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University of Northern Colorado

Greeley, Colorado

Social Media and Body Image:

Social media intensity and self-perceived body image

A Thesis

Submitted in Partial

Fulfillment for Graduation with Honors Distinction and
the Degree of Bachelor of Arts

Claire Sharp

School of Psychological Sciences

College of Educational and Behavioral Sciences

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SOCIAL MEDIA AND BODY IMAGE

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Abstract

Social media remains a popular form of communication making it important to look at this form of communications effect on users. Previous research has shown mixed results in finding an association between social media use and body image (Fardouly & Holland, 2018; Mackson et al., 2019; Saiphoo & Vahedi, 2019). These mixed results promote further consideration on how social media relates to body image. Social media intensity is one variable previously considered when examining social media use and an individual's emotional connection. The current study looks at the relationship between the previously studied variable of social media intensity to less studied body image appreciation. For the present study, two scales were used, the Body Appreciation Scale and a modified version of the Facebook Intensity Multidimensional Scale. The Facebook Intensity Multidimensional Scale measures persistence, boredom, overuse, and self-expression as a way of measuring social media intensity. Beyond the two scales, additional questions were posed regarding social media use. 238 participants participated with most identifying as female and an average age of 20 years. There were no significant correlations between body appreciation and the modified multidimensional social media intensity total score. A significant negative correlation was evident between body appreciation and social media boredom, $r(236) = -.210, p < .05$, as well as between body appreciation and social media overuse, $r(236) = -.151, p < .05$. The results suggest various aspects of social media intensity relate more to body appreciation than others. This research is important because it provides another foundational layer on the impact of social media for body appreciation. Analysis of data points to the importance toward considering an expanded sample along with additional demographic factors. Limitations of this study include a limited sample of only college undergraduates thereby impacting external validity.

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Self-perception is important when addressing the issue of mental health. Body image has been a focus of research for over 60 years with identified connections to various views of self (Roosen, 2014). As will be identified from the findings of prior research, a clear connection exists between self-perception and body image. As part of the research on self-views and body image, further connections have been identified. For example, with the advent of social media, it has become relevant to look at how social media impacts users with specific emphasis on body image satisfaction. Fardouly and Holland (2018) and Saiphoo and Vahedi (2019) report that social media has a bearing on body image satisfaction. To be more specific, a separate study found an association between comparing oneself to individuals on social media and body dissatisfaction (Jiotsa et al., 2021). However, additional studies have suggested no association between body image and social media (Mackson et al., 2019). Thus, contemporary findings show mixed results on the relationship between social media and body image. Because of these mixed results, it is important to consider what aspects of social media might influence body image.

Literature Review

Body Image

As mentioned previously, body image is an important factor that can be important when looking at psychological well-being. Data collected by Sujoldžić and De Lucia (2007) indicate a positive association between body image satisfaction and psychological well-being. These authors suggest a number of demographic factors (e.g., gender and age) influence body image. Demographic factors are important when discussing body image because it is a subjective measure that relies on self-reflection. Slade (1994) states

body image is a “perceptual phenomenon” and is important when looking at the well-being of the individual. A perceptual phenomenon is something that is interpreted by the individual. Body image is an important variable to look at because of how it can impact psychological well-being.

Factors Associated with Body Image

There are a variety of factors that research suggests have a relationship with body image. Some of these variables are gender, age, and income (Ålgars et al., 2009; Özgüven & Mucan, 2013; Sujoldžić & De Lucia, 2007). Limited research has been done with regard to socioeconomic status and social media use. Data from Özgüven and Mucan (2013) suggests income level to be a predictor of social media use. More research has been completed on gender and aging for social media use.

Gender. Gender is relevant because body image perception can differ depending on how an individual identifies (e.g., man, woman, non-binary, etc.). Ålgars et al. (2009) found that men and women scored differently overall on measures of body image dissatisfaction. This suggests body image differs regarding gender. Research by Kvalem et al. (2006) supports the notion that demographic components are related to an individual’s perception. For example, the findings suggest reactions to negative comments about appearance impact body image, but the frequency of these comments does not serve as a predictor for perceived body image. This study was conducted exclusively on women between the ages of 22 and 25 and proposes how someone interprets situations relates to body image more than the comment or situation itself.

Appearance self-schema is when an individual believes their appearance is an important factor of body image (Jung & Lee, 2006). In women, having an appearance

self-schema was associated with negative body image. Appearance self-schema is not the only factor related with negative body image. Valuing appearance and how an individual looks can also have implications on body image. Jung and Lennon (2003) reported women hold an appearance schematic score higher on body dissatisfaction scales. Although positive body image perceptions have been identified with positive perceptions of self, most of the literature focuses on low body image satisfaction.

There are many reported differences in how gender relates to body image. Ålgars et al. (2009) found that between men and women, body image dissatisfaction was higher in female respondents on seven different measures. However, the questions asked by the researchers focused more on the idealized body image for women. That same study also indicated men score higher on the body dissatisfaction question when they felt too thin (Ålgars et al., 2009). Ålgars et al. (2009) goes on to report men want to be bigger compared to women who desire to be thinner. This finding suggests men and women both experience body image dissatisfaction but in a different manner. It is possible these results were obtained because of a greater focus on women and less on what body image dissatisfaction looks like in men.

What has been reported in research on men is how body image dissatisfaction shows up and they feel the need to reduce body fat and increase muscularity (Benford & Swami, 2014). This study goes on to indicate a positive relationship between body image satisfaction and social status in subjects who identify as men. The data suggests those with higher social status indicate higher body image satisfaction.

Gender has also been the focus of research as combine with the variables of actual, ought, and ideal self. Mankotia and Wesley (2014) report a weak association

between body image and actual-ought self in women. This association indicates how someone views they “should be” is related to a certain body image. A weak association is indicated but remains a potential variable when considering body image. A recent area of interest has focused on the non-binary person and body image. There is limited research between the areas of non-binary individuals and body image, but Jones et al. (2019) indicates cisgender individuals report higher levels of body satisfaction compared to non-binary and binary transgender individuals. Overall, prior research suggests low/negative body image satisfaction is related to feeling one’s own body does not meet a personal ideal body standard.

Age. Studies have also analyzed the relationship between body image and age. Ålgars et al. (2009) reports a relationship between age and body image. This study found a decrease in body satisfaction as age increased for both men and women (Ålgars et al., 2009). Of particular relevance is that not all research suggests a relationship between age and body image. Cafri et al. (2005) suggests age was not related to body image and advocated further investigation.

Body Image in College Students

College students are an important age group to look at when considering body image because of the continued personality development of this cohort. Previous studies discussed did not focus specifically on college students. In this section, studies that focus exclusively on college students will be discussed. Grossbard et al. (2008) examined perceived body image in male and female college students. The data suggests females were more concerned about their weight and had higher levels of contingent self-esteem (Grossbard et al., 2008). Contingent self-esteem is when an individual’s self-esteem is

based on other's opinion (Grossbard et al., 2008). This is consistent with similar research indicating non-college aged women reporting the need to feel thinner based on other peoples' thoughts (Ålgars et al., 2009). Men in this study (Grossbard et al., 2008) were found to have a greater drive for muscularity, which was also suggested with non-college aged males (Benford & Swami, 2014). These findings point to the possibility that body image among college students may be the same across age cohorts for differences between genders. In a comparable study, Lowery et al. (2005) found body image dissatisfaction and self-esteem were positively related in first year college students.

Social Media

Social media plays a major role in the lives of people around the world. Over half of the world's population uses social media with 4.20 billion people having an account (Kemp, 2021). This number continues to grow with people joining some form of social media every year. Social media is defined as a computer-based technology for sharing information and building networks and communities (Commentator et al., 2021). Everyday people use at least one of the various types of social media and as a result the amount of time social media is used continues to increase. It was reported that an average of 25% of an individual's time on the internet is spent using social media (Commentator et al., 2021). With these statistics, additional investigation into social media's impact on the individual is more important than ever.

Effects of Usage

Individuals who use social media experience both positive and negative effects. Mackson et al. (2019) found the positive effects of social media use include lower anxiety, depression, and loneliness. These authors recruited people through the social

media platform Instagram. Participants took an online survey that asked questions about social media and psychological well-being. The research findings indicate there are benefits to social media use. However, some negative consequences also exist. In a study that looked at social media and task performance, higher levels of social media use were associated with individuals describing more negative moods (Brooks, 2015). As a result of these research projects of both Mackson et al. (2019) and Brooks (2015), data implies social media consumption yields both positive and negative effects.

Additional factors have also been identified in being associated with social media use. The setting in which social media is used may have different outcomes. Using social media in a work-related setting was associated with negative effects such as lower task performance and an increase in technostress (Brooks, 2015). Technostress is stress that is caused by technology use. This can be especially applicable to certain groups (e.g., college students) because of the time and manner of work an individual might be involved with and how different aspects of the job may be relevant to an individual's life. Thus, individuals may engage in social media use while on the job, which may prove emotionally problematic. If social media use, while at work, is associated with negative emotional consequences, then the question is whether social media use during an academic period is related to negative emotional effects?

Problematic Usage

How someone uses social media and why someone uses it can produce differing impacts. There are a variety of factors that contribute to problematic social media use. Griffiths (2013) states that social media use turns problematic when people start using it more because it provides rewards. For example, increased usage creates a pattern that

may lead to addictive behaviors. According to Griffiths (2013), it is the repeating of these behaviors that leads to various forms of addictive behavior. Studies have looked at the components of addictive behavior in general. Griffiths (2005) wrote about the different factors of a biopsychosocial framework of addiction. The factors identified in this study were mood modification, salience, withdrawal, tolerance, conflict, and relapse. Griffiths related these factors to problematic social media use (e.g., salience, mood modification, withdrawal). One such factor was salience. Salience is when an activity becomes an important part of the individual's life related to feelings and behaviors. This is problematic because when an activity takes over your feelings it becomes harder to cease use as demonstrated by people constantly scrolling through one or multiple social media platforms.

A second problematic factor, mood modification, is when there is a change in mood as an effect of an activity (Griffiths, 2005). As stated earlier, social media use can increase mood which encourages an individual to use the social media platform more. When social media is used to make someone feel better a cycle is formed. A third factor of addictive behaviors is withdrawal which is when there are effects when use is stopped or reduced (Griffiths, 2005). This happens when people experience negative consequences when social media use stops. Griffiths points out relapse can be experienced when the individual seeks to experience the positive effects from social media use.

Gender and Social Media Use Problems

Circling back, gender has been identified as a factor of importance with regard to social media use. Research has been done on how different genders utilize social media.

For example, females were found to be associated with more problematic social media use (Kircaburun et al., 2020). To be specific, females demonstrated more addictive behaviors than males. A possible explanation for this finding was provided by Krasnova et al. (2017). These authors report women use social media more to create and maintain relationships. This data suggests men use social media to obtain general information while women use social media to gain social information from a network. Both prior studies indicate gender differences influence social media's impact on the individual.

Social Media Platforms

There are many social media platforms, which serve different functions. In the literature, platforms have different effects on users. Instagram, Facebook, and Snapchat were found to be associated with more problematic social media use (Kircaburun et al., 2020). It is important to address the platform being used when examining the effects of social media. Kirkaburun et al. reported that not all social media platforms have the same effects. Depending on the platform used, consumers can experience different effects of social media use. When generalizing use, the effects of specific platforms are minimized. By separating different platforms, examination can center on the different components of each social media platform.

Social Media Intensity

Social media intensity has not been researched as much as other aspects of social media. Social media intensity is the emotional connection that an individual feels toward social media (Orosz et al., 2015). These authors found the scale they used to measure social media intensity was better at predicting behaviors on Facebook than other scales. This specific scale is a relatively new way of measuring social media so there is limited

literature that focuses on social media intensity as compared to other impactful variables. Doing research on social media intensity is important especially when considering those in an academic environment because the way an individual utilizes social media can impact academic performance. Skiera et al. (2015) found that individuals who scored higher on social media intensity tended to have lower academic performance. This is relevant because those who scored high on social media intensity may report negative consequences of social media use.

Length of Time on Social Media and Body Image

As already discussed, there has been considerable research looking into the effects that social media use has on body image. However, relationships have also been identified between body image and different components of social media. Increased social media use was associated with higher body image dissatisfaction (Saiphoo & Vahedi, 2019). This data suggests that social media duration has an impact on body image. When looking at social media examining how often the platforms are used is an important consideration. Using social media less often may lead to a reduced impact on body image. Fardouly and Holland (2018) discovered that viewing idealized images on social media was associated with negative body image satisfaction. These findings relate more to what someone is viewing while they are using the application rather than the effects of the actual application. Fardouly and Holland (2018) go on to state that it is important to consider how users alter what they are viewing on social media platforms. A separate investigation reported body image dissatisfaction was associated with the number of social media sites visited (Bennett et al., 2020). Overall, the research suggests

not only viewing duration, but the number of sites used lead to greater effects on body image.

An association between social media and body image have not always been identified. Mackson et al. (2019) reported no significant difference in body image for those who did or did not have an Instagram account. This suggests using one social media format may not impact body image, but other related factors may prove impactful to body image as demonstrated by previously mentioned findings (Bennet at al., 2020; Fardouly & Holland, 2018).

Conclusion and Statement of Purpose

Research on social media and body image is extensive and has been done for many years. Research has typically focused on the associations and effects of social media viewing and not on social media intensity. The research on social media and body image suggests that an increase in social media use can have a negative impact on body image (Bennett et al., 2020; Saiphoo & Vahedi, 2019). The goal of the present study is to investigate how social media relates to body image. A secondary goal is to see if social media intensity is more impactful than the amount of time viewing social media. It is important to identify how different types of social media use impacts body image. This study will allow for greater understanding on how to utilize social media in a way to avoid a negative impact on body image.

Research Questions

Research Question 1: Does social media use intensity or length of time used have a stronger correlation to body image?

Hypothesis 1: Social media use intensity suggests a strong correlation to body image.

Hypothesis 2: Social media length of time used will indicate a weaker correlation to body image than social media use intensity.

Research Question 2: Does gender relate to body image and social media use intensity?

Hypothesis 3: Women will score on average higher on social media intensity than men.

Hypothesis 4: Women will indicate low body image appreciation.

Research Question 3: Does age relate to body image and social media intensity?

Hypothesis 5: Young adult college students will have different relationships between body image and social media intensity compared to older college students.

Research Question 4: Does social media platform used relate to body image and social media use intensity?

Hypothesis 6: Higher use of Instagram will be related to higher social media intensity and lower body image appreciation.

Hypothesis 7: Higher use of Snapchat will be related to higher social media intensity and lower body image appreciation.

Hypothesis 8: Higher use of Facebook will be related to higher social media intensity and lower body image appreciation.

Method

Participants

Participants were recruited from a university in the western United States. Participants were recruited through psychology courses at this institution. Criteria to be a part of the study were to be over the age of 18 and be enrolled as an undergraduate student in the University where the research was conducted. Some participants received course credit or extra credit for participating in this study. There were 253 responses to the survey. 15 responses were left out due to completing less than 60% of the survey. For analysis, 238 responses were utilized. All 238 participants responded “yes” to being a student at the University of Northern Colorado.

Of the 238 responses, 175 participants (74%) self-identified as female. 60 participants (25%) identified as male, and 3 participants (1%) identified as non-binary/third gender. The average age of participants was 20 years ($SD = 4.04$).

Site

This study was conducted entirely online through an online survey platform. Students received a link to the study via website or QR code. The survey took approximately 15 minutes to complete.

Instrumentation

Demographic Information

Demographic information was collected at the beginning of the survey (see Appendix A). There were two questions that were asked regarding demographic information which were age and gender. Participants had the opportunity to decline to

answer any of these questions. An additional question was asked about enrollment at the University where the research was conducted.

Body Appreciation Scale

The Body Appreciation Scale (BAS) was created in 2005 and was developed to measure positive aspects of body image (Avalos et al., 2005). The scale includes 13 items that participants answered on a 5-point Likert scale (1=Never, 2=Seldom, 3=Sometimes, 4=Often, 5=Always). To evaluate the survey structure, a common factor analysis with principal axis factoring and quartimax rotation was used. A unidimensional factor structure was implemented. Although this scale was utilized in the literature with mainly women, for the current study the scale will be applied for its possible applicability to all genders. This scale looks at body image as a whole and does not focus on specific body features.

Multidimensional Facebook Intensity Scale

This study will use a modified version of the Multidimensional Facebook Intensity Scale (MFIS) (Orosz, 2015). This study includes 13 items relating specifically to Facebook use. Participants responded to the items on a 5-point Likert scale (1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree, 5=Strongly agree). For the purpose of this study, the scale will be modified to be inclusive for all social media platforms. Statistical analysis was done through exploratory structural equation modeling (ESEM) with maximum-likelihood estimation (ML) and Geomin oblique rotation with Mplus 7.3. A 90% confidence interval was used.

Additional Questions

A total of 17 questions were included after the scales to assist with analysis. The first section of these questions asked about time on social media. A general question was asked (i.e. “How much time do you spend on social media each day?”) as well as questions about individual platforms (i.e. “How much time do you spend on Instagram each day?”). Each question had answers on a scale from no time to 4+ hours (See Appendix D). Other questions were asked to gauge a participant’s opinion on the impacts of social media (i.e. “Do you feel as if social media has an impact on body image?”). These questions were asked at the end as to not influence their responses to the previous scales.

Results

To answer the research questions, Pearson correlations were conducted. No significant correlation was found between social media intensity and body image, $r(236) = -.069, p = .288$. Additionally, no significant correlation was found between time on social media and body image, $r(236) = .031, p = .633$. The social media intensity scale could be divided into four dimensions and when these were used to look at the relationship between social media and body image, two were found to be significantly correlated. Boredom had a significant negative correlation with body image, $r(236) = -.151, p = .020$. Overuse also had a significant negative correlation with body image, $r(236) = -.210, p = .001$. The other two dimensions were not significantly correlated with body image. Persistence was not correlated $r(236) = .016, p = .809$. Self-expression also demonstrated no correlation $r(236) = .092, p = .158$ with body image.

The average score on social media intensity for all participants was 3.07 (SD = .71). The breakdown of participant genders in this study was as follows: 173 participants identified as female, 60 participants identified as male, and 3 participants identified as non-binary or third gender. Participants who self-identified as female scored on average 3.20 (SD = .783). Participants who identified as male reported an average score of 2.69 (SD = .788). There was no significant difference between males and females for social media intensity, $t(231) = .146, p = .146$. The correlation between social media intensity and body image among female participants was $r(171) = .003, p = .971$. The correlation between social media intensity and body image among male participants was $r(58) = .002, p = .986$.

The next analyses that were conducted looked at different platforms of social media. Participants were considered to have a high level of use if they answered that they spent two or more hours on that platform in one day. Each platform had the following number of high use participants: 40 Instagram, 96 Snapchat, 16 Facebook, and 134 TikTok. Participants who indicated a high level of Instagram use had no correlation between social media intensity and body image, $r(38) = -.296, p = .063$. Participants who reported a high level of Snapchat use had no correlation between social media intensity and body image, $r(93) = -.098, p = .346$. Participants who indicated a high level of Facebook use had no correlation between social media intensity and body image, $r(14) = .054, p = .844$. Participants who stated a high level of TikTok use were identified with no correlation between social media intensity and body image, $r(132) = .013, p = .882$.

Discussion

The focus of this study was to look at the relationship between different aspects of social media and body image. The findings suggest certain variables do have a stronger relationship with social media than other factors. The variables with significant correlations with body image were boredom and overuse. With the following variables, no correlation was found for persistence and self-expression. These findings also indicate that certain aspects of social media have a stronger relationship with body image. The lack of correlation between time on social media and body image is unusual because most of the literature published on this topic has found a relationship between time on social media and body image (Saiphoo & Vahedi, 2019; Fardouly and Holland, 2018; Bennett et al., 2020). There are two identified studies that did not find a relationship between social media time and body image (Bennet at al., 2020; Fardouly & Holland, 2018).

The significant relationship found with body image and the dimensions of overuse and boredom shows that there is merit to assessing different aspects of social media in relation to body image. A majority of studies conducted on social media and body image have looked specifically at time on social media. Further studies should consider other features of social media such as the content individuals look at along with other factors that become context relevant.

A second focus of this study was to look at different platforms of social media (i.e., Instagram, Snapchat, Facebook, TikTok, and LinkedIn) and how they relate to body image. When looking at participants who indicated a high use of individual social media platforms, no significant correlation was found. This suggests no relationship for people

who report higher use of social media (social media intensity) and body image appreciation.

Limitations of this study include a limited population of undergraduate students who were mainly psychology students. Further research should be conducted on other emerging adult populations. Additionally, participants identified mainly as young adult (average age was 20 years) and female (73%) so future studies should focus on looking at other age groups. Other demographic factors should also be assessed including race, ethnicity, socioeconomic status, etc. Future research would also benefit from looking at additional forms of social media as well as other technological platforms as relevant factors are identified. These platforms may include dating apps, websites such as blogs, or YouTube videos.

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APPENDIX A**Demographic Questions**

How old are you?

Free Response Question

What gender do you identify as?

Male

Female

Non-binary/third gender

Prefer not to say

Are you enrolled as a student at University of Northern Colorado?

Yes

No

APPENDIX B

Body Appreciation Scale

I respect my body.

Never Seldom Sometimes Often Always

I feel good about my body.

Never Seldom Sometimes Often Always

On the whole, I am satisfied with my body.

Never Seldom Sometimes Often Always

Despite its flaws, I accept my body for what it is.

Never Seldom Sometimes Often Always

I feel that my body has at least some good qualities.

Never Seldom Sometimes Often Always

I take a positive attitude toward my body.

Never Seldom Sometimes Often Always

I am attentive to my body's needs.

Never Seldom Sometimes Often Always

My self-worth is independent of my body shape or weight.

Never Seldom Sometimes Often Always

I do not focus a lot of energy being concerned with my body shape or weight.

Never Seldom Sometimes Often Always

My feelings toward my body are positive, for the most part.

Never Seldom Sometimes Often Always

I engage in healthy behaviors to take care of my body.

Never Seldom Sometimes Often Always

I do not allow unrealistically thin images of women presented in the media to affect my attitudes toward my body.

Never Seldom Sometimes Often Always

Despite its imperfections, I still like my body.

Never Seldom Sometimes Often Always

APPENDIX C

Modified Multidimensional Facebook Intensity Scale

If I could visit only one site on the Internet, it would be a social media site.

Strongly disagree	Disagree	Neither agree nor disagree
	Agree	Strongly agree

Watching and reading social media posts is good for overcoming boredom.

Strongly disagree	Disagree	Neither agree nor disagree
	Agree	Strongly agree

I spent time on social media at the expense of my obligations.

Strongly disagree	Disagree	Neither agree nor disagree
	Agree	Strongly agree

My social media profile(s) are rather detailed.

Strongly disagree	Disagree	Neither agree nor disagree
	Agree	Strongly agree

I feel bad if I don't check social media accounts daily.

Strongly disagree	Disagree	Neither agree nor disagree
	Agree	Strongly agree

When I'm bored, I often go to social media.

Strongly disagree	Disagree	Neither agree nor disagree
	Agree	Strongly agree

I spend more time on social media than I would like to.

Strongly disagree	Disagree	Neither agree nor disagree
	Agree	Strongly agree

I like refining my social media profile(s).

Strongly disagree Disagree Neither agree nor disagree

Agree Strongly agree

I often search for Internet connection in order to visit social media sites.

Strongly disagree Disagree Neither agree nor disagree

Agree Strongly agree

If I'm bored, I open social media.

Strongly disagree Disagree Neither agree nor disagree

Agree Strongly agree

It happens that I use social media instead of sleeping.

Strongly disagree Disagree Neither agree nor disagree

Agree Strongly agree

It is important for me to update my social media profile(s) regularly.

Strongly disagree Disagree Neither agree nor disagree

Agree Strongly agree

Before going to sleep, I check social media once more.

Strongly disagree Disagree Neither agree nor disagree

Agree Strongly agree

APPENDIX D

Additional Questions

How much time do you spend on social media each day?

No time Less than one hour One hour

Two to three hours Over four hours

Do you feel as if social media has an impact on your body image?

Yes No Unsure

How do you think social media impacts body image?

Positive impact Negative Other: _____

What would you change about social media if you could?

Nothing The content The images you view

The advertisements you see Other: _____

What parts (if any) of social media do you think have the biggest impact on body image?

None Images Advertisements Comments Other: _____

Do you use Instagram?

Yes No

How much time do you spend on Instagram each day?

No time Less than one hour One hour

Two to three hours Over four hours

Do you use Snapchat?

Yes No

How much time do you spend on Snapchat each day?

No time Less than one hour One hour
 Two to three hours Over four hours

Do you use Facebook?

Yes No

How much time do you spend on Facebook each day?

No time Less than one hour One hour
 Two to three hours Over four hours

Do you use Pinterest?

Yes No

How much time do you spend on Pinterest each day?

No time Less than one hour One hour
 Two to three hours Over four hours

Do you use LinkedIn?

Yes No

How much time do you spend on LinkedIn each day?

No time Less than one hour One hour
 Two to three hours Over four hours

Do you use TikTok?

Yes No

How much time do you spend on TikTok each day?

No time Less than one hour One hour
 Two to three hours Over four hours