Reel2Real: A Social Media Literacy Intervention for Young Adult Women

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Opportunity

Social media is a pervasive and influential presence, particularly for young adults. Research has shown that social media usage negatively impacts users’ body image, due to users engaging in social appearance comparison with a filtered, highlight-reel of curated images. Young adult women are particularly susceptible to such comparisons and resulting poor body-image and disordered eating.

Approach

• A Web-based intervention was created by the research team. This is comprised of interactive games bolstered by educational information with popularly recognizable images from platforms including Snapchat, Instagram and Facebook.

• N = 11 undergraduate women between the ages of 18-25 recruited

• Participants pilot a web-based, interactive prevention and intervention program aimed at increasing social media literacy and decreasing negative outcomes of social media use such as poor body image. Change in body image related outcomes from pre-post intervention will be tested.

Data or Results

We will assess changes in the following constructs from the pre-test to the post-test to determine effectiveness of the web-based social media literacy intervention:

• Social Appearance Comparison
• Internalization of Cultural Beauty Ideals
• Self-Objectification
• Body Appreciation
• Knowledge & Attitudes about Social Media Literacy:
  • Identifying photo editing techniques
  • Identifying how social media posts are curated to show a “highlight reel”
• Intentions for Participants’ Own Social Media Use

Impact

Data collection is ongoing. Recruitment rates and participant interviews suggest that the intervention is acceptable to young women and fills a gap in available resources.

Should findings support the efficacy of the intervention they will contribute to the emerging evidence for media literacy skills related to social as important modifiable factors that may help to promote positive body image.

• The unique feature about my presentation is utilizing a web-based intervention to combat body image concerns as a result of social media use.

• The impact of this presentation is addressing social media as a sociocultural force of body-image pressure.

References


Funded by the Institute for Health Equity and Social Justice Research