



5-10-2016

Social Media and Female Body Image

Kathryn Bell

Follow this and additional works at: http://vc.bridgew.edu/honors_proj



Part of the [Sociology Commons](#)

Recommended Citation

Bell, Kathryn. (2016). Social Media and Female Body Image. In *BSU Honors Program Theses and Projects*. Item 173. Available at: http://vc.bridgew.edu/honors_proj/173
Copyright © 2016 Kathryn Bell

Social Media and Female Body Image

Kathryn Bell

Submitted in Partial Completion of the
Requirements for Departmental Honors in Sociology

Bridgewater State University

May 10, 2016

Dr. Kim MacInnis, Thesis Director
Dr. Michele Wakin, Committee Member
Dr. Kimberly Fox, Thesis Director

ABSTRACT

Social media has grown in popularity over the past few years and seems to be almost everywhere in society. This research analyzes connections between the increased available social media outlets and one's own perception of their body in relation to what they are seeing in social media messages and images. The main focus is on female body image and whether or not social media causes negative body image and body dissatisfaction. A survey was constructed to collect data on current female college students and their perceptions of body image.

Participation in the survey was anonymous and voluntary. Participants were female college students ranging between the ages of 18-23 who are members of the Phi Sigma Sigma sorority at Bridgewater State University. In addition to the data from the survey, additional research was collected and analyzed from academic sources, articles, and books that further supported the research question. The research and data look at how female body image differs and is influenced by the social media outlets that participants are exposed to. Many findings concluded that there is a correlation between social media and negative body image but social media does not directly cause negative body image. Rates of negative body image among social media users were higher based on the user's own internalization of messages and images. The higher one's internalization level, the more likely they were to experience negative body image and body dissatisfaction.

INTRODUCTION

Social media has continued to grow in popularity since its introduction to society and since then numerous different types of social networking sites have been created. Another rising statistic that has caught the attention of researchers is the number of eating disorders and body dissatisfaction rates. This has caused many researchers to begin looking at possible connections between the two and whether social media is influencing the way people view their bodies, especially women, and whether it is causing them to develop negative body image or eating disorders (Klein 2013).

One social media star brought attention to the influence that these unattainable beauty standards could have on one's own opinion of their body as well as other's opinions. Cassey Ho is a beauty/fitness blogger and YouTuber. She receives hundreds and thousands of comments every day on the content she posts to her YouTube channel, blog, and social media sites. To show how focused society has become with physical appearance and the influence that social media can have, Ho decided to do an experiment on her Instagram account. She took all of the comments that people were making about her body and how it should look and photo shopped an image of herself matching all of those comments. She then posted this photo to her Instagram account claiming she had finally reached the perfect body. According to the original comments, this image portrayed a perfect body (Ho 2015).

The results of this experiment were surprising. There were numerous comments still claiming that her body did not match the beauty standards created by society. They were telling her that she still was not thin enough and that her body did not look good while others were praising her for losing so much weight so quickly and asking for her secret. The secret? Photo shop. It was interesting that there were still negative comments because she did create a photo of

the perfect body according to original comments, so does the perfect body not even exist? She then took to her blog and YouTube channel to post a video about this experiment and highlighted the dangers of these unattainable beauty standards and the relationship they have with social media (Ho 2015).

This particular story stands out because it shows how obsessed society has become with this idea of a perfect body while also showing the power of social media and commenting. This type of situation creates interest in researching the relationship between social media and body image because some individuals could be greatly affected by such online negativity. Could this type of negative attention towards body image lead to body dissatisfaction and eating disorders?

LITERATURE REVIEW

WHAT IS SOCIAL MEDIA?

Social media is a subset of mass media that has experienced an increase in use as the Internet has grown in popularity and commonality (Jurgens 2012). This is particularly true in Western societies such as the United States. Social media and social networking are both used interchangeably to represent the many online communities that exist in today's society and social groups (Jurgens 2012). These networks are used to facilitate communication and interaction between people in a purely online sense and not face-to-face situations. According to del Fresno Garcia et al. (2016, p. 24), "social media are online technology platforms focusing on synchronous and asynchronous human interactions with a local and global reach unprecedented to human history." Social media is a form of communication and connectedness that society has never seen or experienced until now and is growing in popularity, which is increasing researchers interest in studying its effects especially of body image (Klein 2013).

The Internet and social media have become increasingly relevant parts of people's lives and can be acquired in more areas than ever before (Jurgens 2012). Bell & Dittmar (2011, p. 478) suggest that, "the popularity and availability of more interactive media is increasing." People can access the Internet from almost anywhere at anytime of the day to connect with anyone around the world (Klein 2013). This makes it easier and more convenient to access social media sites. Many of these social media outlets can include, Facebook, Twitter, Instagram, blogging/vlogging, YouTube, Snapchat, etc. Having unlimited access to social networking and being able to analyze these interactions has been titled *infosociability* (del Fresno Garcia et al. 2016). According to del Fresno et al. (2016, p. 25), infosociability has led to two phenomena, "on the one hand, the rise of mass auto-communication, and on the other, that every individual

has the potential to become a source of micro-media at the same time the media and part of the message.” These phenomena will allow researchers and media users to identify and address social and communication problems within the world of social networking (del Fresno et al. 2016).

Many researchers have suggested that social media will become a new outlet to connect all types of media so users can access more mass media than originally available through social networking. Social media services are always changing and adapting to cater to newer, larger audiences so it is estimated that social networking will become a valuable mass media tool (del Fresno Garcia et al. (2016). Del Fresno Garcia et al. (2016, p. 25) describes social networking as, “a media of intersection of every media and medium,” and within social media there is a possibility to post links, videos, and images from other media outlets. Having social media as an outlet to all types of media allows for them to further influence social media users beyond just social networking sites.

Social media has great influence over many users especially when they are engaged in communication and activity surrounding a popular media figure, such as celebrities or social network stars. Del Fresno Garcia et al. (2016) has labeled these types of figures as opinion leaders because they have strong influence over other social media users who view them as role models and often copy their actions. These figures are, “portrayed as having significant influence over others as they selected, modified, and transmitted information/messages of their choosing to the wider public- in essence controlling both the means and the message” (del Fresno Garcia et al. 2016, p. 25). Therefore these opinion leaders have the power to portray messages that may be positive or negative. Many of these messages have the potential to represent negativity towards topics such as body image and body dissatisfaction. Some of these

social media influencers highlight their diet, exercise, and lifestyle to readers and fans, which can create the idea that viewers need to do these certain things to look like their favorite celebrities and attain the ‘ideal’ body. Researchers have begun looking into the possibilities of social media increasing negative body image and eating disorders, particularly among women. Since social media is a newer outlet for mass media, the research on this topic is relatively new and continuously ongoing.

BODY IMAGE & THE ‘IDEAL BODY’

Body image is the way one views themselves and their own bodies, sometimes in relation to others. It can be defined as, “a multidimensional concept that encompasses perceptual, cognitive-affective, and behavioral domains” (Ridolfi et al. 2011). When body image is discussed and researched, it is usually in terms of negative body image. Negative body image can be defined as, “the psychologically salient discrepancy between a person’s perceived body and their ideal body, which manifests itself as the experience of negative thoughts and esteem about one’s body and appearance” (Bell & Dittmar 2011, p. 479). Negative body image is commonly associated with body dissatisfaction. Ridolfi et al. (2011, p. 491) defines body dissatisfaction as, “the cognitive-affective domain of body image, refers to negative and dysfunctional cognitions and emotions about one’s appearance.” Negative body image has become more common on an international level as western media has globalized (Ridolfi et al. 2011).

Negative body image and body dissatisfaction are major risk factors for eating disorders as researchers have seen the number of eating disorders, particularly in young women, increase of the past few decades (Ridoli et al. 2011). According to Bell & Dittmar (2011), concern regarding negative body image in young females is increasing in many Western countries such as

the UK, the United States, and Australia. They also suggest that, “body dissatisfaction and disordered eating behavior are believed to have reached normative levels” (Bell & Dittmar 2011, p. 478). Over 90 percent of young collegiate women in the United States report having body and weight dissatisfaction (Pritchard & Cramblitt 2014). According to Klein (2013, p. 27), “the strong emphasis placed on social networking and photo sharing can only build on the already existent phenomenon of social psychology, sociology, and media effects theories that help explain body dissatisfaction and disordered eating.”

Mass media overtime has developed this idea of what the perfect female body should be and what it should look like. Social media reinforces this idea of an ideal body since it can be connected to almost all outlets of mass media. Everything from height, weight, body measurements, and body shape has become an intricate part of this ideal. Women are most commonly the targets of these ideal body portrayals and advertisements. They are taught that they should aspire to be extremely thin. Many of these ideals are, “impossible for many people to realistically and healthily achieve” (Pritchard & Cramblitt 2014, p. 209). Many of the individuals that the media presents as having ideal bodies are models, actresses, and celebrities. In the United States the majority of female models are 15 percent below the average female weight and 95 percent of actresses are thinner than the average woman (Pritchard & Cramblitt 2014 & Yamamiya et al. 2005). These types of bodies and advertisements are telling women that they should work towards being thinner and weighing less than the average woman, which can be extremely unhealthy. According to Ferguson et al. (2013, p. 2), “increased incidence of eating disorders across the early and mid-twentieth century seem to coincide with trends in the media towards emphasizing thinness in women.”

Social media often blurs the line between virtual and reality therefore creating ideas that women should look like the images they are viewing (Klein 2013). Women are constantly being taught that the only way to be successful in their life is to look like the women they see in media. Females experience these pressures as well as body dissatisfaction at higher rates than males (Helfer & Warschburger 2013). According to Klein (2013), 74 percent of all women participate in social networking therefore increasing their exposure to these ‘thinspiration’ images. Since social media is all about interaction, they are feeling the pressure more from these networking sites than other sources of media (Ridolfi et al. 2011). Since these ideals are being associated with success and happiness, women are, “more likely to report wanting to lose weight (drive for thinness)” (Pritchard & Cramblitt 2014, p. 208). Women of normal, average weight are being told that they are not thin enough and weigh too much. This is disconcerting especially since the average weight for women today is 166.2lbs and therefore higher than what is being portrayed as ‘ideal’ or ‘perfect’ (Coren 2015). The widening gap between the size of the average woman and the media’s ideal woman is concerning for researchers who believe it could be related to higher levels of body dissatisfaction and negative body image (Klein 2013).

Initially when the ideal body was presented on social media, being thin was greatly emphasized. Over the past few years, there has been a shift in the image of an ideal body for women that focuses more on fitness. Women are no longer pressured to just be thin but are also pressured to be firm and toned (Pritchard & Cramblitt 2014). Pritchard and Cramblitt (2014) discuss how muscularity is becoming the new ideal body for women and that Western society has begun emphasizing physical exercise as part of the ideal lifestyle to go along with the ideal body. Muscularity is often associated with masculinity so the ideal female body is shifting slightly towards a more masculine look by promoting muscular, toned bodies.

Since physical exercise has become a more important and pressing part of this new type of ideal body, there is increased pressure for women to work on their fitness. Women feel as though they need to spend more time focusing on their physical fitness and join gyms/fitness centers (Prichard & Tiggemann 2012). Even though women are feeling as though they need to spend more time at the gym, researchers found that there is a strong correlation between exercising at fitness centers and increased body image concerns and eating disturbances (Prichard & Tiggemann 2012). Social media outlets are telling women to increase their fitness regimen while simultaneously increasing their body dissatisfaction when working on their fitness. Therefore women are stuck with this feeling of wanting to become more fit but are intimidated to go to fitness centers. Prichard and Tiggemann (2012) found that fitness centers tend to have images that portray the ideal body in ways that pressure women to be more body conscious when around these images in gyms. They feel that if their bodies do not look like these images then they will be judged by others at these fitness centers. They also feel that they will be judged if their bodies do not match the ideal body suggested by social networking outlets, therefore adding to the anxiety of attending fitness centers (Prichard & Tiggemann 2012).

This new type of ideal body has been developed from just being thin to being both thin and muscular. The rise of popularity in fitness blogging and vlogging, newer types of social media, has been connected to this new type of 'ideal body'. Vlogging represents video blogging and many creators have begun creating videos surrounding health and fitness, and how to get that perfectly fit body. Videos have become an increasingly popular part of social media (Prichard and Tiggeman 2012). These types of videos and blogs can be found all over the Internet but have become the topic of discussion by researchers as to whether or not they promote healthy living or the unattainable ideal body.

INTERNALIZATION

As social networking popularity has increased overtime, many researchers are turning their attention to studying the connections that may exist between social media influence and body image and eating disorders. Bell & Dittmar (2011, p. 478) found that, “exposure to thin ‘body perfect’ ideals in the media is strongly related to negative body image in girls and women.” Body dissatisfaction is often correlated with the drive for thinness and the ideal body (Bell & Dittmar 2011). It is true that correlation is not causation so many researchers suggest that there is not a direct cause between social media and the development of negative body image and body dissatisfaction, but rather it depends on one’s internalization of the material being presented.

Some women internalize information, especially regarding body image, more than other women. Those who internalize information more than others are at an increased risk of experiencing negative body image and body dissatisfaction (Ridolfi et al. 2011). Women reported being significantly more dissatisfied with their own bodies after viewing thin and beautiful images and messages than after viewing average size or oversize ones (Yamamiya et al. 2005). Some women internalize information more than other women and it all depends on how one interprets the messages and images being presented to them through the social networking groups they belong to. Although Yamamiya et al. published their work in 2005, Klein (2013) discusses how these theories and claims are still very true in today’s society.

Klein (2013) discusses how younger generations are experiencing increased accessibility to social networking and the Internet while also facing the increasing desire to belong to numerous different social media sites. This is increasing their exposure to image heavy social media such as Instagram and Snapchat, which both only use, post, and share images. This

creates networks that focus primarily on image and can contribute to the idea that women need to look like what they see in photos, especially of celebrities and popular figures. Many times images are photoshopped, airbrushed and altered to perfection, especially when they are of celebrities or for commercial use (Diller 2011). These images are promoting ideals based off of women that do not even exist in real life because their bodies are drastically altered through photoshop. Therefore women are receiving and internalizing false ideals based off of images that do not accurately represent realistic human bodies.

Another major aspect that contributes to internalization is demonstrated by social comparison theory. Individuals make social comparisons to others when they are searching for information about how their bodies compare in relation to the ideal body (Ridolfi et al. 2011). Ridolfi et al. (2011) describe how individuals make upward social comparisons to individuals who are viewed as superior, such as celebrities, as well as downward social comparisons to those who are viewed as being equal or lesser to the individual. Women are more likely than men to experience pressure from peers to attain the ideal body (Helfer & Warschburger 2013). This can lead women to have higher levels of internalization than others if their peers share the same beauty standards as them. Social comparison is significantly related to body dissatisfaction (Ridolfi et al. 2011).

Peer interaction plays a major role in body image and internalization, which can often be found in the form of social networking since this type of media allows for communication between numerous peer and social groups. A major part of social media and peer interaction that has been researched is the influence of positive and negative commenting. Social media allows individuals to comment and share posts with other users both in and outside of their social group.

This often allows users to leave negative comments on images and posts made by others. This kind of negativity is related to body dissatisfaction (Slater and Tiggemann 2014).

To avoid negativity, some social media users leave positive comments to try and create messages of positive body image. Many researchers have found that leaving positive comments causes the same levels of body dissatisfaction as leaving negative comments (Slater and Tiggemann 2014). Positive commenting in social media increases internalization and relates to body dissatisfaction because it brings attention to body image and makes one more conscious of their body (Slater and Tiggemann 2014). Commenting that someone looks ‘hot’ or looks ‘thin’ reinforces body standards set forth by the media. It causes users to look at their own bodies in relation to what social media promotes as being the ideal body. This can lead them to compare their own bodies to these ideals leading to feelings of body dissatisfaction, which they are then more likely to internalize since attention was brought to their body (Slater and Tiggemann 2014). These positive and negative comments play a role in what researchers call the tripartite influence model. This model includes the three groups that pressure women the most to have the ‘ideal body’ and reach the unattainable beauty standards.

TRIPARTITE INFLUENCE MODEL

The pressures on women to attain the ‘ideal body’ typically come from three different groups, which researchers have named the tripartite influence model. The tripartite influence model proposes that, “perceived appearance pressures from family, friends, and the media (including direct comments about appearance and indirect messages through praise and promotion of an ‘ideal’ body shape) lead to body dissatisfaction” (Huxley et al. 2015, p. 337). This particular model focuses on female body dissatisfaction and pressures. As previously discussed, social media has a strong influence on internalization of negative body ideals and well

as portraying unattainable beauty standards for women. These ideas of beauty and thinness are where many family and friend influencers in the tripartite influence model get their idea of how women should look (Haworth-Hoepfner 2000 & Herrman 2013). Herrman (2013) found that present day families that work to prevent body image issues are actually doing the opposite by bringing attention to the female body and societal expectations. Therefore their preventative work is actually increasing awareness of one's own body and introducing the possibility of body image (Herrman 2013).

Many families have established thinness as a household norm and continue to do so today, therefore leading to the pressure of female family members to be more aware of their bodies (Haworth-Hoepfner 2000 & Herrman 2013). According to Haworth-Hoepfner (2000) and Herrman (2013), households that put greater emphasis on appearance and thinness cause female family members to have higher levels of internalization when it comes to negative body image and body dissatisfaction. This therefore leads them to have a greater risk of developing eating disorders and other health problems. Some households pay greater attention to weight and dieting, ideas that they get from the messages found in social media. This also leads to greater internalization of negative body image and higher risk of disordered eating, especially in women (Haworth-Hoepfner 2000). Haworth-Hoepfner (2000) also suggests that individuals embrace these attitudes towards beauty standards and internalize their messages as a way to mark their membership in the family. This internalization reinforces boundaries between the status of insider or outsider.

Friends are the second group of the tripartite influence model and often have similar impacts that family has on female members of these social groups. Friends that are constantly putting greater emphasis on body image and thinness are more likely to cause higher

internalization of these ideals in women than friends who pay less attention to these ideals (Haworth-Hoeppner 2000 & Herrman 2013). People are also more likely to interact with their friends on social media where these beauty ideals are most prominent and common (Ferguson et al. 2014). This adds to internalization of these negative beauty standards.

Friends play a vital role in the tripartite influence model because they introduce social comparison, which can add to the internalization of negative beauty standards. Social comparison occurs when individuals are constantly comparing themselves to others around them and often occurs within friend groups. If females are comparing themselves to others, especially friends, they are more likely to experience pressure to attain the ideal body if their weight is higher than what is deemed 'normal' or higher than those around them (Helfer & Warschbuser 2013). Although a great deal of women are aware that female body image portrayed through social media outlets are unrealistic and unattainable, they still repeatedly compare themselves to others on the basis of these beauty standards.

The third group in the tripartite influence model is media, which covers all of mass media but social media is becoming increasingly vital in this area (Huxley et al. 2015). As discussed previously, social media is becoming an increasingly popular outlet for individuals and is constantly promoting body and beauty standards that women in particular feel pressured to conform to even though such ideals are recognized as unattainable. The use of media, especially social media, in the tripartite influence model support the correlation between social media and body dissatisfaction and negative body image.

PRESSURE FROM MALES/ROMANTIC PARTNERS

The tripartite influence model does not cover romantic partners but there is evidence to support that pressures from significant others can add to the internalization of negative body

image and body dissatisfaction. The media has created standards for the female body image that are not only unattainable but typically over sexualized (Johnson et al. 2015). Therefore females are often viewed by males as sexualized objects and are often subject to scrutiny when their bodies do not match the standards presented by the media (Johnson et al. 2015). Since social media is an interactive platform based on communication, it makes sending and upholding these sexualized standards about the female body possible therefore telling males what they should look for in females. Whether males serve as peers, friends, or romantic partners to these females, they often pressure them into thinking they need to attain the 'ideal' body therefore leading to increased risk of internalization of negative body image. Males often get the idea that females' bodies are supposed to fit these extreme standards while also being labeled as sexual (Johnson et al. 2015).

Women that identify as lesbian, bisexual, or non-heterosexual were also researched in terms of pressure regarding their body from their female romantic partners. Huxley et al. (2015) found that women that did not identify as heterosexual and had female romantic partners did not have as high internalization of negative body image than women with male romantic partners. These women were less vulnerable to the pressures of social media's 'ideal' body and reported being happier with their bodies than heterosexual women (Huxley et al. 2015). Researchers discussed how non-heterosexual women do not sexualize or objectify the female body like males often do, therefore leading to lesser levels of internalization among women of negative body image (Huxley et al. 2015).

IMAGES

The amount image-centered social media usage has been increasing in number of users, importance, and popularity (Tiidenberg & Cruz 2015). Instagram and Snapchat are two

examples of social media that solely rely on the posting, sharing, and use of images. These types of social networking sites increase the amount of messages being sent and communication that happens through images (Tiidenberg & Cruz 2015). Klein (2013) suggests the need for research that views the relationship between image heavy social networking sites and issues of body image, particularly in women since they spend more time on social media than men. Images play an important role in how we view ourselves and how we shape our world, as well as on our focus on body-normativity (Tiidenberg & Cruz 2015).

Social media has begun influencing body-normativity by suggesting that women should aim to have the 'ideal', flawless body that they see through their social networking connections. Posting images is one way for women to gain control over body-normativity and their sense of acceptance by the social media community (Tiidenberg & Cruz 2015). The expectation of a woman's body is socially constructed mainly through images, especially ones on social media so there is this pressure for women to have to look a certain way. The way women are using images to take control of their bodies is through selfies (Tiidenberg & Cruz 2015). According to Tiidenberg and Cruz (2015, p. 2), selfies are defined as, "a self-portrait made in a reflective object or from arm's length." Essentially a selfie is when one takes a photo of themselves and it is near impossible to open up any social networking site without seeing numerous types of this image.

Women find control through selfies because they are able to manipulate the way their body looks in the photos they are posting to their social media sites. They are able to take photos at angles that make them look thinner, therefore causing them to fit the ideal body standard even though they may not look like it in real life. It is all about how others perceive them through

social media so as long as they appear to fit the standards, they feel accepted by these particular communities (Tiidenberg & Cruz 2015).

Another aspect of control that women feel when posting selfies is that they are able to choose images that they feel best represent them or look most attractive in. When regular images are posted of people that they were not in control of, they often are very critical of the way they look in them. Science has helped prove why this occurs and why people do not initially like photos of themselves that are not selfies. Regular photos show how everyone else looks at a person but they are used to seeing the mirror image of themselves when looking at their reflection. These images do not portray the mirror image that people are used to seeing of themselves so they initially look different causing them to not like the picture (Tiidenberg & Cruz 2015). When people view these images, they feel as though others will have the same reaction they do and feel as though they do not fit today's body standards. When someone takes a selfie, they are looking at their mirror image in the camera so they feel their most attractive and then are able to manipulate their bodies to seem as though they match the ideal body standards. This is one of the main reasons why selfies and image sharing have become such a popular aspect of social media (Tiidenberg & Cruz 2015).

METHODOLOGY

The focus of this study was on female college students and their perception of both their own body image and society's take on body image in relation to social media. The purpose was to examine the effects that social media has on female body image. To conduct research on this topic, a survey was distributed to participants. The type of survey was a questionnaire containing 28 questions. There were 47 respondents to this survey. The population of respondents consisted of female college students from the sorority Phi Sigma Sigma at Bridgewater State University. Respondents were between the ages of 18-23 ranging from college freshmen to seniors. The survey analyzed social media usage, exposure to social media, and body image perception of female college students. It explored responses to the following research questions: Do respondents experience negative body image issues when exposed to social media? Do respondents feel pressure from social media to change their body or appearance? How do respondents view their own bodies in relation to what they see on social media? Do respondents believe social media plays a role in negative body image and body dissatisfaction? How aware are respondents of social media images and influences in their everyday lives? The main hypothesis of this research is: social media causes negative body image and body dissatisfaction among females.

Survey Design

The survey consisted of 28 questions. Questions included multiple choice or require likert scale responses. The final question was short answer/open response asking about further thoughts or opinions about social media or body image. All questions were optional to answer and the entire survey was anonymous. Participation in this survey was also optional. The survey was sent to the IRB since there were human participants and received approval for distribution.

No information provided by participants or question responses will reveal their identity. Questions cover information about the amount of social media exposure one experiences daily, how many social media sites one belongs to, thoughts on their own physical appearance and body image, and perceptions of the portrayed ideal female body. As part of the survey, participants viewed a video followed by social media and body image questions. This part of the survey aimed to focus on how much social media can affect one's own body image and how participants view their own bodies in relation to those seen in the media.

The survey was distributed electronically through Qualtrics, an online survey software. Qualtrics allows for electronic, online surveys to be distributed to the participating population. It collects data from surveys while allowing participation to remain completely anonymous. The data collected from survey responses will help provide information on how female body image is influenced by social media.

Limitations

When conducting surveys, there are limitations and risks of error. Distribution of this survey was convenient and not difficult but it still faced limitations. The survey was distributed electronically through an online survey software, Qualtrics. Since distribution was electronic, there could have been errors or malfunctions. The software could have accidentally skipped questions or ended surveys early and unexpectedly. There could have been an issue with the software collecting and saving data. Since it was accessed online, it could have been accessed by someone who did not fit the criteria of a college-aged female therefore altering data or responses.

Working with human participants can also cause limitations. Participants may not have been completely honest when answering questions even though the survey was anonymous. They could have misinterpreted questions and answered them according to this error. They also

could have misunderstood questions therefore leading to different answers that may not reflect their true thoughts or opinions.

There was also a small sample size of only 47 students covering a small demographic area. Having a larger sample size from numerous colleges instead of just one could offer better and more accurate results to represent female college students as a whole. Covering a larger age group, having more diversity, having multiple levels of education, and belonging to different universities could help add to the study and provide more data on female body image for different groups.

RESULTS & ANALYSIS

Overall, there were 47 participants who contributed to the study and responded to the survey. All 47 participants were female college students at Bridgewater State University from the Phi Sigma Sigma sorority. Their ages ranged from 18-23 and their level of education ranged from freshman to senior. The type of survey distributed was a questionnaire consisting of 28 questions in total. Questions varied in style and included multiple choice, likert scale questions, and fill in responses. The entire survey was anonymous and voluntary. The main focus of this survey was to assess participants' knowledge, awareness, and ideas on body image and social media. Many questions asked about their own personal social media usage as well as what they observed while visiting different social networking sites. Some of the main research questions that this survey helped to assess were: Do respondents feel pressure from social media to change their body or appearance? How do respondents view their own bodies in relation to what they see on social media? Do respondents experience negative body image when exposed to social media images and influences? How aware are respondents of social media images and influences in their everyday lives?

Of the 47 participants, 100 percent belonged to Facebook or some sort of other social networking site. When asked what social media site they used most often, 48 percent stated using Facebook the most while 46 percent stated Instagram. 83 percent of participants who had Facebook used it for personal use. Some participants included that the defined personal use as searching for entertaining or educational media. 100 percent of Facebook users identified using a photo of them for their profile picture. Of these Facebook users, 41 percent altered their image in some way. Alternation could include, cropping, adding filters, using photo shop, etc. 46 percent of participants claimed they feel pressure to retouch or improve their profile pictures on

their social media accounts. When asked about time spent on social media, 74 percent of participants checked their social media accounts several times a day to over two hours per day. 65 percent of participants also stated they spent time looking stuff up on the Internet several times a day to over two hours per day. The Internet can give someone access to numerous different kinds of material so there is a possibility that they are exposed to other types of media while searching the Internet. When asked about time spent watching television, only 32.5 percent stated they watched television on a TV set several times a day to over two hours per day and only 27.5 percent stated watching television on a computer several times a day to over two hours per day.

Participants were then asked about their knowledge of alteration and enhancement of images in commercial and social media. When asked about how much of media images were altered, respondents stated that they believed 91 percent were altered at least some to all of the time. 70 percent of participants stated that they were aware of these alterations and enhancements half to all of the time. They were then shown the Dove Campaign for Real Beauty video that shows the power of photo shop and how different a person can look from an original photo to the finished product. 63 percent of participants had already seen this video and were aware of the Dove Campaign for Real Beauty.

Evaluation of Research Questions

RQ1: Do respondents feel pressure from social media to change their body or appearance?

In relation to their own appearances, 72.5 percent of participants stated that they compare their own appearance to social media images and 80 percent stated the compare their own appearance to friends' social media images. Of all 47 participants, 100 percent belonged to

Facebook or some other type of social media and 100 percent of them used a profile picture of themselves. 41 percent of participants altered their profile picture, such as photo shop, and 46 percent stated they felt pressured to alter their profile pictures on social media.

RQ2: How do respondents view their own bodies in relation to what they see on social media?

Respondents were asked about their own feelings towards their bodies. 44.7 percent were somewhat satisfied to completely satisfied with their physical appearance and 40.4% felt physically attractive. On average, participants were less satisfied with their body shape and less satisfied with their current weight. When asked to think about their looks, 47 percent of respondents felt the same about their looks while 36 percent felt worse. Therefore only 17 percent felt positively towards their bodies. Participants were then asked about their feelings about their looks in relation to others. 30 percent felt as though they looked the same as the average person and 38 percent felt as though they looked worse. After viewing images of beautiful and thin people, often found on social media, 75 percent stated they felt worse about themselves. 72.5 percent of participants stated they compare themselves to images of others 50 to 100 percent of the time. They also reported comparing themselves to their friends' social media images 80 percent of the time.

RQ3: Do respondents experience negative body image when exposed to social media images and influences?

Participants were asked about how they view their own bodies in relation to the images they see through social media and some of the influences they experience. 75 percent of participants stated that they felt worse about themselves when looking at images of beautiful and thin people on social media.

RQ4: How aware are respondents of social media images and influences in their everyday lives?

When asked if they consider themselves aware and informed of media influences, 77.5 percent of participants claimed they were somewhat informed to very informed. Participants were then asked about what they were most interested in when looking at social media images of others to get an idea of what types of influence social media could have on them. 67.5 percent were interested in the clothes they were wearing, 80 percent were interested in their hair, 75 percent looked at how fit the person was, 70 percent looked at the person's body shape, 90 percent were interested in their look and style, and 87.5 percent looked at the person's attractiveness.

Evaluation of Hypothesis

H1: Social media causes negative body image and body dissatisfaction among females.

The hypothesis was supported by some the results of this survey but there is not enough evidence from just this survey to prove the hypothesis correct or to reject it. 74 percent of participants are on social media several times a day to over two hours per day while 100 percent of them belong to Facebook or some other social networking site. 100 percent of them used an image of themselves for their profile picture with 46 percent feeling pressured to alter the image and 41 percent actually altering it before posting it to their profile. 75 percent of participants stated that they felt worse about themselves when viewing images of beautiful and thin people in the media. These images of beautiful and then people match the beauty standards set by society and that are often portrayed in images and posts on social media. Although results show that participants feel worse about themselves after being exposed to these beauty standards through social media, there is not a main reason why they are feeling this way. Therefore the hypothesis

cannot be accepted just on the results of the survey and would need additional evidence as to what causes participants to experience this negative body image and body dissatisfaction due to social media usage.

DISCUSSION

Social media has grown in popularity since it was first introduced to society, which has interested researchers in further studying the influences that social media can have on different populations and society as a whole (Klein 2013). Survey responses showed that participants were more likely to spend their time on social media sites than seek out other media, such as television. They were spending significantly more time on social networking sites than they were spending on watching television. This shows how there has been a shift in what types of media are popular within society. There has also been an increase in the number of reported eating disorders, particularly among women. Researchers have noticed that both increases in social media usage and eating disorders have occurred around similar time, which naturally raises the question of whether or not these two are related in any way (Klein 2013). Society has put such a great deal of pressure and emphasis on the female body with beauty standards that suggest impossible thinness and flawless bodies. Throughout this study, there was a strong interest in how social media influenced women's body image and whether it caused them to experience negative body image and body dissatisfaction. With negative body image and body dissatisfaction being major risk factors for eating disorders, it is understandable why researchers have begun focusing on different social influencers such as social media (Ridoli et al. 2011).

There were numerous results from the survey that matched current research found through the literature review and proved to be significant pieces of evidence towards supporting that social media and negative body image could be related to one another. Women were often critical of their own bodies when comparing them to others' or those seen on social media. The majority of respondents to the survey stated that they were in some way dissatisfied with numerous aspects of their bodies. These included, their body shape, weight, physical

attractiveness and overall physical appearance. They were more likely to feel worse about their own looks than they were to feel positively about them. When asked questions referring to their physical appearance, respondents were more likely to state negative feelings about their appearance.

Women were also faced with numerous different influences that are constantly telling them how their bodies should look. 46 percent of respondents felt pressure to alter images of themselves on social media, particularly their profile picture and 41 percent actually ended up altering them in some way. Alterations include photo shop, adding filters, cropping photos, etc. This is a way to feel as though one is close to the beauty standards set forth by society. Being able to alter one's images gives control over what is being posted to social media and how others might interpret those images. This could be why selfies have become a popular type of image found on social media. People are able to manipulate their bodies to further conform to beauty standards, as well as alter the image using photo shop or other methods before sharing that image with the public. Respondents definitely stated feeling pressure to alter images so a good follow up question that could have provided more information from the survey would be to ask where they feel this pressure is coming from. It could possibly be related to the tripartite model or other types of influences or social pressures.

The survey also supported the social comparison theory. Almost two thirds of respondents stated they compared themselves to what they saw in the media, which most likely included images portraying the unattainable beauty standards in society. 80 percent stated that they compare themselves to their friends and their friends' images, which supports the social comparison theory in relation to comparing oneself to peers.

When asked about what they were most interested in looking at when viewing images found on social media, participants were more likely to state that they were interested in some aspect of physical appearance. This included looking at clothes, hair, makeup, body shape, attractiveness, and how fit the person's body was in the image. These females were more likely to focus on physical features when viewing social media images, which could lead them to compare their own physical features to these images.

Participants identified numerous physical features and attributes that they noticed in social media images and the majority of them stated that they knew these images were altered in some way and were aware of the influences these images could have. Even though they were aware that many social media images portrayed unattainable beauty standards, they still felt pressured to try and look like those images even if it meant altering their own images to closer represent what they saw in media images.

The survey alone was not enough to prove the hypothesis to be true but it did support many of the research questions that were being analyzed. Participants felt pressure from social media and they felt pressure to conform to the beauty standards set forth by society. It was not clear exactly how they were being pressured or what influenced them to feel this way. For future research, there should definitely be more follow up questions included in this survey to better figure out where the sources of pressure and influence came from that participants were feeling. If such pressure came from family, males, and media then it would have supported the tripartite influence model. If it came from high levels of internalization, then it would have supported the research in the literature review that stated that people with higher internalization are more likely to feel the need to meet societal beauty standards. Since research in the literature review section proved that social media does not directly cause negative body image and body dissatisfaction

but rather it depends on one's own level of internalization of the messages being sent by social media, the hypothesis is therefore proven to be false.

Future Research/Recommendations

For future research, more questions should be added to the survey that cover where participants feel pressure and influence are coming from. The survey proved that participants did feel pressure to meet beauty standards but did not discover where those pressures were coming from. Additional research and questions would have provided a better opportunity to figure out whether pressure was coming directly from social media influences and messages or if it was more dependent on one's own internalization of information. The survey alone was not enough to prove or disprove the hypothesis so if more information is gathered from the survey in the future, there will be a better chance at finding the hypothesis to be true or false.

There are also other topics that should be explored in future research on the relationship between social media and body image. Prieler and Choi (2014) strongly suggest wider age ranges when researching female body image and social media. A great deal of this type of research only focuses on adolescent females and young adults instead of including older age groups as well. 60 percent of people aged 50-64 and 79 percent of people aged 30-49 are Facebook users but these groups are often left out of social media and body image research (Prieler & Choi 2014). There are many older women that are dissatisfied with their bodies especially in a culture that focuses on youthfulness and thinness, and the desire to lose weight is prevalent across all female age groups (Prieler and Choi 2014). Therefore including a wider age range could produce more results on the relationship between social media and negative body image and body dissatisfaction.

Prieler and Choi (2014), as well as Williams and Ricciardelli (2014), suggest future research on how to prevent social media influences from negatively impacting populations in the first place. Factors that could protect young people from internalizing the beauty ideals commonly found on social media should be further researched to try and avoid any potential problems from developing (Williams & Ricciardelli 2014). There is a great deal of research being done on the effects social media can have on individuals but there is a lack of research on how these effects can be prevented and avoided (Prieler & Choi 2014). It is suggested that researchers should cover this topic in future research to get a better understanding of where different influences are developing and how they can be prevented.

Strong suggestions for future research also focus on males and racial/ethnic groups. Perloff (2014) suggests that these two types of groups are often underrepresented in this type of research because white females tend to be the primary focus. There is a body ideal that society pressures men to attain, which includes thinness, leanness, strong muscularity, and height (Perloff 2014). There have been numerous males that have reported dissatisfaction with their bodies and pressure to reach societal body ideals (Perloff 2014). Different racial and ethnic groups are also not often included in such research and it has been suggested that they be viewed in future research projects. Social media can now reach numerous populations that were once immune to Western-style body image ideals, which can then possibly create body image issues and body dissatisfaction in these other cultures (Perloff 2014). The Westernized body ideals mainly focus on white females so there is not much research yet on how other races and ethnicities are influenced by these ideals (Perloff 2014). Future research on all of these topics could potentially lead to a clearer explanation and understanding of the relationship between body image and social media.

CONCLUSION

Social media is becoming an extremely popular outlet for individuals and key resource for modern day communication. It also allows for continuous access and exposure to numerous different types of media such as television, magazines, advertisements, celebrities, etc. Many companies that fall under these types of media have their own social media accounts that link users to their websites. Therefore, social media allows for constant interaction with many different types of media. A great deal of media often portrays unattainable beauty standards through images, advertisements, and articles. These standards are usually aimed at females and tells them how they must look in order to be accepted by society, which can end up being a dangerous effect. These beauty standards are often unattainable and promote unhealthy thinness, flawless complexions, and perfect physical features. Much of these standards are created through photo shop and other methods of alterations, therefore creating a new image of a person that most likely does not exist.

Why does the media, especially social media, promote these types of beauty standards when they know they are unattainable? Why do females still have the desire to push their bodies to match these standards even though they know it is impossible? In some cases women do extremely dangerous things to their bodies in order to try and lose weight and become thinner. With the number of eating disorders and cases of negative body image on the rise, it is clear as to why researchers are beginning to look into a relationship between these cases and social media influences.

BIBLIOGRAPHY

- Bell, B., & Dittmar, H. (2011). Does media type matter? the role of identification in adolescent girls' media consumption and the impact of different thin-ideal media on body image. *Sex Roles, 65*(7/8), 478-490. doi:10.1007/s11199-011-9964-x
- Coren, C. (2015). CDC: average weight of women today same as men in 1960s. *Newsmax*. Retrieved from <http://www.newsmax.com/US/average-weight-man-woman-obese/2015/06/15/id/650546/>
- Diller, V. (2011). Is photoshop destroying America's body image? *Huffington Post*. Retrieved from http://www.huffingtonpost.com/vivian-diller-phd/photoshop-body-image_b_891095.html
- Fresno García, Miguel del; Daly, Alan J. y Segado Sánchez-Cabezudo, Sagrario (2016). Identifying the new influencers in the internet era: social media and social network analysis. *Revista Española de Investigaciones Sociológicas, 153*: 2340. (<http://dx.doi.org/10.5477/cis/reis.153.23>)
- Ferguson, C., Muñoz, M., Garza, A., & Galindo, M. (2014). Concurrent and prospective analyses of peer, television and social media influences on body dissatisfaction, eating disorder symptoms and life satisfaction in adolescent girls. *Journal Of Youth & Adolescence, 43*(1), 1-14. doi:10.1007/s10964-012-9898-9
- Haworth-Hoepfner, S.. (2000). The critical shapes of body image: the role of culture and family in the production of eating disorders. *Journal of Marriage and Family, 62*(1), 212–227.
- Helfert, S., & Warschburger, P. (2013). The face of appearance-related social pressure: gender, age and body mass variations in peer and parental pressure during adolescence. *Child and*

- Adolescent Psychiatry and Mental Health*, 7, 16. <http://doi.org/10.1186/1753-2000-7-16>
- Herrman, Anna. (2013). Encouraging healthy body-image: are parents sending effective messages to children? Theses and Dissertations. Paper 115. doi: <http://dc.uwm.edu/cgi/viewcontent.cgi?article=1118&context=etd>
- Ho, C. (2015). The “perfect” body. *YouTube*. Retrieved from <https://www.youtube.com/watch?v=PsL7W-GHhJA>
- Huxley, C. J., Halliwell, E., & Clarke, V. (2015). An examination of the tripartite influence model of body image. *Psychology Of Women Quarterly*, 39(3), 337-348. doi:10.1177/0361684314554917
- Johnson, S., Edwards, K., & Gidycz, C. (2015). Interpersonal weight-related pressure and disordered eating in college women: a test of an expanded tripartite influence model. *Sex Roles*, 72(1/2), 15-24. doi:10.1007/s11199-014-0442-0
- Jürgens, P. (2012). Communities of Communication: Making Sense of the “Social” in Social Media. *Journal Of Technology In Human Services*, 30(3/4), 186-203. doi:10.1080/15228835.2012.746079
- Klein, Kendyl M. (2013). Why don't I look like her? the impact of social media on female body image. CMC Senior Theses. Paper 720. http://scholarship.claremont.edu/cmc_theses/720
- Perloff, R. (2014). Social media effects on young women's body image concerns: theoretical perspectives and an agenda for research. *Sex Roles*, 71(11/12), 363-377. doi:10.1007/s11199-014-0384-6

- Prichard, I., & Tiggemann, M. (2012). The effect of simultaneous exercise and exposure to thin-ideal music videos on women's state self-objectification, mood and body satisfaction. *Sex Roles, 67*(3/4), 201-210. doi:10.1007/s11199-012-0167-x
- Prieler, M., & Choi, J. (2014). Broadening the scope of social media effect research on body image concerns. *Sex Roles, 71*(11/12), 378-388. doi:10.1007/s11199-014-0406-4
- Pritchard, M., & Cramblitt, B. (2014). media influence on drive for thinness and drive for muscularity. *Sex Roles, 71*(5/8), 208-218. doi:10.1007/s11199-014-0397-1
- Ridolfi, D., Myers, T., Crowther, J., & Ciesla, J. (2011). Do appearance focused cognitive distortions moderate the relationship between social comparisons to peers and media images and body image disturbance?. *Sex Roles, 65*(7/8), 491-505. doi:10.1007/s11199-011-9961-0
- Slater, A., & Tiggemann, M. (2015). Media exposure, extracurricular activities, and appearance-related comments as predictors of female adolescents' self-objectification. *Psychology Of Women Quarterly, 39*(3), 375-389. doi:10.1177/0361684314554606
- Tiidenberg, K., & Gómez Cruz, E. (2015). Selfies, Image and the Re-making of the Body. *Body & Society, 21*(4), 77-102. doi:10.1177/1357034X15592465
- Williams, R., & Ricciardelli, L. (2014). Social media and body image concerns: further considerations and broader perspectives. *Sex Roles, 71*(11/12), 389-392. doi:10.1007/s11199-014-0429-x
- Yamamiya, Y., Cash, T., Melnyk, S., Posavac, H., & Posavac, S. (2005). Women's exposure to thin-and-beautiful media images: body image effects of media-ideal internalization and impact-reduction interventions. *Body Image, 2*(1), 74-80. doi:10.1016/j.bodyim.2004.11.001

3. Right now, I feel that I look...

	1	2	3	4	5	6	7	8
A great deal worse than the average person looks								
Much worse than the average person looks								
Somewhat worse than the average person looks								
Just slightly worse than the average person looks								
About the same as the average person looks								
Somewhat better than the average person looks								
Much better than the average person looks								
A great deal better than the average person looks								

4. How much of commercial media images of people, such as models and actors, do you think have been significantly altered? (For example, airbrushing, retouching, or other kinds of photo manipulation that change how something or someone looks.)

	None	2	3	4	5	6	All
Select one							

5. How much are you aware of alteration in commercial photography and advertising images?

	Not at all aware	2	3	4	5	6	Completely aware
Select one							

6. Do you belong to Facebook (or another social media site) where you have a profile picture?
- Yes
 - No
7. What social networking site do you use most often?
- Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - None
 - Other, please specify:
8. What is your primary use of your Facebook page? (Or whichever social media network you use most.)
- Personal
 - Business
 - Both
 - Other, please specify:
9. Did you use a photo of yourself for your Facebook profile (or other social media site)?
- Yes
 - No
10. If your profile photo is not of you, what image did you use?
-
11. Why did you choose that image instead of a photo of yourself? (Check any that apply.)
- I didn't want a personal photo on my profile page
 - I wanted something that reflected something about me
 - I just liked the photo
 - It is the first picture I found
 - I didn't have any good pictures of myself
 - I wanted to protect my privacy
 - Other, please specify:
12. If you used a photo of yourself, did you do anything to change how it looked using software, such as PhotoShop, or by how you cropped it, such as only showing part of your face?
- Yes
 - No
13. Do you feel any pressure to retouch or improve your profile photo?

	Not at all	2	3	4	5	6	A lot
Select one							

14. How much do you agree with each statement?

	Not at all	2	3	4	5	6	A lot
The photo I posted (altered or not) looks like me							
I like the way I look in the photo I posted							
I wanted to look my best in my profile photo							
I used a photo that wasn't that great, so I did things to make it better							
I altered my photo to emphasize my good points							
I would have altered my profile photo but I don't know how							

15. My profile photo accurately reflects...

	Not at all	2	3	4	5	6	A lot
My age							
My friendliness							
My sex appeal							
My attractiveness							
My style							
How cool I am							
How much I can look like a model or celebrity							
My interests							
What my friends will think is cool							
My fitness							
My body							
My real self							
My competence							
My professionalism							
My "brand"							

16. Please watch the following "Evolution" video by Dove about photo retouching.

<https://www.youtube.com/watch?v=Q5qZedMTkkE>

Have you seen Dove Evolution before?

- a. Yes
- b. No

17. I compare myself to others in the media...

	Never	2	3	4	5	6	Always
Select one							

21. I consider myself to be well informed and aware of media influences...

	Not at all	2	3	4	5	6	Very
Select one							

22. I consider myself pretty good at...

	Not at all	2	3	4	5	6	Extremely
Using a computer							
Using digital cameras and camera phones							
Social networking sites							
Posting photos and videos online							
Using cellphones							
Navigating the Internet							

23. Approximately how much time do you...

	Never	Occasionally	Everyday	Several times a day	Less than 2 hours everyday	More than 2 hours everyday
Watch TV on a television set?						
Watch TV programming on a computer?						
Go on Facebook or other social media sites?						
Post photos, videos or other stuff online?						
Look something up on the Internet?						
Read news on the Internet?						
Shop on the Internet (whether or not you buy anything)?						
Watch videos online, e.g. on YouTube						

24. What is your age?

25. What is your race/ethnicity?

- a. Caucasian
- b. African American
- c. Hispanic
- d. Asian
- e. Other

26. What is your marital status?

- a. Single
- b. Single but in a committed relationship
- c. Married
- d. Other

27. Employment (select all that apply):

- a. Student
- b. Working part-time
- c. Working full-time
- d. Homemaker/domestic engineer
- e. Volunteer work
- f. Unemployed

28. Please feel free to share anything else on your mind about media images, self-image, media technology use, social media and social networking, or the influence of media on body image.

A large, empty rectangular box with a black border, intended for the respondent to write their answers to question 28.

Survey Results

1. Right now, I feel...

#	Question	not at all	2	3	4	5	6	7	8	extremely	Total Responses	Mean
1	satisfied with my physical appearance	1	5	5	6	9	11	5	3	2	47	5.06
2	satisfied with my body shape	1	7	6	10	8	7	6	1	1	47	4.55
3	satisfied with my weight	6	6	5	10	4	5	5	2	4	47	4.47
4	physically attractive	1	2	6	8	11	9	4	4	2	47	5.15

Statistic	satisfied with my physical appearance	satisfied with my body shape	satisfied with my weight	physically attractive
Min Value	1	1	1	1
Max Value	9	9	9	9
Mean	5.06	4.55	4.47	5.15
Variance	3.84	3.47	5.95	3.43
Standard Deviation	1.96	1.86	2.44	1.85
Total Responses	47	47	47	47

2. Right now, when I think about my looks, I feel...

#	Answer	Response	%
1	a great deal worse than usual	1	2%
2	much worse than usual	0	0%
3	somewhat worse than usual	5	11%
4	just slightly worse than usual	11	23%
5	about the same as usual	22	47%
6	somewhat better than usual	6	13%
7	much better than usual	2	4%
8	a great deal better than usual	0	0%
	Total	47	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.68
Variance	1.22
Standard Deviation	1.11
Total Responses	47

3. Right now, I feel that I look...

#	Answer	Response	%
1	a great deal worse than the average person looks	0	0%
2	much worse than the average person looks	3	6%
3	somewhat worse than the average person looks	8	17%
4	just slightly worse than the average person looks	7	15%
5	about the same as the average person looks	14	30%
6	somewhat better than the average person looks	14	30%
7	much better than the average person looks	1	2%
8	a great deal better than the average person looks	0	0%
Total		47	100%

Statistic	Value
Min Value	2
Max Value	7
Mean	4.66
Variance	1.71
Standard Deviation	1.31
Total Responses	47

4. How much of commercial media images of people, such as models and actors, do you think have been significantly altered? (For example, airbrushing, retouching, or other kinds of photo manipulation that change how something or someone looks.)

#	Question	none	2	3	4	5	6	all	Total Responses	Mean
1	select one	0	1	1	2	10	14	19	47	5.96

Statistic	select one
Min Value	2
Max Value	7
Mean	5.96
Variance	1.35
Standard Deviation	1.16
Total Responses	47

5. How much are you aware of alteration in commercial photography and advertising images?

#	Question	not at all aware	2	3	4	5	6	constantly aware	Total Responses	Mean
1	select one	0	1	6	7	8	8	17	47	5.43

Statistic	select one
Min Value	2
Max Value	7
Mean	5.43
Variance	2.34
Standard Deviation	1.53
Total Responses	47

6. Do you belong to Facebook (or another social media site) where you have a profile picture?

#	Answer	Response	%
1	yes	46	100%
2	no	0	0%
	Total	46	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	46

7. What social networking site do you use the most often?

#	Answer	Response	%
1	Facebook	22	48%
2	Twitter	3	7%
3	Instagram	21	46%
4	LinkedIn	0	0%
5	None	0	0%
6	Other, please specify	0	0%
	Total	46	100%

Other, please specify

Statistic	Value
Min Value	1
Max Value	3
Mean	1.98
Variance	0.96
Standard Deviation	0.98
Total Responses	46

8. What is your primary use of your Facebook page? (Or whichever social media network you use most.)

#	Answer	Response	%
1	Personal	38	83%
2	Business	0	0%
3	Both	7	15%
4	Other, please specify	1	2%
	Total	46	100%

Other, please specify

find entertaining/educational media

Statistic	Value
Min Value	1
Max Value	4
Mean	1.37
Variance	0.68
Standard Deviation	0.83
Total Responses	46

9. Did you use a photo of yourself for your Facebook profile (or other social media site)?

#	Answer	Response	%
1	yes	46	100%
2	no	0	0%
	Total	46	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	46

10. If your profile photo is not of you, what image did you use?

Text Response
none
It's of me
-
Photo of myself
N/A
it is of me
n/a

Statistic	Value
Total Responses	7

11. Why did you choose that image instead of a photo of yourself? (Check any that apply.)

#	Answer	Response	%
1	I didn't want a personal photo on my profile page	0	0%
2	I wanted something that reflected something about me	3	25%
3	I just liked the photo	4	33%
4	It is the first picture I found	0	0%
5	I didn't have any good pictures of myself	0	0%
6	I wanted to protect my privacy	1	8%
7	Other, please specify	6	50%

Other, please specify
It's of me
NA
Photo of myself
It's of me and my boyfriend
my profile picture is of me

Statistic	Value
Min Value	2
Max Value	7
Total Responses	12

12. If you used a photo of yourself, did you do anything to change how it looked using software, such as PhotoShop, or by how you cropped it, such as only showing part of your face?

#	Answer	Response	%
1	yes	19	41%
2	no	27	59%
	Total	46	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.59
Variance	0.25
Standard Deviation	0.50
Total Responses	46

13. Do you feel any pressure to retouch or improve your profile photo?

#	Question	not at all	2	3	4	5	6	a lot	Total Responses	Mean
1	select one	8	3	6	8	12	3	6	46	4.00

Statistic	select one
Min Value	1
Max Value	7
Mean	4.00
Variance	3.73
Standard Deviation	1.93
Total Responses	46

14. How much do you agree with each statement

#	Question	not at all	2	3	4	5	6	a lot	Total Responses	Mean
1	The photo I posted (altered or not) looks like me	0	0	0	5	4	10	23	42	6.21
2	I like the way I look in the photo I posted	0	0	1	2	6	18	15	42	6.05
3	I wanted to look my best in the profile photo	1	0	1	2	4	15	19	42	6.07
4	I used a photo that wasn't that great, so I did things it to make it better	18	7	3	6	5	2	1	42	2.60
5	I altered my photo to emphasize my good points	18	5	4	3	7	3	2	42	2.83
6	I would have altered my profile photo but I don't know how	32	5	1	2	0	0	0	40	1.33

Statistic	The photo I posted (altered or not) looks like me	I like the way I look in the photo I posted	I wanted to look my best in the profile photo	I used a photo that wasn't that great, so I did things it to make it better	I altered my photo to emphasize my good points	I would have altered my profile photo but I don't know how
Min Value	4	3	1	1	1	1
Max Value	7	7	7	7	7	4
Mean	6.21	6.05	6.07	2.60	2.83	1.33
Variance	1.10	0.92	1.58	3.22	4.04	0.58
Standard Deviation	1.05	0.96	1.26	1.80	2.01	0.76
Total Responses	42	42	42	42	42	40

15. My profile photo accurately reflects...

#	Question	not at all	2	3	4	5	6	a lot	Total Responses	Mean
1	my age	1	0	1	6	9	12	13	42	5.62
2	my friendliness	3	1	1	5	9	9	14	42	5.36
3	my sex appeal	9	5	7	7	9	4	1	42	3.43
4	my attractiveness	2	0	3	11	16	7	3	42	4.71
5	my style	2	0	2	6	10	16	6	42	5.24
6	how cool I am	7	0	5	13	9	6	2	42	4.02
7	how much I can look like a model or celebrity	17	8	2	6	9	0	0	42	2.57
8	my interests	7	6	5	6	7	5	6	42	3.93
9	what my friends will think is cool	11	6	6	6	8	3	2	42	3.26
10	my fitness	19	8	1	5	7	1	1	42	2.52
11	my body	13	6	9	2	9	1	2	42	2.98
12	my real self	3	1	2	3	10	13	9	41	5.22
13	my competence	6	4	2	9	14	2	5	42	4.12
14	my professionalism	7	4	8	8	4	5	6	42	3.88
15	my "brand"	13	5	2	10	5	2	5	42	3.36

Statistic	my age	my friendliness	my sex appeal	my attractiveness	my style	how cool I am	how much I can look like a model or celebrity	my interests	what my friends will think is cool	my fitness	my body	my real self	my competence	my professionalism	my "brand"
Min Value	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Max Value	7	7	7	7	7	7	5	7	7	7	7	7	7	7	7
Mean	5.62	5.36	3.43	4.71	5.24	4.02	2.57	3.93	3.26	2.52	2.98	5.22	4.12	3.88	3.36
Variance	1.80	3.06	3.13	1.72	2.04	2.90	2.69	4.21	3.52	3.23	3.34	2.88	3.38	4.01	4.38
Standard Deviation	1.34	1.75	1.77	1.31	1.43	1.70	1.64	2.05	1.87	1.80	1.83	1.70	1.84	2.00	2.09
Total Responses	42	42	42	42	42	42	42	42	42	42	42	41	42	42	42

16. Please watch the following "Evolution" video by Dove about photo retouching. (Video is approx. 1 minute long.) https://www.youtube.com/watch?feature=player_embedded&v=hibyAJOSW8U Have you seen Dove Evolution before?

#	Answer	Response	%
4	yes	25	63%
5	no	15	38%
6	not sure	0	0%
Total		40	100%

Statistic	Value
Min Value	4
Max Value	5
Mean	4.38
Variance	0.24
Standard Deviation	0.49
Total Responses	40

17. I compare myself to others in the media

#	Question	never	2	3	4	5	6	always	Total Responses	Mean
1	select one	1	1	3	6	14	7	8	40	5.10

Statistic	select one
Min Value	1
Max Value	7
Mean	5.10
Variance	2.09
Standard Deviation	1.45
Total Responses	40

18. I compare myself to my friends' pictures

#	Question	never	2	3	4	5	6	always	Total Responses	Mean
1	select one	1	1	2	4	11	11	10	40	5.40

Statistic	select one
Min Value	1
Max Value	7
Mean	5.40
Variance	2.09
Standard Deviation	1.45
Total Responses	40

20. How do the following make you feel about yourself?

#	Question	A great deal worse about myself	Much worse about myself	Somewhat worse about myself	Slightly worse about myself	No different	Slightly better about myself	Somewhat better about myself	Slightly better about myself	A great deal better about myself	Total Responses	Mean
1	Things that show how much photos are retouched in the media	1	1	4	5	10	7	7	4	1	40	5.43
2	Photos of beautiful and thin people in the media	4	6	7	13	9	0	0	1	0	40	3.55
3	Photos of real people in the media	0	0	1	7	13	10	3	4	2	40	5.68
4	Friends' profile pictures	0	0	3	8	24	3	2	0	0	40	4.83
5	How my friends might view my profile picture	0	0	3	5	20	7	3	1	1	40	5.23
6	Photos of very successful people in the media	1	3	2	15	14	4	0	0	1	40	4.40

Statistic	Things that show how much photos are retouched in the media	Photos of beautiful and thin people in the media	Photos of real people in the media	Friends' profile pictures	How my friends might view my profile picture	Photos of very successful people in the media
Min Value	1	1	3	3	3	1
Max Value	9	8	9	7	9	9
Mean	5.43	3.55	5.68	4.83	5.23	4.40
Variance	3.23	2.15	2.12	0.76	1.51	1.84
Standard Deviation	1.80	1.47	1.46	0.87	1.23	1.35
Total Responses	40	40	40	40	40	40

21. I consider myself to be well informed and aware of media influences

#	Question	not at all	2	3	4	5	6	very	Total Responses	Mean
1	select one	0	0	1	8	12	12	7	40	5.40

Statistic	select one
Min Value	3
Max Value	7
Mean	5.40
Variance	1.17
Standard Deviation	1.08
Total Responses	40

22. I consider myself pretty good at

#	Question	not at all	2	3	4	5	6	extremely	Total Responses	Mean
1	using a computer	0	0	0	2	8	14	16	40	6.10
2	using digital cameras and camera phones	0	0	1	2	13	11	13	40	5.83
3	social networking sites	0	0	1	1	14	10	14	40	5.88
4	posting photos and videos online	1	0	0	4	9	13	13	40	5.78
5	using cell phones	0	0	0	0	8	11	21	40	6.33
6	navigating the Internet	0	0	0	1	7	13	19	40	6.25

Statistic	using a computer	using digital cameras and camera phones	social networking sites	posting photos and videos online	using cell phones	navigating the Internet
Min Value	4	3	3	1	5	4
Max Value	7	7	7	7	7	7
Mean	6.10	5.83	5.88	5.78	6.33	6.25
Variance	0.81	1.07	1.04	1.56	0.64	0.71
Standard Deviation	0.90	1.03	1.02	1.25	0.80	0.84
Total Responses	40	40	40	40	40	40

24. Age

Text Response
20
19
22
21
20
21
19
21
21
21
20
21
22
22
22
23
21
21
21
20
20
20
19
22
21
20
18
21
20
19
20
20
20
21
22
18
21
19
22

Statistic	Value
Total Responses	39

25. Race/Ethnicity

#	Answer	Response	%
1	Caucasian	35	92%
2	African American	0	0%
3	Hispanic	1	3%
4	Asian	1	3%
5	Other	1	3%
	Total	38	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.24
Variance	0.73
Standard Deviation	0.85
Total Responses	38

26. Marital Status

#	Answer	Response	%
1	Single	22	56%
2	Single but in a committed relationship	16	41%
3	Click to write Choice 3	1	3%
4	Other	0	0%
	Total	39	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.46
Variance	0.31
Standard Deviation	0.55
Total Responses	39

27. Employment (select all that apply)

#	Answer	Response	%
1	student	37	95%
2	working part-time	24	62%
3	working full-time	4	10%
4	homemaker/domestic engineer	0	0%
5	volunteer work	9	23%
6	unemployed	0	0%

Statistic	Value
Min Value	1
Max Value	5
Total Responses	39

28. Please feel free to share anything else on your mind about media images, self-image, media technology use, social media and social networking, or the influence of media on body image.

Text Response

I constantly want a makeover whenever I go on pretty girl's Instagrams. Constantly comparing myself to other girls every single day

I know that the girls on tv are all edited and it doesn't make me feel bad about myself.

Statistic	Value
Total Responses	2