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Facebook and Self-Perceptions

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Honors Project

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### Abstract

The Rosenberg Self-Esteem Scale, Balanced Inventory of Desirable Responding, and the Body Shape Questionnaire were administered to examine the relationship between self-esteem, body image, and online impression management in relation to Facebook usage. Responses from 103 female college students revealed that users with a heavier BMI had less pictures posted on their profile, engaged in less impression management, and had nearly half as fewer friends than users with a lower BMI. Females who reported they had no content on their Facebook they would not want family members or work supervisors viewing had higher body image ( $M = 50.09, SD = 19.01$ ), higher self-esteem ( $M = 21.12, SD = 4.41$ ), and higher impression management scores ( $M = 6.35, SD = 3.80$ ) than those females who reported there is content on their Facebook they would not want family members or work supervisors viewing ( $M = 62.07, SD = 20.01$ ); ( $M = 19, SD = 4.86$ ); ( $M = 4.15, SD = 2.85$ ). Implications for weight stigma and social comparison to gain online popularity are discussed, along with limitations of the current study.

*Keywords:* Facebook, body image, self-esteem, impression management, social networking sites

### **Facebook and Self-Perceptions**

In today's fast-paced society, Americans are fully aware of specific physical standards. For females, role expectations focus largely on appearance, particularly weight and body size. The pressure to conform to the "ideal" female body is excruciating, with characteristics outside this unrealistic mold perceived as flawed. To attain these cultural norms, girls and women look to media outlets, such as the internet, on how to think and feel about their bodies, as well as how to portray their physical selves to others. The effect of living in an appearance-oriented culture that encourages body perfection is quite evident, with 81% of girls as young as 10 years old reporting fear of becoming fat (Mellin, McNutt, Hu, Schreiber, Crawford, & Obarzanek, 1991), in order to attain a body that is naturally possessed by only 5% of American females (The Renew Center Foundation for Eating Disorders, 2003). The current study aims to examine the relationship between Facebook usage and self-esteem and body image, as well as analyzing the participant's impression management in an on-line context.

#### *Facebook*

As social media platforms are fairly new, little research has been conducted in determining the purposes social networking sites (SNS) serve for women, or if social networking has any relationship to the way a woman perceives herself. Previous research has cited that 80-90% of all college students have a profile on (a) SNS (Gross & Heinz, 2005; Lampe, Ellison, & Steinfield, 2006; Stutzman, 2006). Facebook, particularly, has become extremely popular with college students since the release of the site in 2004. In Tufekci's (2008) research with a college student sample studying social grooming and

self-presentation, results showed up to five times as much difference in the likelihood of women's SNS use compared to men's SNS use. As a large majority of college students, specifically females, utilize a SNS daily, questioning if these sites relate to a woman's perception of her own body and how a woman presents herself online could have particular relevance to self-esteem and body image issues.

### *Self-Esteem*

Although previous research for self-esteem in relation to Facebook activity is sparse, SNS, especially Facebook, may have the capacity to, at least, temporarily affect an individual's self-esteem (Gonzales & Hancock, 2011) or self-concept. The term "self-esteem" refers to someone whom has respect for and thinks highly of oneself, believes that he or she is a worthy person, and is satisfied with who they are as an individual (Rosenberg, 1965). Self-concept simply refers to an individual's perception of themselves, such as their feelings and actions (Vickberg & Deaux, 2005).

Social networking sites (SNS) are online profiles that provide users a space in which to present themselves, share detailed information with other users, and maintain or create connections others offline and online (Ellison, Steinfield, & Lampe, 2007; Haferkamp & Kramer, 2011; Stefanone, Lackaff, & Rosen, 2011). SNS rely on the disclosure of information from others in order to create a sense of community among users. This information can include hobbies, likes and dislikes, and personal information, such as "wall posts" and "status updates" (Gonzales & Hancock, 2011). It is plausible that divulging such intimate information on the internet could positively or negatively affect an individual's self-esteem. For example, Ellison et al. (2007) found that students

with a Facebook account who reported low self-esteem seemed to gain psychological benefits, such as enriching a user's college experiences and helping to maintain ties with new and old friends when using Facebook more frequently, suggesting that the structures of SNS can be beneficial.

One theory that can help explain and better understand the intricate interaction between two people utilizing a SNS in regards to self-esteem is social comparison theory. This theory stems from the idea that individuals have a tendency to evaluate their own opinions and ideas, as well as comparing one's own opinions to other's to see how they match up (Festinger, 1954). Festinger (1954) also states that individuals tend to compare themselves to others similar to their selves in ability. If individuals evaluate their selves against people who are too different, either positively or negatively, from their selves, then that comparison will not be accurate (Festinger, 1954). Individuals prefer to judge their selves against others who are similar so that an individual may get a better representation of how they match up as a whole when compared to similar others.

Some argue that SNS's are an efficient context of social comparison (Haferkamp & Kramer, 2011). As SNS rely on users to supply information by maintaining a profile with a user's personal information while also viewing other user's information via their profile (Haferkamp & Kramer, 2011), it is predicted users will compare other user's information to their own (Mussweiler, 2009). Therefore, SNS do more than create a sense of community. They are a fertile breeding ground for social comparisons. Users may look at others' profile information, such as pictures, occupation, status updates, etc. and compare other user's information to their own life. Overall, these comparisons may increase or decrease self-esteem.

The current study is interested in examining if an individual's self-esteem is associated with comparisons to people within one's social network that may portray themselves as "better" than viewers circumstances (i.e. more exciting experiences, a busier social life, or specific to the current study, a more "ideal" body type, etc). Likewise, if people use SNS to favorably compare themselves to others, impression management (purposeful, positive self-presentation; Furnham, Petrides, & Spencer-Bowdage, 2002) could begin to play a role in a user's construction of their online self-presentation, which will be discussed later.

On the contrary, information displayed on SNS could represent the individual's selective self-presentation and therefore not be an accurate representation of who the user truly is, which could elicit positive comments from viewers. Although the information is not accurate, the information could still elicit positive remarks from viewers, thus influencing a raise in self-esteem for the user, due to the user having full control over what information they disclose and reveal, with the possibility of exaggeration and emphasis of positive characteristics present (Walther, 1996). The current study also aims to determine the extent of selective self-presentation that occurs in a college-aged female sample on Facebook, and if self-esteem plays a role in the relationship.

### *Body Image*

Although previous research has begun to examine the relationship between using social media and the implications SNS has in relation to self-esteem, virtually no research has been conducted on how using SNS may influence female's self-perceptions of herself regarding her body size. However, due to the free, easy accessibility to create a SNS

profile, corporations are flocking to SNS for marketing purposes. This may result in even greater exposure to negative media standards via social media. As the majority of college students, particularly females, have and regularly use a SNS (Gross & Heinz, 2005; Lampe et al., 2006; Stutzman, 2006), repeated exposure to negative body perceptions, such as thin ideal and self-comparison to celebrities, along with the possibility of users to selectively self-present themselves on their own SNS profile, could contribute to a female's lower sense of self-esteem and perception of her body.

### *Impression Management*

Impression management is described as purposeful, positive self-presentation (Furnham, Petrides, & Spencer-Bowdage, 2002). Impression management a subset of social desirability and is primarily used in reference to self-presentation in a variety of context, including online behavior, such as SNS. Typically, online presentations serve to depict a more positive presentation of the user to others (Barnes, 2003). Users may also selectively choose aspects about their selves they wish to exaggerate and emphasize to viewers, known as selective self-presentation (Walther, 1996). The degree to which the presentation is overly positive is somewhat of a function of impression management. As SNS are just beginning to receive attention in the realm of research, understanding the content users are selectively monitoring, as well as the motives of why users manage certain information in their online identities, is yet to be determined, but nevertheless, extremely important. The present study hopes to explore impression management in SNS users by examining the relationship(s), if any, between online presentation, self-esteem,

and other factors such as number of Facebook friends, types of pages “liked” on Facebook, etc.

### AIMS AND HYPOTHESES

The current study aims to examine the relationship between Facebook usage and self-esteem, body image, and impression management. Given that previous research is limited, the current study and hypotheses are speculative. Nevertheless, I propose the following predictions for the current study.

**H1:** Females logging into Facebook more frequently will have lower levels of self-esteem.

Due to the possible exaggerated and positive nature of the majority of Facebook updates secondary to impression management, it is plausible that the greater frequency of exposure to social media and access to constant updates regarding peer’s life events on Facebook, the more often an individual will experience a lower sense of self-esteem.

**H2:** Students with higher numbers of Facebook friends will have higher self-esteem and will engage in impression management of their online identity more so than students with fewer Facebook friends.

The number of Facebook friends has been viewed by some as a proxy for popularity (Stefanone, Lackaff, & Rosen, 2011; Tong, Van Der Heide, Langwell, & Walther, 2008). Therefore, it is possible that females with more Facebook friends feel superior and more confident in themselves. However, individuals with more Facebook

friends are more susceptible to people viewing and evaluating their online content.

Overall, females with a greater number of Facebook friends may feel greater pressure to alter their online identities in a positive manner.

**H3:** Females who accept friend requests from only people they know in real life will have lower levels of impression management.

The level of intimacy with Facebook friends may be related to online impression management. For example, those who only add people they know offline to Facebook may manage their online identity more accurately because they will actually be friends with these users offline. Thus, users will not need to impress or exaggerate desirable characteristics as intensely to their friends, so their self-presentation would more accurately reflect the user's true self. If the user did try to overemphasize personal characteristics on their Facebook page, the user's friends would know, as they are also friends in real life, which could lead to negative consequences for the user posting the emphasized content, such as angering or even losing friends.

Those females who add people whom they do not know in real life may try to depict themselves as more positive and desirable to viewers by monitoring their online profile more closely than someone who only has friends of people they know in real life. High levels of impression management could influence selective self- presentation (choosing aspects of oneself to exaggerate), as the user is typically trying to portray oneself as positively as possible when engaging in frequent monitoring of one's online identity.

**H4:** Females with more pictures posted to their Facebook profiles will have higher numbers of Facebook friends. Females with more pictures posted to their Facebook profiles will also have higher self-esteem and higher body image than those females with fewer pictures posted to their page.

Previous research has found a positive relationship between size of SNS and photo posting on SNS. Females who are more comfortable with their appearance and who possess a more desirable body type by media's standards may tend to post more pictures to their profile. Therefore, women with a larger friend network and greater numbers of photo postings are more likely to have higher self-esteem.

**H5:** Those females whose Facebook profiles have the least strict privacy settings will have lower levels of impression management and in turn, will manage their online identity most accurately to their true selves. These females will also have lower self-esteem than those individuals with the most strict privacy settings on their Facebook profile.

All SNS accounts have privacy settings. Females with the least strict privacy settings may be less concerned with managing impressions than those who have very strict privacy settings. Because their privacy settings are less strict, these females may not care who views their online content, regardless if the user's online content is deemed inappropriate or offensive.

**H6:** Females who spend more time on Facebook and have more popular clothing pages "liked" will have lower body image and lower self-esteem.

As indicated earlier, up to 90% of college students use a SNS. Information is constantly updated and displayed on user's newsfeeds (a home page for a user that displays all the updates that a user is subscribed to on Facebook). If users are posting overly positive, exaggerated information to their profiles, others viewing these messages may feel inadequate about their selves or feel that their life is "boring" or "uneventful" in comparison to others. In addition, users who spend large amounts of time on Facebook and who also "like" many popular clothing pages (Victoria's Secret, American Eagle, Hollister, etc.) are receiving additional exposure to unrealistic media portrayals of body sizes as well, which could reinforce to the user that she is falling short of body image standards.

## **Method**

### **Participants**

One hundred and three females from a Midwestern university responded to an online recruitment system through the psychology department and received course credit for participating. Participants were eligible to participate if they were female and had an active Facebook account. Mean age of participants was 19.5 ( $SD=1.64$ ). Most participants were Caucasian (80.6%;  $n=83$ ). Other ethnicities included African-American (11.7%;  $n=12$ ) and Hispanic (3.9%;  $n=4$ ). One hundred and eleven participants began the questionnaires; however, data was omitted for eight participants due to incompleteness.

### **Materials**

#### *Demographics and Facebook Activity*

Participants were asked their current age, year in school, ethnicity, major in school, height in inches, and weight in pounds.

Facebook activity was measured by number of Facebook log-ins per day, number of years using Facebook, number of Facebook friends, methods of accepting friend requests, number of profile pictures, strictness of privacy settings, inappropriate content posted on Facebook, and “likes” of popular pages on Facebook. Methods of accepting friend requests included, “I typically accept and/or request “friends” of only those I know in real life”; “I typically accept and/or request “friends of both people I know in real life and those I have never met before, with the majority of friend accepts/request being people I know in real life”; and “I typically accept and/or request “friends of both people I know in real life and those I have never met before, with the majority of friend accepts/request being people I have never met before”. Privacy setting responses included “very strict (i.e. all information on your profile is private and is only accessible to Facebook friends”; “Somewhat strict (i.e. some information on your profile is only accessible to friends, while other information is public for anyone to see”; and “Not strict at all (i.e. no information on your profile is private and anyone who goes to your page can see all your information”. Inappropriate content on Facebook asked respondents, “Is there any content on your Facebook page, including pictures, wall posts, statuses, notes, applications, etc. that you would not want a family member or work superior seeing?”, with response choices either being “yes” or “no”. “Likes” on Facebook asked respondents to check the box if they “liked” the following pages on their Facebook profile: Victoria’s Secret, American Eagle Outfitters, Red Bull, Hollister Co., Victoria’s Secret PINK, Coca-Cola, Burberry, Abercrombie & Fitch, Skittles, Oreos, Starbucks,

Aerie, Monster Energy drink, Redbox, Armani, Pringles, Cosmopolitan Magazine, McDonald's, or None of the above.

### *Self-Esteem*

Self-esteem was assessed by administering the Rosenberg Self-Esteem Scale (Rosenberg, 1965). This 10-item questionnaire ( $\alpha=.83$ ) is commonly used to measure self-esteem. On a 4-point Likert scale, participants indicate their level of agreement (*strongly agree to strongly disagree*) to various questions regarding self-esteem and self-worth (e.g., On the whole, I am satisfied with myself; I feel I have a number of good qualities). Half of the items were reverse scored and scores were summed, with higher scores equating to higher self-esteem.

### *Impression Management*

Impression management was measured with the Balanced Inventory of Desirable Responding [BIDR] (Paulhus, 1988). A 40 item questionnaire ( $\alpha=.81$ ), the BIDR is a measure of self-deceptive positivity and impression management. Using a 7-point Likert scale (*1=not true, 4=somewhat true, 7=very true*), participants choose a number indicating their level of agreement with each statement (e.g., I never regret my decisions; I sometimes tell lies if I have to). The scoring key was balanced; with half of the items reverse coded. 1 point was added for each extreme answer (6 or 7) and answer columns were totaled. Total scores from both constructs ranged from 0-20, with higher scores representative of greater social desirability.

### *Body Image*

Body image was assessed by the Body Shape Questionnaire, 16 items (Evans & Dolan, 1993). The 16-item questionnaire ( $\alpha=.95$ ) is a measure of body image and how one feels about their physical appearance. Using a 6-point Likert scale, participants recorded their level of agreement ( $1=never$ ,  $6=always$ ) to multiple items regarding body appearance, body shape, and body image (e.g., Have you felt ashamed of your body?; Has worry about your shape made you feel you ought to exercise?). Scores were summed one to six for each item, respectively, and scores were totaled. Higher scores suggest greater concern with body shape.

### **Procedure**

Participants were recruited from the BGSU SONA system for psychological research and received .25 points of extra credit for completing the online questionnaires. Participants were provided with an informed consent form at the beginning of the questionnaires and clicked “yes” to indicate they gave consent to participate. Participants first answered demographic questions, followed by the Facebook questions, the Rosenberg questionnaire, the BIDR, and finally, the Body Shape Questionnaire. When participants completed all items, they were directed to the debriefing page, where participants were informed of the nature of the study and thanked for their time.

### **Results**

As expected, there was a significant relationship between the self-esteem scale and the body shape questionnaire ( $r = -.457, p < .01$ ). In addition, those who have used Facebook longer had more pictures on their profile ( $r = .311, p < .01$ ).

### *Hypotheses*

Contrary to the aforementioned predictions, hypotheses 1, 2, 3, and 5 did not have any significant differences.

However, in support of hypothesis 4, females with more Facebook friends ( $M = 797.13, SD = 429.277$ ) had more pictures posted to their profile,  $t(101) = -2.58, p < .01$ , than those with fewer pictures on their profile ( $M = 554.99, SD = 327.81$ ).

In accordance with predictions for hypothesis 6, a one-way analysis of variance (ANOVA) was conducted, resulting in significant differences for log-ins per day on Facebook and number of popular clothing pages “liked” on Facebook,  $F(2, 49) = 3.60, p < .05$ . Females who logged into Facebook more than ten times per day had the highest amount of popular clothing pages “liked” on Facebook ( $M = 3.75, SD = .96$ ), compared to those females who logged in six-ten times per day ( $M = 3.42, SD = 1.68$ ) and less than five times per day ( $M = 2.36, SD = 1.38$ ).

In addition to the hypotheses, a number of exploratory analyses were performed to better understand the relationship between Facebook, self-esteem, impression management, and body image,

### *Self-Esteem*

There was a significant difference found for inappropriate content on participant’s Facebook profiles,  $F(1, 101) = 4.36, p < .05$ . Females who said there is no content on

their Facebook that they would not want their families or work supervisors viewing had higher self-esteem ( $M = 21.12, SD = 4.41$ ) than females who said they did have content on their Facebook they would not want their families or work supervisors seeing ( $M = 19, SD = 4.86$ ). Females with lower self-esteem also scored lower for impression management ( $M = 4.33, SD = 4.51$ );  $t(51) = -2.34, p < .05$ , and had less content on their Facebook they wouldn't want their families or work supervisors viewing ( $M = 1.33, SD = .58$ );  $t(52) = -2.09, p < .05$ , than those females with higher self-esteem ( $M = 13.34, SD = 6.53$ ); ( $M = 1.82, SD = .39$ ). The self-esteem scale and impression management scale were also significantly correlated ( $r = .351, p < .01$ ).

#### *Profile Pictures*

Females with more than 96 pictures on their profile page had less log-ins per day ( $M = 4.25, SD = 2.75$ );  $t(39.92) = 2.303, p < .05$ , than those females with less than 96 pictures on their profile page ( $M = 6.31, SD = 5.35$ ). Females with less than 96 pictures on their profile had fewer friends ( $M = 554.99, SD = 327.81$ );  $t(101) = -2.58, p < .01$ , and engaged in stricter privacy precautions on their Facebook profile,  $t(101) = -3.07, p < .01$ , than those females with more than 96 pictures on their profile ( $M = 797.13, SD = 429.28$ ).

#### *Facebook Friends*

Females with less than 593 Facebook friends had fewer total pictures on their Facebook profile ( $M = 41.16, SD = 34.07$ );  $t(101) = -3.04, p < .01$ , engaged in more strict privacy precautions on their Facebook ( $M = 1.25, SD = .47$ );  $t(101) = -2.50, p < .01$ , and

weighed more ( $M = 158.16, SD = 36.54$ );  $t(101) = 2.02, p < .05$ , than females with more than 593 Facebook friends ( $M = 182.45, SD = 782.02$ ); ( $M = 1.50, SD = .51$ ); ( $M = 143.80, SD = 33.06$ ). Number of Facebook friends and total number of popular clothing pages “liked” on Facebook was also significantly correlated ( $r = .305, p < .05$ ). Results are illustrated in Table 2 and Figure 3.

### *Weight Stigma*

Females whose BMI's were considered “obese” (BMI of 30 or above, as determined by the Center for Disease Control and Prevention, 2011) had significantly less Facebook friends ( $M = 421.40, SD = 234.71$ );  $t(39.75) = 3.12, p < .01$ , and scored lower for impression management ( $M = 7.40, SD = 4.90$ );  $t(29.33) = 2.21, p < .05$ , than females who had BMI's of “normal” ( $M = 677.94, SD = 398.08$ ); ( $M = 10.82, SD = 6.31$ ). Weight and total number of Facebook friends was also significantly correlated ( $r = -.194, p < .05$ ). Results are illustrated in Figure 2.

### *Inappropriate Content*

There was a significant difference found for inappropriate content on participant's Facebook profiles and body image,  $F(1, 99) = 7.64, p < .01$ ; self-esteem,  $F(1, 101) = 4.36, p < .05$ ; and impression management,  $F(1, 99) = 7.52, p < .01$ . Females who reported they had no content on their Facebook they would not want family members or work supervisors viewing had higher body image ( $M = 50.09, SD = 19.01$ ), higher self-esteem ( $M = 21.12, SD = 4.41$ ), and higher impression management scores ( $M = 6.35, SD = 3.80$ ) than those females who reported there is content on their Facebook they would

not want family members or work supervisors viewing ( $M = 62.07$ ,  $SD = 20.01$ ); ( $M = 19$ ,  $SD = 4.86$ ); ( $M = 4.15$ ,  $SD = 2.85$ ). These results are illustrated in Table 1 and Figure 1.

### Discussion

In accordance with past research, females who had higher self-esteem also had higher body image, as expected. Hypotheses four and six were supported from the data, supporting the prediction that females with more Facebook friends posted more pictures to their profile and females who log onto Facebook the most times per day had the highest numbers of popular clothing pages “liked” on Facebook. Results suggest that females who use Facebook more frequently may personalize their online profiles more than females who use Facebook less frequently by uploading more pictures, “liking” their favorite pages so that the user will receive updates on their homepage, etc. As women with more Facebook friends also “liked” more popular clothing pages than women with fewer Facebook friends, these findings may also suggest the presence of social comparison in judging a user’s popularity status. By spending more time on Facebook, a user has more opportunities to “friend” other users, browse more “like” pages, upload more pictures, etc. These activities, particularly “liking” pages, may influence a user to feel special and important, as many popular clothing pages, such as Victoria’s Secret and American Eagle, often update their Facebook page to simulate direct conversation to the consumer, in an attempt to create artificial intimacy and exclusivity.

The most notable finding of the current study is the main effect of inappropriate content on participant’s Facebook profiles and body image, self-esteem, and impression management (see Figure 1 and Table 1). Users who did not care if work supervisors or

family members saw their Facebook content had higher self-esteem, higher impression management, and higher body image than their more private counterparts. Higher impression management suggests the user may selectively post content on their profile, so a user with higher impression management may self-select their online identity in comparison to their offline identity. By selectively managing online content, this could influence a rise in self-esteem, if a user only discloses their most positive identity and overly emphasized content is what other users are viewing. If users are selectively managing their photos on Facebook, users may choose to upload only flattering or altered pictures, such as cropped or digitally enhanced photos. Self-selecting photo uploads could raise a user's self-esteem and influence the user to feel more strongly about their body, especially if other users are providing positive feedback on this content. Other viewers may only see content the user deems as desirable, although that content may not be an accurate portrayal of the user offline. Overall, this behavior may occur as a user's attempt to achieve greater popularity and higher status online when other viewers compare their content to the user, although further research is still needed.

It appeared that weight stigma was also present, with obese users having just over half as many friends as thinner users (see Figure 2). Obese users also engaged in less impression management, had fewer pictures posted to Facebook, and had less strict privacy settings on their accounts. These results imply that heavier females may depict their online selves as an accurate reflection of their offline selves, but presenting a mildly altered online identity may hold implications to gaining popularity within a social network. As being thinner was associated with higher impression management, greater numbers of friends, and more pictures posted online, perhaps there is a subtle desire

among Facebook users for users to display a more self-selected profile, in conjunction with Western culture's obsession in attaining physical perfection, especially among women. With more corporations and companies advertising on social networks such as Facebook, the increasing presence of media's intentions to influence consumer's decisions may continue to perpetuate the superiority of the physical ideal online when viewing other's photos, "like" pages, or even when choosing whether to accept or reject friend requests.

#### *Limitations and Future Directions*

Limitations include lack of experimental design to determine causal inference and directionality of results. Rather than focusing on a specific function of SNS, such as photo uploading or friend requests, questions regarding Facebook activity encompassed a much broader area, possibly hindering more in-depth analyses. Future studies may consider analyzing a specific self-perception, i.e., self-esteem, body image, *or* impression management in relation to Facebook usage, to develop a more accurate picture of current trends.

Future directions should incorporate measures of weight stigma, especially in an experimental context. Studies may consider digitally altering a female's picture to appear both heavier and thinner, with identical hair, makeup, and body language, and simulating a friend request scenario online to determine if one picture is accepted more frequently over the other. Many unanswered questions regarding the manner in which viewers perceive heavier users have surfaced, particularly in examining if heavier user's online activity differs from that of thinner users as a result of less impression management, less

pictures posted, and less friends added, or if this discrepancy in behavior occurs because the user is truly stigmatized because of her weight.

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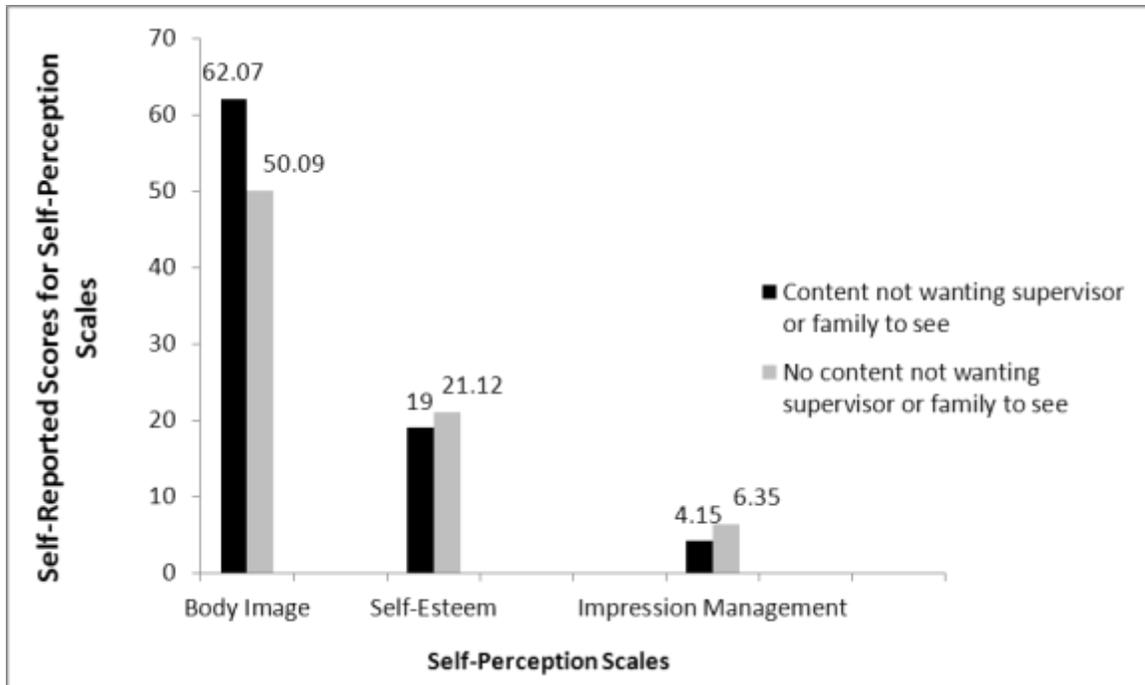


Figure 1. Means for Self-Perception Scales by Presence of Inappropriate Content on Facebook.

Table 1. Means and Standard Deviations for Self-Perception Scales by Presence of Inappropriate Content on Facebook.

	Body Image		Self-Esteem		Impression Management	
	M	SD	M	SD	M	SD
Content not wanting supervisor or family to see	62.07	20.01	19.00	4.86	4.15	2.85
No content not wanting supervisor or family to see	50.09	19.01	21.12	4.41	6.35	3.80

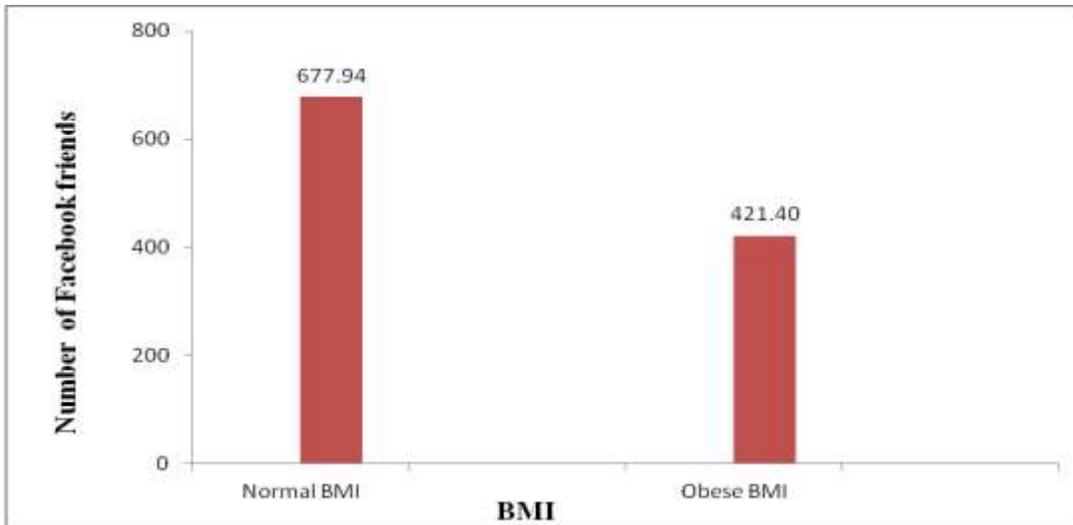


Figure 2. Mean Facebook friends by BMI.

Table 2. Means and Standard Deviations for Facebook Friends by Facebook Activity and Weight.

	Low Facebook Friends		High Facebook Friends	
	M	SD	M	SD
Profile Pictures	41.16	34.07	182.45	782.02
Privacy Precautions	1.25	0.47	1.50	0.51
Weight	158.16	36.54	143.80	33.06

Note: Low facebook friends was determined by taking highest number of reported friends and dividing in half. Low Facebook friends=593; High Facebook friends=>593. Privacy settings were coded 1. strict privacy settings, 2. moderately strict privacy settings, or 3. not strict at all privacy settings.

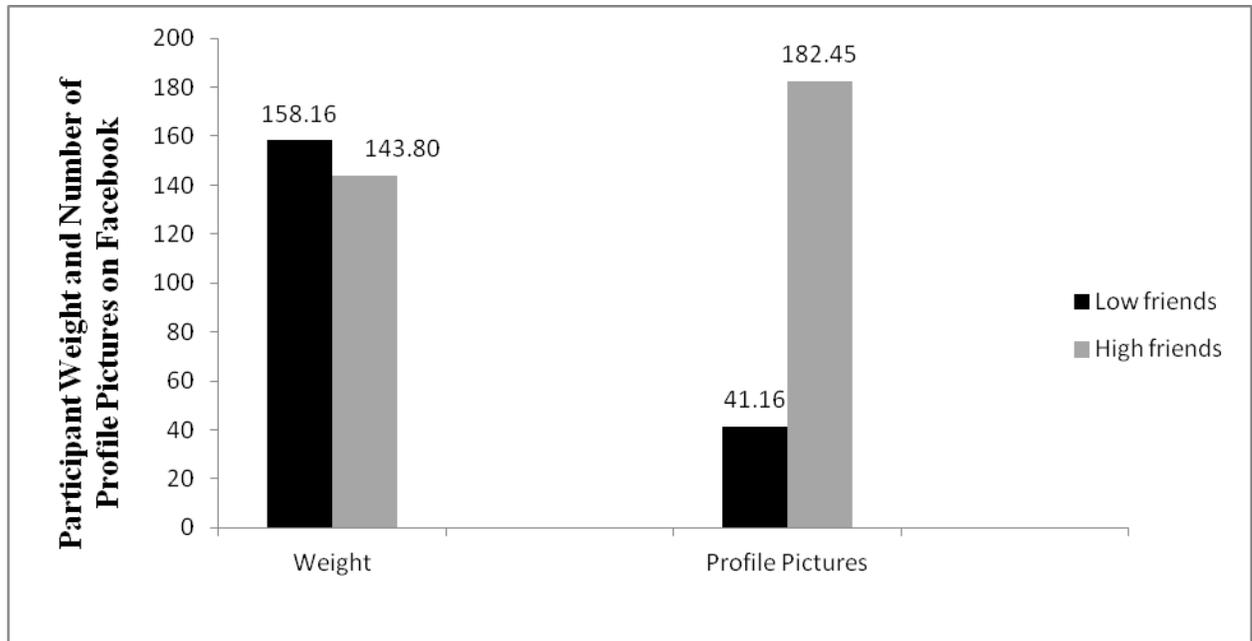


Figure 3. Participant Means for Low and High Facebook Friends by Weight and Profile Pictures.