The relationship between social media usage, self-esteem and body image.

2018

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. _________________________, Candidate
ACKNOWLEDGEMENTS

To my Dad and Mum, thank-you for your constant support and continuous love. I am honestly so grateful to have parents like you in my life.

I would also like to thank my project supervisor, Thank you so much for your ideas, support and SPSS expertise, I couldn’t have done this without you!

Finally, thank-you to everyone that participated in the research and for taking the time to complete my survey. Good luck for your future studies!
Abstract

This study investigates the influence of a sample of social media platforms on a person’s self-esteem and body image. The chosen Platforms were Facebook, Instagram and Twitter. Seventy-one volunteers, 51 females and 20 males, aged between 18 and 24 were surveyed. For this target group these platforms have become a powerful influencer of socio-cultural values especially with regards to appearance. This has led to body ideal expectations for both males and females. In vulnerable young adults, this may cause low self-esteem and negative body image and in extreme cases serious illnesses such as eating disorders. A quantitative non-experimental correlational design was used. Participants completed a survey online comprising three questionnaires: A social media usage questionnaire designed by the researcher, the Rosenberg self-esteem scale (Rosenberg 1965) and a body image questionnaire (Maynard 2009). Additionally, the survey included a demographic question to assess the differences between gender. Data gathered from the questionnaires were analysed using Pearson’s correlation coefficient and multiple regression through SPSS. Contrary to the hypothesis no relationship was found between time spent on social media and self-esteem. However, there was a slight negative relationship with body image. Males were found to have lower self-esteem than females and females a more negative body image than males. Finally, there was a relationship between the unexamined variable (Importance rating) and body image for both Twitter and Instagram, but none for Facebook or self-esteem.
# Table of Contents

Declaration..................................................................................................................................i
Acknowledgements..................................................................................................................ii
Abstract...................................................................................................................................iii
Contents...................................................................................................................................iv
List of tables................................................................................................................................vi

Chapter 1: Introduction

1.1- Social media usage.................................................................1
1.2- Social media influences on body image.................................2
1.3- Social media and self-esteem.................................................3
1.4- social media users ..............................................................5
1.5- Gender differences...............................................................5
1.6- Roles of visually orientated information...............................6
1.7- unexamined variable............................................................7
1.8- rationale ..............................................................................8
1.9- aim and hypotheses.............................................................8

Chapter 2: Method

2.1- Ethics..................................................................................9
2.2- Participants..........................................................................9
2.3- Design................................................................................10
2.4- Materials............................................................................10
2.5- Procedure...........................................................................11
2.6- Method of analysis............................................................12

Chapter 3: Results..........................................................................12

3.1- Descriptive statistics..........................................................12
3.2- inferential statistics .......................................................... 13
3.3- Multiple regression analysis ............................................. 15

Chapter 4: discussion

4.1- Overview ................................................................. 18
4.2- Findings ................................................................. 18
4.3- Conclusion ............................................................... 23

5: References ................................................................. 24

6: Appendices

6.1- information sheet and consent form ................................. 31
6.2- self-esteem questionnaire .............................................. 32
6.3- body image questionnaire ............................................. 32
6.4- social media usage questionnaire ................................... 33

7. word count statement .................................................... 35
List of tables

Table 1. Hours spent on social media platforms

Table 2. Importance rating for social media platforms

Table 3. Body image and self-esteem scores

Table 4. Correlation coefficient between importance rating of self-esteem and each social media platform

Table 5. Regression coefficient table for body image

Table 6. Regression coefficient table for self-esteem

Table 7. Regression coefficient for body image without gender question

Table 8. Regression coefficient table for self-esteem without gender question
Chapter 1- Introduction.

Social media usage 1.1

In 1971, the first email was sent (Whiteman 2015), since then the expansion of technology has revolutionised the way we communicate. The expansion has made it possible to create and sustain relationships through the distribution of personal information via the internet (Boyd & Ellison, 2007). Social media are interactive, web-based platforms that allow users to create and display content (Puglia 2017). Platforms such as, Facebook, Twitter and Instagram are now used by one in four people worldwide (Whiteman 2015) and have become a central part of young people’s lives (Duggan & Smith 2013). These social networking sites provide an interactive online environment where people can give real-self, ideal-self and false self-presentations (Michikyan, Dennis, & Subrahmanyam, 2014).

The most popular platform worldwide at the start of 2015 was Facebook at 1.44 billion monthly users and Instagram was second with over 300 million monthly users (Statista 2015). However, over the last two years there has been a significant increase, Statista (2017) reported Facebook now has over 2.06 billion monthly users, Instagram over 700 million and Twitter over 328 million monthly users. Perrin (2015) also reported that 90% of 18-29 year olds in the USA utilize social media compared to the 41% of young adults that reported to use social media a decade ago. This shows that more and more people are accepting Social Media as an integral part of life. The rise in popularity may be due to the simple access smart phones provide for such sites (Duggan, 2015). For instance, in 2014, 300 million Facebook users were mobile-only users (DeSilver 2014).

The office for national statistics (2017) found the highest incidence of social media use was seen amongst 16 – 24 year olds. Ninety-five per cent of this age group used social media as compared with 52% of 55-64 year olds and only 25% of the 65 plus. This shows there is a clear generational difference in the use of social media. Boyd & Ellison, (2007) claim this is because social media is a relatively new phenomenon and the young are early adopters. Online platforms now play a crucial role in the lives of young adults, for communication and social development (Allen et al., 2014). Many young adults have never known a world without such sites (Flynn, 2016). The older generation has and, consequently, maybe less accepting and less pressured into using social media (Larsson, Larsson-Lund, & Nilsson, 2013). Additionally, BI intelligence (2016)
revealed that these young adult users spend an average of 2 hours and 26 minutes each day on their social media platforms.

Due to its growing popularity amongst young adults, Social media is now an important avenue for sociocultural factors influencing young women and men (Puglia 2017). More specifically, it has helped young adults to structure their social, cognitive, and emotional development and provides them with information about body image ideals (Williams & Ricciardelli, 2014). As a result, there is increasing evidence to link social media use and certain aspects of an adolescent’s psychological well-being, such as body image and self-esteem (Gorman 2015).

**Social media influences on body image 1.2**

Body image is a person’s perceptions, thoughts, and feelings about their body (Grogan, 2008) and is measured in a variety of ways, such as Maynard’s body image questionnaire (2009). Body dissatisfaction occurs when an individual has negative feelings about their body shape and appearance (Ogden, 2003). Gorman (2015) found that these feelings are largely determined by social experiences such as social media influences. Research has shown that Facebook users reported more body image concerns than non-Facebook users (Stronge et al 2015).

Correlational research has shown that social media usage can lead to social comparisons. These comparisons are often related to physical appearance and is said to be the cause of negative body image scores (Kim and Chock 2015). Fardouly & Vartanian, (2015), also found that women who engage in appearance-related social comparisons on social networks are at a higher risk of body dissatisfaction. Not only has appearance exposure on these social media sites been found to impact body image, it has also been linked with the development of eating disorders. As a result, body image disturbance is now included as a diagnostic criterion for anorexia nervosa and bulimia nervosa (Voelker et al 2015).

Social media has become the most powerful influencer of socio-cultural values regarding body ideals, size and weight (Gorman 2015). Men and women, across different societies and cultures, are assigned gendered expectations which are mainly linked to their bodily features (Miller 2009). The female body in western societies is now expected to be slim whereas men should be muscular, these are the images displayed on social media platforms (Richardson & Robinson, 2008). Holland & Tiggemann (2016) also linked exposure to images on these Social Networking Sites with body image concerns. In addition, a meta-analysis
of over 77 experimental and correlational studies found an average effect size of -0.39 between the thin ideal and media exposure and -0.28 between body dissatisfaction and media exposure. These findings demonstrated that body image concerns were related to social media thin ideals and social media use (Grabe et al 2008). Sociocultural theories claim men and women compare themselves to the ‘ideal’, this leads to body dissatisfaction and frustration as the ideal is unattainable for most (Hargreaves & tiggemann 2004, Tiggemann 2011).

More recently, however, a more athletic or fit appearance has become a popular appearance ideal depicted in media images (Mischke, 2014). Research has shown the effects of the fit ideal were similar to those of the thin ideal on body image, self-esteem, and eating pathology (Dignard, 2017). Furthermore, a recent study compared the impact of celebrity and peer images with that of a travel image control. They found that viewing images of celebrities and peers led to social comparisons and body dissatisfaction as compared with the control image (Brown & Tiggemann, 2016).

**Social media and self-esteem 1.3**

Self-esteem is the experience of being competent to cope with the basic challenges of life and being worthy of happiness (Gorman 2015). In contrast, low self-esteem is a lack of respect for oneself, with feelings of unworthiness, inadequacies and deficiencies (Rosenberg, 1965). Self-esteem is measured through a variety of questionnaires such as the Rosenberg’s self-esteem (1965). Woods & Scott (2016) found a significant negative correlation between self-esteem and social media use; higher scores on the social media usage questionnaire were associated with lower scores on the Rosenberg scale (Rosenberg 1965).

Jan et al (2017) explored the relationship between Facebook use and social media use. They found that 88% of Facebook users engaged in social comparisons. In addition, they found that 98% of comparisons were upward to individuals they deemed better than themselves. Using the Rosenberg self-esteem scale they found that for every hour spent on Facebook there was a 5.574 decrease on the self-esteem scale. More specifically, their results showed individuals who spent less than half an hour daily on Facebook had a mean score of 25.25 for self-esteem, compared to 16.7358 for 1-3 hours daily, 12.1951 for 3-5 hours daily and finally 8.25 for more than 5 hours daily. Regression analysis gave an R square value of 87.1% for variance in self-esteem accounted for by changes in Facebook use, strongly suggesting upward comparisons on Facebook negatively affected individual’s self-esteem (Vogel, Rose, Roberts and Eckles, 2014).
According to Valkenburg, Peter & Schouten (2006) an online profile doesn’t always decrease an individual’s self-esteem, it can increase it. Gonzales and Hancock (2011), conducted a study on 63 undergraduate students, using the Rosenberg Self-esteem questionnaire (Rosenberg, 1965). They found that Facebook increased levels of self-esteem scores when an individual viewed their own profile. This could be because individuals can restrict their profiles to the information that they want others to see. Thus, social media can act as an effective platform for positive self-expression, individuals put forward their best self and increase their self-esteem (Cramer & Inkster 2017). However, viewing the ‘best self’ profiles of others tended to lower self-esteem (Gonzales and Hancock 2011).

There is a strong and significant relationship between body dissatisfaction and self-esteem in boys and girls (Van den berg et al 2010). Self-esteem has been found to have an indirect influence on body image (Ahadzadeh et al., 2016). Likewise, Gorman (2015) used the body image questionnaire by Maynard (2009) and found negative body image can lead to low self-esteem.

As studies have shown a positive correlation between body image and self-esteem, it is not surprising that they both have similar outcomes in terms of mental health. Similarly, to negative body image, low self-esteem caused by social media use can also be a major risk factor in the development of young adults. Specific eating disorders, such as anorexia or bulimia can be the result of very low self-esteem (Stice 2002). There have been record numbers of eating disorder cases in recent years. In the UK 1.6 million people are affected, the 14-24 year old group are the most affected (ABC, 2014). Studies have shown that these increases in eating disorders are due to either negative body image and or low self-esteem (Gorman 2015). Early adulthood is a vulnerable period of identity development partly driven by social comparison (Groesz et al, 2001). Thus young adults, already at risk of low self-esteem (Orth et al., 2015), now have social media influences to contend with, they appear to be more at risk than ever.

The potential dangers of social media are therefore well documented and it may be appropriate for such platforms to carry a health warning rather like cigarette packets. Before an account is set up potential users could be asked to read a warning of the effects such sites can have on their mental health and well-being. For those with an account Levine & Murnen (2009) suggest a media literacy intervention i.e. a type of preventative health campaign. The focus being that publications on such sites, whether by individuals or commercial entities, are not necessarily accurate, credible and/or a true reflection of life. The aim being to reduce the persuasiveness of social media (Irving & Berel, 2001).
Social media users 1.4

Even though social networking sites enable body comparisons, not all users will do so (Puglia 2017). There are many different motives for social media use and subscribers differ markedly in the amount of time they spend on sites (Perloff, 2014). For instance, a study in York found that individuals with low self-esteem spent more time viewing their profiles and included more self-promotional content on their platforms than individuals with high self-esteem (Pantic, 2014). For these individual’s social media serves as a platform to seek reassuring feedback. Positive comments, a high number of “likes” on their photo may promote body confidence, whereas negative comments or a lack of positive feedback may promote body dissatisfaction (Puglia 2017).

Studies have shown a relationship between the amount of time spent on social media and the mental health of young adults. Sampasa-Kanyinga and Lewis (2015) surveyed students for their daily social media usage. They found high levels of psychological distress in the more frequent users of social media. Frequent use was defined as social media use of two or more hours a day. In 2016, Hawi & Samaha found a negative correlation \( r = -23 \) between frequent social media use and self-esteem. They used the Rosenberg’s self-esteem scale and a social media questionnaire. Frequent users become overly concerned about their profiles. They are driven by an uncontrollable urge to repeatedly log on and spend excessive time and effort on fine tuning (Andreassen & Pallesen 2014). This illustrates the addictive nature of social media for some users (Andreassen et al., 2016). The exposure becomes constant: checking their profile and that of others, receiving and giving ‘like’s’. The exposure leads to more and more social comparisons and, as a consequence, causes negative effects on their self-esteem and body image (Lewallen & Behm-Morawitz, 2016).

Pempek et al (2009) found that users who spend most of their time viewing what others post, as opposed to posting content themselves, are more at risk of low self-esteem. They are viewing, as previously mentioned, positive aspects of the lives of others, an idealized version. The result is that they feel increasingly negative about themselves as they make their false social comparison (Lee et al, 2014).

Gender differences 1.5

Most previous research states that girls overall have lower levels of self-esteem and higher body dissatisfaction than boys and this gender difference has been
correlated with appearance satisfaction (Ingólfsdóttir 2017). According to a meta-analysis of 115 studies done by Gentile et al. (2009) there was no significant difference in appearance self-esteem during the 1970s but a difference started to emerge after the 1980’s as the media started to put more pressure and focus on appearance. Zuckerman (2016) proposed that the reason behind gender difference was that during puberty a girl’s physical appearance changes a lot as compared with boys. It is a much more sensitive time for them. Girls on average spend more time on social network sites and use them more actively than boys do (Brenner, 2012). Smith (2014) also found that visually focused platforms such as Instagram have predominantly female users, when compared with other social media platforms. Girls tend to focus on physical appearance posting photos online. As a consequence, they feel the pressure of comparisons. According to Nesi & Prinstein (2015) women tend to make social comparisons that are self-relevant. This in turn can become threatening to their self-worth and reduce their self-esteem levels.

In 2004, Hargreaves & Tiggemann, proposed that women are more likely to feel dissatisfied with their bodies through social media usage when compared to men and Knauss et al (2008) claimed women experience more weight dissatisfaction and pressure from the media. However, in 2009 Ricciardelli et al. reported that social media can strongly influence and concern boys and young men about their body image. Additionally, Barlett, Vowels and Saucier (2008) found that media generated muscular ideals can affect men just as much as the thin ideal can affect women. It is possible then that this study may or may not reveal a trend of men becoming more socially aware with a consequential reduction in self-esteem akin to women.

**Roles of visual orientated information 1.6**

Even though social media in general can have damaging effects on levels of self-esteem and body image, it is important to realise social media platforms use different forms of communication and their effects are almost certainly diverse. Therefore, it is essential that we understand which social media platforms contribute most to the adverse effects and then direct future research to help address the health issues. Puglia (2017) noted that in order to engage in body comparisons on social media, a user must encounter images of others to use as a reference. Although social media platforms contain different types of content, such as photos, videos and “statuses”, some sites include more visual content than others. Researchers have reported that in contrast to Facebook and Twitter, Instagram is purely a photo and video sharing site (Dumas et al., 2017). Thus, it focuses primarily on self-presentation and promotion rather than building and maintaining relationships. In addition, users of Instagram can go beyond the choice of their most flattering images through manipulation with filters to
accentuate their best features (Rosenberg & Egbert 2011). This type of filter-manipulation allows Instagram users to enhance their true self (Hendrickse et al., 2017). As a result, Instagram users are at risk of making social comparisons with false idealized images (Puglia 2017).

Ahadzadeh et al., (2016) found that 83.2% of their participants followed celebrities or ‘Instagram famous people’. In addition, Shorter et al., (2008) found that a participant’s view of their size as compared with celebrities’ sizes was correlated with disordered eating, such as bulimia. Thus Instagram users are at risk of naive comparisons with ‘celebrities’ who use a large amount of editing and as a result develop eating disorders. Conversely, Twitter includes much more text-based communication and therefore users encounter fewer idealized images to make body comparisons (Puglia 2017). Additionally, Facebook includes much less visual types of content than Instagram. These different forms of communication differentiate the sites and the motives of those that use them. Instagram would appear to target social comparisons, which in turn leads to potentially more body image and self-esteem related issues than the other social media platforms (Meier & Gray, 2014).

**Importance Rating- unexamined variable 1.7**

The importance an individual places on a social media platform(s) may affect the impact on their body image and self-esteem. This hasn’t been documented previously and will be tested in this study. The literature states low self-esteem individuals use social media. The question: Is the low self-esteem because these individuals are so focused on social media outcomes that it plays a major part in determining their self-esteem? And as a consequence, poor social media outcomes reduce self-esteem.

There are further questions that follow naturally on from ‘importance’. Do these individuals have low self-esteem and turn to social media for self-expression or do they have low self-esteem per se? This is in itself an important question because treatment regimens may need to be different. For example, a treatment regime for those with low self-esteem because of social media use might involve a reduction in media use and development of other aspects of life whereas the treatment of individuals with low self-esteem per se, made worse by social media, needs to address the underlying cause of their low self-esteem. 

A clue to answering that question is how important an individual rates the platform(s) they use and how that importance has evolved over time. The recognised addictive nature of social media may affect the importance rating over time. Unfortunately, this is beyond the scope of the project.
It is recognized that the question of importance is a small part of a complexity and there are likely to be many categories of individuals. This will be considered further in the discussion.

**Project rationale 1.8**
The rise of low self-esteem, body image problems and eating disorders, particularly in young adults, calls for more research and a better understanding of social media. As the online networking world increases in popularity and evolves, it is important to monitor and analyse current popular sites to determine which may have the potential to harm vulnerable young adults in particular. The literature has begun to explore the potential difference between visual and text-based platforms, it is likely then that a broad brush approach may be misleading and sites will need to be monitored on an individual basis. In this study, I will explore whether the effects of the use of Facebook, Twitter and Instagram are different and in particular, research the positive or negative relationships between social media and self-esteem.

Previous literature suggests that high users of Instagram will have lower self-esteem and lower body image scores than high users of Facebook and Twitter. Also, it’s expected that frequent social media users will score lower on the Self Esteem Scale (Rosenberg, 1965) and the body image questionnaire (Maynard, 2009). Most research also states that women will have greater body dissatisfaction and self-esteem related issues than men and as a result there is limited research on social media that looks at the influences of social media on both females and males. Therefore, this study will extend the literature by including males.

Finally, to the researcher’s knowledge there are no studies that examine the effects of personal importance placed on social media platforms. Therefore, this study begins to examine the relationship between importance and social media usage, to see whether individuals who rate social media as more important are more vulnerable to low self-esteem and negative body image.

**Aim and hypotheses 1.9**
This research project sets out to investigate whether time spent on social media platforms and importance of such sites, such as Instagram, Facebook and Twitter have an influence on the body image and self-esteem of young adults, aged 18-24.

**Hypotheses**
1. There will be a negative correlation between time spent on social media platforms and body image. Instagram is predicted to have the worse effects.
2. There will be a negative correlation between time spent on social media platforms and self-esteem. Instagram is predicted to have the worse effects.
3. There will be a correlation between body image and self-esteem.
4. Females will experience negative body image scores and lower self-esteem than males
5. There will be a negative correlation between importance rating and body image
6. There will be a negative correlation between importance rating and self-esteem

Chapter 2- Method.

2.1 Ethics
Cardiff Metropolitan University Ethics Panel approved ethics for this study in March 2018. Participants were reassured at the beginning of the study that their data will remain anonymous by receiving an anonymous link to the survey, which didn’t record any names. Participants were informed that they had the right to withdraw from the survey at any point and that if they did their data wouldn’t be included. However, this was not possible after they submitted their survey as surveys were anonymous. Individuals who had a history of eating disorders were excluded from participation. The exclusion criteria were stated on the participant panel before individuals signed up, as well as on the information sheet and consent form provided. In addition, at the end of the study participants were given information for student services, if they had any body image or self-esteem related issues stem from the questionnaires.

2.2 Participants
This study had a volunteer sample of 71 male and female undergraduate students between 18 and 24. This age group was selected after reviewing the literature, 18-24 was considered an acceptable age range to be classed as ‘young adults’ (Gorman 2015, Jan et al 2017). This age range was also chosen because 91% of 16-24 year olds are likely to engage in social networking (Office for National Statistics, 2016). Under 18’s we’re not included as individuals below this age would need parental consent.
Although best endeavors were made to strike a balance between gender there was a significant difference in the number of male and female participants. This included 51 females and 20 males. Unfortunately, 3 participants missed out a question for the self-esteem questionnaire and as a result they were removed from the results for this question, however through SPSS this was acknowledged so the scores would not affect the overall results. Some individuals were recruited through the researcher’s personal contacts. However, other participants were recruited from Cardiff Metropolitan University. The university agreed to make my study available to second year psychology students, participants acquired extra course credits in return for their participation in this research.

2.3 Design
A quantitative non-experimental correlational design was used, this is a survey consisting of 3 questionnaires. The variables for this research include body image (Maynard 2009) and self-esteem (Rosenberg 1965) and time spent on social media and the importance of each social networking platform for each participant.

2.4 Materials
All participants completed an online survey, which was created on Qualtric’s through Cardiff met. It comprised a demographic question and then three separate questionnaires: The Self Esteem Scale (Rosenberg, 1965), a media usage questionnaire and a body image questionnaire (Maynard, 2009).

1. Demographic question. This was a simple gender question at the start which consisted of three answers, “female, male or prefer not to say”.
2. The Self Esteem Scale (RSES) was developed by Rosenberg (1965) and is a widely used, 10-item self-report measure, used to measure global trait Self-esteem. It comprises of 10 questions and is scored using a 4-point response format, ranging from 1= strongly agree, to 4= strongly disagree, with reverse scoring for appropriate items. Items are then added up to give a total score ranging from 10-40. 10 is the lowest attainable score and indicates low self-esteem, and 40 is the highest attainable score, indicating high self-esteem. A sample item is “I take a positive attitude toward myself”. This scale has been chosen because of its reliability amongst young adults (Tinakon & Nahathai, 2012).
3. The body image questionnaire chosen consists of nine questions and includes ‘YES’ or ‘NO’ answer options developed by Maynard (2009). The format is simple and was created so that readers could learn relatively quickly if they have a negative body image. An additional
question was included which was extracted from Gorman (2015) “10. Have you ever gone on a diet or are you doing it now?” This meant that the questionnaire could match the same number of questions for the self-esteem one. Scores were added up with yes being 1 and no being 2. Lower scores indicated negative body image.

4. The media usage questionnaire has been designed for this study, incorporating ideas from Gorman (2015). It comprises 6 questions, the first three relate to how much time each participant spends on social networks for example: “In a typical day how much time do you spend on Facebook?” The answer options comprise a 5-point option list ranging from 0-1 hours to more than 7. The last 3 questions focus on personal importance placed on social media networking for example: “How important would you say is the time you spend on Instagram” The response format for these questions is a 5-point option list ranging from ‘extremely important’ to ‘not important at all’. Each question was a separate answer to look at the effects of each SNS individually and therefore the answers to each question are not added up.

2.5 Procedure

The study was carried out through Qualtric’s an online survey system where individuals can upload their questionnaires. Some of the volunteer sample were recruited using Universities Participant Panel. On here the title of the study, exclusion criteria and number of credits to be awarded for participation was presented. Once students signed up on the website an email was sent to the researcher so that they could send an URL link to the participant. This link was created and copied through Qualtric’s Survey program and insured anonymity. In addition, participants were also gathered through the researcher’s personal contacts and sent the same anonymous URL link which contained the questionnaires needed to participate in this study.

Before the online survey began participants were given a consent form and an information sheet about the present study, including potential risks. They were also informed that they could withdraw at any point from the survey until they submitted it and were informed that their data would be kept confidential, only be seen by the researcher and supervisor and remain anonymous. To begin the study, participants completed the short demographic question. Then secondly, the self-esteem questionnaire, following that they completed the body image and the social media usage questionnaire. The study lasted around 4 minutes.
Upon completion, participants were given a debrief sheet which included the student service information for any individuals that needed help with body-image and/or self-esteem related problems. They were then thanked for taking the time to participate in my study and granted their credits.

2.6 method of analysis
The data from the questionnaires were analysed using Pearson’s correlation through SPSS version 23 and did not include the gender question. Then, to determine the contribution of different factors in combination, multiple regression was used. This was deemed suitable as this type of analysis predicts the value of a criterion variable based on the value of two or more predictor variables. For this model, the predictor variables were time spent on social media and importance rating of social media platforms. The dependent or criterion variables were body image and self-esteem. This analysis was carried out through IBM SPSS 23 statistical program.

Chapter 3- Results

3.1 Descriptive statistics
As can be seen in table 1, females spent more hours on each of the social media platforms than males and therefore use social media more frequently.

Table 1. Hours spent on social media platforms

<table>
<thead>
<tr>
<th>Variable</th>
<th>Gender</th>
<th>N</th>
<th>mean</th>
<th>Std deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time spent on facebook</td>
<td>Female</td>
<td>51</td>
<td>1.94</td>
<td>1.139</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>20</td>
<td>1.50</td>
<td>.607</td>
</tr>
<tr>
<td>Time spent on Instagram</td>
<td>Female</td>
<td>51</td>
<td>2.29</td>
<td>1.101</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>20</td>
<td>1.75</td>
<td>.716</td>
</tr>
<tr>
<td>Time spent on twitter</td>
<td>Female</td>
<td>51</td>
<td>1.65</td>
<td>1.036</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>20</td>
<td>1.45</td>
<td>.686</td>
</tr>
</tbody>
</table>

The data shown in table 2 revealed that males rated Instagram and Twitter as more important than Females, and females rated Facebook as more important than male participants.

Table 2. importance rating for social media platforms
As mentioned in the table below, the mean score for male’s body image was higher than for females. However, the data revealed that the mean score for male’s self-esteem was in fact lower than for females.

Table 3. body image and self-esteem scores

<table>
<thead>
<tr>
<th>Variable</th>
<th>Gender</th>
<th>N</th>
<th>mean</th>
<th>Std deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance rating for</td>
<td>Female</td>
<td>51</td>
<td>4.18</td>
<td>.793</td>
</tr>
<tr>
<td>Facebook</td>
<td>Male</td>
<td>20</td>
<td>4.25</td>
<td>1.209</td>
</tr>
<tr>
<td>Importance rating for</td>
<td>Female</td>
<td>51</td>
<td>3.71</td>
<td>1.137</td>
</tr>
<tr>
<td>Instagram</td>
<td>Male</td>
<td>20</td>
<td>4.15</td>
<td>1.089</td>
</tr>
<tr>
<td>Importance rating for</td>
<td>Female</td>
<td>51</td>
<td>4.24</td>
<td>.971</td>
</tr>
<tr>
<td>Twitter</td>
<td>Male</td>
<td>20</td>
<td>4.50</td>
<td>.688</td>
</tr>
</tbody>
</table>

3.2 Inferential statistics

Correlations between variables was evaluated using Pearson’s correlation coefficient $r$. A significance $\alpha$ of 0.05 was used for interpretation of results of tests of significance. Results from this analysis are presented below with the corresponding hypotheses.

Hypothesis 1.

It was predicted that there would be a negative correlation between social media use and body image. Also based on the visual-orientated nature it was proposed that that frequent Instagram users would have lower body image scores
compared to frequent Facebook and Twitter users. However, as demonstrated in Table 4, there was not a significant correlation between the time spent on Facebook and body image ($r=.098$, $p>0.05$). Nor was there a correlation between time spent on Instagram and body image ($r=0.211$, $p>0.05$) or the time spent on Twitter and body image ($r=0.073$, $p>0.05$). Although, the correlation between body image and Instagram approached significance ($0.077$).

**Hypothesis 2.**
It was predicted that there would be a negative correlation between media use and self-esteem. It was also assumed Instagram would have the worse effects on self-esteem. However, the Pearson's $r$ test revealed no significant correlations for body image and time spent on Facebook ($r=-0.111$, $p>0.05$), or Twitter ($r=0.132$, $p<0.05$), or Instagram ($r=0.134$, $p>0.05$).

**Hypothesis 3.**
As predicted, the Pearson's correlation revealed a negative correlation between body image and self-esteem ($r=-0.538$, $p<0.001$).

**Hypothesis 4.**

It was hypothesized that females would have lower body image and self-esteem scores than males. Gender was not included in the Pearson's correlation. However, data from the independent t-test showed there was an effect of gender on body image ($t=-3.558$, $df=69$, $p<0.05$) where women had lower body image scores than men. However, although the group statistics (Table 3) showed that males had average lower scores for self-esteem. The t-test showed there was not a significant difference between gender for self-esteem ($t=1.322$, $df=66$, $p>0.05$).

**Hypothesis 5.**

The Pearson's $r$ test showed a significant correlation between Instagram importance and body image ($r=0.271$, $P<0.05$). Also, revealed a significant correlation between Twitter importance and body image ($r=0.276$, $P<0.05$). However, there was not a significant correlation between the importance rating for Facebook and body image ($r=0.010$, $p>.05$).

**Hypothesis 6.**

Although it was predicted that there would be a negative correlation between importance rating of Facebook, Twitter, and Instagram and self-esteem, as seen
from table 7 there was no significant correlation.

Table 4. correlation coefficient between importance rating of self-esteem and each social media platform

<table>
<thead>
<tr>
<th>Social media platforms</th>
<th>R value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>0.018</td>
<td>p&gt;0.05</td>
</tr>
<tr>
<td>Instagram</td>
<td>-0.170</td>
<td>p&gt;0.05</td>
</tr>
<tr>
<td>Twitter</td>
<td>-0.186</td>
<td>p&gt;0.05</td>
</tr>
</tbody>
</table>

3.3 Multiple regression analysis

Multiple linear regression analyses were employed to explore the effects of the predictor variables as a whole on each dependent variable. Results from these analyses are presented below and as the inclusion of gender in the model changed the result of the multiple regression, analysis was conducted twice for body-image and self-esteem, one including gender and the other without it.

Body image- Including gender question

The model was a significant predictor of body image (F=3.244, df=7,70, p<0.05). The model accounted for 18.3% of the variance in body image. However, the only significant coefficient was sex, which predicted the higher body image scores. See table 5 for coefficient values for the predictor variables entered into the model.

Table 5. Regression coefficient table for body image

<table>
<thead>
<tr>
<th>Predictor</th>
<th>B</th>
<th>Std.error</th>
<th>Beta</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>8.409</td>
<td>2.277</td>
<td></td>
<td>3.694</td>
<td>0.000</td>
</tr>
<tr>
<td>Time spent on Facebook</td>
<td>0.369</td>
<td>0.356</td>
<td>0.142</td>
<td>1.035</td>
<td>0.304</td>
</tr>
<tr>
<td>Time spent on Instagram</td>
<td>-0.379</td>
<td>0.416</td>
<td>-0.146</td>
<td>-0.910</td>
<td>0.366</td>
</tr>
<tr>
<td>Time spent on Twitter</td>
<td>0.294</td>
<td>0.402</td>
<td>0.104</td>
<td>0.731</td>
<td>0.468</td>
</tr>
<tr>
<td>Importance of time spent on Facebook</td>
<td>-0.429</td>
<td>0.384</td>
<td>-0.148</td>
<td>-1.118</td>
<td>0.268</td>
</tr>
</tbody>
</table>
Importance of time spent on Instagram | 0.270 | 0.388 | 0.144 | 0.695 | 0.490
Importance of time spent on Twitter | 0.636 | 0.461 | 0.215 | 1.379 | 0.173
Female or Male | 2.082 | 0.675 | 0.353 | 3.086 | 0.003

Self-esteem - Including gender question

The model was not a significant predictor of self-esteem (F=0.825, df= 7,67, p>0.05). The model accounted for 1.9% (R²) of the variance in self-esteem. See coefficients table 6.

Table 6. Regression coefficient table for self-esteem

<table>
<thead>
<tr>
<th>Predictor</th>
<th>B</th>
<th>Std.error</th>
<th>Beta</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>28.233</td>
<td>6.994</td>
<td></td>
<td>4.036</td>
<td>0.000</td>
</tr>
<tr>
<td>Time spent on Facebook</td>
<td>-0.939</td>
<td>1.010</td>
<td>-0.146</td>
<td>-0.930</td>
<td>0.356</td>
</tr>
<tr>
<td>Time spent on Instagram</td>
<td>0.527</td>
<td>1.198</td>
<td>0.082</td>
<td>0.439</td>
<td>0.662</td>
</tr>
<tr>
<td>Time spent on Twitter</td>
<td>0.485</td>
<td>1.136</td>
<td>0.069</td>
<td>0.427</td>
<td>0.671</td>
</tr>
<tr>
<td>Importance of time spent on Facebook</td>
<td>0.563</td>
<td>1.088</td>
<td>0.076</td>
<td>0.517</td>
<td>0.607</td>
</tr>
<tr>
<td>Importance of time spent on Instagram</td>
<td>-0.680</td>
<td>1.156</td>
<td>-0.111</td>
<td>-0.589</td>
<td>0.558</td>
</tr>
<tr>
<td>Importance of time spent on Twitter</td>
<td>-0.441</td>
<td>1.365</td>
<td>-0.056</td>
<td>-0.323</td>
<td>0.748</td>
</tr>
<tr>
<td>Female or Male</td>
<td>-1.926</td>
<td>1.973</td>
<td>-1.129</td>
<td>-0.976</td>
<td>0.333</td>
</tr>
</tbody>
</table>

Body image - Without gender question

The model wasn’t a significant predictor of body image (F=1.939, df=6,70, p>0.05). However, in this instance significance was 0.088. The effect could be considered marginal and may reflect sample size, though no element of the model was a significant predictor. The model accounted for 7.4% of the variance in body image after removing the demographic question. See coefficients table 7.
Table 7. Regression coefficient for body image without gender question

<table>
<thead>
<tr>
<th>Predictor</th>
<th>B</th>
<th>Std.error</th>
<th>Beta</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>10.757</td>
<td>2.284</td>
<td>4.709</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Time spent on Facebook</td>
<td>0.155</td>
<td>0.372</td>
<td>0.060</td>
<td>0.416</td>
<td>0.679</td>
</tr>
<tr>
<td>Time spent on Instagram</td>
<td>-0.463</td>
<td>0.442</td>
<td>-0.179</td>
<td>-1.046</td>
<td>0.300</td>
</tr>
<tr>
<td>Time spent on Twitter</td>
<td>0.325</td>
<td>0.428</td>
<td>0.0115</td>
<td>0.761</td>
<td>0.450</td>
</tr>
<tr>
<td>Importance of time spent on Facebook</td>
<td>-0.532</td>
<td>0.407</td>
<td>-0.183</td>
<td>-1.308</td>
<td>0.196</td>
</tr>
<tr>
<td>Importance of time spent on Instagram</td>
<td>0.354</td>
<td>0.412</td>
<td>0.150</td>
<td>0.859</td>
<td>0.393</td>
</tr>
<tr>
<td>Importance of time spent on Twitter</td>
<td>0.856</td>
<td>0.485</td>
<td>0.289</td>
<td>1.765</td>
<td>0.082</td>
</tr>
</tbody>
</table>

**Self-esteem- without gender question**

The model wasn’t a significant predictor of self-esteem (F=0.805, df=6,67, p>0.05). The model accounted for 1.8% of the variance in self-esteem after removing the demographic question. See coefficients table 8.

Table 8. Regression coefficient table for self-esteem without gender question

<table>
<thead>
<tr>
<th>Predictor</th>
<th>B</th>
<th>Std.error</th>
<th>Beta</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>26.437</td>
<td>6.746</td>
<td>3.919</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Time spent on Facebook</td>
<td>-0.738</td>
<td>0.989</td>
<td>-0.114</td>
<td>-0.746</td>
<td>0.458</td>
</tr>
<tr>
<td>Time spent on Instagram</td>
<td>0.557</td>
<td>1.197</td>
<td>0.086</td>
<td>0.465</td>
<td>0.644</td>
</tr>
<tr>
<td>Time spent on Twitter</td>
<td>0.450</td>
<td>1.135</td>
<td>0.064</td>
<td>0.397</td>
<td>0.693</td>
</tr>
<tr>
<td>Importance of time spent on Facebook</td>
<td>0.675</td>
<td>1.082</td>
<td>0.092</td>
<td>0.625</td>
<td>0.535</td>
</tr>
<tr>
<td>Importance of time spent on Instagram</td>
<td>-0.849</td>
<td>1.143</td>
<td>-0.139</td>
<td>-0.743</td>
<td>0.461</td>
</tr>
<tr>
<td>Importance of time spent on Twitter</td>
<td>-0.641</td>
<td>1.349</td>
<td>-0.082</td>
<td>-0.475</td>
<td>0.637</td>
</tr>
</tbody>
</table>
Chapter 4- Discussion.

4.1 Overview

The aim of this study was to investigate the influence of social media platforms on self-esteem and body image in males and females aged between 18 and 24 years in the UK. Young adults are said to use these platforms to make social comparisons. As a result, there is a risk they will develop low self-esteem and body image. In recent years the accessibility of social media sites has greatly improved through advances in technology. Their popularity has soared and there has been a shift toward image as compared to the written word. A major concern of these appearance related sites is that they can cause serious outcomes culminating in eating disorders (Miles 2009). Many previous studies have focused primarily on Facebook (Jan et al 2017) because of its ability to carry images and small videos as well as the written word. Researchers have claimed that the impact on some recipients has been the development of negative body image and low self-esteem (Eckler et al 2016, Jan et al 2017). The emphasis on image has been heightened by a relatively new site Instagram with over 700 million monthly users in 2015. It is purely image based and therefore has been included in this study. On the other hand, Twitter which is a text based platform, is also very popular. It has been included in this study to provide a useful comparison with the image based sites. Thus this correlational research has examined the effect(s) of social media, the focus has been the time spent by participants on three social media sites: Facebook, Twitter and Instagram.

Exceptionally the study has included how important participants rate their time spent on social media. To date studies have not included this variable. The question was prompted by the latest advances in social media presentations. For example, on Instagram it is now possible to manipulate the image that is posted. Thus what is posted has moved beyond the best image available that will impress others to a false image created in part by the site itself. This enhanced type of self-expression may help to boost confidence in the presentation of self-image. As a consequence, it was hypothesized that users who use this type of facility may rate social media platforms as important.

Many previous studies have claimed that women tend to have lower body image and are at more risk of low self-esteem than males and as a result many studies haven’t included male participants. This project has included males to extend the male findings of social media use and in particular the effect on body image and self-esteem.

4.2 Findings
This research found that the time spent on each social media platform did not have a significant relationship with body image or self-esteem, which supports the findings of Santarossa & Woodruff (2017). However, for body image Instagram was the closest to being significant at 0.077 compared to Facebook, 0.416 and Twitter 0.545. Most other studies that found a significance had at least 150 participants (Jan et al 2017, Santarossa 2015, Santarossa & woodruff 2017), the results presented here were based on 72 participants. This may be the reason for the difference, however there are other factors for example, the population surveyed in this study was mainly university students. They may have different values and levels of skepticism as compared with populations sampled by others.

As suggested by Brenner (2012) this study found that females use social media more frequently than males and they spend more hours on each of the social media platforms. The smallest difference was Twitter and the largest difference Instagram as reported by Smith (2014). In addition, the present study found that women had lower body image scores than men, indicating more body dissatisfaction. Previous studies have found that women experience more pressure from the media which focuses on physical appearance and continually makes social comparisons (Hargreaves & Tiggemann 2004, Knauss et al 2008). Further, Calogero (2013) suggested that this pressure arises from cultural expectations of women being sexually objectified.

However, the current research contrasted with the belief that women have lower self-esteem than men. Even though male body image scores were higher which suggests overall a more positive self-image, interestingly the data revealed that males had lower self-esteem scores. This apparent contradiction needs further exploration. The questions included in the Rosenberg self-esteem scale are related more to self-worth rather than appearance, for example, ‘At times I think I am no good at all’. In this study females were found to be more frequent users of social media and had a lower body image score than men. This suggests that for females, social media impacts upon physical appearance more than self-esteem. These findings are consistent with Fardoulis & Vartanian, (2015) who found that individuals who engage in appearance-related social comparisons are at greater risk of negative body image and as male participants spend less time using social media, they are not exposed to as many images that challenge their own body image.

Surprisingly with regard to ‘Importance’ the data revealed that males rated Instagram, Twitter and Facebook as more important than female participants. A review of previous studies on SNS’S’S predicted that individuals with low body-image and self-esteem would rate social media platforms as important as they could put forward their best self and increase their confidence. In addition, it
was hypothesized that individuals who spend more time on social media would rate that time as important due to its addictive nature. In this study the female participants who were the more frequent users and had lower body image scores, rated their time spent on SNS’S as less important and there was not a significant relationship between BI scores and importance. This is intriguing as, even though females didn’t rate their time on social media as important, it would seem reasonable to assume that they value their time on such sites, they use their accounts every day and more frequently than males. Again, this could be an area for further research with more sophisticated questionnaires beyond the scope of the current research. For example, did female participants interpret the question differently to males? Did they consider the question too broad and what were the more important things in their lives? Despite the anonymity, were they guarded? If they responded with ‘very important’ would that betray a vanity? Thus, the term ‘important’ has revealed an interesting further avenue to explore and a potential difference between males and females. In contrast to females, males had lower self-esteem scores and rated their time as more important. Is this because male users, more than female users, with low self-esteem use platforms in a different way?

The findings presented in this study are based on a limited amount of data. There are reasons for this, it was small scale research conducted under time and resource constraints: it included 71 participants between the ages of 18-24 years. Therefore, it would be unwise to generalize to larger populations or other age groups. However, it has produced some useful pointers for future research on a larger scale with perhaps more diverse populations and a more sophisticated questionnaire.

This research found only one of the variables approached significance. It is reassuring to note that other researchers who have used small populations, circa.70 participants, have also not found significances (Gorman 2015, Sanne et al 2012).

Many of the social media platforms were founded in the last 8-10 years. The current sample population has been influenced by technology but have not been exposed to it from a very early age as compared with the 10-13 year olds of today. Equally they are much more familiar with such sites than for example their parents. It would be interesting to explore the effects of such sites on these distinct age groups with regard to social media exposure. In particular, it is important for society to reach a better understanding of the effect of these sites on the younger generation especially as there are limited contra indications with the current generation. Will this younger generation be more or less susceptible to the effects of these sites as they have never known a world without them?
How much time will they spend on them and will they think they are more or less important? These are significant questions for society.

Men were included in this study because of the paucity of data in the literature, the study comprised 50 women and 21 men. This was an unfortunate uneven balance but in the circumstances unavoidable. Future research should address this issue by including a more even number. The potential gender differences indicated in this study needs further exploration. It may be an evolving situation as men become more aware of social media, will they then experience a lower body image/self-esteem equal to, lower or higher than females?

Correlational data is important for social media research as it helps to explain the relationships these platforms have with well-being and health (Brusse et al 2014), however, there are many limitations to this type of design. As a result, the findings presented in this study are restricted to associations between social media use and self-esteem, body image. The analysis is not informative as to the causes of low body image and self-esteem scores. Thus, there is a need, if ethically possible, to carry out experimental research to establish whether or not there is a causative relationship between low body image, low self-esteem and social media. This might be achieved by using a longitudinal method. Holland and Tiggemann (2016) stated in their review of the literature, future experimental research is essential when studying social networking, and its relationship to body dissatisfaction. Experimental designs might include methods that manage exposure of individuals to social media over time while monitoring body image and self-esteem. Researchers who have utilized similar approaches have achieved significant results, Brown & Tiggemann found viewing images on social media caused body dissatisfaction (2016). Future research could also utilise computer tracking, similar to that of Hummel and Smith (2014).

Additionally, this study’s findings are limited to only three social media platforms, Instagram, Facebook and Twitter. These three sites are the most popular, based on previous surveys (Pew research center 2018). However, there are other popular photo based social media sites that are being used by 18-24 year olds, such as Snapchat and Pinterest. In fact, it may be that sites will wax and wane in popularity as new generations adopt their site of preference as they do in music styles. Therefore, future study groups should be aware of a much broader range of social media if they are to explore the effects they may have on body image and self-esteem.

Much research into body image and social media has included questionnaires related to social comparison (Brown & Tiggemann, 2016; Fardouly et al., 2015; Meier & Gray, 2014). Further, previous research has suggested that there are
different types of social media users and that this may cause different levels of body dissatisfaction (Santarossa & Woodruff, 2017). Thus, for reasons of brevity and ease of use of the questionnaire by the participants, social comparison questions were not included in this study. It is recognized that the lack of a statistically significant relationship between social media use and self-esteem/body image could have been because of the exclusion of such questions. An important step for future research would be to consider how social media is used and which platforms are majoring on social comparisons. This would give a more in depth understanding of how social media platforms effect self-esteem and body image and provide an insight into what activities should be avoided on these sites.

One issue that may have affected the difference between male and female participants with regard to body-image could be the reliability of the questionnaire. The self-esteem questionnaire has strong reliability, however, the body image questionnaire was chosen for its simplicity, to make it easy for the participants to complete. The questionnaire was short so that participants didn’t become bored or try to rush through the survey. Also due to the sensitive nature of the study, the researcher felt a simpler survey was potentially less distressing and as a consequence the answers would be more faithful. The body image questionnaire was adapted from that used by Gorman (2015) who conducted a similar study. Gorman (2015) also found no significance and the attempt here was to extend the previous results. However, it is not a well-known questionnaire, it hasn’t been tested for its reliability and therefore the findings could be disputed on that basis. Furthermore, it might be argued that some of the questions were more related to females than males, for instance “Do you worry or obsess about your body not being small, thin or good enough?” Future work in this area should seek to develop less gender specific survey tools to achieve more accurate, general results. Alternatively, in recognition of gender specific goals with regard to body image, the questions could be made specific to the gender of the participant.

Tantleff-Dunn et al (2011) has found that men may exhibit low body image the same as women thus challenging the results reported here. It is possible that the men, who took part in this survey, may not have been totally frank when they responded to the body image questionnaire. Perhaps because of cultural expectations they felt they should not admit to feeling negative about their bodies. This is supported by, Hagger and Stevenson (2010) who argued that western media culture has demoralized morality and influenced masculinity to the point that men have disassociated themselves with the authenticity of vulnerability and self-expression when it comes to body image issues. Additionally, Calogero (2013) also stated that the male population is less
sexually objectified and as a result tends not to feel negatively about their physical appearance.

4.3 Conclusion

In conclusion, this study presents some contra-indicating evidence to previous correlational research on the relationship between social media use, body image and self-esteem. The most significant results were between gender where a clear difference was found. Whilst social media does not appear to have a strong impact on an individual’s self-esteem overall, for male participants there appears to be a possible relationship with lower self-esteem. There was a slight association between social media use and body image for female participants. The time spent on Instagram and body image approached significance as predicted, since this site is more associated with body image than the other platforms. The study explores a new aspect of personal ‘importance’ placed on social media and the effect this could have on BI and SE, and calls for further research in this area. The brevity of the study leads to limitations and there is clear room for improvement. Nevertheless, despite this the study raises: new avenues for research, points to improvements that could be made to future questionnaires and perhaps most importantly, proposes that the concerns highlighted for this 18 to 24 year old age group should be explored within the currently burgeoning population of adults. They will be the first generation to have been exposed to social media all their lives.
5. References


http://dx.doi.org/10.1017/edp .2014.2 American Psy

http://dx.doi.org/10.2174/13816128113199990616


Anorexia, Bullimia, Care. (ABC). 2014. Statistics. Available at:  
http://www.anorexiabulimiacare.org.uk/about/statistics


Brusse, C., Gardner, K., McAullay, D. & Dowden M (2014)Social media and mobile apps for health promotion in Australian Indigenous populations: scoping review. Journal of Medical Internet Research; 16(12): http://dx.doi.org/10.2196/jmir.3614


Facebook is linked to body dissatisfaction: Comparing users and non-users. Sex Roles, 73 (5–6) (2015), pp. 200-213


Pew research center. (2018). A majority of Americans use Facebook and YouTube, but young adults are especially heavy users of Snapchat and Instagram. Smith, A & Anderson, M.

Puglia, D, R. (2017). SOCIAL MEDIA USE AND ITS IMPACT ON BODY IMAGE: THE EFFECTS OF BODY COMPARISON TENDENCY, MOTIVATION FOR SOCIAL MEDIA USE, AND SOCIAL MEDIA PLATFORM ON BODY ESTEEM IN YOUNG WOMEN. Electronic Theses and Dissertations


6. Appendices

6.1 Information sheet/consent form

**Title of project:** The relationship between social media usage, self-esteem and body image amongst 18-24 year olds.

**The study**
This study is interested in exploring the relationship between self-esteem, body image, and social media usage but will also look at the importance of social media to each participant. The social media platforms used are facebook, instagram and twitter.

**What would happen if you agreed to participate?**
Participants will be asked 3 surveys which can be completed online. This should take approximately 10 minutes.

**Exclusion criteria**
You must be between the age of 18-24 and must not have an history of eating disorders.

**Potential risk**
Some individuals may feel distressed during the study if they have low self-esteem or body-image related problems. However, if this does occur you may drop out before you submit the questionnaire and there will be a helpline and email for student services provided at the end of the survey.

**Potential benefits**
Participants recruited through the Cardiff met Participant Panel will receive course credits for participation in this study.

**Withdrawal, anonymity and confidentiality**
Data gathered for this study will be anonymous as no names will be associated with each participant, only your gender. The data will only be seen by the researcher and the supervisor and will be stored on a password protected laptop. Each participant will also have the right to withdraw from the questionnaire at any point during completion of the survey. However, it is not possible to withdraw the data after the data has been submitted as the data will be anonymous.

If you have any questions about the study please contact the research supervisor:

phewlett@cardiffmet.ac.uk
By continuing you are agreeing to participate in this study.

**6.2 Rosenberg (1965) self-esteem questionnaire**

INSTRUCTIONS: Please read the following statements and indicate how much you agree with them by circling the appropriate number to the right of the statement as follows: 1 = strongly agree 2 = agree 3 = disagree 4 = strongly disagree

1. I feel that I am a person of worth, at least on an equal basis with others 1 2 3 4
2. I feel that I have a number of good qualities 1 2 3 4
3. All in all, I am inclined to feel that I am a failure 1 2 3 4
4. I am able to do things as well as most other people 1 2 3 4
5. I feel that I do not have much to be proud of 1 2 3 4
6. I take a positive attitude towards myself 1 2 3 4
7. On the whole, I am satisfied with myself 1 2 3 4
8. I wish I could have more respect for myself 1 2 3 4
9. I certainly feel useless at times 1 2 3 4
10. At times I think I am no good at all 1 2 3 4

**6.3 Maynard (2009) Body image questionnaire**

INSTRUCTIONS: Please read the following questions and circle YES or NO accordingly
1. Have you ever avoided sports or working out because you didn't want to be seen in gym clothes? YES NO

2. Does eating even a small amount of food make you feel fat? YES NO

3. Do you worry or obsess about your body not being small, thin or good enough? YES NO

4. Are you concerned your body is not muscular or strong enough? YES NO

5. Do you avoid wearing certain clothes because they make you feel too fat? YES NO

6. Do you feel badly about yourself because you don't like your body? YES NO

7. Have you ever disliked your body? YES NO

8. Do you want to change something about your body? YES NO

9. Do you compare yourself to others and "come up short?" YES NO

10. Have you ever gone on a diet or are you doing it now? YES NO

6.4 Social media usage questionnaire

Instructions: Please read the following questions and circle the appropriate boxes that are most relevant to you.

Time spent on social networks
1. In a typical day how much time do you spend on Facebook?

   0-1   1-2   2-3   3-4   4+
2. In a typical day how much time do you spend on Instagram?
3. In a typical day how much time do you spend on twitter?

0-1 1-2 2-3 3-4 4+

**Personal importance of social networks**

4. How important would you rate your time on Facebook?
   Extremely-important, very important, somewhat-important, not so important, not important at all

5. How important would you rate your time on Instagram?
   Extremely-important, very important, somewhat-important, not so important, not important at all

6. How important would you rate your time on twitter?
   Extremely-important, very important, somewhat-important, not so important, not important at all
## Word Count

<table>
<thead>
<tr>
<th>Section</th>
<th>Word Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>230</td>
</tr>
<tr>
<td>Introduction</td>
<td>3417</td>
</tr>
<tr>
<td>Method</td>
<td>1172</td>
</tr>
<tr>
<td>Results</td>
<td>1226</td>
</tr>
<tr>
<td>Discussion</td>
<td>2520</td>
</tr>
<tr>
<td></td>
<td>8336</td>
</tr>
</tbody>
</table>

Signed: ______________________________

Date: ___19/04/2018___________________