



@Instagram.Body.Image

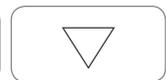


488 posts

296 followers

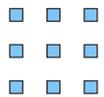
756 following

Message



How Instagram Use Affects the Body Image of Female College Students:

A Research Study By Jordan Davis and Sophia Kramer for COMM494 Instructed by Faculty Advisor Matthew Thomas



RESEARCH QUESTION AND HYPOTHESIS

RQ1: Do female college students feel Instagram (IG) use has more of an impact on other students' self esteem than on their own?

H1: There will be a positive relationship between IG exposure & low self esteem.

LIT REVIEW

Third Person
Perception Theory
Social Comparison Theory
Exposure Theory

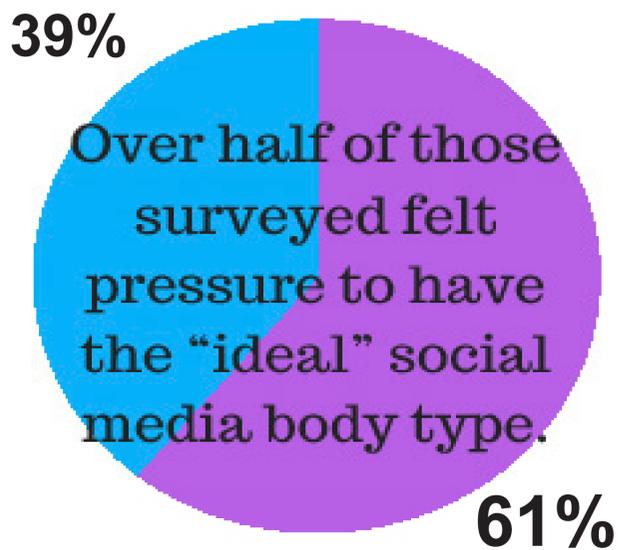
ABSTRACT & METHODS

Female college students were surveyed about their IG use and their body image to see if there was a measurable trend.

Data collection: Survey of scale & open-ended questions.

Sample: Female college students ages 18+

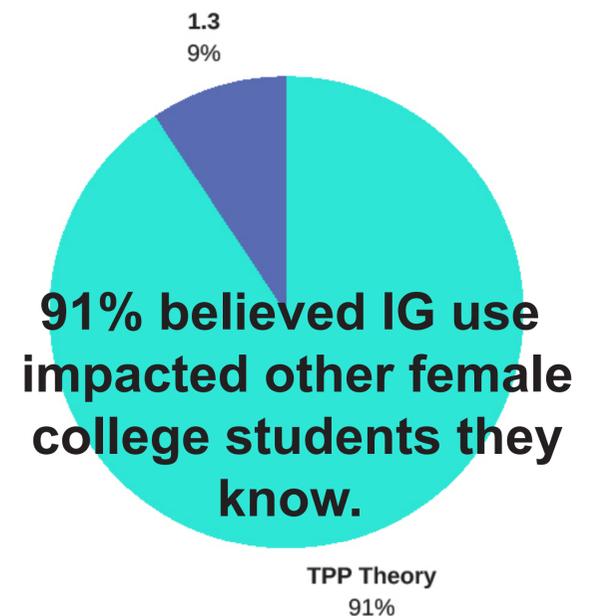
SPSS: We ran correlations on our data variables.



"I strive for my body to look more like theirs and get frustrated that it doesn't."

"Instagram models are very specific to Instagram. They wouldn't exist without it"

"It creates a false sense of what a human should look like and what they should be doing."



OUR RESULTS

RQ1 was supported. The results emphasized TPP Theory.

H1 was not supported according to our data.

We collected many insightful quotes on open-ended questions.

DISCUSSION

Many students didn't feel their IG use affected their own self esteem, but felt the self esteem of their peers **was** affected. Future studies could be conducted using more in-depth self esteem scales and a larger, broader sample size.

WHY IS OUR RESEARCH IMPORTANT?

This topic is worth researching more and can contribute to a significant conversation about self esteem in female college students, as well as all women. It brings attention to a topic many avoid since social media is almost forced upon this generation.

