Social Media Usage and Self-Esteem of College Students in Los Angeles vs. Other

American Cities

Abstract

This study examines self-esteem levels of college students in accordance with their social media behaviors and residential cities. An online survey was used to compare Instagram behaviors and their Heatherton Self-Esteem scores between 51 college students from the Los Angeles area and 148 students from alternate American cities. It was hypothesized that college students from the Los Angeles area would report higher levels of social media activity and lower levels of self-esteem. Results did not show any significant trend in one's residential location dictating social media behaviors, nor did one's social media usage predict their levels of self-esteem. The study did find statistically significant results showing that students from Los Angeles reported higher levels of self-esteem than non-Los Angeles residents. Implications from this study can assist in determining how the social pressures from one's geographical location may influence a person's self-esteem and relationship with social media.

Relationship Between Social Media and Overall Self-Esteem

Since the invention of the very first iPhone in 2007, social media has been rapidly consuming the minds and lives of industrialized Americans. With the generation of media platforms such as Facebook, Snapchat, Twitter, and Instagram, its users are now able to craft the most idealized version of their lives and broadcast with innate selectivity. With that, social media has successfully consequently generated the perfect platform for breeding social comparison as its billions of users aimlessly scroll through falsified lives of their peers in return for the numeric validation of another "like" or "comment". Social comparison may entail the evaluation of one's own successes, image, beliefs, and social status in reference to those of other people, which may induce either positive or negative psychological effects. Research has shown that increased engagement of this social comparison holds the potential to significantly decrease the self-esteem of its users (Meeus et al., 2019). With the simple press of a button, one's perception of reality is entirely warped to believe in what has been portrayed to them over a telephone screen.

Research has supported the notion that the continual self-presentational behaviors and filters offered through online platforms may condition its users to develop an increased sensitivity towards social relevance, and in turn affect their self-esteem. The more positive the feedback one receives online, the more popular they are assumed to be. Meeus et al. (2019) came to this conclusion after administering a cross-sectional surveys (which included Rosenberg's

(1965) 10-item self-esteem scale, Rosen (2013) media and technology usage and attitude scales, and the Santor 12-item popularity scale (2000)) to 725 pre- and early adolescents, ages 9 to 14. The goal of this study was to examine the role of social media in fostering the self-esteem of younger adolescents via their perceived online popularity. Here, a correlation was found between an adolescent's online population and their coherent *need* for popularity, which in turn has affected the participant's self-esteem. The increased number of likes and electronic appraisals that an individual received was also correlated with one's increased dependence on social approval, and a simultaneous decrease in self-esteem. Thus, adolescents expressed a strong attachment towards social media and its ability to provide social approval.

Media platforms, such as Instagram, are also notorious for the broadcasting of images that promote a thin-ideal body image, often referenced as the "fitspo," short for "fitness inspiration". One's self-esteem may also be indirectly influenced by the idealized images they are exposed to on social media, and its impact on one's perceived body satisfaction as found by Slater et al. (2017). In this study of 160 female participants between ages 18 and 25, the differences in body satisfaction were analyzed between females who viewed the thin-ideal "fitspo" photos versus those who viewed images promoting self-compassion. Photos for the 'fitspo' condition included images of young women with lean and toned bodies wearing form-fitting work-out clothing. In turn, the group exposed to photos promoting self-compassion

were exposed to images containing uplifting quotes, and floral or geometric background patterns. It was found that women who viewed more "self-compassion" based photos recorded having higher levels of overall body positivity when compared to those who did not. Therefore, the results from Slater et al. (2017) reinforces the idea that the images people are exposed may influence one's self-perception by inspiring either positive or negative self-talk. Here, the "self-compassion" based photos are deemed to have more positive effects than the "fitspo" photos. The "self-compassion" photos inspire greater empowerment and self-love, which can then in turn increase one's self-esteem.

Rogers et al. (2017) also shows correlations between increased social media exposure and adverse effects on body image and body satisfaction in young females. Rogers assessed media and TV exposure promoting thin-ideals to young girls (ages 3-5) over time and its association with the child's body mass index (BMI), positive body image, voluntary dietary restraints, and self-esteem. It was hypothesized that exposure to positive body stereotypes of thinness to participants with higher BMIs would result in greater dietary restraints once they reached the age of 5. The hypothesis was proven true when media exposure to positive stereotypes related to thinness at age 3, was associated with greater dietary restraints among participants of higher BMIs at age 5. Therefore, media exposure showed the strong potential in altering a young heavier child's perception of body image, and further induce dietary restrictions (Rogers et al.,

2017). This finding is of great importance because struggles with body image and body positivity may negatively affect the self-esteem of those same girls. With increased exposure to thinned stereotypes, young women have the potential of becoming discontent with their own bodies if they do not match the expectations of the thin-ideals that are promoted through the media. This is evident in the girls who felt the need to enhance their dietary restrictions at age 5 as they were exposed to thinner images of women at a younger age.

Sherlock and Wagstaff (2019) also aimed to identify the potential relationship existing between one's frequency of Instagram use and certain mental health deficits such as depression, anxiety, body dissatisfaction, and overall self-esteem. With 129 women ages 18 to 35, these participants were evaluated on their mental health, self-esteem, and overall social media activity with a series of questions administered via SurveyMonkey. These questions were derived from scales such as The Heatherton Self-Esteem Scale, The State-Trait Anxiety Inventory, The Body Image Disturbance Questionnaire (BIDQ), and the Iowa-Netherlands Comparison Orientation Scale (INCOM). In their results, Sherlock and Wagstaff (2019) found that an increased amount of time spent on Instagram was positively correlated with trait anxiety, social comparison orientation, depressive symptoms, and decreased self-esteem. This may be a result of the participants increased engagement of social comparison which occurred every time they opened

the app. The more comparison one engages in, the greater the discontentment they are likely to feel with their own lives.

If some research has shown that greater social media use correlated to lower self-esteem, then it is perceived that the inverse may also be true. Veldhuis et al. (2020) aimed to find the relationship between the various selfie behaviors of 179 young women (ages 16-32), and their perceived body image, self-objectification, and self-esteem. Participants were measured on their preoccupation in editing selfies, their deliberate selfie selection, and their physical act of regularly posting selfies. Their levels of body dissatisfaction, body appreciation, self-esteem, and self-objectification were also measured. Results showed that the status of one's perceived body image may serve as a preceding motive to some selfie behaviors. Those with a greater body appreciation and higher ideas of self-objectification showed a greater engagement in selfie behaviors. It can be implicated that these incentives may be derived from the reinforcement of positive appraisals generated from the likes, comments, and views one receives from their social media usage. Veldhuis et al. (2020) thus continues to support the relationship between social media use and self-esteem in that females with greater feelings of body appreciation and self-objectification are more likely to engage in selfie taking behaviors.

Overall, social media seems to have greatly contributed to the development of an Appearance-Related Social Media Consciousness (ASMC) in young women (Choukas-Bradley

et al., 2019). Choukas-Bradley describes this as the tendency for women to focus attention and awareness on whether or not she may look attractive to her virtual audience, a behavior that is positively reinforced by one's engagement with social media. The images people see on your social media become their sole perception of who you are as a human being. This obsession over self-objectification reported higher rates of ASMC as well as lower body esteem, and minimal control over time spent on social media. Choukas-Bradley et al. (2019) therefore helps to support the notion that one's thoughts about their appearances on social media platforms will continue to affect their offline experiences in unfavorable ways.

Other Findings

When using the social media platform, Facebook, Strubel et al. (2018) did not find a significant correlation between women's self-esteem or body satisfaction and their levels of media usage. In fact, Facebook was shown to even reverse body dissatisfaction by providing women with the platform to receive further social validation from their peers. However, the posting environments on Facebook greatly differ those on Instagram, which may be a limitation of this study. While Facebook offers greater and more positive connections between close family and friends, Instagram is substantially used as a platform for gathering social clout and influence through ratings, promotions, or followers (Strubel et al., 2018). Additionally, Instagram is limited to the posting of photos and videos alone while Facebook offers a larger space for status updates

and creative event planning. In the end, prolonged internalization of social comparison has still

shown a positive correlation to one's body dissatisfaction and poorer self-esteem.

Barry et al. (2019) was conducted as an attempt to further address the association

between one's self-perception and their social media usage while focusing particularly on the

narcissistic and "selfie" taking behaviors of participants. In their study, 100 undergraduate

college students were administered 6 surveys and then consented to a 30-day observation of their

Instagram postings (20 males, 80 females, ages 18 to 25). These surveys measured participants'

levels of pathological narcissism, narcissistic personality, their self-esteem, their physical

appearance and comparison, as well as the amount of time they spent preparing photos they had

planned to post. Narcissism is relevant to the evaluation of self-esteem because narcissistic

qualities include an over confidence in oneself, an excessive interest in personal appearance, and

denial of any flaws the one may have. Narcissism is the presence of overwhelmingly high

self-esteem, not low self-esteem. Conclusions found that posting selfies was not indicative of a

participant's narcissism. However, self-reported methodologies may have hindered the accuracy

of the study's results. While Barry et al. (2019) does contradict previously summarized research,

it does fail to consider the ever changing nature of social media behaviors of college students,

and how those may also be indicative of one's narcissism in other ways.

Current Study

As shown by Slater et al. (2017) and Rogers et al. (2017), increased exposure to these thin-ideal stereotypes has shown to have direct effects on one's increased levels of body dissatisfaction and lowered self-esteem. With extended research showing the negative correlation between increased social media exposure and decreased self-esteem, one has reason to question whether residents of cities with higher levels of media and entertainment pressures would find their self-esteem to be lower than that of people from more rural or unexposed cities. Los Angeles specifically has been widely known as one of the entertainment capitals of the world. It is the home of well-known celebrities, aspiring influencers, professional entertainment, and the world of media. While this brings social success for many, it serves the potential to breed many new mental health struggles and decreased levels of self-esteem due to the social comparison that is fostered within these city limits. The present study sought to find if college aged students from the Los Angeles area report contrasting levels of social media usage and self-esteem when compared to those from other American cities, as well as their interaction effects. It was hypothesized that, with the increased exposure to these idealized images in the Los Angeles area, college students from this region would report higher levels of usage and dependency on social media, and lower levels of self-esteem. Further, it is hypothesized that college students who report greater levels of activity on social media will in turn report lower levels of self-esteem.

Method

Participants

Participants from this study included 199 students pooled from various American universities including Pepperdine University, Liberty University, Azusa Pacific University, and Baylor University. Participants were recruited through various online platforms including Facebook, Instagram, and direct message. Of these participants, 85.4% were female (n=170) and 14.6% were male (n=29). The age of participants ranged from 17 to 29 years old, with an average age of 20.96 (SD=1.793). 21.1% of participants were 20 years old (n=42), 29.1% of participants were 21 years old (n=58), and 16.1% of participants were 22 years old (n=32). 84.9% of participants identified as Causasian (n=169), 2.5% identified as African-American (n=5), 1% identified as American Indian or Alaskan Native (n=2), 2.5% identified as Asian (n=5), 5.5% identified as Hispanic (n=11), another 0.5% identified as Native Hawaiian or Pacific Islander (n=1), and 3% identified as "other" (n=6). Due to the religious affiliation of the previously mentioned universities, 96% of participants identified as Christian (n=191). An additional 1% identified as Agnostic (n=2), 0.5% identified as Atheist (n=1), 1% identifies as Buddhist (n=2), 0.5% identified as Jewish (n=1), and 1% selected either "none" or "other" as their choice for religious affiliation (n=2). The socioeconomic background of participants include 6% Upper Class - Elite individuals (n=12), 63.8% Upper Middle Class individuals (n=127), 21.1% Lower Middle Class individuals (n=42), 7.5% Working Class individuals (n=3), and 1.5%

of individuals Below the Poverty Line (n=3). Finally, 25.6% of participants were from the greater Los Angeles Area (n=51), while 74.4% of participants were not Los Angeles residents (n=148).

Materials

The first page of this survey required participants to respond to a message of informed consent. This form described participants' responsibilities, emphasized confidentiality, discussed the possible benefits and risks of taking the survey, and informed the participants about the purpose of the study (See Appendix A). Before moving on to answering any survey questions, participants were required to consent to the provided information by selecting the "Yes" option, saying that they gave consent to participants in the study. If participants did not consent to the provided information, or if they did not want to participate in the study, then they were given the option to select "No," thus submitting their form automatically and ending the survey. Once participants' acknowledged their voluntary consent, they were moved to the second portion of the survey.

Participants completed the second section of the survey by answering several questions regarding their personal demographics. This included their gender assigned at birth, age in years, ethnicity, religious affiliation, SES background, college student status, and whether or not they were residents of the greater Los Angeles area (See Appendix B).

After completing the demographics section, participants were then transferred to the

third portion of the survey. Here, participants were asked to respond to a series of 20-questions

from the The Heatherton Self-Esteem Scale developed by Heatherton and Polivy (1991). This

survey was designed to assess the self-esteem of participants by measuring their present feelings

and attitudes about themselves in the moment that the survey was taken (See Appendix C).

Sample statements of this survey included "I feel satisfied with the way my body looks right

now" or "I am worried about what other people think of me" (Heatherton & Polivy, 1991).

Participants used a 5-point scale to record their level of agreement with each statement (1= not at

all, 2= a little bit, 3= somewhat, 4= very much, 5= extremely). Thirteen of the twenty statements

used reverse scoring in order to check the accuracy of the participants' answers. From there, a

sum of scores were calculated for each participant. Those with higher scores were assumed to

have greater self-esteem, and those with lower scores were assumed to have lower self-esteem.

This portion of the study was estimated to take approximately 5 minutes to complete.

The final portion of the survey was used to analyze the participants' frequency of using

social media usage. A series of 7 questions were used to measure the amount of time participants

spent on the social networking app, Instagram, as well as their level of engagement with the site.

Instagram was selected as the primary site for measuring social media behaviors due to the site's

level of popularity among college students. In this portion of the survey, participants were asked

to share the estimated number of times they open Instagram within a given day, approximately

how long they spend (in minutes) browsing through the site each time it is opened, as well as the

approximate number of photos posted and average amount of likes received per photo (See

Appendix D). Participants were allowed to answer the questions from a list of four multiple

choice answers per question (options a through d). From there, a point system was used to

separate participants into three categories (lowset, middle, highest) based on the selection of their

answers which then estimated their frequency of engagement with social media. Depending on

the answers selected, a set of specified scores was generated based on the point value of each

multiple choice answer selected by the participant. The following breakdown was used to

calculate their "Total Social Media Score": a=0pt, b=1pts, c=2pts, d=3pts. From there, the totaled

scores were divided into a 3 way split in order to differentiate participants from the top 33%, to

middle 33%, and the lower 33%, with the higher scores representing higher levels of social

media activity. This is an original test that has been self generated by the researcher.

Procedure

The link for this online survey was posted on several Facebook group pages including

Pepperdine Pi Beta Phi Announcements, and Liberty University Ladies Class of 2020. The link

was also shared through the researcher's primary Instagram account to ensure that a wider

demographic of participants would be given the chance to answer the survey. Participants were

made aware prior to consent that the survey would take approximately 7 minutes to complete. In order to ensure that participants from various states were selected for the study to prevent any skew in the results, participants were also contacted via direct message by the researcher. Each personal message included the length of time the survey, the link to the survey, and the researcher's gratitude for their cooperation.

Recruited participants were first directed to complete the online consent form. Those who provided their consent were then directed to complete the next three segments of the survey. The survey contained a total of 34 items and analyzed the following information of the participant: personal demographics, The Heatherton Self-Esteem Scale, and social media behaviors on the social networking platform, Instagram. At the end of the survey, participants were given the option to submit their personal email to enter a drawing for the chance to win a $20 Whole Foods gift card.

Results

As mentioned earlier, the primary goal of this study was to identify any differences in a participant's levels of self-esteem based on whether or not they were from the Los Angeles area, as well as how frequently they were shown to use Instagram.

The first independent variable (Factor A) analyzed in this study was the frequency of participant's social media usage. This information was acquired through a series of 7 multiple

choice questions generated by the researcher (see Appendix D). The second independent variable

(Factor B) analyzed in this study was the residential location of participants. This information

was retrieved from the following question of the survey's demographics section: "Over the past

year, have you lived in or within 20 miles of the Los Angeles city limits for at least 6 months

(i.e., Santa Clarita, Pasadena, Calabasas, Malibu, Santa Monica, Long Beach, Orange County,

Newport Beach, Huntington Beach)" (See Appendix B). From there, the participant was given

the option to select "yes" or "no," and were then separated by those who were from Los Angeles

with those who were not. Here, it was predicted that an interaction effect would be shown

between Factor A and Factor B, where one's residential location influenced their level of activity

on social networking sites.

The singular dependent variable used in this study was the participant's perceived

self-esteem levels. This was determined using The Heatherton Self-Esteem Scale from

Heatherton and Polivy (1991). The primary goal of this portion of the study is to be able to

identify any differences in the confidence levels of participants from various cities, and analyze

whether those differences coincide with their levels of social media activity. Here, it was

predicted that those from the Los Angeles area would display lower levels of self-esteem and

higher levels of activity on social media.

The results from this study were generated using 3x2 two-way ANOVA test. This test analyzed the main effect of Factor A on our dependent variable, the main effect of Factor B on our dependent variable, as well as the interaction effect between both Factor A and Factor B. The results indicate that residential locations were statistically significant in their relationship with one's levels of self-esteem ($F_{(2, 190)}$ = 10.665, $p < .05$). Here, participants from the city of Los Angeles displayed higher levels of self-esteem when compared to non-Los Angeles residents (see Figure 1). This contrasts the study's original hypothesis that students from Los Angeles would report lower levels of self-esteem. Additionally, the main effect of social media frequency on depicting one's self-esteem levels was not statistically significant ($F_{(2, 190)}$ = 0.933, $p = .395$). Finally, there was no statistical significance among the interaction between social media usage and one's residential location ($F_{(2, 190)}$ = 0.522, $p = .594$).

Discussion

The purpose of the present study was to determine if college students from the Los Angeles area reported contrasting levels of social media usage and self-esteem when compared to those from other American cities. It was also hoped that this study would determine one's social media behaviors resulting in various levels of self esteem. This study proposed the following three hypotheses: (i) higher levels of social media usage would coincide with lower levels of self-esteem, (ii) participants from the Los Angeles area are more active on social media

platforms, and (iii) participants from Los Angeles would display lower levels of self-esteem than those who are not.

Contradictory to previous research, the results showed that differences between one's self-esteem in relation with their social media usage were insignificant. That is, individuals with higher levels of social media usage did not report a consistent trend in either higher or lower scores on The Heatherton Self-Esteem scale levels. These results are contradictory to those reported by Meeus et al. (2019) and Sherlock and Wagstaff (2019). The 2019 studies found that increased time spent on social networking platforms lead to increased levels of social comparison and discontentment, as well as lower scores on The Heatherton Self-Esteem Scale. However, these results *are* supportive of data from Barry et al. (2019) who found that selfie taking behaviors were not indicative of one's self-confidence. Such findings also contradict results from Slater et al. (2017) which claims that increased exposure to thin-ideal body positivity photos via social media platforms increased body dissatisfaction and decreased self-esteem.

The present study found significant results regarding the relationship between one's residential city and reported levels of self-esteem, where students from the Los Angeles area had statistically higher self-esteem than those from other American cities. This rejects the earlier hypothesis that Los Angeles residents would have lower self-esteem as these individuals are

given increased exposure to the entertainment industry and the social comparison constructed

through its media. Thus, these results contradict findings from Rogers et al. (2017) and Slater et

al. (2017) which showed that increased exposure to different idealized body images via social

media has a positive correlation with decreased body satisfaction and confidence among its

users. Results regarding the varying levels of social media usage of college students from

varying american cities also proved to be insignificant. This means that college students from the

Los Angeles area were no more or less likely to engage with social media compared to students

from alternate locations.

Limitations

While researchers do everything in their power to eliminate confounding variables, this

study still contains several limitations in its methodology. First, due to convenience sampling, it

is important to note that the demographics of the present study were limited to those most readily

available through the researcher's sphere of influence. A majority of participants in the survey

were pooled from Pepperdine University and Liberty University, which are two small, private,

Christian campuses. As a result, a majority of participants were demographically female,

Caucasion, and Christian. For more accurate results in the future, it is recommended that

researchers gather participants from public universities of varying demographics. The accuracy

of results from this study may also be skewed based on the fact that data was gathered from

self-reported surveys. Additionally, this study limits questioning based on the social networking app *Instagram.* For more holistic understanding of one's social media behaviors, it is recommended that future researchers include questions regarding a cumulative assessment of various social media platforms. It may also be beneficial for researchers to have tighter restrictions on the way they analyze social media activity among its participants through direct observations, rather than through a series of survey questions. Finally, this study has been generated only to identify simple differences in self-esteem and social media activity levels in its participants. The results cannot prove that one residential city or one set of social media behavior forms directly trigger more insecurity than others.

Implications

Throughout the 21st century Los Angeles has been stereotyped as the land of entertainment and media influencers. With that, the city's own residents are also perceived to be insecure, shallow, media crazed clout chasers who have become absorbed in the social bubble that makes up Hollywood, Malibu, Orange County, and the rest of Los Angeles. That is, afterall, what the original hypothesis from this study assumed to discover. However, the results from this current study indicate that the opposite is true. With no statistical significance among the interaction between social media usage and one's residential location, the present findings show that residents from the Los Angeles area do not use social media more or less than anyone else in

the United States. On top of that, as the public is usually quick to criticize Los Angeles

influencers for masking their insecurities with a cloud of fame, fortune, and influence, the study

found that it is actually the people from outside of Los Angeles who display greater levels of

insecurity than those from Los Angeles. This would turn the public's previous understanding of

Los Angeles' culture completely upside down. This study was also successful in contradicting

previous assumptions that spending higher amounts of time on social media is doomed to shatter

one's self-esteem. Consistent with Barry et al. (2019), this study did not find any statistically

significant data to support these assumptions. There were no significant trends in determining if

people with greater self confidence are more or less inclined to use social media than those

struggling with more insecurities. Perhaps, there are greater variables at play in determining the

psychological effects of social media outside of simply recording one's timestamp of Instagram

activity, such as their personal reactions to a certain post or reasons for engaging with social

media in the first place.

 In conclusion, the present study showed that social media activity levels did not change

in accordance with the participant's residential city, nor did the individual express adverse levels

of self-esteem in accordance with their social media behaviors. While many would argue that the

social pressures of Los Angeles may decrease one's self-esteem, this study found that those from

Los Angeles show significantly higher levels of self-esteem. One factor contributing to this may

be that people who can afford to live in Los Angeles are already wealthier individuals, or are

physically more "attractive" if they are pursuing a career in media entertainment. Higher levels

of wealth and greater potential for physically attractiveness could account for the higher levels of

self-esteem among Los Angeles residents. It is hoped that results presented by this study will

foster a greater understanding of modern day social networking culture and the psychological

effects it has on its users.

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Social Media and Self Esteem: A Comparison Survey for College Students

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You are invited to take part in a research project regarding the social media usage and self esteem of college students in Los Angeles versus those from other American cities. This pilot study is being done as part of a Research Methods class at Pepperdine University.

What the study is about: This study had been generated to identify any potential differences in self-esteem from
college students living under the social pressures of Los Angeles. Previous research has increased promotion of social media usage may correlate with one's lower levels of self-esteem. For that reason, this study is hoping to analyze the potential difference of social media usage among Los Angeles students, and if that correlates with any of their varying self-esteem levels.

What you will be asked to do: As a participant, you will be asked to complete a brief 35 question survey analyzing
relating to your demographics, social media behaviors, and present levels of self-esteem.

Risks: Due to the nature of some statements regarding mental health and self-esteem on the Heatherton Scale,
participants with depressive or suicidal symptoms may be triggered by the phrasing of particular questions.

Benefits: Results from this study will be used to expand on public knowledge regarding the social pressures one may feel from living as a college student in Los Angeles, as well as the effects that social media may have on one's perception of self. Additionally, by participating in this study, you will be entered into a drawing for a $20 gift certificate to your local Whole Foods Market.

Taking part is voluntary: Please note that taking part in this study is completely voluntary. If you choose to be in the study you can withdraw at any time without consequences of any kind. Participating in this study does not mean that you are giving up any of your legal rights, nor will this violate your privacy of any previously answered questions.

Your answers will be confidential: All records of this study will be kept private. Data will be kept on a digital
database, of which is only accessible by the researcher, and then destroyed once the results have been analyzed.
Any report of this research that is made available to the public will not include your name or any other individual
information by which you could be identified.

If you have questions or want a copy or summary of the study results: Contact the researcher at the email address or phone number above. You will be given a copy of this form to keep for your records. If you have any questions about whether you have been treated in an illegal or unethical way, feel free to contact the professor for this class Dr. Jessica Cail at 310-506-6680 or jessica.cail@pepperdine.edu

Statement of Consent: I have read the above information and have received answers to any questions. I consent to take part in the pilot study of self-esteem and social media behaviors among college students.

* Required

Do you consent to the information given above? *

○ Yes

○ No

Next

Social Media and Self Esteem: A Comparison Survey for College Students

Demographics

Please answer the following questions to the best of your ability.

What is your gender assigned at birth?

○ Male

○ Female

What is your age in years? (Please provide a numeric value)

Your answer

Please select the following ethnicity which you most strongly identify with:

○ White

○ African American

○ American Indian or Alaskan Native

○ Asian

○ Hispanic or Latin

○ Native Hawaiian or other Pacific Islander

○ Other

Please select the religion in which you most strongly identify with:

○ Agnostic

○ Atheist

○ Buddhist

○ Christian

○ Hindu

○ Jewish

○ Muslim

○ None

○ Other

Please select the socio-economic background from which you would most strongly identify with:

○ Upper Class - Elite

○ Upper Middle Class

○ Lower Middle Class

○ Working Class

○ Below the Poverty Line

Over the past year, have you lived in or within 20 miles of the Los Angeles city limits for at least 6 months (i.e., Santa Clarita, Pasadena, Calabasas, Malibu, Santa Monica, Long Beach, Orange County, Newport Beach, Huntington Beach).

○ Yes

○ No

Are you currently enrolled in a college institution?

○ Yes

○ No

Appendix C

Self-Esteem Scale

Please provide the best answer for how you are able to relate to these questions at the present moment. Please respond in your perceived level of agreement with the next 20 statements using the following scale:
1. Not at all
2. A little bit
3. Somewhat
4. Very Much
5. Extremely

1. I feel confident about my abilities.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

2. I am worried about whether I am regarded as a success or failure.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

3. I feel satisfied with the way my body looks right now.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

4. I feel frustrated or rattled about my performance.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

5. I feel that I am having trouble understanding things that I read.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

6. I feel that others respect and admire me.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

7. I am dissatisfied with my weight.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

8. I feel self-conscious.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

9. I feel as smart as others.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

10. I feel displeased with myself.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

11. I feel good about myself.

○ 1. Not at all

○ 2. A little bit

○ 3. Somewhat

○ 4. Very Much

○ 5. Extremely

12. I am pleased with my appearance right now.

- ○ 1. Not at all
- ○ 2. A little bit
- ○ 3. Somewhat
- ○ 4. Very Much
- ○ 5. Extremely

13. I am worried about what other people think of me.

- ○ 1. Not at all
- ○ 2. A little bit
- ○ 3. Somewhat
- ○ 4. Very Much
- ○ 5. Extremely

14. I feel confident that I understand things.

- ○ 1. Not at all
- ○ 2. A little bit
- ○ 3. Somewhat
- ○ 4. Very Much
- ○ 5. Extremely

15. I feel inferior to others at this moment.

- ○ 1. Not at all
- ○ 2. A little bit
- ○ 3. Somewhat
- ○ 4. Very Much
- ○ 5. Extremely

16. I feel unattractive.

- 1. Not at all
- 2. A little bit
- 3. Somewhat
- 4. Very Much
- 5. Extremely

17. I feel concerned about the impression I am making.

- 1. Not at all
- 2. A little bit
- 3. Somewhat
- 4. Very Much
- 5. Extremely

18. I feel that I have less scholastic ability right now than others.

- 1. Not at all
- 2. A little bit
- 3. Somewhat
- 4. Very Much
- 5. Extremely

19. I feel like I'm not doing well.

- 1. Not at all
- 2. A little bit
- 3. Somewhat
- 4. Very Much
- 5. Extremely

20. I am worried about looking foolish.

- ○ 1. Not at all
- ○ 2. A little bit
- ○ 3. Somewhat
- ○ 4. Very Much
- ○ 5. Extremely

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Appendix D

Social Media Usage

Do you presently own an active account on the social networking app "Instagram"? *

○ Yes

○ No

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Social Media Usage

Please respond as accurately as possible to the following questions regarding your regular use of social networking platform, Instagram.

On average, how often would you say that you open the Instagram app within a given day?

○ a. Less than 25 times

○ b. 20-50 times

○ c. 50-100 times

○ d. More than 100 times

When using the app, how long do you generally find yourself on it for each time the app is opened?

○ a. Less than 2 minutes

○ b. 2-5 minutes

○ c. 5-10 minutes

○ d. 10 minutes or more

On average, how many estimated minutes do you spend on the app on a given day? *

○ a. Less than 30 minutes

○ b. 30 minutes - 1 hour

○ c. 1-2 hours

○ d. More than 2 hours

Approximately how many followers do you have on your primary Instagram account? *

○ a. Less than 500
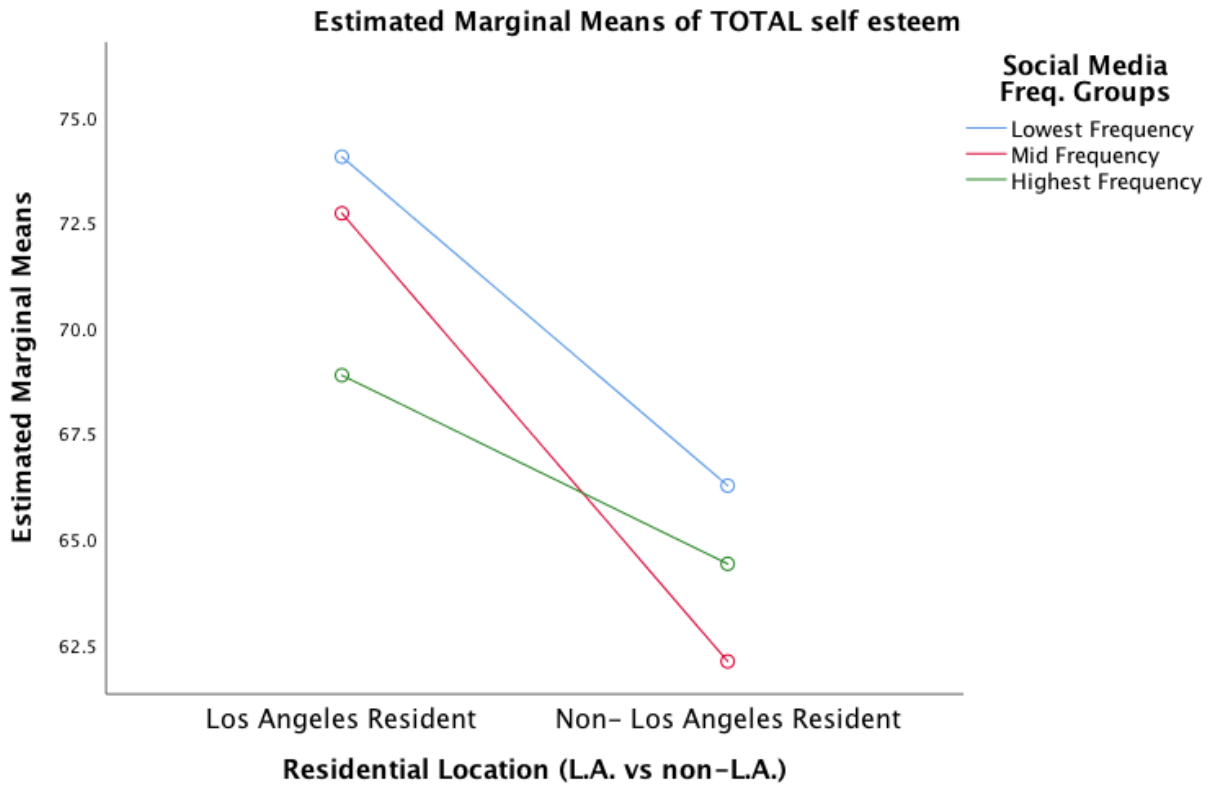
○ b. 500-2,000

○ c. 2,000-5,000

○ d. More than 5,000

How many photos do you presently have on your primary Instagram account? *

○ a. Less than 20 photos

○ b. 20-150 photos

○ c. 150-300 photos

○ d. More than 300 photos

On average, how many "likes" do you receive on each photo? *

○ a. Less than 100

○ b. 100-300

○ c. 300-500

○ d. More than 500

Figure 1

Estimated Marginal Means of TOTAL self esteem

Figure 1: The 3x2 Two-way ANOVA results of social media usage and residential location's depiction of self-esteem in college students. Results show that students from the Los Angeles area reported significantly higher levels of self-esteem.