



Centre for Appearance Research

Doing it for the 'gram: The associations of social media and selfies on pre-adolescent body image, wellbeing and problem behaviour.

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Presentation by

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**UWE
Bristol**

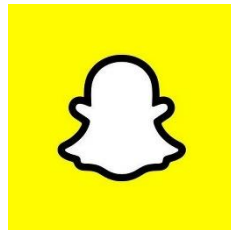
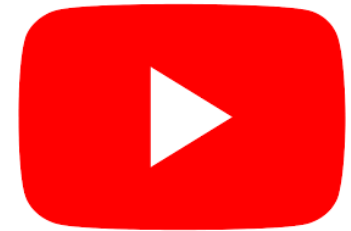
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Social media use

72% of UK adults use
social media (Ofcom,
2020)



The most popular social
media platform is
Facebook (Ofcom, 2021)

Social media use

21% of 8 – 11
year olds have
a social media
account
(Ofcom, 2020)



Social media is associated
with increased body
image concerns (Rodgers
et al., 2020)

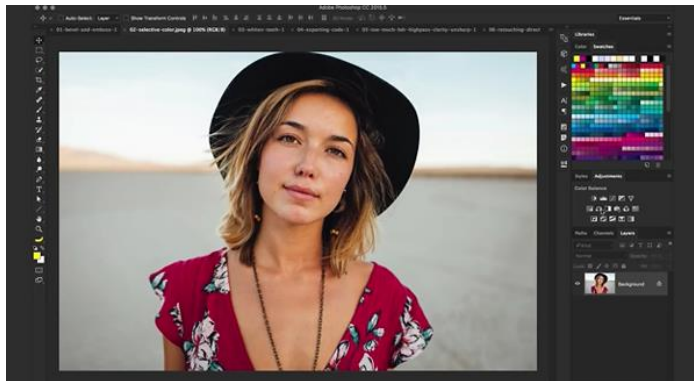


Selfies

Selfie - a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and shared via social media.

Photo manipulation is associated with body dissatisfaction in men and women (Lonergan et al., 2019)

The most common social media platforms for 12 – 15 year olds are Snapchat and Instagram (Ofcom, 2020)



Wellbeing

Social media is associated
with increased loneliness
(Yurdagül et al. 2019)



Social media is associated
with decreased loneliness
(Yang, 2016)

Selfie taking and editing
associated with negative mood
in women (Tiggemann et al.,
2020)


Problem behaviours


Problem behaviours seen online were associated with such offline behaviours in university students (Branley and Covey, 2017)







YouTube, Facebook and Instagram use were associated with increased problem behaviour in secondary school children (Busari, 2019)

Aims

-  To explore how preadolescents use social media
 - What platforms
 - How much time online
 - Any gender differences

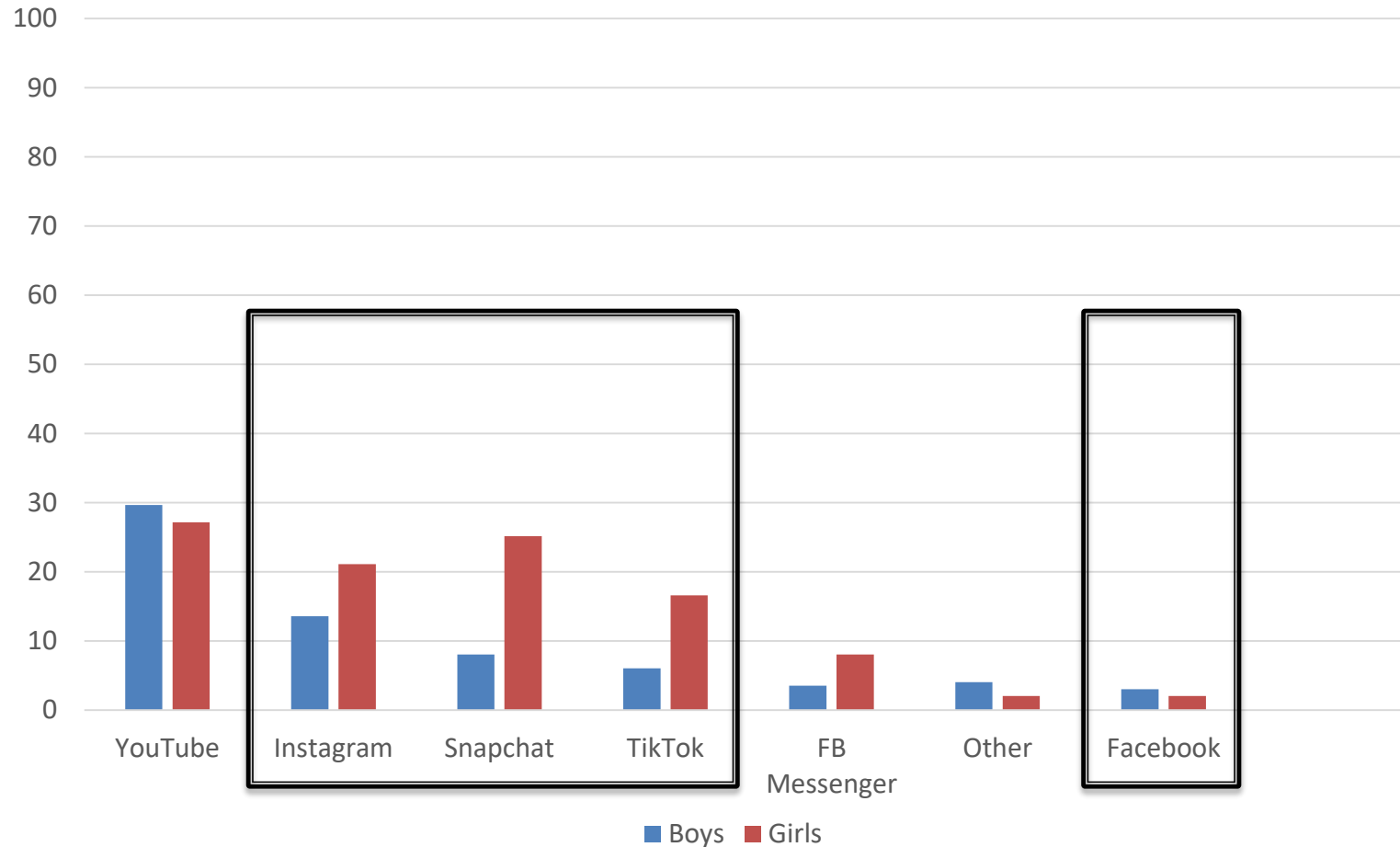
-  How does social media use and selfie-related behaviours relate to body image concerns, negative wellbeing, and problem behaviours at this age.

The study

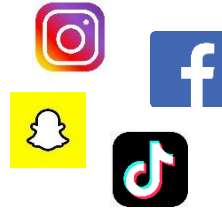
-  Primary schools in South West of England
-  Students in Year 6 (age 10 – 11 years)
-  Cross sectional questionnaire survey
 - Predictors: social media usage, time online, photo related behaviours
 - Outcomes: body image measures, wellbeing measures (self-esteem and mood), problem behaviour
-  Total sample size 199 students

Findings

Percentage of social media site usage in Y6 students (N=199)



Findings



120 participants



39 (32.5%)

60% of 10 –
11 year olds



81 (67.5%)

Time on social media



1 hr 53 minutes per day



17 minutes per day



55 minutes per day

Findings



Time online associated with increased problem behaviour



Social media usage associated with increased body image concerns



Social media usage and increased problem behaviour



Selfie taking associated with increased body image concerns



Selfie taking associated with increased wellbeing







Photo manipulation associated with increased body image concerns



Photo manipulation associated with decreased wellbeing

Discussion and Implications

-  Time online, social media usage and photo manipulation associated with negative outcomes
-  Selfie-taking was associated with negative body image outcomes (girls), but increased self-esteem (boys) and decreased loneliness (girls)
-  Media literacy implications
-  Further research with younger ages

Thank you!



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