

Let me take a selfie

Exploring the psychological effects of posting and viewing selfies/groupies on social media

Introduction

Previous selfie related studies examined the relationship between posting selfies and narcissism (i.e. Barry, Doucette, Loflin, Rivera-Hudson, & Herrington, 2015)

Social comparison theory posits people seek to compare themselves to others they believe are similar to themselves, particularly to determine their own levels

Hypotheses

H1a: Self-esteem mediates the relationship between posting selfies and life satisfaction

H1b: Self-esteem mediates the relationship between viewing selfies and life satisfaction

H2a: Self-esteem mediates the relationship between posting groupies and life satisfaction

of abilities and success (Festinger, 1954)

Do people engage in upward or downward social comparison when they post or view selfies/groupies on social media?

Does selfies/groupies viewing or posting behavior influence self-esteem and life satisfaction?

H2b: Self-esteem mediates the relationship between viewing groupies and life satisfaction

H3a: Need for popularity moderates the effects of selfie viewing frequency on self-esteem.

H3b: Need for popularity moderates the effects of groupie viewing frequency on life satisfaction.

Study Design

Online Survey

Participants from Mturk ($N = 275$)

Female: 49%

Age: $M = 33.46$ ($SD = 12.26$)

Race: Whites = 84%

IVs:

Selfie Posting ($M = 2.27$, $SD = 1.41$)

Groupie Posting ($M = 5.25$, $SD = 1.71$)

Selfie Viewing ($M = 2.26$, $SD = 1.40$)

Groupie Viewing ($M = 4.95$, $SD = 1.76$)

Mediator:

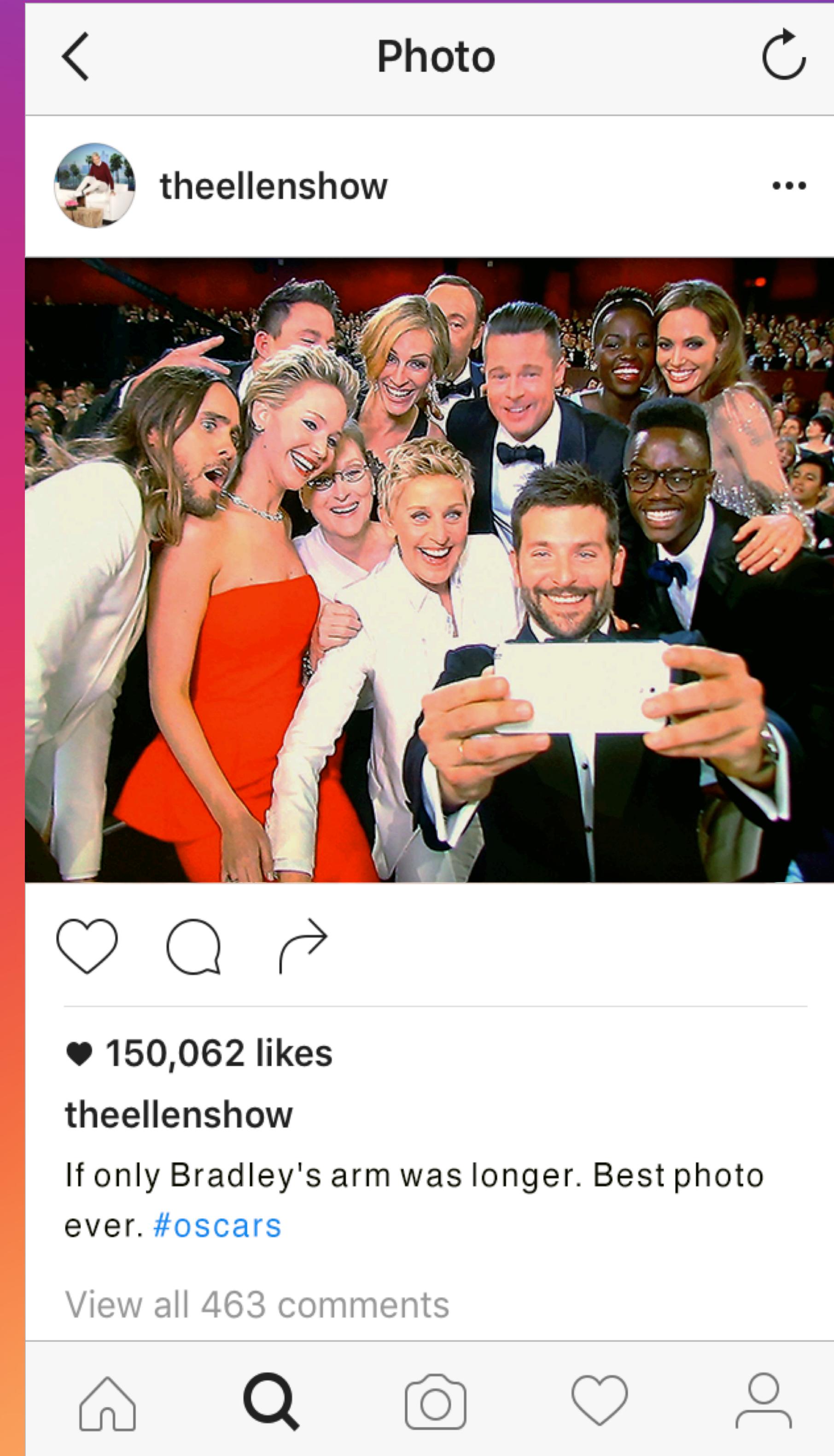
Self-esteem ($\alpha = .87$, $M = 5.08$, $SD = 1.04$)

Moderator:

Need for Popularity ($\alpha = .95$, $M = 2.74$, $SD = 1.41$)

DV:

Life Satisfaction ($\alpha = .92$, $M = 4.68$, $SD = 1.53$)



Results

