



Presenter: Jackelyn Mendieta

Session & Time: Poster_III / 2:00 to 2:50pm

Room: Guzman Lecture Hall

Discipline: Psychology

Faculty Mentor: Afshin Gharib

Digital Portfolio URL:

Title: The Mirror Effect: The Influence of Social Media on Self-esteem

Abstract:

Social media has transformed the way individuals interact and engage with one another, but its influence has sparked negative impacts on self-esteem, body image dissatisfaction, and a higher self-obsession with appearance. Studies indicated that exposure to fitness influencers, heavily edited images and filters can distort self-perception. This constant exposure can lead to dissatisfactions with one's own appearance, as an individual (Martin et al, 2023). Research shows more time being spent on social media causes more body image comparisons and has a negative impact on the users (Santarossa & Woodruff, 2017). The present study is to look at the links between social media and its effects on young adult's self-esteem, body image dissatisfaction, and self-obsession with appearance. This study will include about (x) participants (n=x), ages 18 and up, who will be recruited through social media to take an anonymous online survey. The questionnaires consists of demographic questions, a Social Media Appearance Preoccupation Scale (Zimmer-Gembeck et al, 2021), Body Esteem for Adolescents

and Adults (Mendelson et al., 1997), and Social Media Use Scale (Tuck et al., 2024). The study will be completed by March 2025. Given previous research about social media usage and its effects on college students and young adults, I hypothesize that the individuals whose social media usage is high will experience a lower self-esteem and have a higher body image dissatisfaction, and female participants will report higher levels of body image dissatisfaction than male students will report. A secondary hypothesis predicts that participants who have a higher score on the Social Media Preoccupation Scale will reflect a stronger focus on appearance and body image. This study is expected to show the correlation between social media usage and the effects on self-esteem, body image dissatisfaction, and self-obsession with appearance. This study seeks to contribute to our understanding of social media's impact on young adults.