

Introduction & Background

Problem Statement

- The rise of social media has normalized certain beauty ideals, largely shaped by influencers and models.
- These standards frequently emphasize features such as **lighter skin, straight hair, and altered body types**, which create pressure for individuals to conform to society’s preferred forms of attractiveness.
- Social media platforms often promote **Eurocentric beauty ideals**, which may influence how **Black women perceive their own appearance**.
- This study examines how **social media use and acceptance of societal beauty standards** affect **self-esteem among Black college women**.
- Guided by **objectification theory (Calogero, 2012)**, the research investigates how social media engagement shapes **self-esteem and self-perceptions of one’s body**

Aims of Research

- Explore the **relationship between perceived societal beauty standards and self-esteem** among Black women who use social media.
- Determine whether the **frequency of social media use** influences **self-esteem levels** among Black women.
- Contribute to a deeper understanding of how **Eurocentric beauty ideals** impact **identity and self-esteem** among Black women while
- Inform the development of **media literacy programs, mental health initiatives, and culturally affirming interventions** that promote **positive body image and self-worth**.

Research Questions

- What is the relationship between perceived societal beauty standards and self-esteem among Black college women who use social media?
- Do Black college women with high social media use report different levels of self-esteem compared to those with low social media use?



Proposed Method

Hypotheses

- Higher internalization of societal beauty standards will be negatively associated with self-esteem among Black women college students who frequently use social media.
- There will not be a negative relationship between the internalization of societal beauty standards and self-esteem among Black women college students who frequently use social media.

Research Design

- Explanatory correlational design
- Online self-report survey was administered to approx. 150 Black college women through Qualtrics.
- Demographic questions to gather information related to ethnicity, age, racial identity, gender, classification, etc.



Participants and Data Collection

- Convenience sampling used to recruit via email, social media, word of mouth, and university networks.
- Opportunity to earn extra credit and/or raffle for one of five \$20 gift cards.
- SPSS used data cleaning and analysis.

Measures

- **The Objectified Body Consciousness Scale (OBCS; Mckinley & Hyde, 1996)** is a 24-item measure that assesses how individuals, especially women, perceive their bodies in relation to societal standards.
 - “During the day, I think about how I look many times”
 - “I would be ashamed for people to know what I really weigh”
- **Rosenberg Self-Esteem Scale (RSES; Rosenberg, 1979)** is a 10-item measure that assesses self-esteem.
 - “On the whole, I am satisfied with myself.”
 - “I wish I could have more respect for myself.”
- **Social Media Use Scale (SMUS; Tuck & Thompson, 2024)** is a 9-item measure that assesses how frequently participants engage in social media activities in the past 7 days, including
 - “Played with photo filtering/photo editing”
 - “Compared my body appearance to others”

Key References

Calogero, R. M. (2012). Objectification theory, self-objectification, and body image. *In Encyclopedia of Body Image and Human Appearance* (pp. 574–580). Elsevier.
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McKinley, N. M., & Hyde, J. S. (1996). The objectified body consciousness scale development and validation. *Psychology of Women Quarterly*, 20(2), 181–215.
<https://doi.org/10.1111/j.1471-6402.1996.tb00467.x>

Rosenberg, M. (1979). *Conceiving the Self*. New York: Basic Books.

Tuck, A. B., & Thompson, R. J. (2024). *Social media use scale* [Dataset]. <https://doi.org/10.1037/t91734-000>