



Instagram Use and Body Image Dissatisfaction

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Background

- 97% of college students in the U.S. currently possess a social media account.
- There was a 67% increase in daily use of social media in college students from 2005 to 2021.
- Negative impacts of heavy social media use: mental health, self-esteem, body satisfaction, and risk developing eating disorders.



Objective

To determine if increased screen time on Instagram is associated with greater body dissatisfaction.

Methods

Anonymous Online Cross-Sectional Survey

- Distributed via email and student groups

Participant eligibility

- Current enrollment at UC San Diego

Exposure and Outcome Questions

- Exposure = amount of screen time
- Outcome = 8 scaled questions targeting body dissatisfaction behavior
- Total Body Dissatisfaction Score (8 to 40)

SPSS Data Analysis

- Pearson Correlation Coefficient used to measure strength of relationship between screen time and body dissatisfaction

Results

Total of 60 participants (n=60)

Mean Body Image Dissatisfaction Score \pm SD = 20.63 \pm 7.06

Pearson Correlation Coefficient: $r = 0.131$

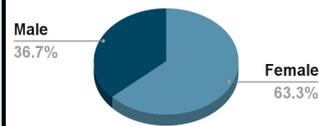
- A positive correlation between more screen time on Instagram and body image dissatisfaction score

P-Value = 0.320

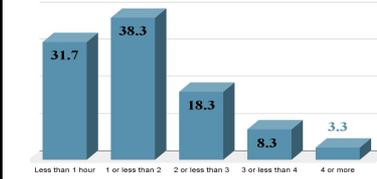
- A P-Value of 0.320, which is greater than 0.05, indicates no statistical significance.

70.0% of participants were within the age range of 21-24 (n=42).

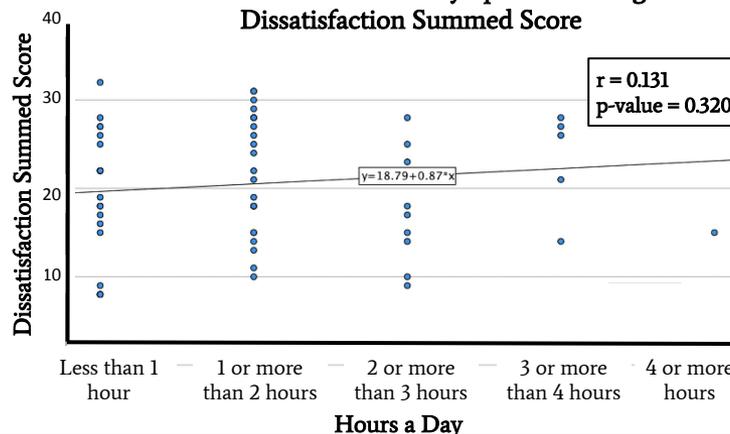
Gender Demographics



Exposure - Hours Per Day



Correlation between Hours a Day Spent on Instagram and Dissatisfaction Summed Score



Conclusion

Given the P-value (0.320) was greater than 0.05, there was NO statistical significance found in our study.



Policy Implication and Next Steps

Suggestions for further directions and studies:

- Targeting participants who identify as men in all age groups
- Targeting younger audiences
- Providing resources to promote self image and eliminate negative stigmas

Public Health Implications:

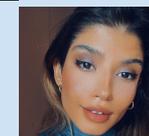
- Increasing adverse effects on the mental health and well being of users at all age groups



Meet the Team



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