The likes and comments a person receives provide social cues about what is desirable in society (Perloff, 2014). Due to the nature of social media, content can be viewed numerous times from various sources, which can emphasize the appearance or behaviour and make it more socially desirable, therefore if young girls are constantly seeing the “fitspiration” pictures, then it is reinforcing those ideals. Secondly, social media is always available, as 92% of 18-29-year olds own multiple internet-capable devices
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(Dahlstrom, Walker and Dziuban, 2013). This allows for technology and SNS to be available most of the time and can let users continually engage in opportunities to compare themselves with others (Kim and Chock, 2015). Haferkamp et al. (2012) found that women’s primary motive to view other people’s profiles was to rate and compare. Contrarily, some believe that SNS are seen as more realistic and less edited than other sources of mass media. Appearance ideals are communicated through social media are more realistic than traditional outlets of media, therefore causing a stronger effect on body satisfaction (Kleemans et al., 2016)

Project rationale

There is limited research exploring how regularly viewing fitspiration content impacts young females body dissatisfaction. This is a key area of research as older teenage girls are the most likely to be consumers of health and fitness related social media (Carrotte, Vella and Lim, 2015). Moreover, Instagram seems to attract a younger audience in relation to other social media networks, in particular those that are female. Young females are also at risk of body image issues, as this is when their body starts changing (Clay, Vignoles and Dittmar, 2005). The study hopes to add to gaps in research by looking at Instagram rather than Facebook when using the social media consumption questionnaire (Meier and Gray, 2014). As well as adding questions regarding fitspiration. The need to add Instagram is due to the increase of its popularity and the fact that it is based on just photos. The addition of this was based on Meier and Gray (2014) findings that body dissatisfaction is correlated with engaging in photo activity. Therefore, it should add to and support their findings.

The present study aims to add to the existing literature. The study will focus on body dissatisfaction in a non-clinical population of females aged 18-24. Participants will complete three self-report questionnaires about self-esteem (Heatherton and Polivy, 1991), body dissatisfaction (Garner, 1991) and social media use (Meier and Gray, 2014).
Aim

The aim of this project was to find out what predicts body dissatisfaction in young females. It is suggested that regularly viewing Instagram and fitspirational posts causes body dissatisfaction and low self-esteem in 18-24-year-old females. It is predicted that individuals who are higher users of social media and view fitspiration imagery regularly and have low self-esteem, will have increased body dissatisfaction.

Hypothesis

1. Participants who have a higher social media consumption will have higher body dissatisfaction.
2. Participants who have lower self-esteem will have higher body dissatisfaction
3. Participants who score highly on both self-esteem and social media use, will have the highest body dissatisfaction.
Chapter 2: Method

Inclusion criteria

Participants were females between the ages of 18-24. This age range was selected as young females view fitspirational imagery regularly and are the biggest consumers of health and fitness related social media (Carrotte, Vella and Lim, 2015). Furthermore, participants had no history of any eating disorders.

Participants

The research project consisted of 145 participants, who were all female and aged 18-24. The opportunity sample were recruited using two methods, through the researcher and supervisor’s social media accounts and also through Cardiff Metropolitan University SONA system.

Design

One online survey was used comprising of three psychometric measures for this study, using within subjects, as all participants completed the same questionnaires. There were two independent variables. The first was level of self-esteem, which was measured using the self-esteem scale (Heatherton and Polivy, 1991). Secondly, there was social media use which was measured using an adapted Social media questionnaire (Meier and Gray, 2014). The dependent variable was body satisfaction which was measured through the body dissatisfaction scale in the Eating Disorder Inventory (EDI) (Garner, 1991).

Materials

Eating Disorder Inventory – Body dissatisfaction subscale

The first questionnaire to be completed by participants was the body dissatisfaction subscale from the EDI (Garner, 1991). This is a 9-item measure of the participants satisfaction with specific parts of their body such as stomach, bottom and thighs as well as their overall shape. Answers are measured using a Likert scale, the answers range from never to always (Garner, 1991). The higher the score, the greater the body dissatisfaction, however some of the questions are reverse scored (Garner, Olmstead and Polivy, 1983).
Social media consumption questionnaire

The Facebook Questionnaire (Meier and Gray, 2014), was adapted so that participants answered questions regarding Instagram use rather than Facebook. Items 2 and 5 indicated the hourly usage of the internet and Instagram using a 6-point Likert scale to collect answers, ranging from a = Never/almost never to f = More than 3 hours per day. Participants were also asked how often they had viewed certain aspects of Instagram such as “Posting a photo” and “View images on fitness accounts”. Questions regarding fitspiration were also added, such as “approximate number of fitness accounts you follow on Instagram”, which needed a numerical answer. Items 9 and 10 were also added regarding the number of celebrity and travel accounts that they follow, so the true aim was not clear. Other items ask to choose a choice of descriptions that best suits their profile. Items 13 to 24 needed participants to choose an answer that best fits their activity. This used a 6-point Likert scale, with choices ranging from 1 = “Almost never” to 5 = “Nearly every time I log on”.

Self-esteem scale

The self-esteem scale (Heatherton and Polivy, 1991) was used to measure the participants feelings at that current time. The questionnaire consists of 20 items including “I am worried about looking foolish” and “I feel as smart as others”. These were answered using a Likert scale to assess answers which range from “Not at all” to “Extremely”. 13 items were reverse-scored, these were questions 2,4,5,7,8,10,13,15,16,17,18,19,20. All scores were then added and the higher the score, the lower the self-esteem of the participant. The appearance self-esteem subscale will also be used in the analysis.

Procedure

The survey was completed online and hosted by Qualtrics. Participants gave their informed consent before the study began by reading an information page which outlined the study aim. It stated that participants could withdraw from the study at any time without giving a reason why. Firstly, participants completed the Body Dissatisfaction subscale from the EDI (Garner, 1991), followed by the social media consumption questionnaire (Meier and Gray, 2014). Lastly, they completed the Self-esteem scale (Heatherton and Polivy, 1991). Upon completion, a debrief sheet
appeared on the screen which informed participants of the true aim of the study. Participants were reminded that they had the right to withdraw from the study. They were then thanked for taking part. As no names were taken for anonymity, participants could email the researcher to withdraw at a later date if they wished. However, they were given a two-week period for this due to the researcher needing to analyse the data.

**Method of Analysis**

The current study aimed to look at the relationship between many variables, hence a regression analysis was used. A multiple regression was sufficient as the project aimed to look at the value of one variable in order to predict two more variables. The analysis was completed using the IBM SPSS Statistic’s programme. The researcher predicted that high users of Instagram and fitspiration images and those with low self-esteem would have increased body dissatisfaction.

**Ethical considerations**

Ethics for the study were approved by the Cardiff Metropolitan University Ethics Panel. The current project looked at body image, as this can be an upsetting topic for participants, exclusion criteria were used. Those with a history of or a current eating disorder, were unable to participate in the study, to reduce any risk that could have occurred. The study’s aim was disguised as “the role of social media and mood”.

The project actually measured body dissatisfaction and self-esteem, but revealing this at the outset may possibly have made participants answer using socially desirable choices. The true aim was revealed in the debrief section.
Chapter 3: Results

146 participants took part in this study, the below information shows that there was a wide spread of variability for appearance self-esteem and number of fitness accounts followed. For the rest of the variables, the spread of variability was normal, being within 3 standard deviations of each side of the mean. The Cronbach alpha for appearance self-esteem was 0.757, which is of a satisfactory standard. However, the Cronbach alpha for body dissatisfaction was 0.121, which is extremely low and would therefore not be used if this study was to be conducted again.

Table 1 - The mean, standard deviations and Cronbach alpha for all variables

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Dissatisfaction</td>
<td>5.54</td>
<td>2.98</td>
<td>0.121</td>
</tr>
<tr>
<td>Appearance self-esteem</td>
<td>66.11</td>
<td>10.13</td>
<td>0.757</td>
</tr>
<tr>
<td>Number of fitness accounts</td>
<td>32.82</td>
<td>98.12</td>
<td></td>
</tr>
<tr>
<td>Appearance exposure</td>
<td>0.77</td>
<td>0.11</td>
<td></td>
</tr>
<tr>
<td>View fitness images</td>
<td>2.53</td>
<td>1.35</td>
<td></td>
</tr>
</tbody>
</table>

A multiple linear enter regression analysis was used to assess the prediction of body dissatisfaction from appearance self-esteem and social media use.

A multiple linear regression was calculated to predict Body Dissatisfaction, based on appearance self-esteem and social media use. A significant regression equation was found for appearance self-esteem ($F (1,144) = 24.083, p < .000$, with an $R^2$ of .143). Participants predicted body dissatisfaction is equal to $-1.829 + .111$ for appearance self-esteem. This means that when body dissatisfaction increases, self-esteem decreases.

Appearance self-esteem was a significant predictor of body dissatisfaction. Yet, number of accounts followed ($p = 0.278$), appearance exposure ($p = 0.135$) and fitness images viewed ($p = 0.146$) did not significantly predict body dissatisfaction.
Table 2 – A correlational matrix showing correlational coefficients for combinations of 5 variables

<table>
<thead>
<tr>
<th></th>
<th>Body Dissatisfaction</th>
<th>Appearance self-esteem</th>
<th>Appearance exposure</th>
<th>View fitness images</th>
<th>Number of fitness accounts followed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Dissatisfaction</td>
<td>1.00***</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appearance self-esteem</td>
<td></td>
<td>0.38 *</td>
<td>1.00***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appearance exposure</td>
<td>0.09***</td>
<td>0.03***</td>
<td>1.00***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>View fitness images</td>
<td>0.09***</td>
<td>0.05***</td>
<td>-0.23 **</td>
<td>1.00***</td>
<td></td>
</tr>
<tr>
<td>Number of fitness accounts</td>
<td>0.05***</td>
<td>-0.01***</td>
<td>0.07***</td>
<td>-0.18 **</td>
<td>1.00***</td>
</tr>
<tr>
<td>followed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* p < 0.01  ** p < 0.05  *** p > 0.05

The table shows that although appearance self-esteem was a significant predictor for body dissatisfaction, there were also relationships between other variables. First of all, there was a negative correlation between appearance exposure and fitness images viewed, this means that when people were exposed to appearance related media more, they viewed fitness images less. Similarly, there was a negative correlation between fitness images viewed and number of fitness accounts followed, the more a person views fitness images, they follow less fitness accounts.
Chapter 4: Discussion

Overview and Findings

The aim of the project was to extend upon previous research that aims to explore how fitspiration and low self-esteem of young females, can impact their body satisfaction. Much prior research of social media consumption, self-esteem and body dissatisfaction only looked at Facebook, when they were looking at social media (Tiggeman and Slater, 2013; Meier and Gray, 2014; Fardouly et al., 2015). However, this is not in line with current trends in social media, as Instagram has become very popular, especially with young women (Smith, 2014). Much of the research suggests that it is the viewing of images which correlates to high body dissatisfaction (Meier and Gray, 2014). Therefore, using Instagram within social media consumption allows for a more in-depth analysis of the effects of viewing images on social media, as the main purpose of the application is to view other people’s images and share images of your own.

Additional research has begun to identify a concern of fitspiration promotion and consumption by social networking sites, that can cause similar body dissatisfaction and distress as the promotion of thin ideals and “thinspiration”, which can lead to the unhealthy obsession of exercising (Deighnton-Smith and Bell, 2016). The present study aimed to develop this understanding further but amongst females aged 18-24, as they are the demographic that is most at risk of high body dissatisfaction (Fardouly, Deidrichs, Vartanian and Halliwell, 2015). By combining self-esteem, body dissatisfaction and social media consumption in a questionnaire, a large sample was found which adds to existing literature. The study featured 3 questionnaires: the EDI Body Dissatisfaction subscale (Garner, 1991), the Self-esteem scale (Heatherton and Polivy, 1991) and the Social Media Consumption questionnaire (Meier and Gray, 2014). It was expected that participants who scored high on the Social Media Consumption questionnaire, would also score highly for body dissatisfaction, those who have low self-esteem will have higher body dissatisfaction. Lastly, those who score high on both social media consumption and self-esteem, will have the highest body dissatisfaction.

A multiple regression was conducted and the main finding was that appearance self-esteem was a significant predictor of body dissatisfaction, which was predicted. This
means that a link was found between those with low appearance self-esteem and those with high body dissatisfaction. This finding is consistent with the vast research that links self-esteem and body dissatisfaction across all ages (Koyuncu et al., 2010) and specifically in young females (van den Berg et al., 2010).

It was hypothesised that social media consumption would be a predictor of body dissatisfaction due to the current literature that argues the same (Meier and Gray, 2014; Santarossa, Coyne, Lisinski and Woodruff, 2016). Yet, a significant relationship was not found between the EDI body dissatisfaction subscale and the social media consumption and specifically the fitspiration questions. This is a controversial finding as a lot of similar literature has found that social media consumption and more recently, fitspiration, are predictors of body dissatisfaction in young females (Tiggeman and Ziaccardo, 2015). Yet, this research has not found any relationship. This allows for more research to be conducted into why no relationship was found and the reasons behind it. Further research could consider whether self-esteem is actually the determining factor for social media consumption and it may be able to assess social media consumption further, to find a significant result.

Nevertheless, a reason for this may have been due to the nature of the Eating Disorder Inventory (EDI) scale. The EDI is a tool to assess psychological and behavioural tendencies in eating disorders and may therefore be of a more sensitive nature than required for this study. The questions are aimed at those who have had the behavioural tendencies for a long time (Garner, 1991). Consequently, the EDI and the body dissatisfaction subscale that were chosen, may have not been suitable for the current project. Conclusively, this topic of research is still in its infancy and suitable scales may not have been formed to find the most relevant and correct results.

**Considerations/ Limitations**

The present study contained both strengths and weaknesses. The study found a link between appearance self-esteem and body dissatisfaction and has provided contradicting research, as no links were found between body dissatisfaction and social media usage, as well as no link between body dissatisfaction and fitspiration. Whereas much prior research found that social media usage (Kleemans et al., 2016)
and fitspirational imagery (Tiggeman and Zicardo, 2015) were a useful predictor of body dissatisfaction in young females.

A lot of the research regarding social media consumption and body dissatisfaction contain questions about social comparison (Brown and Tiggeman, 2016; Fardouly et al., 2015; Meier and Gray, 2014). Keery et al. (2004) suggests that those who compare themselves with others regularly, have high body dissatisfaction. However, in this study there were no measures of social comparison, which may have contributed to why there were no significant findings between those with high body dissatisfaction and high consumers of social media and fitspiration. This would be looked at in future research.

Within the study, the use of the body dissatisfaction subscale from the EDI (Garner, 1991) was problematic. The EDI has high face validity, this means that the items that are asked are obvious in what they are asking and testing. This can therefore become problematic, as participants may not have answered truthfully as they want their answers to be more socially desirable. Vitousek & Orimoto (1993) found that in their study, eating disorder patients were likely to alter their answers. Although those with eating disorders were excluded from taking part in the current project, this finding could also be the same for the participants that took part in this project. Additionally, many of the participants were psychology students, who are accustomed with the EDI and therefore may not have answered truthfully as they know what the tool is used for. Combining both of those problems, may have led to participants who were ‘low’ scorers on the body dissatisfaction scale, may not have actually been ‘low’ in body dissatisfaction. The EDI also had a low Cronbach alpha, meaning that there was low internal consistency between the questions, which could be problematic.

When analysing the responses from the body dissatisfaction subscale from the EDI (Garner, 1991) from participants, many participants responded with ‘sometimes’ regularly, which was given a score of 0. If a participant was playing down their feelings about their body and answered ‘sometimes’ instead of ‘usually’ or ‘often’ then they would have received a low score, whereas they may have actually been very dissatisfied with their body, but were not comfortable in answering truthfully.
Another problem with the use of the EDI, was that it was created to be used in a clinical population, which was not in line with the nature of this project. In the future, the EDI would not be used to measure body dissatisfaction. Instead, other questionnaires such as the Body Shape Questionnaire (BSQ) (Cooper, Taylor, Cooper and Fairburn, 1987) would be used, as it is better suited to a non-clinical sample. The BSQ is a 34-item questionnaire that measures a person’s worries about their body shape, which has shown high consistency in samples of those with eating disorders and non-clinical samples (Cooper et al., 1987) and would therefore be a better fit for the current project.

Additionally, the scale used for body dissatisfaction may not have been entirely appropriate for the field of fitspiration, which is a relatively new phenomenon (Boepple and Thomspn, 2016). As the EDI was created in the 1990’s (Garner, 1991), when the ideal body image was thinner than the present day, there is concern for its use in studying fitspiration. The focus of the EDI questions are based on anorexic and bulimic traits, which involves pursuing extreme weight loss, containing questions regarding the size of the person’s thighs and stomach (Garner, 1991). However, fitspiration emphasises increased muscle mass, containing parts of the body such as buttocks and thighs (Carrotte et al., 2017).

Another limitation to this study was the age group chosen, as they were 18-24-year olds and predominately university students. Although many have argued that this age group is the most susceptible to social media influence and body dissatisfaction (Clay, Vignoles and Dittmar, 2005; Office for National Statistics, 2016), a small amount of literature argues that 12-18-year olds are the most vulnerable group to such influence (Villani, 2001). Although, 18-24-year olds have grown up in a world of technology, adolescents have grown up alongside smart phones and social media apps such as Instagram which was only created in 2010 (Ganda, 2014). Therefore, the participants in the current study have not had access to the social media application and the media exposure, throughout their entire adolescence. Consequently, increased exposure and increased susceptibility to social media, may cause adolescence girls to experience higher body dissatisfaction when viewing fitspirational imagery. This may be explored in future research to allow for a better understanding of the impact of fitspirational imagery on body dissatisfaction.
Future research

To gain an understanding of the impact and relationship of social media consumption and body dissatisfaction, the inclusion of an inventory such as the BSQ (Cooper et al., 1987), when examining body dissatisfaction may be beneficial. As well as including buffer items that will lower the face validity of the questionnaire. The addition of social comparison questions could also help gain an understanding as for why there were no interactions between those that were high consumers of social media and high body dissatisfaction.

As no relationship was found between viewing fitspirational imagery and body dissatisfaction, it may also be of interest for future research to look at why some people are not affected as much by fitspirational imagery. Mizevich (2012) examined the thin ideal resilience in women and found that there were features that helped women protect themselves against the pressures of being thin. This research played a part in allowing for better planning for treatments of eating disorders. Although Mizevich (2012) study focused on the thin ideal, it can be argued that it also applies to fitspiration. The study notices the importance of those who remain resilient and were critical of the media images they were seeing and remembered that retouching occurs in the media, which can portray a person as a perfected version of themselves.

Due to no relationship between body dissatisfaction and social media being found in this study, future research would examine other psychological interventions which may impact body dissatisfaction. Weight is commonly discussed in relation to body dissatisfaction. Recently, associations have been found between parent weight talk and body dissatisfaction (Neumark-Sztainer et al., 2010). Parent weight talk consists of negative comments about a person’s weight, to encourage their daughter to diet. It was found that 45% of the girls in the study reported that their mother had encouraged them to diet and 58% had reported teasing about their weight by family members. Teasing about weight was seen to be strongly associated with body dissatisfaction (Neumark-Sztainer et al., 2010). With regards to weight, clear relationships have emerged between weight classification and body image (Goldfield et al., 2010). Those who were classified as obese reported higher body dissatisfaction than those that were overweight and of normal weight. Those who
were classified as overweight had higher body dissatisfaction than those of a normal weight (Goldfield et al., 2010). This research shows that there is a clear relationship between weight and body dissatisfaction.

Due to increased body dissatisfaction in recent years (Smeets, Jansen and Roefs, 2011), it would be of interest to research the behavioural indicators of body dissatisfaction, these are behaviours that result from body dissatisfaction (Grogan, 2016). Dieting has become an effective way to lose weight, according to women’s magazines, 95% of women in the United Kingdom have dieted at some stage of their lives (Grogan, 2016). It is suggested that those who diet, aim to look thinner, which they themselves believe is associated with confidence. Yet, the diets they undertake often lead to many women feeling guilty about not sticking to their diets and in turn they are dissatisfied with the way they look (Grogan, 2016).

Although much research suggests that females aged 18-24 are most at risk for high body dissatisfaction and the importance of a person’s attributes decline over the adult life span (Webster and Tiggemann, 2003). There is evidence that argues that the influence of body dissatisfaction strengthens in middle age (Mellor et al., 2010). Tiggemann & Stevens (1999) compared the strength of association between self-esteem and body dissatisfaction across several age groups. They found that the relationship was strongest in women aged 30-49. Similarly, Webster and Tiggemann (2003) found the same relationship was strongest between women aged 35-49, classed as the middle age group. Therefore, it may be beneficial to conduct research on older female’s body dissatisfaction and self-esteem in more recent times, as social media and the effects may allow for new findings.

Although the current study found a relationship between self-esteem and body dissatisfaction, it only accounted for a small percentage of it. Therefore, there are other reasons for why women are dissatisfied with their body. One of these reasons could be the increase in exposure to celebrities. The media is the one of the most important ways to uphold celebrity status and by beautifying thin celebrities, it allows for an unachievable figure to be encouraged (Maltby et al., 2005). As celebrities are widely publicised in the media, people tend to form strong connections with them and imagine that they are friends with them, which is known as celebrity worship (Reeves, Baker and Truluck, 2012). Research has found that there has been an
association with celebrity worship and body dissatisfaction (Maltby et al., 2005; Swami, Taylor and Carvalho, 2011).

In the past, the effect of exposure to the thin ideal on women’s body dissatisfaction has been attributed to social comparison (Festinger, 1954). However, when women compare themselves to thin models, it is inevitable that it will result in negative moods and ideas about their own body (Tiggemann and Polivy, 2010). Research has confirmed that the effect of exposure from the media on women’s mood and body dissatisfaction is somewhat mediated by the process of social comparison (Bessenoff, 2006; Tiggemann and Polivy, 2010). Some studies have included ‘celebrities’ as a comparison category. Strahan, Wilson, Cressman & Buote (2006) found that women compared themselves to celebrities and fashion models when they were evaluating their appearance. Jones (2001) also found that women were more likely to compare with celebrities, rather than peers, about their weight and shape.

**Final conclusions**

The aim of this study was to find out the predictors of body dissatisfaction in young females. It is thought that those who view Instagram and fitspirational imagery regularly, will have high body dissatisfaction and those with low self-esteem will have high body dissatisfaction. The results of the current study have contributed to an increasing body of literature regarding body dissatisfaction and self-esteem. As well as adding new findings to existing literature, as most current research has found that social media consumption predicts body dissatisfaction and self-esteem (Mehdizadeh, 2010; Santarossa, Coyne, Lisinski and Woodruff, 2016), whereas the current study found no relationship between social media consumption and body dissatisfaction.

Although the current project did not find any significant predictors in social media consumption, it has improved existing research as it has included the site Instagram, which is a newer website with a sole purpose of sharing and posting images, which has been found to be a significant predictor of body dissatisfaction in previous literature (Meier and Gray, 2014). There is clear room for improvement in this project, however the hope to find out more about the field is exciting.
Chapter 5: References


Mizevich, J. (2012). *Resilient women: Resisting the pressure to be thin* (Doctoral dissertation, University of Toronto (Canada)).


The effects of Fitspiration on young female’s self-esteem and body-satisfaction


Swami, V., Taylor, R., & Carvalho, C. (2011). Body dissatisfaction assessed by the Photographic Figure Rating Scale is associated with sociocultural, personality, and media influences. *Scandinavian Journal of Psychology, 52*(1), 57-63.


Chapter 6: Appendices

Participant information sheet and consent form

Title of Project: The role of Instagram in young women’s moods.

Participant information sheet

The study
This study is part of Cerys Jones’ dissertation project as part of her Level 6 Psychology degree. The project is concerned with the role that Instagram plays in impacting the moods of young women.

What would happen if you agree to participate?

If you agree to participate in the current study, you will be required to answer three questionnaires. The questionnaires will be regarding Instagram use and your feelings. Completing the questionnaires will take around 15-20 minutes.

Exclusion criteria

All participants must be female and aged between 18-24. Women that have a history of an eating disorder or a current eating disorder will be advised not to take part. Those that have never used Instagram will also be excluded from the research project.

Potential Risk

There would be a potential risk of increased feelings of body dissatisfaction and lower self-esteem.

Potential benefits

The findings of the research project may help to understand the impact of Instagram and viewing fitspiration images in young women.

You will be contributing to the researcher’s final year project.

If you are a psychology student, then you will be awarded credits for your participation.

Withdrawal, anonymity and confidentiality

No personal data will be given in this study, therefore you will be completely anonymous. The data will be stored online, with only myself and my supervisor able to view it, to ensure confidentiality. Participants have the right to withdraw at any time during the project by not
The effects of Fitspiration on young female's self-esteem and body-satisfaction

completing the questionnaires. If you decide to withdraw after you have completed the questionnaires, you have two weeks to email myself.

If you have any questions about the study, please contact:

If you have any concerns or want further support, please see below for some advised websites:

- If you believe you may be using social media heavily then the below links can provide advice  [http://www.counselling-directory.org.uk/internetaddiction.html](http://www.counselling-directory.org.uk/internetaddiction.html)

- The below links are focused on providing support and advice regarding body image concerns, especially information about eating disorders
  [http://www.nhs.uk/Livewell/eatingdisorders/Pages/eating-disorders-advice-parents.aspx](http://www.nhs.uk/Livewell/eatingdisorders/Pages/eating-disorders-advice-parents.aspx)
  [http://www.bodyprojectsupport.org/resources/publications](http://www.bodyprojectsupport.org/resources/publications)

PARTICIPANT CONSENT FORM

Title of Project: The role of social media on young women's mood.

Name of Researcher:

___________________________________________________________________

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understand the information sheet for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

2. I understand that my participation is voluntary and that I am free to withdraw at any time before leaving the experiment, without giving any reason.

3. I agree to take part in the above study.

_______________________________________   ___________________
Signature of Participant
The effects of Fitspiration on young female’s self-esteem and body-satisfaction

Date

_______________________________________  _________________

Name of person taking consent

Date

____________________________________

Signature of person taking consent
Debrief sheet

Title of Project: The effects of “fitspiration” on young female’s self-esteem and body satisfaction.

Participant Debrief sheet

I would like to thank you for participating in this study.

This study aimed to find out if regularly viewing Instagram and fitspirational posts causes lower self-esteem and higher body dissatisfaction in young women aged 18-24. It is predicted that individuals who are higher users of social media and see fitspiration imagery more regularly, will have increased body dissatisfaction and lower self-esteem.

Previous literature suggests that the fit-ideal, seen in fitspirational imagery is a concern for young women, as there is a substantial decrease in body dissatisfaction after viewing such imagery (Benton and Karazia, 2014). As well as a vast amount of literature that suggests that social media use can negatively affect the way young women see themselves and their body (Fardouly and Vartanian, 2015).

If you feel like you have been affected by this experiment or that you need support with any issues that may have arisen relating to body image, self-esteem or body dissatisfaction, the below resources are available:

- [http://www.nhs.uk/Livewell/eatingdisorders/Pages/eating-disorders-advice-parents.aspx](http://www.nhs.uk/Livewell/eatingdisorders/Pages/eating-disorders-advice-parents.aspx)
- [http://www.bodyprojectsupport.org/resources/publications](http://www.bodyprojectsupport.org/resources/publications)

If you believe you may be using social media heavily then the below links can provide advice:

- [http://www.counselling-directory.org.uk/internetaddiction.html](http://www.counselling-directory.org.uk/internetaddiction.html)

Your right to withdraw still applies until __/__/2018.

I would like to thank you again for participating in the project.

Supervisor:
Eating disorder inventory body dissatisfaction scale – Garner et al. (1983)

Please read the questions. Then circle the appropriate response.

1. I think that my stomach is too big?
   Always Usually Often Sometimes Rarely Never

2. I think that my thighs are too large?
   Always Usually Often Sometimes Rarely Never

3. I think that my stomach is just the right size?
   Always Usually Often Sometimes Rarely Never

4. I feel satisfied with the shape of my body?
   Always Usually Often Sometimes Rarely Never

5. I like the shape of buttocks?
   Always Usually Often Sometimes Rarely Never

6. I think my hips are too big?
   Always Usually Often Sometimes Rarely Never

7. I think that my thighs are just the right size?
   Always Usually Often Sometimes Rarely Never

8. I think my buttocks are too large?
   Always Usually Often Sometimes Rarely Never

9. I think that my hips are just the right size?
   Always Usually Often Sometimes Rarely Never
Social media consumption questionnaire - Meier and Gray (2014)

Please circle the appropriate answer to each question.

1. Do you have daily Internet access available (at home, school, workplace, etc.?)
   Yes/No

If you answered yes to question 1, please continue on to the next questions. If you answered no, please skip the remainder of the Internet and Social Networking Site Questionnaire.

2. On average, how frequently do you use the Internet (outside of instructor-led classroom activities, on any device— desktop, laptop, tablet, mobile phone, etc.)?
   a. Never/almost never   d. 1–2 hours per day
   b. Less than ½ hour per day   e. 2–3 hours per day
   c. ½–1 hour per day   f. More than 3 hours per day

3. Do you have an active Instagram account?
   Yes/No

If you answered yes to question 3, please continue on to the next question. If you answered no, please skip the remainder of the Questionnaire.

4. Approximately how long have you had an active Instagram account?
   ___________

5. In a typical week, how frequently do you use Instagram (on any device)? While daily time spent may vary, please estimate daily use as an average across the week.
   a. Never/almost never   d. Between ½ hour and 1 hour per day
   b. Less than 1 hour per week   e. 1–2 hours per day
   c. Less than ½ hour per day   f. More than 2 hours per day

6. Your privacy settings are currently set to:
   a. Public
   b. Private
   c. Custom
   d. I don’t know

7. Approximate number of accounts you follow on Instagram
   ___________

8. Approximate number of fitness accounts you follow on Instagram
   ___________
9. Approximate number of travel accounts you follow on Instagram

________

10. Approximate number of celebrities you follow on Instagram

________

11. Approximate number of photos of you on Instagram

________

12. Your current Instagram Profile photo is best described as:

a. A photo of just me, waist and above visible
b. A photo of just me, full body visible
c. A photo of me and friend(s), waist and above visible
d. A photo of me and friend(s), full body visible
e. A photo image of a person other than me
f. A photo/image with no people in it
g. Other/I don’t know

Please mark an X in the box that best fits approximately how often you do the following on your Instagram account:

<table>
<thead>
<tr>
<th></th>
<th>5) More often than once a month</th>
<th>4) On average, about once a month</th>
<th>3) Every few months</th>
<th>2) A few times a year</th>
<th>1) Almost never or never</th>
<th>0) I Don’t know</th>
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<tbody>
<tr>
<td>13. Share a photo</td>
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<td>featuring artwork/photography</td>
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<td>14. Update your bio</td>
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<td>15. Update your</td>
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<td>profile photo*</td>
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Please mark an X in the box that best fits approximately how often you do the following activities when visiting Instagram:

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<tr>
<th></th>
<th>5) Nearly every time I log on</th>
<th>4) Often</th>
<th>3) Once in a while</th>
<th>2) Rarely</th>
<th>1) Almost never</th>
<th>0) Don’t know</th>
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<tr>
<td>16. Use Instagram direct message</td>
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<td>17. Send/receive private messages</td>
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<td>18. Post a photo</td>
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<td>19. Post a photo of yourself*</td>
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<td>20. View friends’ photos that</td>
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<td>they’ve added of you*</td>
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<td>21. View friends’ photos of</td>
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<td>themselves*</td>
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<td>22. View images on fitness accounts*</td>
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<td>23. Comment on friends' photos*</td>
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<td>24. Tag yourself or get tagged in friends photos*</td>
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*Appearance related score (n=8)
Self-esteem scale – Heatherton and Polivy (1991)

This is a questionnaire designed to measure what you are thinking at this moment. There is of course, no right answer for any statement. The best answer is what you feel is true of yourself at the moment. Be sure to answer all of the items, even if you are not certain of the best answer. Again, answer these questions as they are true for you RIGHT NOW.

1. I feel confident about my abilities.
   Not at all  A little bit  Somewhat  Very much  Extremely

2. I am worried about whether I am regarded as a success or failure.
   Not at all  A little bit  Somewhat  Very much  Extremely

3. I feel satisfied with the way my body looks right now.
   Not at all  A little bit  Somewhat  Very much  Extremely

4. I feel frustrated or rattled about my performance
   Not at all  A little bit  Somewhat  Very much  Extremely

5. I feel that I am having trouble understanding things that I read
   Not at all  A little bit  Somewhat  Very much  Extremely

6. I feel that others respect and admire me
   Not at all  A little bit  Somewhat  Very much  Extremely

7. I am dissatisfied with my weight
   Not at all  A little bit  Somewhat  Very much  Extremely

8. I feel self-conscious
   Not at all  A little bit  Somewhat  Very much  Extremely

9. I feel as smart as others
   Not at all  A little bit  Somewhat  Very much  Extremely

10. I feel displeased with myself
    Not at all  A little bit  Somewhat  Very much  Extremely

11. I feel good about myself
    Not at all  A little bit  Somewhat  Very much  Extremely

12. I am pleased with my appearance right now
    Not at all  A little bit  Somewhat  Very much  Extremely

13. I am worried about what other people think of me
    Not at all  A little bit  Somewhat  Very much  Extremely
14. I feel confident that I understand things
Not at all  A little bit  Somewhat  Very much  Extremely
15. I feel inferior to others at this moment
Not at all  A little bit  Somewhat  Very much  Extremely
16. I feel unattractive
Not at all  A little bit  Somewhat  Very much  Extremely
17. I feel concerned about the impression I am making
Not at all  A little bit  Somewhat  Very much  Extremely
18. I feel that I have less scholastic ability right now than others
Not at all  A little bit  Somewhat  Very much  Extremely
19. I feel like I’m not doing well
Not at all  A little bit  Somewhat  Very much  Extremely
20. I am worried about looking foolish
Not at all  A little bit  Somewhat  Very much  Extremely

Scoring: Items 2, 4, 5, 7, 8, 10, 13, 15, 16, 17, 18, 19, 20 are reverse-scored.

Sum scores from all items and keep scale as a continuous measure of state self esteem.

The subcomponents are scored as follows:
Performance Self-esteem items: 1, 4, 5, 9, 14, 18, 19.
Social Self-esteem items: 2, 8, 10, 13, 15, 17, 20.
Appearance Self-esteem items: 3, 6, 7, 11, 12, 16.
Chapter 7: Word Count Statement

Introduction – 3013

Method – 880

Results – 405

Discussion – 2608

Total – 6906

Date – 18/04/2018