



INSTAGRAM ACTIVITIES AND THEIR EFFECTS ON UCSD STUDENTS' PERCEPTIONS OF SELF



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INTRODUCTION

- Instagram users has increased over 9% in every demographic
 - 18-29-year old are frequent users
- Studies suggest that social media is associated with:
 - Depression
 - Declines in social well-being
 - Anxiety
 - Poor sleep
- Objective:** To determine how Instagram activities affect UCSD students' perceptions of self.

METHODS

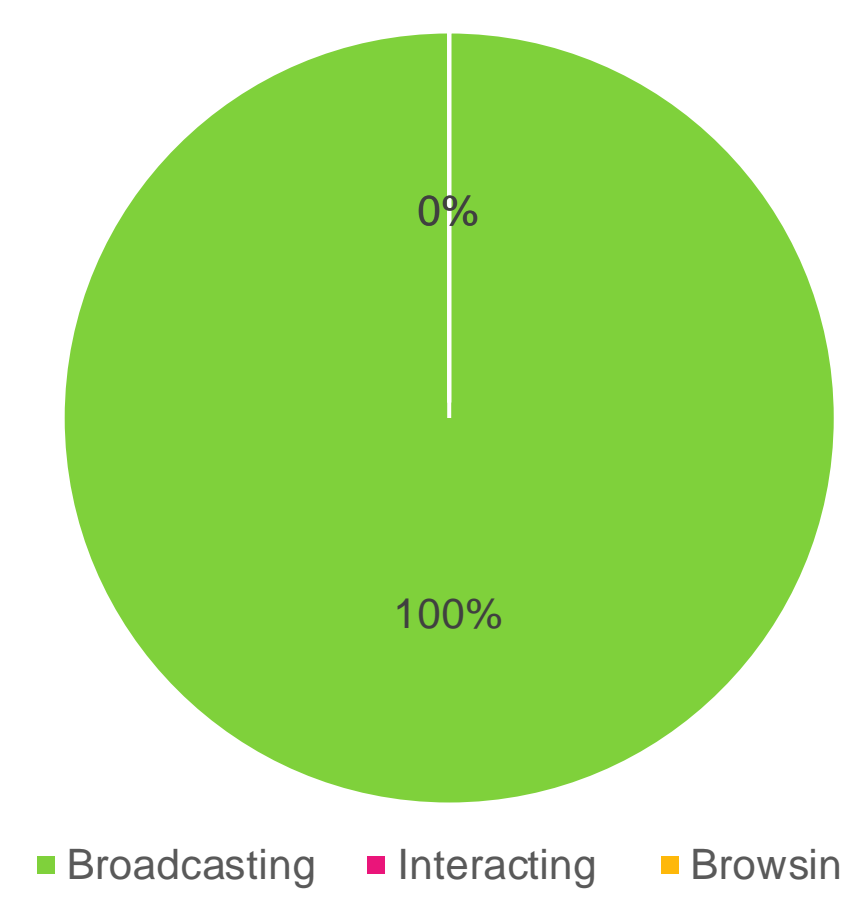
- N=12 UCSD students
- Recruited via Facebook Group pages
- Asked questions on Instagram activities
- Examined answers on trends and prevalence of self-comparison, obsessive monitoring, broadcasting
- Determined codes based off similarities in responses in terms of positive or negative mood impacts
- Measures:
 - Questions on broadcasting
 - Questions on interacting
 - Questions on browsing

OPERATIONAL DEFINITIONS

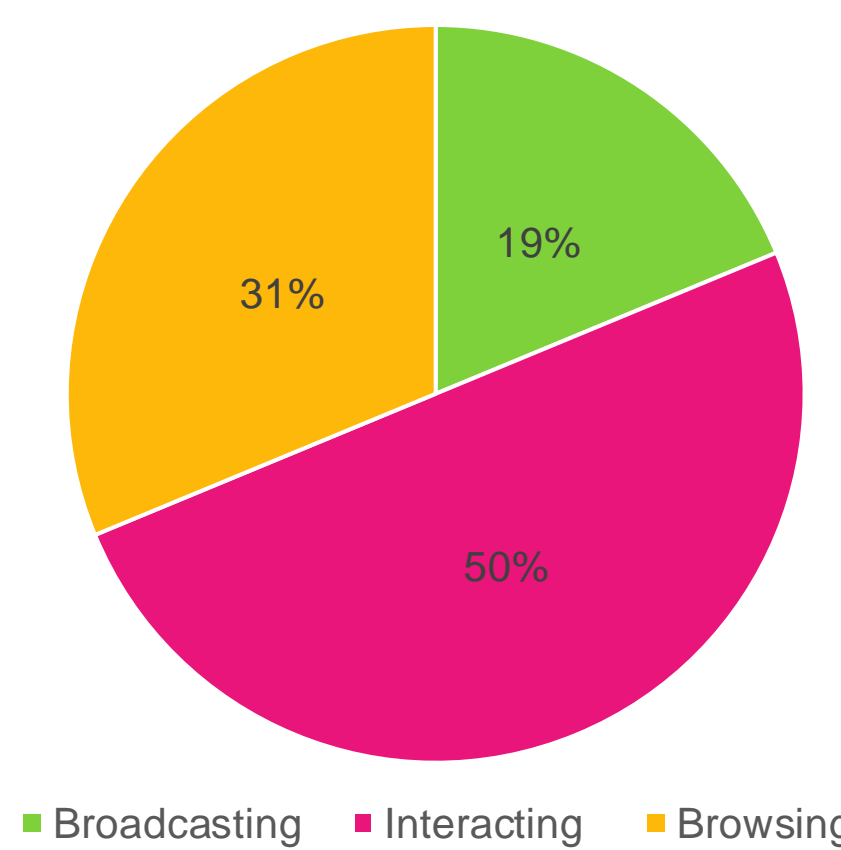
- Obsessive monitoring** was defined as constant observation of notifications.
- Self-worth** was defined as having positive reinforcements through likes, comments, or tagged posts.
- Self-comparison** was defined as measures of dissimilarities between lifestyles of peers and influencers.

RESULTS

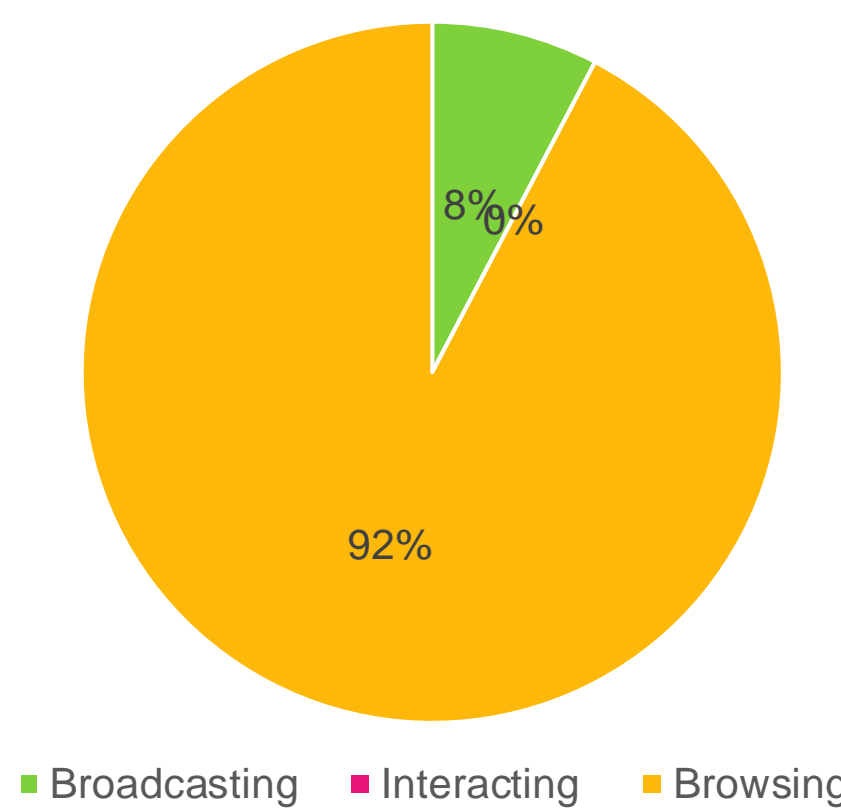
Breakdown of Activities Related to Obsessive Monitoring



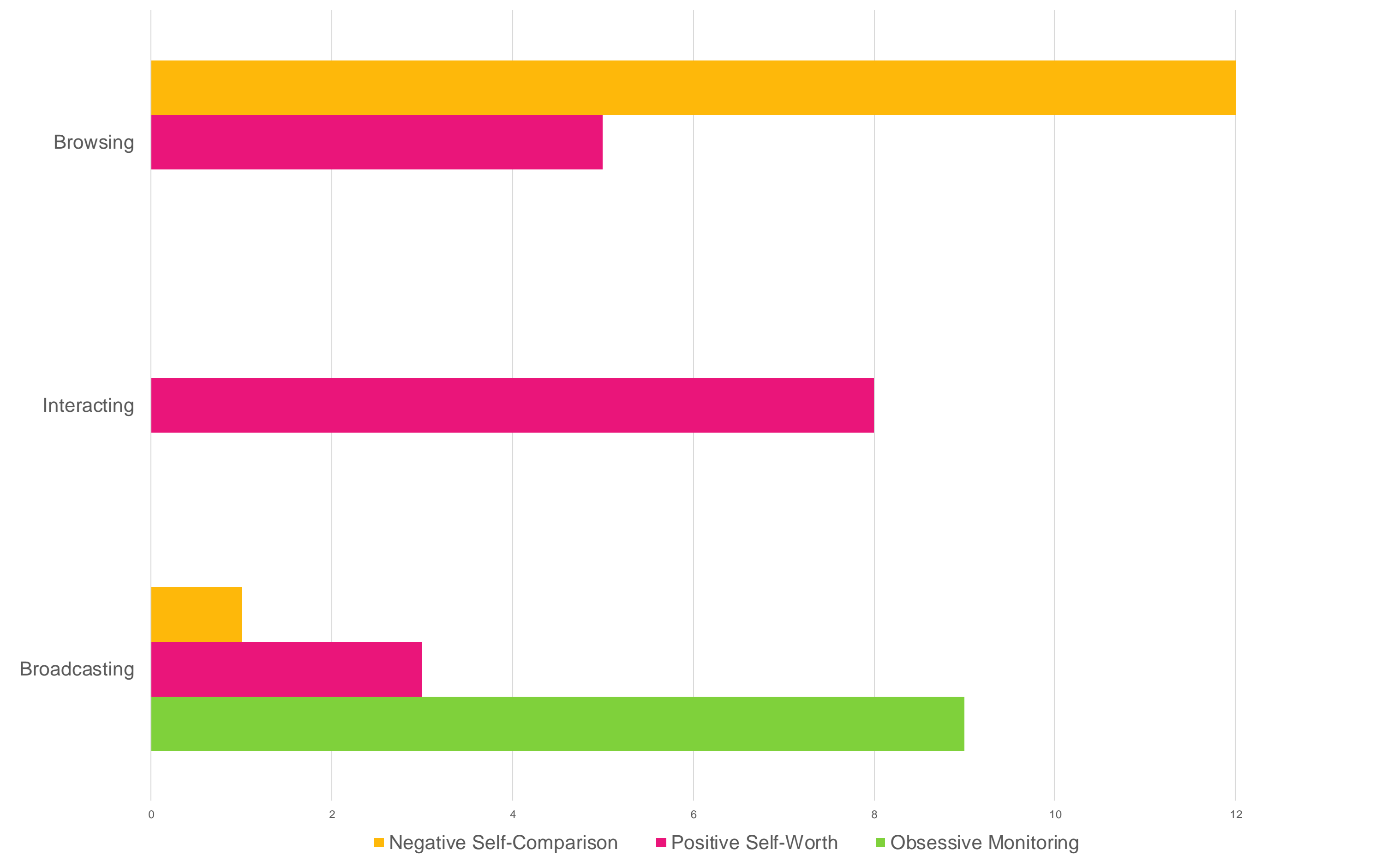
Breakdown of Activities Related to Positive Self-Worth



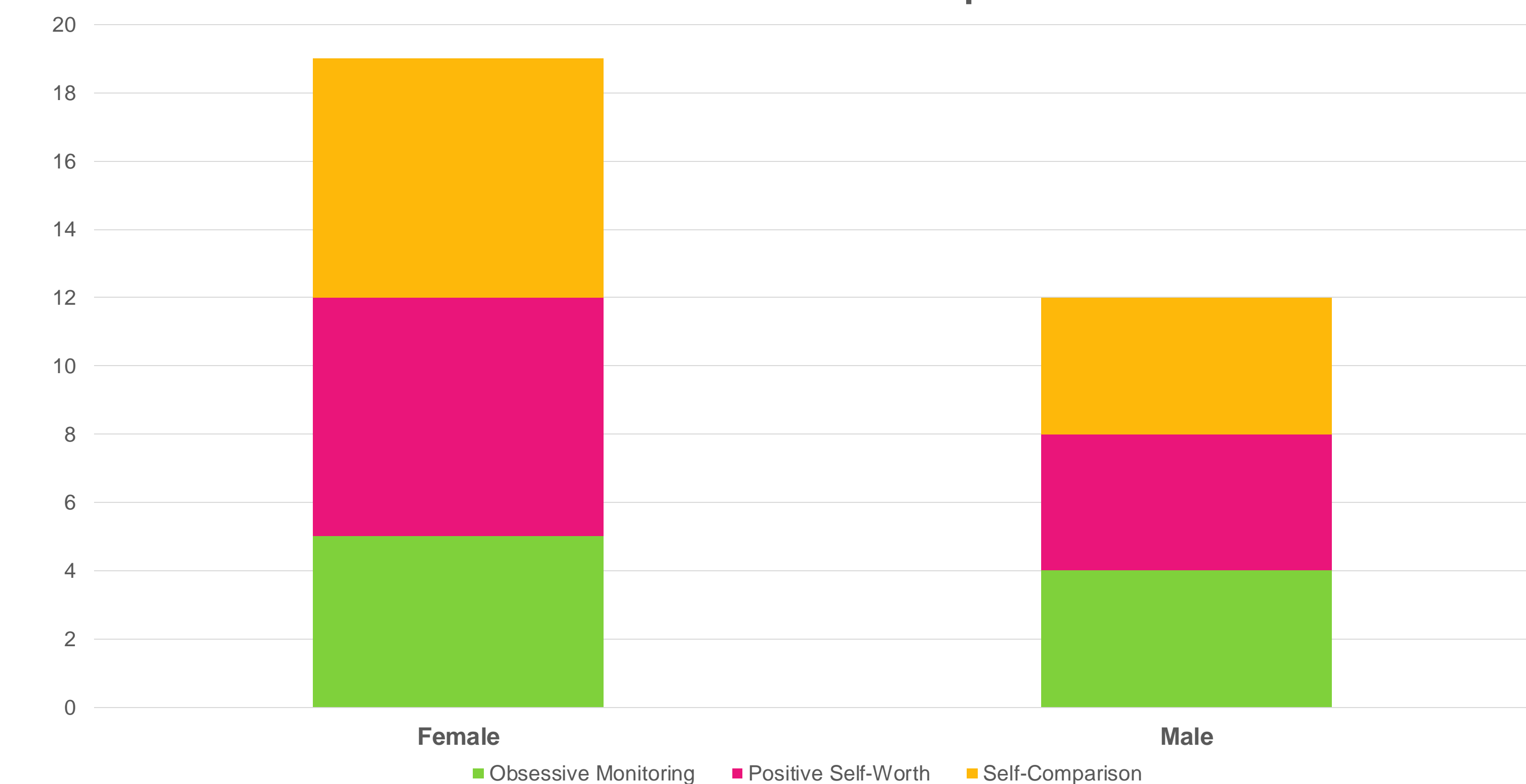
Breakdown of Activities Related to Negative Self-Comparison



Coded Perceptions



Male vs. Female Affected Perceptions of Self



CONCLUSIONS

- Male Instagram activity is less likely to lead to self-comparative habits that may impact their perceptions of self.
- Males' perceptions of self are less likely to be affected by Instagram activities than women.
- Male and female participants were not significantly different in having patterns of obsessive monitoring.

OBSESSIVE MONITORING RESPONSES

- "I used to post at certain times and certain days to get more likes."
- "I guess when you get a lot of likes, it makes you feel good in that moment."
- "A lot of the times in the past, I cared about how many likes I'd get or my likes to minute ratio."
- "Every time someone likes, I check to see who likes it."

POSITIVE SELF-WORTH RESPONSES

- "It makes me feel good that someone thought of me."
- "...it's nice to get unfamiliar comments like, 'Wow, you're doing great!'"
- "...if it is someone I care about at like a birthday, and he/she tagged a lot of people, but I didn't get tagged, then I would question what happened. I'd be aware of the tagging. I'd feel sad, depending on the person or event. If I did get tagged, I would feel happy because they thought about me."

NEGATIVE SELF-COMPARISON RESPONSES

- "I feel like, 'Wow, she actually made a life for himself/herself doing 'X,' and low-key I wish that was me sometimes."
- "When I see others posting and how they're doing well, I want to post too."
- "I feel envious towards my closer friends that have more posts and profiles that are more aesthetically pleasing."

POTENTIAL POLICY IMPLEMENTATIONS

- Shift UX/UI to focus on interacting activities that generate positive self-worth
- Monitor time engaging in different Instagram activities
- Set hard daily maximum time limits for Instagram users