

INTRODUCTION

- There has been mixed evidence about social media's impact on a person's self-perception.
- One study found that social media has a positive impact on a person's self-perception¹ while another study showed that spending time on Facebook decreased a person's self-esteem.²
- One hypothesis behind this mixed evidence is the way the individual is engaging with social media.
- Passive engagement refers to the act of only observing the content or merely browsing through the app while active engagement is where individuals interact more with the content, through actively liking, sharing, and commenting.
- Recent research found that the way a person interacts with content on social media could influence their self-perception.³
- We investigated the relationship between social media platform type, relevance of content, addiction to social media, and their impact on self-perception.

METHODS

Method. $N = 103$ college students (87% female, 55.3% white, $M_{age} = 20.82$ years) in the spring semester of 2023 completed a survey that measured the social media platform type they used, relevance of content and how addicted they were to social media. Additionally, participants were asked about their self-perception.

RESULTS

Results of the regression analysis in Table 1 (model adjusted $R^2 = .02$) indicate that when controlling for social media addiction, social media usage was not significantly predictive of negative self-perception ($b = -.01$, $SE = .02$, $p = .482$). When controlling for social media usage, however, social media addiction was positively associated with negative self-perception ($b = .12$, $SE = .06$, $p = .048$).

Linear Regression

Model Fit Measures

Model	R	R ²	Adjusted R ²
1	0.200	0.0401	0.0207

Model Coefficients - Negative Self-Perception

Predictor	Estimate	SE	t	p
Intercept	1.8893	0.2059	9.175	<.001
SocialMediaAddiction	0.1162	0.0579	2.006	0.048
UsageSum	-0.0120	0.0170	-0.707	0.482

DISCUSSION

- Our results showed that social media addiction was significantly correlated with negative self-perception.
- Therefore, adolescents who are on social media a lot are likely to feel worse about themselves as they are constantly comparing themselves to what they see online.
- Self-perception is closely tied with other outcomes such as depression and anxiety.
- Future research could look at specific social media apps to see if they are more likely to predict certain mental health disorders.
- This would be important for targeting specific conditions and apps for treatment purposes so that these outcomes can be reduced.
- Social media is always changing, which would explain why there is conflicting evidence about social media's impact on mental health.
- More research is necessary to fully understand the connection between social media usage, addiction, and self-perception.

REFERENCES

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