



# Social Media Usage and Body Dissatisfaction among College Students

JOSHUA ATALLAH | HECTOR DULUDE-CACERES | DAVID GARCIA | ALLISON NG | BECKY MARQUEZ, PHD MPH | HWSPH, UCSD

UC San Diego  
Herbert Wertheim  
School of Public Health and  
Human Longevity Science

## BACKGROUND

- More than 98% of college students use social media on a daily basis.
- In 2020, the average user spent approximately 2 hours and 24 minutes per day on social media, and the average time spent is projected to increase dramatically in the next decade.
- Adolescents who are more emotionally invested with social media are likely to experience negative impacts on mental health, self-esteem, body dissatisfaction, and eating disorders.
- Studies have suggested that greater usage of social media heightens body dissatisfaction due to increased social comparison with body image and physical appearance.

## OBJECTIVE

- To determine if increased usage of social media results in a higher level of body dissatisfaction among college students.

## METHODS

- In April 2022, an online cross-sectional anonymous survey was conducted via google forms, a total of (n=45) participants were recruited.

- Participant eligibility: college student
- Recruitment: the online survey was publicized via social media (Facebook, Instagram, Discord), and emails were sent out by UCSD's Public Health department.
- All participants were asked to sign an informed consent before volunteering in the study



### Measures:

- To measure # of hours spent on social media daily
- To measure body dissatisfaction - Stunkard Scale
- *which fig. resembles you the most?*
- *which fig. do you want to look like?*

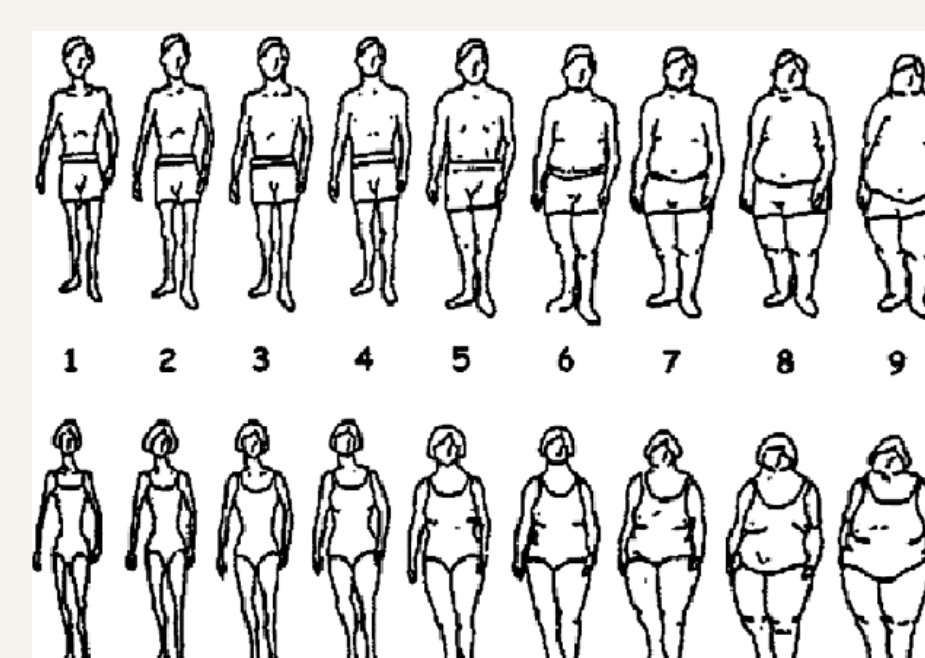
How many hours per day do you TYPICALLY spend on social media?

0-1 hours

1-3 hours

4-6 hours

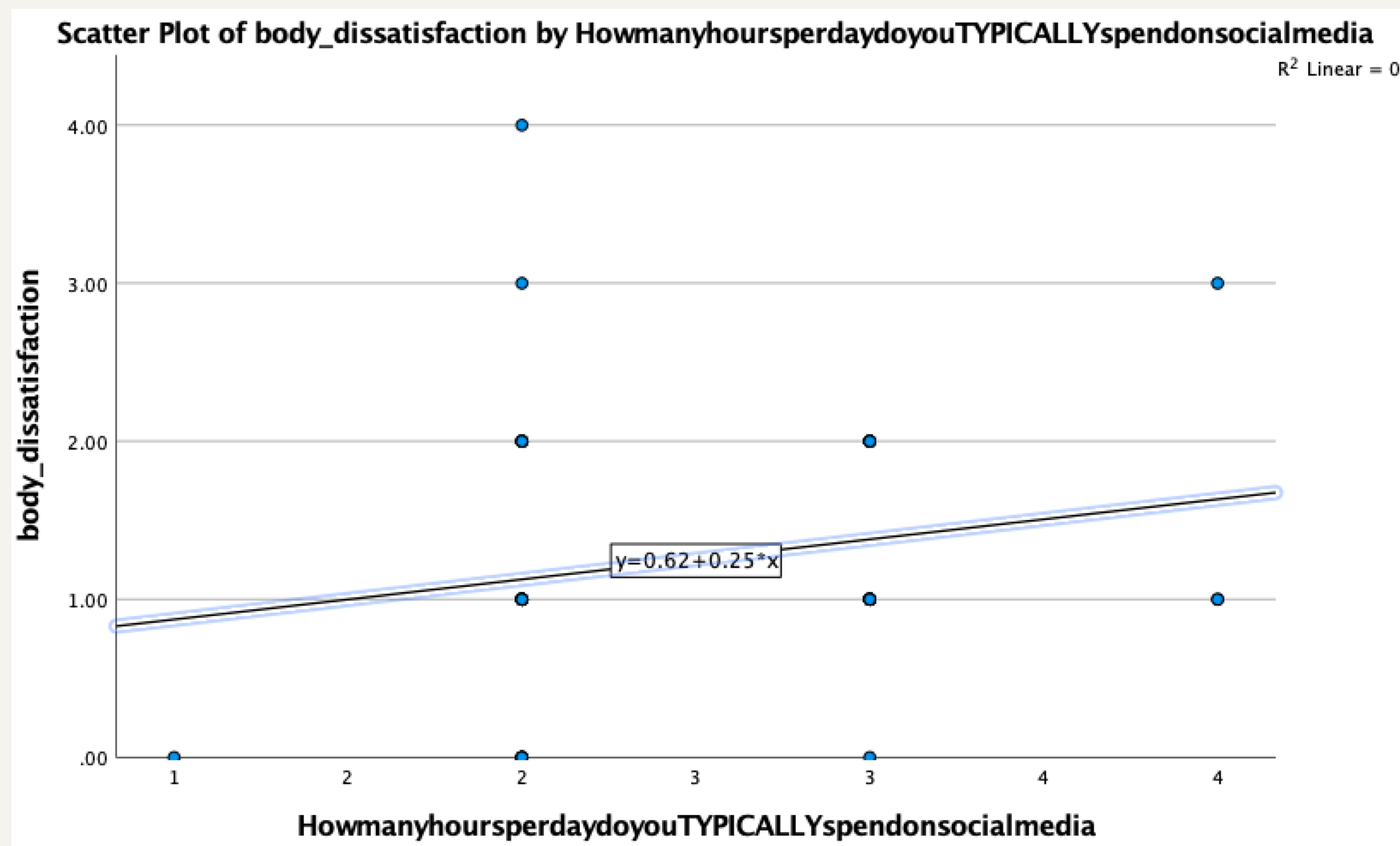
7+



(perceived image - desired body image) = dissatisfaction if value is other than 0.

## RESULTS

Table 1. Characteristics of Study Participants		
	Frequency (n=45)	Percentage
<b>Race/Ethnicity</b>		
Asian	18	39%
Hispanic/Latino	21	47.80%
Caucasian	4	8.70%
Other	2	4.30%
<b>Age Groups</b>		
18-22	34	76.10%
23-26	9	19.60%
26+	2	4.30%
<b>Gender</b>		
Male	12	26.10%
Female	32	71.70%
Non-Binary	1	2.20%



## CONCLUSION

- According to the Spearman's correlation, the results show a small-to-moderate correlation between social media usage and body dissatisfaction.
- However, given that our P-value (0.2) was greater than 0.05, this correlation is NOT statistically significant.



## IMPLICATIONS

- Based on our findings, our team believes that the public should be exposed to more resources about social media and how it affects body dissatisfaction/body image.
- We believe further studies with bigger samples should be performed in order to achieve greater statistical significance.
- No direct policies created from our research; just furthering research.

## Acknowledgements

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## Meet Our Team

