

## Introduction

### Background:

- The negative outcomes of social media use are well-documented and uncontested among adults<sup>1,2</sup>
- Active and passive social media engagement has been associated with body image<sup>3,4</sup>
- Social media allows individuals to optimize their self-presentation which is considered an online self-presentation<sup>6</sup>
- Self presentation theory** suggests that people attempt to control impressions of themselves<sup>5</sup>
- Researchers have linked negative body image thoughts and emotions to self-presentation strategies
- Social media and body image literature have used length of time as an indicator of poor body image, rather than quality of social media use
- Factors associated with social media self-presentation are not currently identified**

### Purpose

This study aimed to explore the associations among body-related shame and envy and social media self-presentation among adults

## Methods

**Population:** adults aged 18-30 years

### Measures:

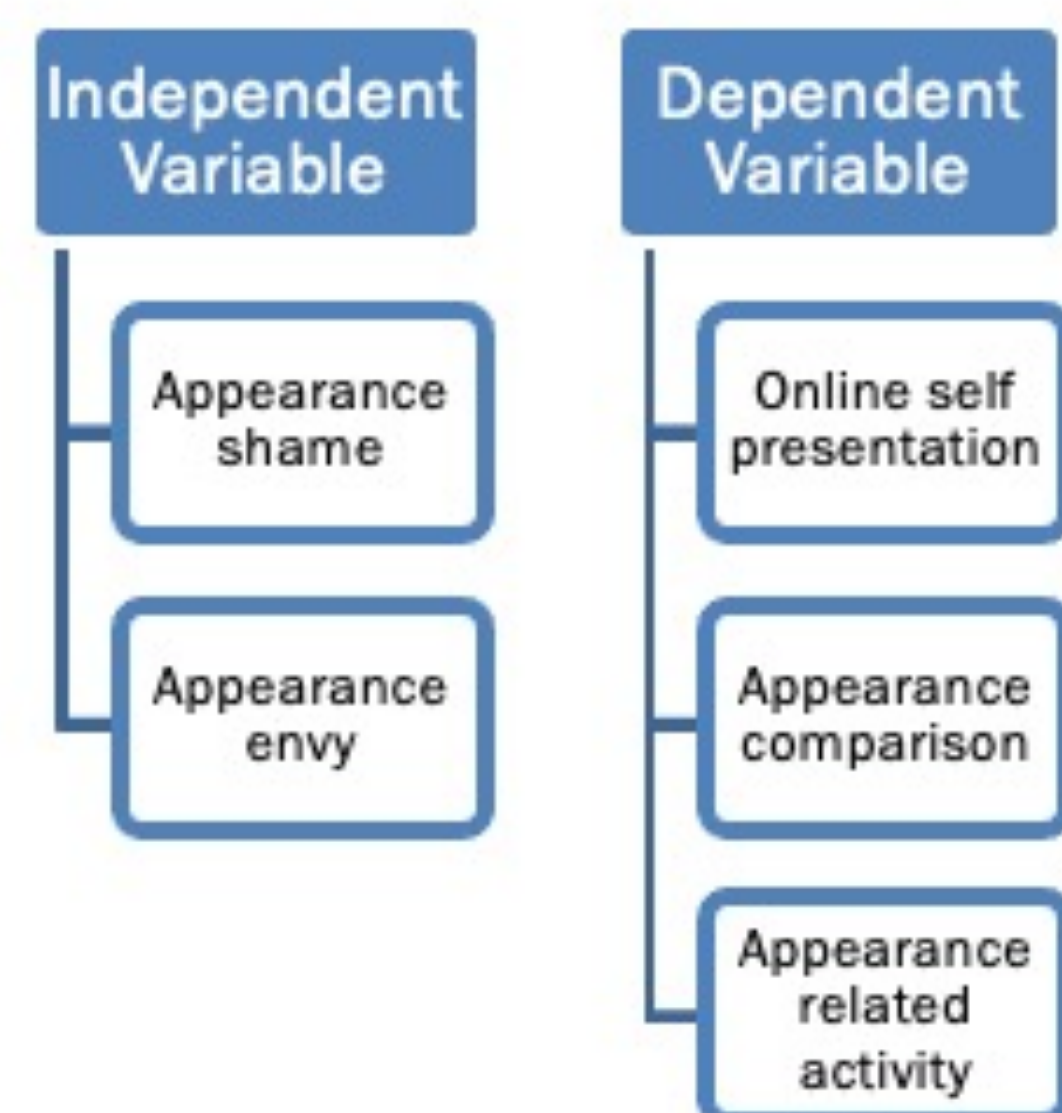
- Social media preoccupation scale (SMAPS)<sup>6</sup>
- Body and Appearance Self-Conscious Emotions Scale<sup>7</sup>
- Envy scale<sup>8</sup>

### Procedure:

- Survey was administered through Prolific

### Data Analysis

- Data were analyzed using descriptive statistics, correlations, and regression analyses
- Regressions:



Covariates: gender, body mass index, and mental illness

## Results & Analyses

### Descriptive Statistics



$N = 298$   
 Mage = 23.6  
 SD = 3.6



- 55.0% identified as White
- 65.4% identified as women
- 38.6% are in post secondary school



- 9.1% reported a mental illness
- 12.4% reported having a disability

Descriptive statistics, bivariate correlations, and internal consistency for the main study variables, ( $n = 298$ )

	1	2	3	4	5	6	7	8
1 Appearance Shame	-							
2 Appearance Envy	0.80**	-						
3 Appearance Comparison	0.65**	0.67**	-					
4 Online self presentation	0.37**	0.48**	0.56**	-				
5 Appearance related activity	0.05	0.06	0.30**	0.34**	-			
6 Body Mass Index	0.25**	0.11	0.12*	-0.08	-0.03	-		
7 Mental Illness	0.16*	0.12*	0.13*	0.07	-0.01	0.21**	-	
8 Gender	0.16*	0.26**	0.27**	0.32**	0.01	0.08	0.03	-
Mean	2.8	3.1	4.2	4.8	2.8	25.1		
SD	1.0	1.0	1.4	1.4	1.6	6.4		
Score range	1-5	1.5	1-7	1-7	1-7	14-47		
Internal Consistency ( $\omega$ )	0.92	0.86	0.92	0.86	0.85			

\* $p < 0.05$ ; \*\* $p < 0.001$

Predictors	Online Self-presentation		Appearance Comparison		Appearance Related Activity	
	B	R <sup>2</sup>	$\Delta R^2$	B	R <sup>2</sup>	$\Delta R^2$
<b>Step 1:</b>		<b>0.14*</b>		<b>0.10*</b>		0.01
Gender	0.36*			<b>0.26*</b>		0.02
Mental Illness	0.08			<b>0.12*</b>		-0.04
BMI	-0.10			0.11		-0.05
<b>Step 2:</b>		<b>0.30*</b>	0.16	<b>0.51*</b>	0.41	0.01 0.004
Envy	<b>0.39*</b>			<b>0.38*</b>		0.05
Shame	0.05			<b>0.34*</b>		0.03
Gender	0.24			<b>0.11*</b>		0.00
Mental Illness	0.03			0.04		-0.05
BMI	<b>-0.15*</b>			-0.02		-0.06

\* $p < 0.05$

## Discussion

Body-related shame and envy were associated with social media self-presentation, specifically online self-presentation and appearance comparison

- Aligned with previous literature and self-presentation and self-objectification theories
- Women were more likely to report online self-presentation and appearance comparison, and mental illness was associated with appearance comparison

- Shame may be felt due to constant self-objectification on social media which then may influence self-surveillance and appearance comparisons<sup>9</sup>
- Shame has been found in past research to mediate social comparison<sup>10</sup>

- Limitations: cross-sectional and sample is predominantly White

### Conclusions:

- First study to look at how we use social media across platforms and its relationship with self-conscious emotions**
- Further research can explore interventions associated to reducing shame and envy**

### References

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