Abstract

Society in the 21st century revolves so much around social media. It could be accessed from anywhere, especially nowadays with technology being so advanced. Even though certain groups might disagree, social media plays a major role in everyday life. The question is, does social media affect a certain group in society more than others? Since social media is so broad we are going to focus on a specific site known as Instagram. We are also going to focus on females in society, and how they portray themselves on it. Instagram is a social media site where the goal is to get as many likes as you can. Interactionism is all about how people behave amongst each other. Looking at it from this perspective, this would sometimes lead to competition in certain groups in society such as females. Females tend to do anything possible to look their best by wearing certain clothes or applying an intense amount of makeup. Sometimes this competition leads to the extent of females posing in a sexual manner to attract more likes on Instagram. This behavior or sense action can be compared to billboards in the past, when companies would hire beautiful women to help sell their item through their beauty. This could be the reason why females tend to compete with one another, because to them Instagram is like the new billboard, and they want to see themselves as the top female on Instagram.

Methods & Future Research

For our project we feel as if to find the research we need we could make a survey to find out more information. The goal is to find out from women why they feel as if they have to go to such lengths to make themselves look good for Instagram pictures. In our survey we would have 15 questions, but 5 example questions would be:

1. Do you follow more men or women on Instagram?
2. Do you primarily post pictures of yourself or of other things (nature, animals, etc.)?
3. How many retakes do you usually take before posting the actual picture?
4. Does the amount of likes you get on a picture affect how you feel about yourself?
5. When you post pictures do you do it with the intention of looking better than someone else?

Work cited

1. http://i.dailymail.co.uk/i/pix/2014/07/15/article-2693623-0279C86400000578-524_636x382.jpg
5. Instagram account: @vousmevoyez

Impact on Self-Image

- Most research on body image is pre-Facebook
- Studies post-2004 suggest that:
  - Women and girls still have body image concerns
  - Media literacy affects self-esteem
  - Media literacy with social media
  - Instagram is like the new billboard in the past, when companies would hire beautiful women to help sell their item through their beauty. This could be the reason why females tend to compete with one another, because to them Instagram is like the new billboard, and they want to see themselves as the top female on Instagram.