

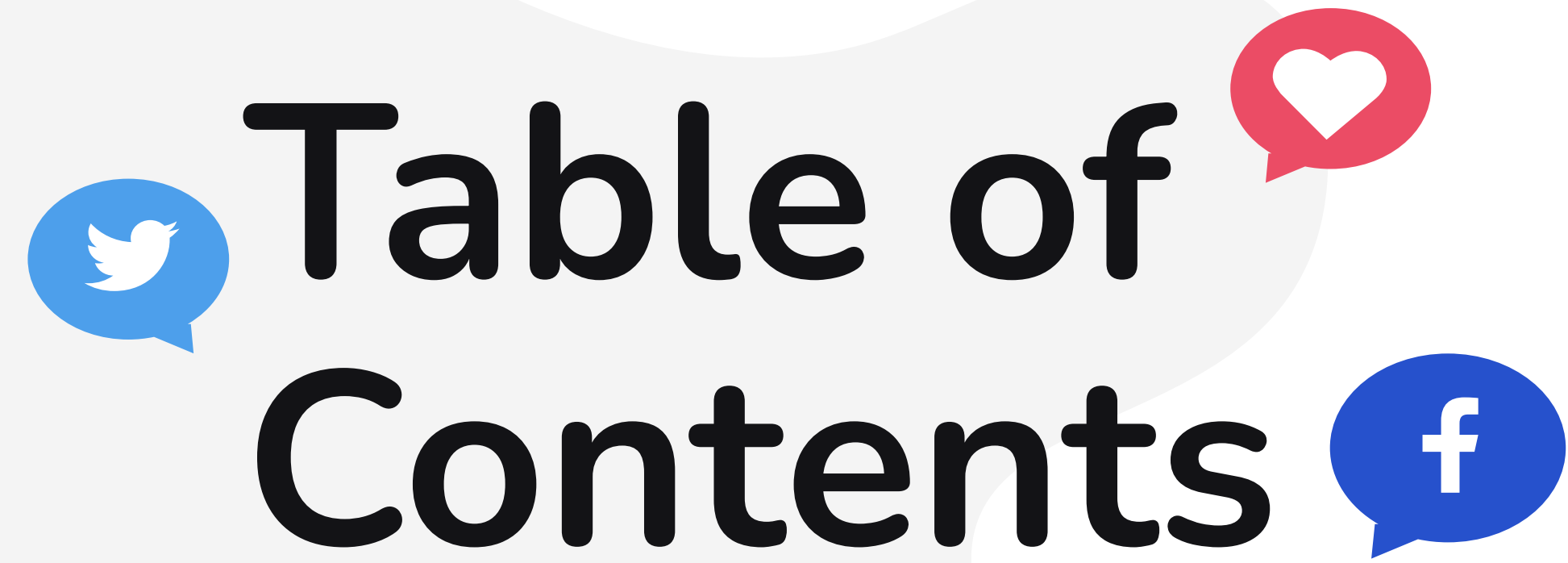


Personal Development Content & Self-Perception

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Introduction

There is a on-going belief that social media can influence the mental and physical well-being of users.

This concept originates from the deliberate promotion of healthy attitudes and behaviors on multiple media platforms.

Personal Development content promotes this idea to change or adopt new habits to become a better version of yourself.

As this content continues to grow and appear more frequently on platforms, how exactly are people reacting?

Literature Review

The Impact of Social Media on Self Esteem

- The study examined how high social media usage affects the self-esteem of young people.
- Students had their social media habits, self-esteem and satisfaction levels analyzed using questionnaires and interviews.
- Study found social media usage has negative correlation with self-esteem. Comparisons with others on social media caused envy, decreased gratitude, and lower self-esteem.

Young People's Experiences of Viewing the Fitspiration Social Media Trend

- The study aims to explore how young adults interact with fitspirational social media content and its impact.
- Young adults who identify as active followers of fitspirational content were asked to participate in either focus groups or individual interviews.
- Fitspirational content can serve as a means of acquiring knowledge and inspiration, but it can also have negative effects on emotional well-being and spread false information.

The Role of Self-Improvement & Self-Evaluation Motives in Social Comparisons

- This study investigates how comparison motivation impacts media exposure for women who consider their appearance a significant comparison factor.
- Participants were asked to complete three parts: a survey to measure factors affecting their reaction to media, rating ads, and a questionnaire.
- The study found that looking at model pictures makes women anxious about their bodies, indicating that comparing oneself to others negatively impacts body image.

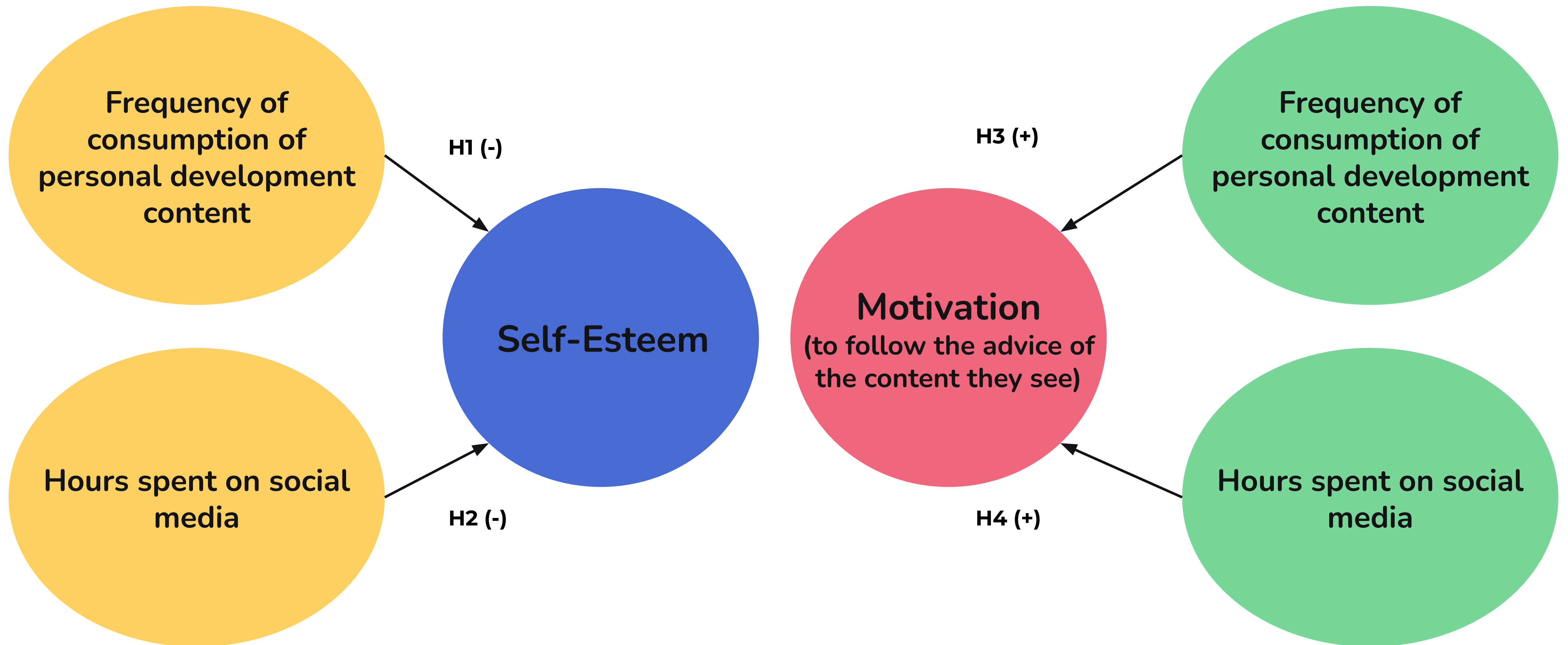


Research Question

How do personal development social media posts affect men and women's motivation and self-esteem?



Conceptual Frameworks



Hypotheses



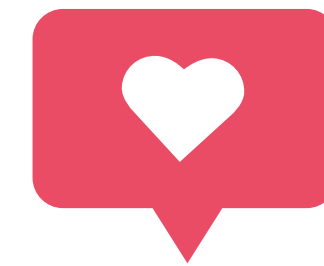
— (H1) As the amount of content they see related to personal development increases, their self-esteem decreases.



— (H3) As the amount of content they see related to personal development increases, their motivation to follow a similar lifestyle also increases.



— (H2) As the amount of hours they spend on social media increases, their self-esteem decreases.



— (H4) As the amount of hours they spend on social media increases, their motivation to follow the advice of the content they see increases.

Methods





Method

Online survey questionnaire through Survey Alchemer. Survey collected primary data on social media usage including:

- frequency of usage
- purpose

Variables

Independent Variable - frequency of consumption of personal development social media content & hours spent on social media

Dependent Variables - Motivation & Self-Esteem

Sampling Technique

- convenience sampling →



Participant Recruitment

Sample size - 201 Participants

Participants were recruited by word of mouth and through social media posts

- allows us to garner participants who already have social media accounts

Inclusion Criteria:

Participants were required to be above the age of 18 & frequent social media users (at least weekly)





Measures



Rosenberg Self-Esteem Scale

Used the five out of the ten original items

1. On the whole, I am satisfied with myself.
2. I feel that I have a number of good qualities.
3. I feel I do not have much to be proud of.
4. I feel that I'm a person of worth, at least on an equal plane with others.
5. I wish I could have more respect for myself.

Rosenberg, M. (1965). Society and the adolescent self-image. Princeton, NJ: Princeton University Press.

Both scales used a five-point Likert scale ranging from Strongly Agree (1) to Strongly Disagree (5)

Self Esteem Scale: $\alpha = .784$

Motivation Scale: $\alpha = .596$

Motivation Survey Questionnaire

Used five out of eight original items with minor modifications to item wording to be more relevant to the current study

1. I am usually influenced to purchase a service or product when I see it on social media.
2. I am usually influenced to actively seek out additional personal development content outside of social media (e.g. books, podcasts).
3. Seeing the achievements of others on social media increases my motivation (will) to act
4. Seeing others share their success online motivates me to share my own.
5. Seeing the achievements of others on social media sometimes makes me jealous



Results



Participants & Demographics



| | | | | |
|---------------------------|-----------|--------------------|------------|------|
| 201 Total Paticipants | Frequency | | Percentage | |
| Gender | | | | |
| Female | 137 | | 68.2 | |
| Male | 53 | | 26.4 | |
| Nonbinary | 8 | | 4.0 | |
| Prefer Not to Say | 3 | | 1.5 | |
| Race | | | | |
| Asian / Pacific Islander | 51 | | 25.4 | |
| Black or African American | 14 | | 7.0 | |
| Hispanic | 44 | | 21.9 | |
| White / Caucasian | 79 | | 39.3 | |
| Two or More | 6 | | 3.0 | |
| Prefer Not to Say | 6 | | 3.0 | |
| Other - Please Specify | 1 | | 0.5 | |
| | Mean | Standard Deviation | Min | Max |
| Birth Year | 1986.97 | 15.099 | 1946 | 2004 |
| Age (based on birth year) | 36.03 | 15.099 | 19 | 77 |

Descriptives

Independent Variables

| How often do you actively consume content from personal development influencers (watch videos, view posts, read books, listen to podcasts)? | Frequency | Percent |
|---|-----------|---------|
| Never | 12 | 6.0 |
| Rarely | 48 | 23.9 |
| Sometimes | 90 | 44.8 |
| Often | 51 | 25.4 |
| Total | 201 | 100 |

| How often do you come across content from personal development influencers in your social media feed(s)? | Frequency | Percent |
|--|-----------|---------|
| Never | 3 | 1.5 |
| Rarely | 23 | 11.4 |
| Sometimes | 88 | 43.8 |
| Often | 87 | 43.3 |
| Total | 201 | 100 |

| How often do you use social media? | Frequency | Percent |
|------------------------------------|-----------|---------|
| Monthly | 1 | .5 |
| Weekly | 6 | 3.0 |
| Daily | 138 | 68.7 |
| Hourly | 56 | 27.9 |
| Total | 201 | 100 |

| | N | Mean | St. Deviation | Min | Max |
|--|-----|------|---------------|-----|-----|
| On average, how many hours a day do you spend on social media? (Please enter a whole number) | 201 | 3.67 | 2.746 | 1 | 18 |

Descriptives

Dependent Variables (Self-Esteem)

| I feel that I have a number of good qualities | Freq | % |
|---|------|------|
| Strongly Disagree | 0 | 0.0 |
| Disagree | 4 | 2.9 |
| Neutral | 15 | 7.5 |
| Agree | 115 | 57.2 |
| Strongly Agree | 67 | 33.3 |
| Total | 201 | 100 |

| On the whole, I am satisfied with myself | Freq | % |
|--|------|------|
| Strongly Disagree | 3 | 1.5 |
| Disagree | 23 | 11.4 |
| Neutral | 41 | 20.4 |
| Agree | 86 | 42.8 |
| Strongly Agree | 48 | 23.9 |
| Total | 201 | 100 |

| I feel that I'm a person of worth | Freq | % |
|-----------------------------------|------|------|
| Strongly Disagree | 2 | 1.0 |
| Disagree | 7 | 3.7 |
| Neutral | 22 | 10.9 |
| Agree | 106 | 52.7 |
| Strongly Agree | 64 | 31.8 |
| Total | 201 | 100 |

| I feel I do not have much to be proud of* | Freq | % |
|---|------|------|
| Strongly Disagree | 46 | 22.9 |
| Disagree | 96 | 47.8 |
| Neutral | 36 | 17.9 |
| Agree | 19 | 9.5 |
| Strongly Agree | 4 | 2.0 |
| Total | 201 | 100 |

| I wish I could have more respect for myself* | Freq | % |
|--|------|------|
| Strongly Disagree | 20 | 10.0 |
| Disagree | 52 | 25.9 |
| Neutral | 38 | 18.9 |
| Agree | 71 | 35.3 |
| Strongly Agree | 20 | 10.0 |
| Total | 201 | 100 |

Descriptives

Dependent Variables (Motivation)

| I am usually influenced to purchase a service or product when I see it on social media | Freq | % |
|--|------|------|
| Strongly Disagree | 23 | 11.4 |
| Disagree | 63 | 31.3 |
| Neutral | 63 | 31.3 |
| Agree | 45 | 22.4 |
| Strongly Agree | 7 | 3.5 |
| Total | 201 | 100 |

| Seeing the achievements of others on social media increases my motivation (will) to act | Freq | % |
|---|------|------|
| Strongly Disagree | 11 | 5.5 |
| Disagree | 24 | 11.9 |
| Neutral | 68 | 33.8 |
| Agree | 80 | 39.8 |
| Strongly Agree | 18 | 9.0 |
| Total | 201 | 100 |

| I am usually influenced to actively seek out additional personal development content outside of social media (like books or podcasts) | Freq | % |
|---|------|------|
| Strongly Disagree | 14 | 7.0 |
| Disagree | 45 | 22.4 |
| Neutral | 53 | 26.4 |
| Agree | 70 | 34.8 |
| Strongly Agree | 19 | 9.5 |
| Total | 201 | 100 |

| Seeing others share their success online motivates me to share my own | Freq | % |
|---|------|------|
| Strongly Disagree | 19 | 9.5 |
| Disagree | 59 | 29.4 |
| Neutral | 61 | 30.3 |
| Agree | 43 | 21.4 |
| Strongly Agree | 19 | 9.5 |
| Total | 201 | 100 |

| Seeing the achievements of others on social media sometimes makes me jealous | Freq | % |
|--|------|------|
| Strongly Disagree | 39 | 19.4 |
| Disagree | 48 | 23.9 |
| Neutral | 44 | 21.9 |
| Agree | 62 | 30.8 |
| Strongly Agree | 8 | 4.0 |
| Total | 201 | 100 |



Correlations

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--|---------------------|--------|--------|--------|-------|---------|------|--------|---|
| 1. How often do you come across content from personal development influencers in your social media feed(s)? | Sig (2-tailed) | | | | | | | | |
| | Pearson Coefficient | | | | | | | | |
| 2. How often do you actively consume content from personal development influencers (watch videos, view posts, read books, listen to podcasts)? | Sig (2-tailed) | <.001 | | | | | | | |
| | Pearson Correlation | .341** | | | | | | | |
| 3. On average, how many hours a day do you spend on social media? (Please enter a whole number) | Sig (2-tailed) | .778 | .102 | | | | | | |
| | Pearson Correlation | -.020 | .116 | | | | | | |
| 4. How often do you use social media? | Sig (2-tailed) | .183 | .080 | <.001 | | | | | |
| | Pearson Correlation | .094 | .124 | .376** | | | | | |
| 5. What year were you born? | Sig (2-tailed) | .087 | .787 | .043 | .225 | | | | |
| | Pearson Correlation | -.121 | .019 | .143* | .086 | | | | |
| 6. Self Esteem Scale | Sig (2-tailed) | .753 | .417 | .024 | .362 | <.001 | | | |
| | Pearson Correlation | -.022 | .058 | -.160* | -.065 | -.333** | | | |
| 7. I am usually influenced to purchase a service or product when I see it on social media | Sig (2-tailed) | .968 | <.001 | .028 | <.001 | .227 | .696 | | |
| | Pearson Correlation | .003 | .293** | .155 | .258 | .086 | .028 | | |
| 8. I am usually influenced to actively seek out additional personal development content outside of social media (like books or podcasts) | Sig (2-tailed) | .042 | <.001 | .991 | .568 | .356 | .269 | <.001 | |
| | Pearson Correlation | .144* | .432** | -.001 | .040 | -.065 | .078 | .078** | |



Regressions

Self-Esteem

| Variable | Coefficient (Std. Error) | Standardized Beta Values | Significance |
|---|-----------------------------|-----------------------------|--------------|
| Constant | 3.910 (.447) | | <.001 |
| On average, how many hours a day do you spend on social media? (Please enter a whole number) | -.042 (.019) | -.169 | .028 |
| How often do you use social media? | -.010 (.101) | -.008 | .920 |
| How often do you come across content from personal development influencers in your social media feed(s)? | -.055 (.071) | -.058 | .437 |
| How often do you actively consume content from personal development influencers (watch videos, view posts, read books, listen to podcasts)? | .079 (.061) | .098 | .195 |
| | | | |
| R-Squared | .034 | | |
| Adjusted R-Squared | .015 | | |





Regressions

Motivation

I am usually influenced to purchase a service or product when I see it on social media

| Variable | Coefficient (Std. Error) | Standardized Beta Values | Significance |
|---|-----------------------------|-----------------------------|--------------|
| Constant | .360 (.633) | | .570 |
| On average, how many hours a day do you spend on social media? (Please enter a whole number) | .014 (.027) | .036 | .615 |
| How often do you use social media? | .433 (.142) | .218 | .003 |
| How often do you come across content from personal development influencers in your social media feed(s)? | -.172 (.101) | -.120 | .090 |
| How often do you actively consume content from personal development influencers (watch videos, view posts, read books, listen to podcasts)? | .369 (.086) | .303 | <.001 |
| | | | |
| R-Squared | .150 | | |
| Adjusted R-Squared | .133 | | |





Regressions

Motivation

I am usually influenced to actively seek out additional personal development content outside of social media (like books or podcasts)

| Variable | Coefficient (Std. Error) | Standardized Beta Values | Significance |
|---|-----------------------------|-----------------------------|--------------|
| Constant | 1.586 (.654) | | .016 |
| On average, how many hours a day do you spend on social media? (Please enter a whole number) | -.022 (.028) | -.055 | .435 |
| How often do you use social media? | .015 (.147) | .007 | .918 |
| How often do you come across content from personal development influencers in your social media feed(s)? | -.012 (.104) | -.008 | .909 |
| How often do you actively consume content from personal development influencers (watch videos, view posts, read books, listen to podcasts)? | .567 (.089) | .440 | <.001 |
| | | | |
| R-Squared | .189 | | |
| Adjusted R-Squared | .173 | | |





Discussion



Self-Esteem

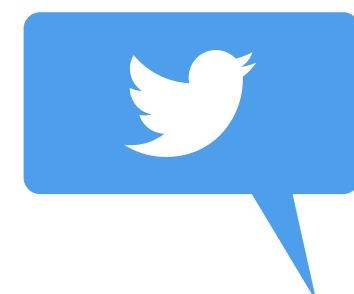
Time spent on social media and frequency of personal development content consumption did not have a statistically significant relationship with self-esteem.

Motivation

Time on social media and the frequency of personal development content consumption were both positively related to motivation, supporting our hypotheses..

Demographics

The older the participant, the higher they rated their self-esteem. There was also no significant difference in the self-esteem and motivation of males and females.



Limitations

- 1. Self-report bias**
Participants may over-report or underreport information due to social desirability or recall bias.
- 2. Sampling bias**
Participants were not randomly selected.
- 3. Non-response bias**
Participants who chose to respond may be different from those who have not responded.
- 4. Survey design**
A question or two may have been poorly worded, leading to ambiguous or biased responses.
- 5. Privacy concerns**
Participants may have been hesitant to share accurate information.



Future Plans



- 1. Stratified random sampling**
Dividing the population into strata based on gender identity or racial group and randomly selecting an equal number of participants from each stratum.
- 2. Quota sampling**
Setting quotas for each gender identity or racial group based on their proportion in the population and selecting participants for each group until the quotas are met.
- 3. Follow-up reminders**
For non-respondents to encourage their participation and increase response rates.
- 4. Mixed methods**
Combining qualitative methods, such as interviews or focus groups alongside surveys, to provide a richer understanding of participants

Conclusion

There was no statistically significant relationship between social media consumption and self esteem found within our research. However social media consumption was found to be positively related to motivation.

There was also no significant difference in the responses of males vs females regarding their motivation and self-esteem.



Sources

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Thank You!

