

# Research Paper Draft 5

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# Abstract

- i. The purpose of this study was to examine the effects that Instagram has on female body image.**
- ii. Hypothesis: Is there a negative correlation between the amount of time spent on Instagram and the body image of female adolescents?
- iii. The study was correlational in design and the variables consisted of time spent on Instagram and self esteem.
- iv. The results found that our findings did not support our hypothesis. It was discovered that the more time a female spends on Instagram, the higher the self esteem (positive correlation).

# Introduction

-Conducted by researchers from the psychology department at the University of Turin (in Italy), there was a study that tested the effect of the use of highly-visual social media (HVSM), such as Instagram and Snapchat, on body image concerns of adolescents. The researchers made comparisons between body image from adolescents who used HVSM, and adolescents who did not use them, instead using less-visual social media such as Facebook. The researchers found that there was a positive correlation between being female and time spent on highly-visual social media. Both time spent on Facebook and time spent on HVSM were positively correlated with body image concerns and internalizing symptoms(Marengo et al., 2018).



# Introduction- Our Objective

The objective for our research study was to examine the effects that Instagram has on the self-esteem of females. More specifically, we were trying to see if the amount of time spent on Instagram negatively correlates to a female's self-esteem.



# Methods

## i. Participants

There were 100 participants in this study. The study involved having willing participants complete a survey which provided the purpose of clarifying whether or not there is a correlation between time spent on Instagram and a participant's self-esteem. All of the subjects were Old Dominion University (ODU) psychology students, none of whom have received any form of compensation or recognition for their active participation. The sample for the study consisted of a younger demographic, with the ages ranging from 18-25 years. More specifically, the sample includes all classifications of various ethnicities but was exclusively limited to the females. The sample was limited to females because they are more susceptible to social media than males (Santrock, 2016). The data could have potentially been skewed if males and females were included in the sample.

# Methods

## ii. Materials

-The two distinguished variables in this experiment were the time that was spent by the active participants on Instagram and their self-esteem score.

-Both variables were continuous rather than discrete. The Rosenberg self-esteem scale, and Likert scale, were used in the evaluation of individuals' self-esteem. The data for both of the variables was quantitative. The data levels for both variables were considered ratio once the self-esteem score was reduced to a single score. Before reducing the self-esteem score to a single score the data level would have been interval.

-Both of the variables were considered to be dependent variables in this experiment because of the correlational nature of the study. None of the variables experimented on were manipulated for a positive or negative reaction. The amount of time spent on Instagram was measured by the self-reporting method, where the individual participants reported exactly how many hours they spend on Instagram per day. The participants' self esteem was measured using self report in the form of the Rosenberg Self-Esteem Scale (Rosenberg, 1965).



# Methods

## iii. Procedure

The participants were sent a link to a Google Form where they were able to respond to the questions at their own leisure. The survey took approximately 20-25 minutes to complete, and the participants were informed of the exact nature of the study. The participants answered questions in relation to their demographics and the average amount of time that they spend on Instagram. In addition to the previously mentioned questions, the survey included questions from the Rosenberg Self-Esteem Scale (Rosenberg, 1965). After completing the Google Form, the participants were thanked for their participation. This was the only requirement of the participants.



# Results

## SELF-ESTEEM SCORE AND INSTAGRAM USAGE

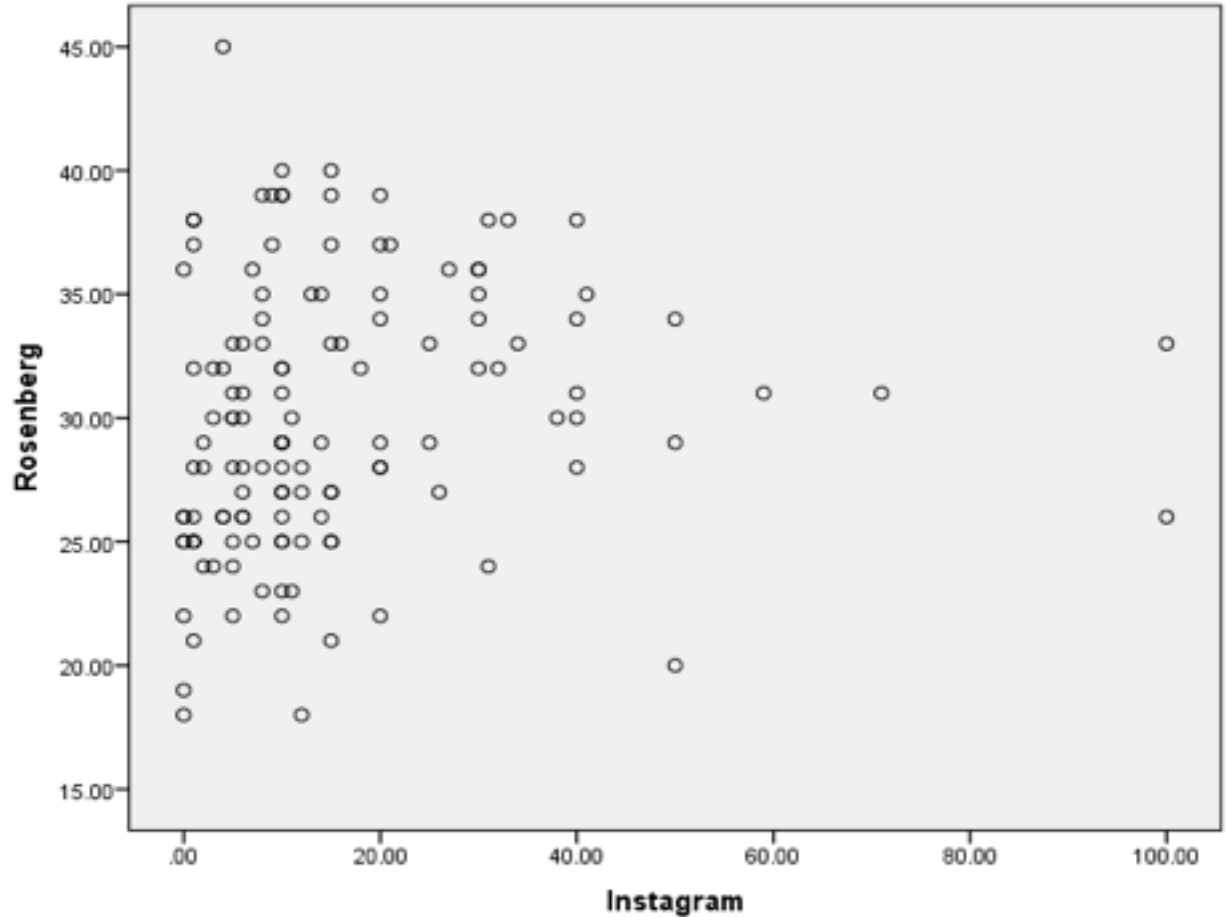
- A Pearson Correlation was run using SPSS
  - $r=.16, p<.01$





# Results

Graph of Instagram (in hours) and self-esteem (Rosenberg, 1965)





# Conclusions

- Our findings did not support our hypothesis
  - The positive value of  $r$  showed that there was a positive relationship between hours spent on Instagram and self-esteem
- According to our findings, adolescent female's self-esteem will increase when they spend more time on Instagram
- Our findings were not the same as previous research that has been on on the relationship between adolescent's body satisfaction and social media use
  - (Marengo, Longobardi, Fabris, & Settanni, 2018)



# References

Marengo D., Longobardi, C., Fabris, M. A., & Settanni, M. (2018). Highly-visual social media and internalizing symptoms in adolescence: The mediating role of body image concerns.

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Rosenberg, M. (1965). *Society and the adolescent self-image*. Princeton, NJ: Princeton University Press

Santrock, J. W. (2016). *Adolescence (16th ed.)*. New York, NY: McGraw Hill Higher Education.