Does Ethnicity Matter?: Facebook's Effect on Body Esteem

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By

Cassidy Miles

Psychology

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Cassidy Miles 5/4/2016

Cassidy Miles — Date
Honors College Scholar

Shilpa Regan 5/4/2016

Shilpa Regan, Ph.D. — Date
Faculty Mentor

Teagan Decker, Ph.D. — Date
Senior Project Coordinator

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ABSTRACT

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by,
Cassidy Miles
In fulfillment of the Requirements for
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Social media is widely used by members of today's society for connecting with family and friends, networking, and entertainment. Previous research has indicated that social media also negatively affects women's body image (Andsager, 2014). However, there is limited research on how ethnicity mediates the relationship between social media and body image. The current study examines the relationship between the ethnicity of the woman featured in social media postings, the size of the woman featured in the social media postings, and the ethnicity of the viewer and their effect on body esteem. Female students from a southeastern university viewed a mock Facebook profile of either a thin White woman, a thin African-American/Black woman, a heavy White woman, or a heavy African-American/Black woman and responded to several measures, including a body esteem measure. Based on the social comparison theory, it was hypothesized that White women's body esteem will be negatively affected when viewing the mock Facebook profile of a thin White woman only, whereas American American/Black women's body esteem will not be when looking at this same profile. It was also hypothesized that African American/Black women's body esteem will be affected when viewing the profile of a thin African American/Black woman. Results indicated that there was not a significant interaction among the three factors suggesting other factors besides ethnicity, such as ideal body type, are influential on women's body esteem.

Keywords: body esteem, body image, social media, Facebook, ethnicity

Introduction

Traditional media such as television and magazines are known to influence a person's body esteem and body image (Andsager, 2014). These two constructs are quite similar. Body esteem refers to one's own evaluations of their body (Mendelson, B., Mendelson, M., & White, 2001). Body image refers to how one perceives their own body and how they think, feel, and act about such perceptions (Rutledge, Gillmor, & Gillen, 2013). The mass media plays a key role in disseminating the thin ideal. In a meta-analysis examination of 77 correlational and experimental studies, Grabe, Ward, and Hyde (2008) found that women are negatively affected by exposure to the mass media's thin ideal. Effects include body dissatisfaction and body image disturbance, disordered eating behavior, and internalization of the thin ideal. The negative effects of the media are also known to expand beyond body related concerns. For example, sexualized images of young girls often found in the mass media's advertisements negatively affect young female viewers' ability to do math (Pacilli, Tomasetto, & Cadinu, 2016). Media, which is known to negatively affect body image, has recently expanded to include popular social media networks such as Facebook. In December of 2015, Facebook reported that slightly over 1 billion people were using Facebook on a daily basis (Facebook, 2015). Fardouly and Vartanian (2015) found that Facebook users checked Facebook every 3.5 hours and spent approximately 2 hours on the site per day. Because of Facebook's increasing popularity, concern surrounds the use of Facebook and body image disturbance. The purpose of this study is to further examine the effects of social media on body esteem as it relates to White and African-American/Black women**.**

Social Media and Body Image

Social media is widely used by members of today's society for connecting with family and friends, networking, and entertainment. With social media's increasing popularity, it is also now recognized as a source that influences the thin ideal and that impacts body esteem and

image (Andsager, 2014). Rutledge et al. (2013) conducted a study of college students' Facebook use and found a general lack of association between Facebook use and body image disturbance. However, the study did yield results suggesting that emotional investment in Facebook, meaning the importance the person associated with the site, was linked to a greater concern for personal appearance among college students rather than actual time spent on Facebook. This is also true for adolescent girls. Meier and Gray (2014) found that body image dissatisfaction was not linked to the amount of time spent on Facebook in general. Instead, the amount of time spent using Facebook for photo related activities is linked to body dissatisfaction. Therefore, the images available to Facebook users are influential to their body image.

A major difference in traditional sources of mass media and social media is the diversity in images. There are more diverse representations of women on social media because it is mostly actual individuals posting to the sites rather than producers, advertisement specialists, and other persons in essential mass media roles (Andsager, 2014). In an experimental study of Facebook's effect on women's body image, Fardouly, Diedrichs, Vartanian, and Halliwell (2015) suggested that due to the diversity of images available on Facebook, exposure affects female users' concern with their face, skin, and hair more so than concern with weight. Because of the vast diversity of images and the influence pictures have on body image, it is important to consider the factors female viewers take into consideration when comparing themselves to the women displayed in the images and how they impact body image perceptions such as body type and ethnicity.

Social Comparisons Influence on Body Image

The mass media serves as a forum for social comparisons to take place. Comparisons are explained by the social comparisons theory and the sociocultural theory, but previous research has found more support for the social comparison theory rather than the sociocultural theory in terms of body image evaluation and investment and traditional media forms (Morrison, T., Kalin,

& Morrison, 2004). Festinger's (1954) social comparison theory states that humans have a natural drive to self-evaluate. Self-evaluation often occurs through the comparison to others' opinions and abilities, and it is not likely that one will make comparisons with others that possess differing opinions and abilities. Such comparisons also take place on social media sites, such as Facebook, and have been linked to body image disturbance among women (Fardouly & Vartanian 2015; Mabe, Forney, & Keel, 2014). Female Facebook users compare their appearance to the appearances of their Facebook friends considered to be distant peers more frequently than making comparisons to close friends, celebrities, and family members (Fardouly & Vartanian, 2015). Fardouly and Vartanian (2015) report that Facebook users tend to make upward comparisons to all of their friends on Facebook except family members. Women who upwardly compare their appearance with others, meaning they compare themselves with a person they consider to be superior, are likely to experience body image disturbances (Myers, Ridolfi, Crowther, & Ciesla, 2012).

The social comparison theory provides more detail about the comparison process. Festinger (1954) reports that people are less likely to compare themselves to people that they consider to be different from themselves. This is true for women and traditional media forms as it relates to ethnicity. For example, African-American women are likely to ignore beauty ads in traditional media forms because they do not relate to the materials and assume the ads are directed toward White women (Duke, 2000). In a study of media's effect on African-American females, Frisby (2004) found that African-American women were not affected in terms of self-satisfaction when viewing images of thin, Caucasian women. African-American women who reported low body esteem before viewing pictures of attractive African-American women reported even lower self-satisfaction after viewing the images. Therefore, social media comparisons may be mediated by factors such as race. Based on previous research, we propose

that women's body esteem is influenced by the ethnicity of other women featured in social media images as well as their own ethnicity.

Few experimental studies have been conducted to test the effects of social media on body esteem, specifically among African-American/Black and White women. The current study aims to answer two research questions: 1) Do African-American/Black women relate and compare themselves to the social media postings of White women and do White women relate and compare themselves to the social media postings of African- American/Black women? 2) Does the presence or absence of a comparison impact the viewer's body esteem? It is hypothesized that White women's body esteem will be negatively affected when viewing the mock Facebook profile of a thin White woman only, whereas American American/Black women's body esteem will not be when looking at this same profile. It is also predicted that African American/Black women's body esteem will be affected when viewing the profile of a thin African American/Black woman.

Method

Participants

A convenience sample of 52 female students in Introductory Psychology courses at a southeastern university participated in the study. The ethnicity of the sample was 36.5% White and 63.5% Black or African American students. The age of participants ranged from 18 to 22 (M = 18.53 SD = .83). The majority of the students were of the Christian (88.5%) faith. The remaining students either identified as agnostic (3.8%) or "other" (7.7%). The majority of the students were also heterosexual (88.5%). Of the remaining students, 1.9% identified as homosexual, and 7.7% identified as bisexual.

Materials

Facebook Profiles. Four mock Facebook profiles were created using Microsoft PowerPoint 2013. Participants viewed either a profile of a White heavy woman, a White thin woman, a African-American/Black heavy woman, or a African-American/Black thin woman depending on their assigned experimental condition. Each profile consisted of three slides with the exact same information: (a) profile picture and status updates, (b) demographic information and the woman's favorite activities, interests, television shows, and movies, (c) several pictures of the woman including "selfies" and pictures with friends. All images on the third slide were found online.

General Facebook Response Measure. A general response measure to the mock Facebook profile (Appendix A) that was created by the researchers was used to measure participants' reactions to the Facebook profile and images. It included 8 questions such as "Do the Facebook page images represent a body type that you desire?" and "In your opinion, is this person beautiful/attractive?" Participants responded to the questions using a 5 point Likert scale.

Social Media Usage Measure. A social media usage measure (Appendix B) was created by the researchers to measure participants' social media use. The measure consisted of 16 questions. Participants were questioned about whether or not they had various social media accounts such as Twitter, Snapchat, Facebook and others. Participants were also asked about their social media photo activity through questions such as "How often do you take selfies?"

Body Esteem Scale. The Body Esteem Scale (Mendelson, B., Mendelson, M., & White, 2010) was used to measure the participants' body esteem.

The Sociocultural Attitudes towards Appearance Scale (SATAQ). The SATAQ (Thompson, van den Berg, Roehrig, Guarda, & Heinberg, 2004) was also included in the

questionnaire packet to measure participants' level of awareness of societal influences on body image.

Demographic Measure. A 10 question demographic measure (Appendix C) was included to gather information such as gender, age, ethnicity, height, weight, and others.

Procedure

Participants were recruited from Introductory Psychology courses using the Sona Research System. They were randomly assigned to a condition. A three person research team collected data separately. Participants were read a standardized greeting and were given the opportunity to ask questions. A consent form was passed out to each participant, and they were reminded that they could withdraw from the study at any time. Each slide of the Facebook profile was projected onto a screen for 1 to 2 minutes with the last slide remaining on the screen for the remainder of the session so that participants could reference it as needed. Participants completed the questionnaire packet after viewing the entire profile.

The packet took approximately 30 minutes to complete. After completion, all questionnaires were collected and stored separately from the consent form. Participants were debriefed and received credit for their Introductory Psychology course.

Results

Hypothesis

Participants reported a moderate level of body esteem with scores ranging from 1.26 to 4.87 (M = 3.28, SD = .88). The body esteem among African-American/Black participants ranged from 2.00 to 4.87 (M = 3.53, SD = .85) and was significantly higher than White participants' body esteem which ranged from 1.26 to 4.17 (M = 2.88, SD = .78), $t(48) = 2.7$, $p = .009$.

Results showed no significant main effect for ethnicity of the woman featured in the profile, $F(1,42) = 1.284$, $p = .264$. There was not a significant main effect for the size (thin or

heavy) of the woman featured in the profile either, $F(1, 42) = .064$, $p = .801$. The interaction between ethnicity of the woman in the profile, the size of the woman in the profile, and the ethnicity of the participant was not significant either, $F(1, 42) = .140$, $p = .710$. The main effect for ethnicity of participants approached significance, $F(1,42) = 3.694$, $p = .061$.

When viewing the mock Facebook profile of a thin White woman, White participants reported an average body esteem score of 2.63 (*SD* = .90) while African-American/Black participants reported an average body esteem score of 3.18 (*SD* = .96). White women reported an improved body esteem score (*M* =2.91) when viewing the mock Facebook profile of a heavy White woman. African-American/Black participants also reported a higher body esteem (*M* = 3.53, *SD* = .82) when viewing the mock Facebook profile of a heavy White woman.

White participants viewing the mock Facebook profiles of African-American/Black women generally reported higher body esteem than White women viewing the mock Facebook profiles of White women. White women viewing the mock Facebook profile of the thin African-American/Black woman reported an average body esteem score of 3.10 (*SD* = .57) while White women viewing the mock Facebook profile of the heavy African-American/Black woman reported an average body esteem score of 3.13 (*SD* = .80). African-American/Black women viewing the mock Facebook profile of the thin African-American/Black woman reported an average body esteem of 3.88 (*SD* = .89) while African-American/Black women viewing the mock Facebook profile of the heavy African-American/Black woman reported a lower average body esteem of 3.52 (*SD* = .78).

Social Media Use

Of the 52 participants, 88.5% reported having a Facebook account, and 23.1% identified Facebook as the social media site they use most frequently. Snapchat was reported as the most popular social media site among participants as 96.2% reported having a Snapchat account.

Snapchat was also reported as the social media site used most often by the most participants with 34.6% of participants indicating it as their most frequently used site. Instagram was also a popular social media site among participants with 94.2% reporting that they had an account. When asked how long they normally spend on a social media site each time they visit, 13.5% of participants reported 0-5 minutes, 40.4% reported 5.1-10 minutes, 15.4% reported 10.1-15 minutes, 11.5% reported 15.1-20 minutes, 5.8% reported 21.1-30 minutes, and 13.5% reported that they spent more than 30.1 minutes on social media each time they logged in or visited. Most participants (36.5%) reported taking "selfies" sometimes, while 25% indicated they took them often and 11.5% reported taking selfies very often. Participants appear to frequently post pictures of themselves either alone or with others as 30.8% reported posting pictures sometimes while another 30.8% reported posting pictures often. Regarding the editing and alteration of pictures, 38.5% of participants reported that they only sometimes edited their pictures while 5.8% indicated they often did and 13.5% indicated that they did so very often.

SATAQ

Participants' average score on a question about whether or not fat people are considered to be attractive by society is indicative that they considered societal standards to generally consider fat people to be unattractive ($M = 2.63$, $SD = 1.29$). White participants reported an average score of 3.00 ($SD = 1.45$) on this question, and African-American/Black participants reported an average score of 2.42 ($SD = 1.17$) suggesting that the African-American/Black population perceives society as considering fat people less attractive than the White population.

When asked whether or not photographs of thin women make the participants wish they were thin, participants reported an average score of 2.50 ($SD = 1.46$) indicating they slightly agreed with the statement. White participants reported an average score of 3.63 ($SD = 1.16$), and African-American/Black participants reported an average score of 1.85 ($SD = 1.20$) which

suggests that the White population is more negatively affected by images of thin women than the African-American/Black population.

Participants somewhat agreed that attractiveness is important for people to get ahead in our culture by reporting an average score of 3.54 (*SD* = 1.24). White participants reported an average score of 3.68 (*SD* = .82) suggesting that they agreed with the statement slightly more than African-American/Black participants who reported an average score of 3.45 (*SD* = 1.44).

Participants slightly agreed with the notion that most people do not contribute thinness to attractiveness by reporting an average score of 2.98 (*SD* = 1.20). White participants reported an average score of 3.05 (*SD* = 1.03) which was slightly lower than African-American/Black participants' average score (*M* = 2.94, *SD* = 1.30).

When asked to what extent they agreed with the statement that it is not important to always look attractive in today's society, participants reported an average score of 2.67 (*SD* = 1.32) suggesting that society considers attractiveness to be slightly important. African-American/Black participants reported an average score of 2.61 (*SD* = 1.39), and White participants reported an average score of 2.79 (*SD* = 1.23).

Discussion

The purpose of the current study was to examine the effects of social media, such as Facebook, on the body esteem of White and African-American/Black females. Facebook was reported as being the third most popular social media site among users with Snapchat and Instagram being the first and second, respectively. Most participants reported using a social media site between 5.1-10 minutes on each visit, and most participates reported that they use a social media site more than 25 times per day. This means, on average, the participants are using social media between 2 and 4 hours per day. According to data from a study conducted by the Pew Research Center in September of 2014, Facebook is the most popular social media and

networking site among adults, and approximately 45% of Facebook users surveyed reported visiting the site multiple times per day (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015). It appears that the social media use of the current study's participants does not match the general population's usage with the most distinct difference among the groups being the preferred social media site. It is important to consider the level of exposure a person has to social media before making conclusions about the effects of social media on body esteem. Although Facebook was not the most popular social media site among the current study's participants, it appears that the participants still have are actively using Facebook with 88.5% reporting having an account.

More specifically, the relationship between the ethnicity of the woman featured in social media postings, the size of the woman featured in the social media postings, and the ethnicity of the viewer was examined in the current study to see if it had an interaction effect on the viewer's body esteem. The interaction among these three factors was not significant. However, the main effect for viewer's ethnicity approached significance. Although the hypotheses were not statistically supported, trends did emerge regarding the relationship between ethnicity of the viewer and ethnicity of the woman featured in the Facebook profile. There was a significant difference in the body esteem of White and African-American/Black women regardless of what image they saw; African-American/Black females had significantly higher body esteem than White women. This finding aligns with other studies that have previously found African-American/Black women to have lower levels of body dissatisfaction than White women (Bruns & Carter, 2015).

When White women viewed the Facebook profile of the White woman, the body esteem among those viewing the profile of the thin woman was lower than it was for those viewing the profile of the heavy woman. White participants may have upwardly compared themselves to the woman in the thin condition which likely attributed to their lower body esteem score. This

pattern was also seen among African-American/Black participants viewing the profiles of White woman; the body esteem score was higher for participants viewing the heavy profile than it was for participants viewing the thin profile. Because African-American/Black participants' body esteem score was also affected by the White thin condition, the first hypothesis is rejected. This finding was also found by Bruns and Carter (2015) and suggests that women are likely to compare themselves to thin women of other ethnicities as well and that there are other factors influencing the comparison.

When White women viewed the profiles of the African-American/Black women, the body esteem among those viewing the heavy profile was higher than those viewing the thin profile which continues to follow the pattern. However, the pattern was not reflected in the body esteem scores of African-American/Black participants viewing the profiles of the African-American/Black women. The body esteem score was higher for those viewing the thin image when compared to the body esteem score of those viewing the heavy image. This was opposite of what was hypothesized based on the social comparison theory. The second hypothesis is also rejected.

There are a few reasons as to why African-American/Black participants were more negatively affected in terms of body esteem by the profile of the heavy African-American/Black woman rather than the profile of the thin African-American/Black woman. First, the SATAQ results indicated the African-American/Black population in this study do not generally wish they were thinner after viewing pictures of thinner women. This notion is not supported by the fact that their body esteem was lower after viewing pictures of the thin White woman compared to their body esteem after viewing pictures of the heavy White woman. However, this notion does provide reason as to why African-American/Black women's body esteem did not appear to be affected by the thin African-American/Black woman's profile. In a study involving interviews of

African-American/Black girls between the age of 7 and 13, Burk (2015) found that these girls thought the skinny body type was undesirable. Instead, they described the ideal body type as "thick." According to the girls, a "thick" person was not fat but was also not skinny. The young girls reported that this balance between the two less desirable body types, either being skinny or fat, did not have any negative stigmas associated with it (Burk, 2015). These perceptions of the ideal body type may have influenced the extent to which the mock Facebook profile of the thin African-American/Black woman affected the body esteem of African-American/Black participants.

Society in general may consider thinness to be ideal, but African-American/Black women themselves may attend to a pressure from a different source. Capodilupo and Kim (2014) found through information gathered from focus groups that African-American/Black women also felt pressure to conform to the ideal that they perceive African-American/Black men has having. According to the African-American/Black women of this study, Black men prefer more curvy body types in which African-American/Black women have "large breasts, shapely hips, and a full backside" (Capodilupo and Kim, 2014, 43). Burk (2015) also reported that younger African-American/Black girls perceived men as preferring the "thick" body type. Perhaps, the African-American/Black women participating in this study are also influenced by the perceived ideal of African-American/Black men. The Facebook profile of the heavy African-American/Black woman reflected this body type, and comparisons to the images may have influenced viewers' body esteem score.

Implications

The current study demonstrates that women are considering other factors besides ethnicity when making social comparisons to other women on social media sites such as Facebook. Because these comparisons are negatively affecting body esteem, it is important to

understand the most prevalent factors that women are attending to when making such comparisons. Although ethnicity is not a major influential factor, these factors may be influenced by factors that vary among races such as ideal body type. After these factors are better understood, interventions focused on improving body esteem among women can be better developed to address specific concerns.

Limitations and Areas of Future Research

The sample size of the current study is a limiting factor. A total of 52 participants were randomly assigned to a condition. Additionally, there were an uneven, relatively low number of participants in each condition. For example, there was only 1 participant viewing the profile of the heavy White woman that identified as White, but 10 African-American/Black women were assigned to view this same profile. Future studies should include a larger sample size with an equal number of participants in each condition.

The current study measured body esteem only after viewing the mock Facebook profile. Because it was not measured before and after viewing the profile, we are unable to determine the level of extent to which the profile affected the participants' body esteem. The methodological design of future studies should aim to establish a baseline level of body esteem prior to viewing a stimulus.

The Body Mass Index (BMI) of participants was not taken into consideration in the current study, which limits the conclusions the current study can make about the effects of the participant's size. Future studies should take the participants' BMI into consideration in order to make conclusions about the role of the body type and size of social media users in the comparison process.

Ethnicity was the main factor potentially impacting Facebook's effect on body esteem examined in the current study, but the results demonstrate that women attend to other factors

when making comparisons. Future studies should further explore other factors that women consider when comparing themselves to other females and the extent to which those specific factors affect their body esteem. One particular factor that should be examined is racial identity. The extent to which one identifies with their race may influence who they compare themselves too in terms of race and ethnicity.

Conclusion

The results of the current study suggest that women are making comparisons to women of other ethnicities that negatively affects body esteem. Because African-American/Black women had lower body esteem after viewing the profile of a heavy African-American/Black woman while White women had lower body esteem after viewing the profile of a thin White woman, one may also conclude that the ideal body type may vary among different ethnic groups. With social media's increasing popularity and demonstrated effects on women, it is important to understand which factors women are attending to. The current study contributes to a greater understanding as the results demonstrate that ethnicity is not a significant influential factor in the comparison process. Based on the results of the current study, other factors besides ethnicity, such as ideal body type, are being considered in the comparison process. Future studies should further explore such factors.

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Appendix A

Instructions: Answer each of the following questions regarding the Facebook page images you viewed using the 1-5 scale as detailed below.

1. Do the Facebook page images represent a body type that you desire?

1	2	3	4	5
Very Undesirable	Undesirable	Neutral	Desirable	Very Desirable

2. How socially acceptable do you think this person's body type is?

1	2	3	4	5
Very Unacceptable	Unacceptable	Somewhat	Acceptable	Very Acceptable

3. Do you relate to or identify with this person?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely

4. In your opinion, is this person beautiful/attractive?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely

5. In general, do you think others view this person as being beautiful/attractive?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely

6. Do you consider this person to be "just right" in terms of body style?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely

7. Do you consider this person to be <u>too thin</u> in terms of body style?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely

8. Do you consider this person to be <u>too big</u> in terms of body style?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely

Appendix B

Instructions: Answer each of the following questions by selecting an answer.

1. Do you have a Facebook account?
    a. Yes 1
    b. No 2

2. Do you have a Twitter account?
    a. Yes 1
    b. No 2

3. Do you have an Instagram account?
    a. Yes 1
    b. No 2

4. Do you have a Snapchat account?
    a. Yes 1
    b. No 2

5. Do you have a Pinterest account?
    a. Yes 1
    b. No 2

6. Do you have a Tumblr account?
    a. Yes 1
    b. No 2

7. Do you have a Vine account?
    a. Yes 1
    b. No 2

8. List any other social media accounts you use.

    _____

    _____

    _____

9. Which of the following social media/social networking sites do you use most often? Select only one answer.
    a. Facebook 1
    b. Twitter 2
    c. Instagram 3
    d. Snapchat 4
    e. Pinterest 5
    f. Tumblr 6
    g. Vine 7
    h. Other 8
        Please specify:_____
    i. I do not use any social media accounts. 9

10. How often do you take selfies?
    a. Not at all 1
    b. Not very often 2
    c. Not often 3
    d. Sometimes 4
    e. Often 5
    f. Very Often 6

11. How often do you post pictures of yourself, either alone or with others, on your social media accounts?
    a. Not at all 1
    b. Not very often 2
    c. Not often 3
    d. Sometimes 4
    e. Often 5
    f. Very often 6

12. How often do you edit or alter these images before posting them on social media accounts (eg. applying filters)?
    a. Not at all 1
    b. Not very often 2
    c. Not often 3
    d. Sometimes 4
    e. Often 5
    f. Very Often 6
    g. I do not post pictures on social media accounts. 7

13. How many times in the past hour have you used a social media site?
    a. 0 times 1
    b. 1-4 times 2
    c. 5-9 times 3
    d. 10-14 times 4
    e. 15-20 times 5
    f. 21-25 times 6
    g. More than 25 times 7

14. How many times in the past day have you used a social media site?
    a. 0 times 1
    b. 1-4 times 2
    c. 5-9 times 3
    d. 10-14 times 4
    e. 15-20 times 5
    f. 21-25 times 6
    g. More than 25 times 7

15. How long do your normally spend on a social media site each time you visit?
    a. 0-5 minutes 1
    b. 5.1-10 minutes 2
    c. 10.1-15 minutes 3
    d. 15.1-20 minutes 4
    e. 21.1-30 minutes 5
    f. More than 30.1 minutes 6

16. What is the primary purpose of your social media use? Select only one answer.
    a. Networking with Family and Friends (eg. Staying in touch) 1
    b. Business/Professional Networking 2
    c. Entertainment 3
    d. Other 4
        Please specify:_____

Appendix C

Instructions: Select the choice that best applies to you for each of the following questions.

1. How old are you? _____

2. Please specify your gender.
    a. Male 1
    b. Female 2
    c. Transgender 3

3. Please specific your ethnicity.
    a. White 1
    b. Hispanic or Latino 2
    c. Black or African American 3
    d. American Indian or Alaska Native 4
    e. Asian 5
    f. Hawaiian or Other Pacific Islander 6
    g. Other 7

4. Please indicate your religious affiliation.
    a. Christian (eg. Baptist, Catholic, Methodist, Presbyterian, Lutheran) 1
    b. Jewish 2
    c. Muslim 3
    d. Buddhist 4
    e. Hindu 5
    f. Agnostic 6
    g. Atheist 7
    h. Other 8
        Please specify:_____

5. Please indicate your sexual orientation.
    a. Heterosexual 1
    b. Homosexual 2
    c. Bisexual 3
    d. Other 4
        Please specify: _____

6. Indicate your height. _____

7. Indicate your weight. _____

8. Please indicate your family's average total income.
    a. Less than $20,000 1
    b. $21,000-$30,000 2
    c. $31,000-$40,000 3
    d. $41,000-$50,000 4
    e. $51,000-$60,000 5
    f. $61,000-$70,000 6
    g. $71,000-$80,000 7
    h. More than $80,000 8

9. When judging another person's appearance, to what extent do you take their size and weight into consideration?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely

10. When judging another person's appearance, to what extent do you believe others take their size and weight into consideration?

1	2	3	4	5
Not at all	Slightly	Somewhat	Moderately	Extremely