

**Social Media Content and its Effect on Women's Self-Esteem and Body Satisfaction**

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82.449: Undergraduate Honours Thesis

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May 2, 2022

Previous studies have researched the effects of social media use on various aspects of people's psychological wellbeing. Some have found evidence supporting an association between social media use and a decrease in self-esteem, body satisfaction, and an increase depressive and anxiety symptoms. This study examines the impact social media content has on women's trait and state self-esteem and body satisfaction.

The present study adds valuable information by filling in some gaps in the literature. Firstly, by focusing on the effect content type, namely underweight vs. overweight models, has on self-esteem and body satisfaction, which has been understudied. Secondly, by using an experimental design, which allows us to show causation. Thirdly, my study explores the effect social media use has on state self-esteem, which refers to the everyday fluctuations on self-esteem. This is significant as most commonly research focuses on the impact of media exposure on trait self-esteem, which refers to the tendency of evaluating ourselves positively rather than negatively and remains stable overtime.

A series of questionnaires were used to measure trait self-esteem, state self-esteem, and state body satisfaction, which included the Rosenberg Self-Esteem Scale, State Self-Esteem Scale, and Body Image State Scale, respectively. Participants, recruited from introductory psychology courses at Brandon University, completed a demographics questionnaire, watched a 30-minute video with pictures of buildings (control group), underweight models, or overweight models and then completed the three scales. Three ANOVAs showed that the content type participants were exposed had no significant effect on their body satisfaction, trait self-esteem, or state self-esteem scores.