BRATISLAVA INTERNATIONAL SCHOOL OF LIBERAL ARTS

**The Impact of Instagram on Actual Mood and Body Dissatisfaction
of Young Slovak Adult Females**

Bachelor Thesis

Bratislava 2020   **Ivona Mičeková**

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Declaration of Originality

I hereby declare that this bachelor thesis is the work of my own and has not been published in part or in whole elsewhere. All used literature is attributed and cited in references.

Bratislava, February 15, 2020

Ivona Mičeková

Signature: _____

Abstract

The aim of the presented study is to identify the dynamics of Instagram photos' influence. The majority of studies about the effect of images of beautiful models have shown that photos on Instagram have a negative impact on the body image of women. This study investigates the effects of Slovak female Instagram influencers' pictures on the actual mood and body dissatisfaction of young female adults in Slovakia and whether photos of influencers have more significant negative influence than peers or travel images. The empirical part of this study is conducted only in Slovakia. Three types of online questionnaires were created and participants were randomly assigned to one of the three conditions: influencer, peer, or travel condition. In each condition, a different set of photos was presented to participants and the effect of these photos was examined by the same questions in questionnaires. Participants are females aged between 18 and 24 years, as they are the most vulnerable part of the society and they use Instagram most frequently. The results provide support for showing that there is a more negative influence of Slovak influencers than peers or appearance neutral-travel photos on young Slovak adult females. In addition, the results have shown how Instagram is used among young females in Slovakia; what is the role of the family, friends, or education in the development of body image; and how young women perceive implicit pressure to look always beautiful.

Abstrakt

Cieľom tejto práce je identifikovať dynamiku vplyvu fotografií na Instagrame. Väčšina štúdií o vplyve fotiek krásnych modeliek ukázala, že majú negatívny vplyv na telesný obraz u žien. Táto štúdia skúma vplyv fotiek slovenských influenceriek na aktuálnu náladu a nespokojnosť s vlastným telom u mladých Sloveniek a to či majú fotky influenceriek výraznejšie negatívny vplyv ako fotky rovnako atraktívnych ale nepopulárnych dievčat alebo cestovateľské fotky. Empirická časť tejto štúdie bola vykonaná len na Slovensku. Boli vytvorené tri typy online dotazníkov a účastníčky boli náhodne pridelené do jednej z troch verzií- influencerky, rovesníčky alebo fotografie miest. V každej verzii bola účastníčkam prezentovaná odlišná skupina fotografií a vplyv týchto fotiek bol skúmaný rovnakými otázkami v dotazníkoch. Účastníčkami sú ženy vo veku od 18 do 24 rokov, pretože sú najzraniteľnejšou skupinou spoločnosti a používajú Instagram najčastejšie. Výsledky štúdie poskytujú podporu na preukázanie toho, že slovenské influencerky na Instagrame majú negatívnejší vplyv na mladé Slovenky ako rovesníčky alebo vzhľadovo neutrálne cestovateľské fotky miest. Výsledky navyše ukazujú, ako mladé ženy na Slovensku Instagram používajú, aká je rola rodiny, priateľov a vzdelania v rozvoji obrazu vlastného tela a ako mladé ženy vnímajú implicitný tlak, aby vždy vyzerali krásne.

Acknowledgements

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Introduction

People do not live only in one world anymore. It was just a few decades ago, when an online world came to the existence and attached itself to the real and offline world. These two worlds are both different and similar at the same time. They are constantly trying to be more and more interconnected and overcome all their differences and contradictions. Offline and online worlds are about to be seen as a one in the future.

Besides many other things, the internet has created social media and networks that replace the real social structures. Internet connects people all around the world in online space but splits them in real life. People are spending a huge part of their lives on social networks. Everything that people do and where they are, shape their personalities and behavior. It is already proven that social networks have a particularly strong negative influence on the self-esteem and body image of people (Tiggemann, Hayden, Brown, & Veldhuis, 2016).

The most negative social network for the development of a healthy body image seems to be Instagram, especially for women. Pictures are highly stylized and focused on perfection on this platform. Women are much more vulnerable than men for the reason that they are using Instagram more often and society has higher demands for the beauty of women than men. People post mainly highlights of their lives on Instagram- all the good, interesting, and exciting things that happen to them. The problem is that the background of "these good experiences" is not seen and may be extremely different in reality. Life on Instagram always seems to be much better than real life, or even perfect. One cannot compare their whole life that contains all the good and bad moments with only good moments on Instagram. Instagram has nothing to do with reality. It is just an addition to reality, not its part.

A huge number of researches have been done all around the world, for example in an international journal of researches called Body Image, but there is a lack of data about this issue in the country of Slovakia and research is more than needed. Gender stereotypes are deeply rooted in Slovaks, gender inequality is globally the second highest in Slovakia (Human Development Report , 2019); women feel pressure from society, family and friends to look good in every situation or even bad setup of Slovak educational system highly influence women, their self-perception, and behavior both on Instagram and real life.

The most adequate technique to research the subject of Instagram impact in Slovakia is to conduct a systematic investigation into and study of materials and sources on the topics of body image, beauty, media, social media and the role of influencers in society, in order to establish facts and reach new conclusions. All three types of literature are used in this thesis. Primary literature is used for the most part- original studies of the impact of Instagram that are based on direct observation, experimental methods, and are published in peer-reviews journals. Review articles and systematic reviews are used as secondary literature and overview of key principles is provided by tertiary literature from encyclopedias or newspapers.

This thesis posits that photos of Slovak female influencers have an impact on the actual mood and body dissatisfaction of young female adults in Slovakia. Three types of online questionnaires were constructed for this study. The first one focuses on the influence of Instagram influencers, the second one focuses on the influence of peer influencers and in the third one, the center of the interest are travel images as a neutral condition. The differences among these three conditions are the focus of the observation.

Looking at three types of conditions, this study shows that photos of influencers have significantly stronger negative impact on young females, as compared to peer influencers and travel images. As an addition, participants were asked questions about support and pressure from their family and friends, whether they have ever been on a diet and basic questions about their usage of Instagram.

Theoretical Background

I. "Medium is the message" (McLuhan, 1964)

A Canadian philosopher, Marshall McLuhan, presents a thought that medium is the message in his book *Understanding Media: The Extension of Man.* Even though this book was written in 1964, that is long before the media as we know them today, has even emerged, his work has a significant impact on the media studies in the twenty-first century. The main idea of his work is that medium itself is more important for playing a role in the society than the actual content and meaning of the message. That is the reason why the medium and its characteristics should be the key focus of the study, not its content.

According to him, people are not able to fully understand media without understanding the relationship between the media and sensory perception. Media influence the sensory perception for the reason that they are part of the process of the reception and transmission of ideas in our mind. He distinguishes two types of media: hot and cool. Hot media are the ones that are rich in the provision of sensory data- for example, the radio, print, photographs, or movies. Cool media are the ones that are low in the provision of sensory data and need more involvement of the audience to be complete. An example is television, telephone, or speech. A light bulb is also a medium for McLuhan because it creates light when there is darkness (McLuhan, 1964). The opposite phenomenon is seen in today's world- the internet. Internet might be considered both a hot and a cool medium because the internet is rich and low in the provision of sensory data at the same time.

II. The Role of Internet

The world is changing all the time in many aspects. What was true on one day does not have to be true on the next day. One thing has tremendously changed and is still changing the entire organization of this world. It is the internet and its components that are almost the inseparable parts of every person over the past decades. Internet is so powerful that it can manage, control, and influence the world as a whole and lives of every online individual on this planet. The main characteristic of the internet is that it has a global nature. Internet connects people all around the world in real-time.

Nowadays, almost 60% of the world's population is online (Internet World Stats, 2019). It is accessibility, connectivity, flexibility, and speed that make the internet to be in such a huge demand. More and more activities are slowly but surely leaving the real world in order to function online. That includes the whole spectrum of basic things such as shopping, searching for information or communication (Gyárfáš, 2019). Besides many other roles, the internet is a global social network. People do not go online anymore, they live online.

III.   Social Media and Networking

This is the era of social media. Social media are internet-based platforms in both forms of applications and websites where people can communicate with each other, share their thoughts, moods, photos, videos, and other content. The main purposes of social media are networking and creating your own personality in the online world. Social media have both positive and negative aspects. On one side, the main positives are that social spaces are enlarging, people can share information, be in touch with all their relatives without saying goodbye and feeling alone. On the other side, it is an illusion without real physical contact (Gyárfáš, 2019). A huge number of consumers are needed in order to have existing and functioning media. A person can be whoever they want to be on social media. Social media has become an integral part of people's lives and are more popular than traditional media. The extent of usage leads to different forms of influences. The influence of media differs for different times and ages, places or communities of people. There is no doubt that media influences youth. Social media are integral parts of the adolescent or young adult population identities. "Networking pages are a mirror of the soul of modern youth and contribute to the development of personality" (Mierzwa & Jurjewicz, 2016, p. 146). Young adults are very often the most favorable target group which brings many benefits to social media. Young people are easily influenced members of society because of the unique structure and chemistry of the adolescent brain (Ruder, 2008). Media has a bigger impact on them than on adults because they are bombarded with information in this electronic age and media is part of their everyday lives. It is questionable if they are better informed in comparison with past or just more misinformed. They have better access to information and have almost an endless number of sources to find out everything. But they have to be more aware of what they read and from where.

Many studies have been published on the topic of the influence of social media on mental health. Three of them are the inspiration for this study.

Study 1: Attractive celebrity and peer images on Instagram: Effect on women's mood and body image (Brown & Tiggemann, 2016)

Brown and Tiggemann experimentally investigated the impact of Instagram images on women's actual mood and body image in their study. Besides sociocultural factors that influence body image of women, mass media are one of the most influential factors. Images of thin celebrities and peers contribute to women's body dissatisfaction. Three sets of slideshows were constructed for this research: images of well- known celebrities, unknown peers or travel images as a control set. Female participants were randomly assigned to one of these conditions while completing different types of questionnaires. Dependent variables were negative mood and body dissatisfaction.

This research has the highest relevance for this thesis. The way how this research was done is an inspiration for the procedure of this work. The most important are questionnaires and stimulus materials. Participant completed five types of questionnaires- social networking site usage, pre-exposure and post-exposure measures of mood and body dissatisfaction, measures of state appearance comparison, celebrity worship and manipulation check. Questionnaires were adapted into this thesis (Brown & Tiggemann, 2016).

Study 2: Influence of well-being and self-esteem "Does Facebook, Twitter, Instagram influence well-being and self-esteem among early adolescents?" (Mierzwa & Jurjewicz, 2016)

Mierzwa and Jujewicz in their study focused on the influence of social media. This research has shown that social networks influence well-being and self-esteem among early adolescents in a significant way. It shows both positive and negative effects of social media on well-being. It depends on the way how adolescents use it. This effect is connected with identity because adolescence is a period when identity is sought and a new self-concept is formed. Social networking sites group people in the online world in the same way as people group in a small community of people in real life. Social sites allow people to communicate with all types of people all around the

world; most importantly with people whom they would not interact in reality. That creates a habit from which it is difficult to get rid of. Psychologically unstable and socially insecure people are more likely to spend time on social networking sites. For them, it is a mean how to get attention from others and to enhance their self-esteem. On one hand, socialization, communication, self-expression, the creation of one's image, finding interest, formation of opinions, and independence are positive aspects (Marshall, Parker, & Heaven, 2014). But on the other hand, it also causes less confidence, problems with relaxing and sleeping (Mierzwa & Jurjewicz, 2016).

Study 3: Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood study (Fardouly, Diedrichs, Vartanian, & Halliwell, 2014)

Facebook's impact on body image and mood of young women were examined in this research. Participants were divided into three groups to spend 10 minutes browsing their FB account, a magazine website, or an appearance-neutral control website before answering the questionnaire. Magazines usually show celebrities and popular people while on social media, more peers of people appear. Celebrities and peers had a significant effect on participants (Fardouly, Diedrichs, Vartanian, & Halliwell, 2014). The Upward and Downward Appearance Comparison Scale was used to measure appearance-comparison processes (O'Brien, 2015).

IV.   Body Image and Beauty

Body image is the way how people see themselves as well as the way they think others perceive them. This field is complex and multidimensional and is growing and changing really fast. Body image was given a description for the first time in more than a century ago. In the past, it was seen as a mirror image of what exists in the real world. Nowadays, we understand that this mental representation of bodies is held only inside-in our minds (Cash, 2012). Standards of beauty change in different places and eras. Trends of beauty are constantly evolving and repeating. The perception of beauty was different in the Victorian Era, Marilyn Monroe's era, or now (Ekern, 2014).

Wissinger offers the view of what people consider as beauty nowadays in his book: *This Year's Model: Fashion, Media, and the Making of Glamour.* It talks about

beauty ideals, the sexual objectification of women, and consumer desire. She shows the effect of tabloids, magazines, fashion blogs, and television on people who read and watch these things. The author conducted in-depth interviews and research at model castings, photoshoots, and runway shows to examine a world of models in the 20th and 21st centuries. She found out that "model life" requires a lot, such as self-styling, crafting a look and building and image. These phenomena appeared with the rise of digital media and new technologies (Wissinger, 2015).

V.   Formation of body image

Different sociocultural factors influence body image at different stages of life. Gender, age, family background, education, state of the body and state of the mind play an important role in the development of body image. It has an impact on quality of life, mental and physical health, self-care, or interaction and communication among people (Cash, 2012). Family and peers have an impact during the whole life (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999) but in early childhood, body images are mostly influenced by toys and playing with them as it is the most common activity for children. It is one of the first steps of body image formations.

Barbies are typical toys for young girls. Dittmar, Halliwell, and Ive in their detailed study of Barbie dolls and Emme dolls that are UK size 16, focused mainly on the Barbie doll as a possible cause for young girls' body dissatisfaction. Barbie exemplifies "perfection" and it might influence young girls to change the way they see themselves and can have a negative impact on their body esteem and perception of an ideal body. However, the studies showed that this negative impact was no longer evident among the oldest girls (around 8 years old) but only among the youngest girls (around 5 years old). It seems that it is caused by a sensitive phase of girls' lives which means that they are more likely to see Barbie doll as a role model when they are around 5 years-old and this phase ends around age 7 and 8. (Dittmar, Halliwell, & Eve, 2006).

Similar research was done only with Barbie dolls six years later. Anschutz and Engels in their study showed the effect of playing with thin dolls and how this can affect body image and food intake for young girls in the Netherlands. The girls have been playing with a thin doll, an average-sized doll or no doll. Then they completed a questionnaire about body image and their feelings. It showed that the size of the doll has no effect on the young girls, either in body image and food intake. The most possible

explanation is that Barbie dolls were not as popular in 2010 as they were in 2006. Dolls are not the reason for body image problems in young age anymore (Anschutz & Engels, 2010).

Diedrichs and Lee did the study about the promotion of positive body image and appeal to consumers by average-size models. They focused mainly on the impact of characters in the media and their influence on a person's physical view of themselves in their study. The aim of this study was to find out whether media advertisements have a positive or negative impact on viewers based on their gender, and different body images of the models or actresses in the advertisements. That is the reason why participants were both men and women, to see the difference. This study showed that media has a real, but different effect on genders. Females wanted to be thin, start dieting and it lowered their self-esteem and men wanted to start to exercise more often. They did not change their minds even after viewing advertisements with average-sized models. The negative impact of media and their advertisement is a real problem in society (Diedrichs & Lee, 2011).

VI.   Body Image and Instagram

We live in a social media time and body image is also influenced by social media (Sandoiu, 2018). Instagram has been identified as the worst social media for mental health.

Instagram was developed by Kevin Systrom and Mike Krieger in San Francisco. The application was originally called Burbn. People were able to check their location on Burbn. In the time when all apps tried to have as many features as it was possible, they decided to remove almost all of them. Only three main features had stayed-uploading photos, commenting and liking. Burbn was renamed to Instagram in the meaning of the ability to send "instant telegram" (Eudaimonia, 2017). Instagram has gained two million users in two weeks and now it is the sixth most popular social network worldwide. More than one billion people are monthly active Instagram users and more than 500 million people are daily users. Ninety-five million photos are uploaded per day (Imnicoreagency, 2019). In Slovakia, there are 680 thousand users of this platform. 54% of Slovak Instagram users are females while the global average is 52%. In general, Instagram usage is the highest among the ages of 18 and 24. Young adults are the most active demographic group on social media. People spend around

two hours per day on social media (NapoleonCat, 2018). Anything that people do this often is worthy of critical observation due to the fact that it has lasting effects on them.

In Britain, The Royal Society for Public Health and the charity Young Health Movement conducted a survey about social media usage. According to this survey, Instagram has the most detrimental effect on young people's mental health. Instagram negatively influences one's perceptions of body image, increases their fear of missing out and has a negative effect on sleep (Blair, 2017).

Instagram has forever changed the way how people interact with the world. It has become an integral part of the identities of humans, especially in the adolescent and young adult populations. It has been suggested that images of beautiful women on Instagram impact negatively on the body image of young people (Mierzwa, J., & Jurjewicz, H., 2016). Instagram can easily make girls feel that their bodies are not good enough. That is the reason why they edit their pictures and try to look perfect. The problem is also that Instagram can set unrealistic expectations and feelings of low self-esteem.

VII. The Role of Influencers

Influencers are people who influence other people both in positive and negative ways, for example politicians, celebrities, experts in any field, etc. Influencers from real life have been replaced by social media influencers at the present time. They have the power to guide people with their decision making. Influencers create groups of followers who pay close attention to their posts, photos, and other content that concentrates on the topics which they are interested in. Different types of influencers are different role models for different types of people. They have a key function in the socialization and creation or development of values (InfluencerMarketingHub, 2019). There are several types of influencers, one of them are celebrities. Maltby, Giles, Barber, and McCutcheon in their study *Intense-personal celebrity worship and body image: Evidence of a link among female adolescents* focused on celebrities, mainly thin models and actresses and their effect on the way how young girls see these celebrities and if they can become their role models and if they begin to want to live their lives according to them. This study shows that having a celebrity as a role model can be positive in boosting self-esteem but negative when it comes to body image and how they see themselves in comparison to celebrities. The choice between positivity and

negativity depends strongly on the family background, education, actual situations, or perception of the world (Maltby, J., Barber, D., & McCutcheon, L., 2013).

VIII.   Relevance to Slovakia

Instagram is a very actual topic but it is still almost unknown to the academic world, especially in Slovakia. Social scientists and the academic world are just beginning to understand the interplay between Instagram as a social network and its impact on the self-perception of young female adults. The lack of research in this field in the country of Slovakia is the reason why this thesis focuses on this problem. It seems that there are two main reasons why the issue of body dissatisfaction arises- gender stereotypes and bad setup of education.

Gender stereotypes are unrealistic images and patterns of femininity and masculinity. Environment, time, development of society, culture, religion or traditions shape these stereotypes (UN Human Rights office of the high commissioner, 2018). They seem to represent the status quo but the opposite is true. Gender stereotypes are the source of gender inequality because they are anchored in almost every aspect of human's lives. What is more, they are present during the whole life and usually exist in the process of education (Osaďan, Belešová, & Szentesiová, 2018). Gender stereotypes are closely linked to gender equality. Slovakia places second to last in gender equality among all European Union members. Slovakia gets only 54.1 points out of one hundred points. The score is more than thirteen points lower than is the score of European Union on average. Progress is much slower than in other countries (European Institute for Gender Equality, 2017).

The school system in Slovakia is definitely not the best in the world but the state education is free at all levels and considered to be well-developed from the world perspective. Unfortunately, it appears to have more minuses than pluses and the school system is failing in a few aspects. Firstly, the system is obsolete. Many plans for reforms arise frequently but only a good intention is not enough and real steps need to be taken in order to improve and modernize the educational system. Secondly, it is becoming more and more unattractive for modern students due to lack of facilities, teaching methods and application of knowledge from school in real life. These causes that universities in Slovakia lower their requirements for admission, expect less from their students and the phenomenon of "brain drain", or in other words losing smart Slovak

students who decide to go to study and later on live and work abroad (European Comission, 2019).

Research Design and Methodology: Online Questionnaires

The present paper aims to validate the hypothesis that Instagram's photos of Slovak female influencers have an impact on the actual mood and body dissatisfaction of young female adults in Slovakia in a more significant way that Instagram's photos of peers or travel images. In order to confirm or refute this hypothesis, research design and methodology was done in the following way.

A webpage https://www.bisla.sk/ivona as a part of Bratislava International School of Liberal Arts' official website was created for the purposes of this thesis, more specifically for the online questionnaires. A language of website and questionnaires is Slovak owing the fact that the thesis focuses only on Slovak females and expect all of them to speak Slovak.

A screenshot of webpage provides an illustration of how mentioned webpage looked like.

Figure 1: Questionnaires

English translation: *Hello. My name is Ivona Mičeková and I am a student at Bratislava International School of Liberal Arts (BISLA). Please fill in one questionnaire that is about the influence of Instagram in Slovakia for my bachelor thesis. The questionnaire is intended for women aged 18-24 years.*

Based on the last number of the telephone number of participants, they were asked to choose only one of three versions in order to ensure randomization. Every version contains the same questions but different set of photos in order to see differences. All questionnaires were constructed by Google Forms and done online.

Participants

Participants of the questionnaires are young female adults between the ages of 18 and 24 for the reason that women are more vulnerable. They are more likely to be influenced by beauty images than men for the reason that they use Instagram more frequently. What is more, the biggest group of Instagram users are in this age group. Society has higher demands for the beauty of women than men. All participants are from the Slovak Republic. The sample is not representative but a convenience sample. Participants were reached out mainly through social networks or by group emails.

Design

Three sets of questionnaires that include different types of communicated messages are constructed to investigate the effect of these images on the negative mood and body dissatisfaction of young Slovak female adults. Body image is a dependent variable with three components- negative mood, body dissatisfaction, and perception of demands on women to always look beautiful. The independent variables are three types of images- influencers, peers, and travel images. Covariates are family and friends support, media, social networks, Instagram, and pressure of society.

Stimulus Materials

Three types of images sets were constructed as a part of questionnaires for this study. The first type is an influencer set. The influencer set contained 25 images of 5 attractive influencers that present their beauty and bodies on Instagram. They were chosen from the most followed accounts on Slovak Instagram- Karolína Chomisteková (114k followers), Zuzana Plačková (557k followers), Soňa Skoncová (135k followers),

Dara Rolins (567k followers), and Andrea Verešová (316k followers). Five different photos of each influencer were chosen to portray the most common photos presented on Instagram- selfie, whole body wearing tight or revealing clothing, photo in swimming suit, whole body while doing sport and photo where the booty is shown.
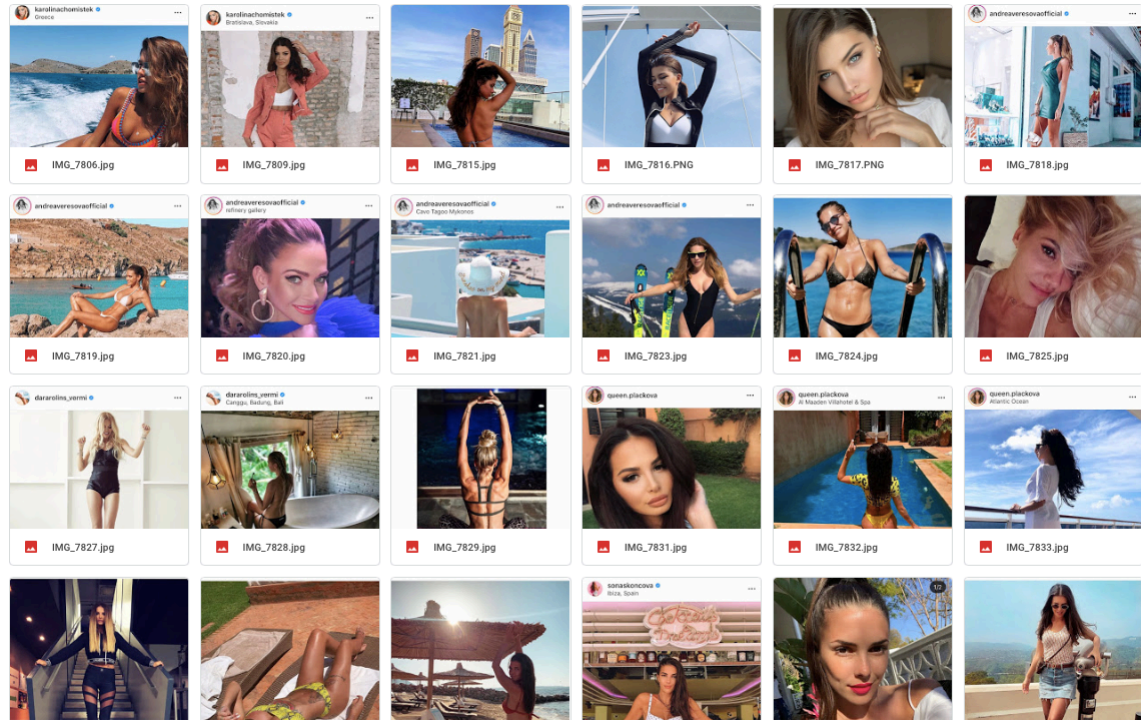
Figure 2: Influencer Set

The second type is a peer set. The peer set contained 25 images of attractive but not famous Slovak women. They had less than 2000 followers to be sure that they are not well known. They were found by using the #slovakgirl hashtag and photos were taken from public profiles showing only the name, and not the number of likes or comments. They were at a similar age and equally attractive as celebrities.
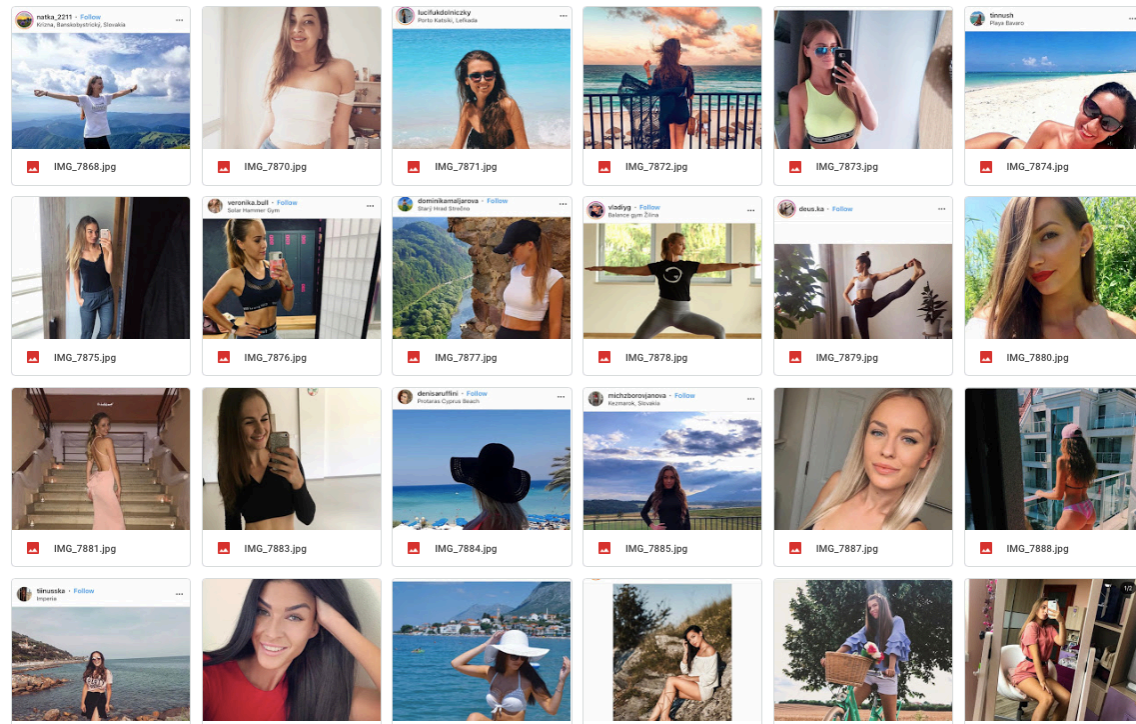
Figure 3: Peers Set

The third type is a travel set. The travel set is the appearance neutral condition that contains 25 images of Slovak travel destinations. Photos were found by using the #slovakiatravel hashtag and taken from public profiles. Images included a person to justify appearance comparison measures but people in the photos were wearing non-revealing clothing and were not the focus and the target of the images.

All three sets are part of the questionnaire in the section named Slideshow. Participants are asked to look through these photos for 2 minutes, i.e. for about 5 seconds on each. Photos are in random order.
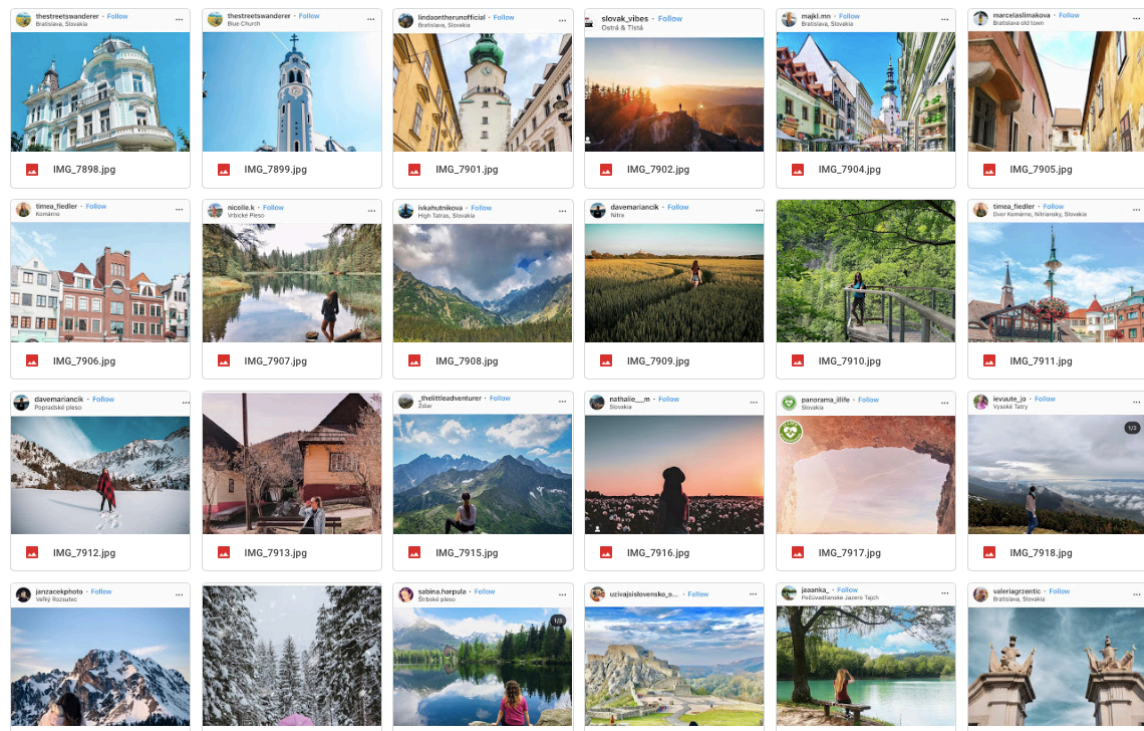
Figure 4: Travel Set

Form and Conditions of Consent

Before filling in a questionnaire, all participants had to agree with the form and conditions of consent. This part introduces me as a researcher, what is this questionnaire about, for what reason I do this and how are all answers collected and used (see Appendix 2).

Social Networking Site Usage

The participants are asked basic questions about their Instagram involvement- whether they do have an IG account, for how long, their average time spent on Instagram. They are asked questions focusing on following- how many people they follow, how many followers they have, how many influencers they follow; as well as the number of pictures they upload during one month, the average number of likes they usually receive, about their highest number of likes they have ever received as well as questions about their placement of importance on visual quality of images, the number of likes on their or someone else's photos. 11- points Likert scales are used (0= not important at all; 10=extremely important).

Negative Mood and Body Dissatisfaction

10-points Likert scales are used in order to measure pre-exposure and post-exposure measures of mood and body dissatisfaction. Scales test five mood dimensions: anxiety, depression, happiness, anger, and confidence as well as three body dissatisfaction dimensions: weight dissatisfaction, appearance dissatisfaction, and facial features dissatisfaction. Scales are constructed from 1 to 10, where 1 means no feelings and 10 means strong feelings. Participants are asked to express their "right now" feelings. Scales are adopted from the study *Attractive celebrity and peer images on Instagram: Effect on women's mood and body image* for the reason that they are valid and reliable means to measure mood and body dissatisfaction (Brown & Tiggemann, 2016).

State Appearance Comparison

The State Appearance Comparison Scale, made by Tiggemann and McGill, was used to test the amount of comparison in which are participant engages. They were asked to indicate on 10 points Likert scales how much thought they have about their appearance while viewing the image. (1= no thoughts about appearance; 10= a lot of thoughts) and the extent to which they compared their overall appearance and specific body parts with the people they saw in the images. (1= no comparison; 10=a lot of comparison (Tiggemann & McGill, 2004).

Manipulation check

At the end of the study, every participant wrote the number of influencers, peers, or places that she recognized or heard about previously. They were also asked to recall the names of people or places. This is an objective measure to test whether the experimental manipulation was successful or not and whether they have been paying attention.

Support and Pressure

Participants are asked to indicate the support of their family and friends on the 10 points Likert scales, whether they feel or not the pressure to always look beautiful and if yes, what creates this pressure.

Demographic Information

Participants are asked to write their age and weight/height in order to calculate their body mass index (BMI) as well as their education level, the region where they are from and whether they are from village or town.

Procedure

All participants participated in this research voluntarily. They were randomly assigned to one of the three sets (influencer set, peer set or travel set). Each experimental set had to have the same or a similar number of participants. They were tested individually. Firstly, they agreed with the *form of consent*, then they completed *The Social Networking Site Usage Questionnaire* and *pre-exposure measures of mood and body dissatisfaction* using Likert Scales. Then they were watching the slideshow with 25 images for 2 minutes. After that, participants completed the *post-exposure measure of mood and body dissatisfaction,* again by using Likert Scales to examine differences between pre-exposure and post-exposure measures. At the end, they completed *measures of state appearance comparison* using The State Appearance Comparison Scale, *last manipulation check*, *support and pressure questionnaire,* and questions about *demographic information.*

Analysis of A, B, and C version by using paired- sample t-test

This analysis focuses on the changes among dependent variables in pre-exposure and post-exposure measurements. A paired t-test was used to compare pre- and post-exposure measurement within the same group (A,B,C).

Composite Mood and Body Score in every version

All mood dimensions were merged into one measurement in order to get a more general trend. The same was done with all body dissatisfaction dimensions. More data creates stronger statistical power. A lower score means a change for the worse, therefore, some items were reversed.

Differences in score- increase or decrease

A mean and a standard deviation were calculated in every mood and body dissatisfaction dimensions change in all three versions. In order to find out whether there are significant differences in these changes among groups (e.g. whether group A

changed significantly more than group B), a series of independent t-tests were done. Different groups of people were compared, not a change in one person's actual mood.

Overall composite Mood and Body score

All dimensions of mood were merged into Overall Mood Score as well as all dimensions of body dissatisfaction were merged into Overall Dissatisfaction Score. The higher value means positive change and the lower value means negative change. Means and t-tests were done in order to see whether these changes were significant.

Results

Characteristics of the Sample

A total number of 198 female participants took part in this research. They were divided randomly into one of three conditions- influencer, peer or travel condition. There were 66 participants in each condition. The difference between the impact of influencer, peer and travel's photos on Instagram was tested.

	Version A: Influencers	Version A: Influencers	Version B: Peers	Version B: Peers	Version C: Travel	Version C: Travel
Do you have an Instagram account?	YES	NO	YES	NO	YES	NO
	90.9% (60)	9.1% (6)	93.9% (62)	6.1% (4)	87.9% (58)	12.1% (8)

Figure 5: Instagram Usage

180 of 198 participants have their own account on the Instagram platform. That is 91% of all participants. The remaining 9% do not have an Instagram account.

	18	19	20	21	22	23	24
Influencer set	11	6	14	13	12	4	6
Peer set	3	16	10	24	10	1	2
Travel set	12	12	10	13	7	3	9

Figure 6: Division in groups by age

18	26
19	34
20	34
21	50
22	29
23	8
24	17

Figure 7: Total division by age

All three groups were of similar age. Average age in group one is 20.7; 20.5 in group two and 20.5 in group three. The highest number of participants is at the age of 21.
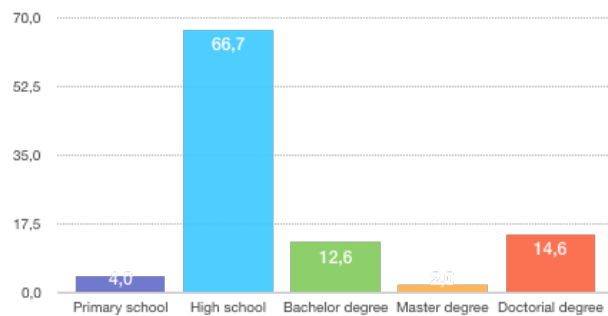
Figure 8: Level of Education

Approximately two-thirds of the participants (66.7%) have a high school level of education. Four percent of them have finished primary school and the rest of them have either finished or are still in the process of finishing their Bachelor (12.6%), Master (2%), or Doctoral degree (14.6%).

Instagram Usage Results

-How often do you use Instagram?

92.2% of participants who has Instagram account use this social network on a daily basis. Only 2.8% uses Instagram 1-2 times per week and 3.3% more than two times per week. Females who use Instagram once or less than once per month represent only 1.7%.

-On average, how much time do you spend on Instagram during one viewing?
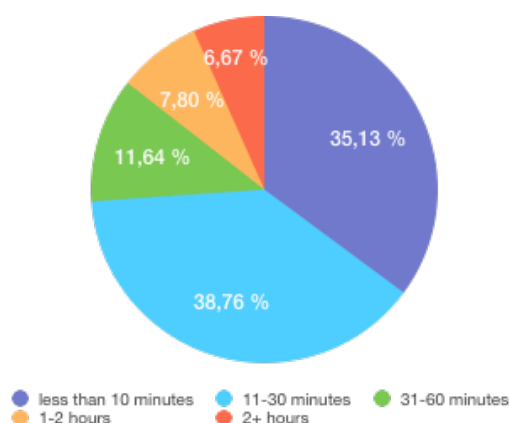
Figure 9: Time per one viewing

More than half of the participants spend up to 30 minutes per one viewing. 35.13% less than 10 minutes and 38.76% between 11 and 30 minutes. Almost 12% spend between half an hour and one hour. Participants who spend more than one hour represent 14.5%.

-How many people do you follow on Instagram?
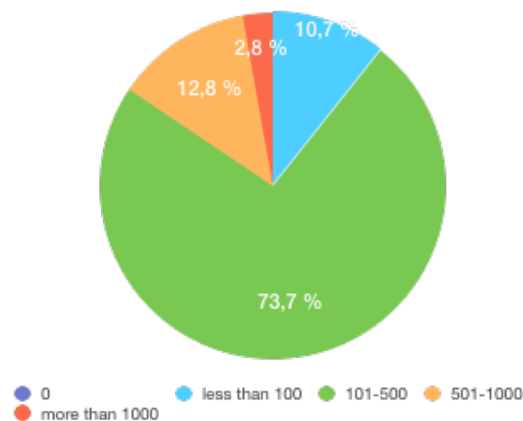
The majority of participants follow more than 100 people but less than 500. 10.7% follow less than 100 IG accounts and 12.8% follow between 501-1000 accounts. Everybody follows at least 1 person since nobody has chosen option 0.

Figure 10: Following

-How many followers do you have?

The majority of participants are also followed by more than 100 but less than 500 people. The second most chosen option was in the realm of 501-1000 followers. Only 1 participant of 198 has zero followers.
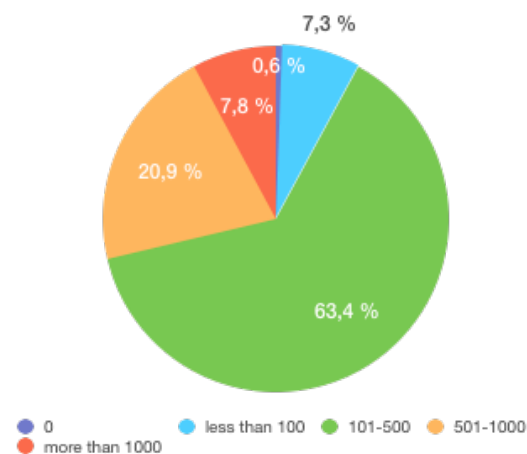
Figure 11: Followers

Almost seventy percent of those questioned reported that they add at least one but not more than five photos per month. 28% do not post their photos on Instagram. Two percent post more than six photos per month.

No Number of Likes Anymore

Likes had been an essential part of the Instagram from the beginning. After more than 9 years, the leadership of this social platform decided to change the way how likes are visible to Instagram users. The total number of likes has started to be hidden to other users. Only the owner of the post will be still able to see how many likes they have received on their posts. Even the total number of likes won't be automatically shown under posts, by clicking to "others" also under the post, a person is able to see who liked that particular post. Like counts are not so important anymore. That allows users

to focus on the content, not on a number. This survey was done in the time when the number of likes under every post was still visible to all users.

To sum up, 91% of participants have reported that they have an Instagram account. On average, they use Instagram for less than thirty minutes per one viewing; they follow and are followed by more than one hundred but less than five hundred people. Visual quality was considered to be more important than the number of likes on photos and participants care more about their own likes than likes of other people.

Measurements of Actual Mood and Body Dissatisfaction

Five mood dimensions: positive: *happiness* and *self-confidence*

negative: *anxiety*, *depression*, and *anger*.

Three body dissatisfaction dimensions: *weight dissatisfaction*

appearance dissatisfaction

facial features dissatisfaction

All eight dimensions were measured before and after slideshow of photographs as pre-exposure and post-exposure measurements.

Analysis of A, B, and C versions

	happiness	anxiety	depression	anger	self-confidence	body dissatisfaction	appearance dissatisfaction	facial-features dissatisfaction
Version A: mean	-0.12	-0.318	0.258	0.091	-0.379	-0.424	-0.318	-0.621
sd	1.920	2.128	1.875	2.125	1.717	1.608	1.899	1.726
p-value	**0.002**	0.229	0.269	0.729	0.078 (trend)	**0.036**	0.828	**0.003**
Version B: mean	0.121	0.409	0.121	0.030	-0.061	0.121	0.121	0.152
sd	1.117	1.301	1.130	1.691	1.323	0.851	1.271	0.881
p-value	0.381	**0.013**	0.387	0.885	0.711	0.251	0.441	0.169
Version C: mean	0.348	-0.591	-0.318	-0.303	0.106	0.091	-0.136	-0.030
sd	1.015	1.312	1.010	1.189	1.266	1.034	1.051	0.859
p-value	**0.007**	**0.001**	**0.013**	**0.043**	0.499	0.477	0.296	0.775

Figure 12: Analysis of the three versions

(Significant difference are highlighted in bold (based on paired- sample t-tests)

In version A, dependent variables significantly influenced happiness, body dissatisfaction, facial-features dissatisfaction, causing a decrease in values. Self-confidence was decreased on the level of a statistical trend. In version B, significant differences can be seen only in the anxiety dimension. In this part, anxiety has significantly increased after the slideshow of Instagram peers' photos in comparison with other dimensions. In version C, the feeling of happiness has increased. Anger, depression and anxiety decreased slightly. The manipulation did not cause any effect on body perception.

Composite Mood and Body Score Results in every dimension

	Mood score before	Mood score after	Body score before	Body score after
Version A: mean	2.697	1.485	17.106	15.742
sd	9.045	9.997	6.920	7.729
ttesty	0.156		**0.016**	
Version B: mean	4.167	4.667	18.591	18.197
sd	7.957	7.705	6.127	7.069
ttesty	0.190		0.125	
Version C: mean	4.167	5.833	18.258	18.182
sd	9.629	8.810	7.284	7.522
ttesty	**0.001**		0.768	

Figure 13: Mood and Body Score

(Significant difference are highlighted in bold (based on paired- sample t-tests)

Overall body score was significantly worse only in version A-influencer set. Overall mood score was significantly better only in version C- travel images set.

Differences in scores- increase or decrease

HAPPINESS	Version A	Version B	Version C
Mean	-0.712	-0.091	0.348
SD	1.920	1.034	1.015

Figure 14: Happiness differences

Means of happiness dimensions have significantly decreased both in version A and B; and increased in version C. Three independent- sample t-tests were done. Since all figures are lower than 0.05- differences are significant for happiness.

A vs C	0.000
B vs C	0.015
A vs B	0.023

Figure 15: Happiness t-tests; p-values

Other significant differences were measured only between A and C versions- influencer set vs travel set in four dimensions- depression; self-confidence; body-weight; and facial-features. A result between version A and B in facial-features dimension was 0,052, that means a trend. Depression has increased and self-confidence decreased among participants from version A as well as their body-weight and facial-features dissatisfaction was worse after slideshow.

A vs C	
depression	0.030
self-confidence	0.067
body-weight	0.031
facial-features	0.014

Figure 16: A vs C t-tests

Overall composite Mood and Body score results

MOOD SCORE	A	B	C
Mean	-1.121	0.530	1.667
SD	6.546	3.124	3.776
A vs C	**0.003**		
A vs B	0.068 trend		
B vs C	0.062 trend		

Figure 17: Overal Mood Score

BODY SCORE			
Mean	-1.364	-0.394	-0.076
SD	4.488	2.060	2.070
A vs C	**0.037**		
A vs B	0.114		
B vs C	0.378		

Figure 18: Overall Body Score

By measuring the overall composite mood score, significant results are seen between influencer set and image set in mood dimensions. Trend was revealed in the comparison between influencer set versus peer set as well as peer set versus travel set. In body score, strong evidence was found between influencer set and travel set but there was no change between A versus B and B versus C.

-Have you ever been on a diet?

More than half of the participants (57%) answered that they have been on a diet at least once in their lifetime. The main reasons why are having fewer kilograms, being healthier, body dissatisfaction, dreaming of a nice body, detox but also a competition, summer, important events in their life, expectations of society, or low self-confidence.

State Appearance Comparison Results

-To what extent have you thought about your overall appearance while watching photographs in slideshow part?
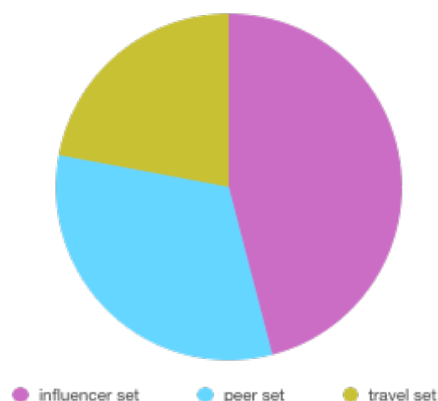

● influencer set   ● peer set   ● travel set

Figure 19: Thoughts intensity

Participants have used 10 points Likert scale to show their intensity of thoughts about their overall appearance while they were watching different sets in slideshow part of the questionnaire. The strongest intensity was measured in influencer set (30), while 20.9 in peer set and less than 15 in travel set (14.4).

-To what extent have you compared your overall appearance with specific parts of body of people in the photographs?

10 points Likert scale was also used to show the intensity of people's tendency to compare their overall appearance with specific body parts of people in photographs. Influencer set represents intensity of 28 points, while peer set 21.4 and travel set 17.8.
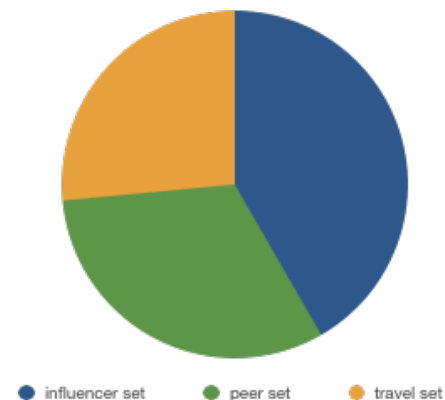

Figure 20: Comparision Intensity

Successful manipulation check

Experimental manipulation was successful by reason of participants being able to recall 66% of the names of influencers that is more than three influencers of five. In peer condition, participants hardly remembered one name and the majority of them did not remember any name. This shows the popularity and easy recognition of influencers and significantly harder recognition of similarly attractive girls but not so popular and unknown to the female population in Slovakia. The same phenomenon was detected in the travel set.

Family and Friendship Support

The black point on the line shows the strength of participant's perception of support from their family (5.4 on average). 5.47 in influencer set, 5.51 in peer set and 5.21 in travel set. The red point on the line shows the strength of participant's perception of support from their friends (5.2 on average) 5.25 in influencer set, 5.08 in peer set and 5.26 in travel set. The small differences among conditions are not considered for the lack of importance in tracking differences in this section. Overall, participant feel more support from their family than from their friends but the difference is not significant-0.2 points.

-Do you feel the pressure to look always good?

	Influencer condition	Peer condition	Travel condition
Modus	9	7	1
Median	8	7	1
Average	7.3	6.12	1.5

Figure 21: Pressure to look always good
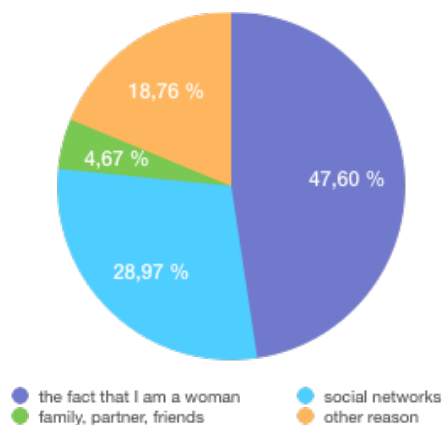
Figure 22: Reasons why

Participants feel pressure to looks always good. On the scale from 1 to 10, the most significant pressure is felt among participants from influencer condition 7.3; while 6.12 in peer condition. It is not certain whether this difference was caused by manipulation or was present in groups before. There was no significant pressure measured in travel condition that might be influenced by being a part of the neutral control group. No appearance focused photographs were shown to them before asking this question. The majority of those who responded felt that the pressure to look always good is caused by the fact that they are women (47.6%) and because of social networks (28.97%). Only 4.67% of respondents think that it is caused by family members, partner or their friends. 18.76% of them had individual responses, such as they themselves, their own ideals and expectations, society as a whole, or even nothing.

Discussion

The present study adds to our knowledge about the impact of female models Instagram's pictures on their mood and body image of young adult females in Slovakia. This field is almost unknown in this country. The previous researches about Instagram impact have been primarily concentrated on American or British citizens (Blair O. , 2017). To the best of our knowledge, the present study represents one of the first experimental examination of the effect of images on Slovak women's body image.

As expected, results have shown that Instagram is an important part of participants' lives and is used by the majority (91%) on a daily basis. Time spent on this platform per viewing is up to thirty minutes on average. They follow more than one hundred but less than five hundred people and are followed by the same number of followers. Almost seventy percent of women who participated in this research has answered that they add at least one photo but not more than five photos per one month. The visual quality of photographs on Instagram is considered to be more important than likes on their own or on other people's photos. Instagram decided not to show the total number of likes anymore but only names of accounts who liked a particular photo.

The findings establish that photos of attractive Instagram models have a more significant influence on negative mood and body dissatisfaction in comparison with travel photos or even peer photos. Influencers perform in more perfect way on Instagram than peers. They are usually well-styled and photoshopped. Five positive and negative mood dimensions, as well as three body dissatisfaction dimensions, were measured as pre-exposure and post-exposure dimensions; exposure in the sense of a slideshow of the photographs. Perception of happiness, body dissatisfaction and facial-features dissatisfaction were significantly worsened in influencer set. At the beginning, we thought that influencer set would have a negative impact in all dimensions. However, a more careful analysis revealed that self-confidence worsened only at the level of a statistical trend while happiness has worsened. Other dimensions of mood have not changed. In the peer set, only anxiety was significantly worsened. It seems to be a general effect that is hard to verify. In the control group- travel set, the feeling of happiness was significantly increased while feelings of anger, depression and anxiety slightly decreased. Unlike other research carried out in this area, we did not find a significant influence of peer and travel set on body perception. Both in peer and travel set, the manipulation did not cause any effect.

With regards to the overall composite score, mood score worsened in the influencer set and mood score raised in the control group. While this was not part of our prediction, travel images in the control group might cause that people felt more relaxed while watching beautiful sceneries. The effect that was seen on happiness in celebrity set when all dimensions were compared, is not seen in this score anymore. It might be influenced by the fact that this score contains also other dimensions that did not change.

Another analysis supports previous results. Happiness worsened more in influencer set in comparison with both peer and travel set. To compare peer set and travel set, happiness increased in the travel set. Depression increased and self-confidence slightly decreased in influencer set in comparison with travel set, but not with peer set. In regards to body dissatisfaction and facial-features dissatisfaction, a trend is seen in influencer set versus travel set. The highest decrease in body dissatisfaction and happiness is in influencer set versus travel set. These results were slightly lower than we predicted and there is certainly a room for improvement.

More than half of the participants reported that they have been on a diet during their life. Health, weight reduction, body dissatisfaction, detox, or special events in their life are the main reason why they decided to be on a diet.

Results in state appearance comparison were different in all three categories. The highest intensity of thoughts about their overall appearance, while they were watching the slideshow, was measured in influencer set (30 points), and only 20.9 in peer set and 14.4 in travel set. The same things happened with the extent of their comparison of their overall appearance with specific parts of the body of people in the slideshow. The highest intensity- 28 was measured in influencer set, 21.4 in peer set and 17.8 in travel set.

Our manipulation check was successful. Names of the profiles of influencers were recognized more easily than peers and travel accounts.

Participants feel more positive support from their family than from their friends. In average, it is 5.4 out of 10 from their family and 5.2 out of 10 from their friends.

Participants agree that there is a pressure created on them to look always good. That is mainly caused by the pure fact that they are women, not man; because of social networks, family members, partner, or their friends. They also reported their own expectations and society as a whole as a reason why they need to look good in every situation.

The findings of this research have to be seen in the light of some potential limitations. Firstly, the sample is small and the results represent only 198 participants. There is a sample and selection bias. A convenience sample was used. This kind of sample does not reflect the general population of Slovakia. Results cannot be applied to all young female adults. Secondly, research focuses only on women for the reasons that: more than half of the global Instagram users are female; women that are aged from 18 to 24 years represent 15 percent of global active users on Instagram (Clement J. , 2019). Women tend to be more popular and more influential on this platform. They receive five times more likes and three times more comments than men (HopperHQ.com, 2019). Social media do not have the same impact on women and men. Women are one of the most vulnerable parts of the society. The well-being of females is closely related to sleep and exercise and the lack of these things harms the health of women more than men (Viner, et al., 2019). Thirdly, findings were collected only from online questionnaires. Personal surveys would provide more accurate results. Even the study would be more precise by avoiding all these limitations, it reflects at least a portion of the Slovak population and the outcomes of Instagram. There is still a lack of research of this field in Slovakia even Instagram as a one of many social networks is highly used in Slovakia. Further research and steps in order to improve the situation around this platform are more than needed.

These findings are an important contribution to the field of the influence of Instagram. These findings relate to what others researchers have already done with an addition that it focuses only on Slovakia and young female adults.

Conclusion

The results of this study support the idea that Instagram is one of the worst social networks for healthy body image and mental health. Supported by results from the three version of online questionnaires, this thesis prove that photos of Slovak female influencers have a significant impact on the actual mood and body dissatisfaction of young female adults in Slovakia in comparison with peer influencers and appearance neutral- travel photos.

These results are promising and should be validated in a larger sample size. This paper has highlighted the importance of support from family, friends, or partner; healthy dieting and reasonable usage of Instagram. These findings add to a growing body of literature on the topic of the influence of Instagram. This study is one of the first steps to understand the interplay between Instagram and its impact in Slovakia.

The results of the present study have important implications in practical life. Firstly, young adult females should be more aware of this issue and realize that this problem is real, and is connected also to their lives not only to the lives of others. Instagram has literally nothing to do with reality. Secondly, users of Instagram should limit their exposure of perfect and photoshopped photos of beautiful celebrities and peers and do not spend so much time online. Thirdly, Instagram itself should regulate the content and the time women spend there, not by restricting but by giving them tips on how to use Instagram, how often, and for what. Instagram is a good servant for example for marketing, or inspiration but a bad master. Fourthly, gender stereotypes and inequality are real problems in Slovakia in all aspects. Slovakia has a lower score that is the European Union average in all five main domains- the domain of power, time, money, knowledge, and the closest to the EU score but still lower is in the domain of health (European Institute for Gender Equality, 2017). Fifthly, pressure on women to look always good need to be more controlled from the family, friends, or partner sides by simply realizing the power of words, or behavior not in favor of men but both in favor of women and man. Last but not least, the setup of school education in Slovakia need to be improved by few things- A) schools in Slovakia should take action by teaching students how to use the internet in useful and healthy way; B) how

to distinguish what is true and what is not; C) how to improve emotional skills of their students; D) the topics of the influence of social networks, internet in general, or gender stereotypes, inequalities and pressure that is created on women need to be

added to the curriculum. All these small but important steps would create a better environment for healthy body image and self-confidence of women not only in Slovakia but it can be applied all around the world.

Resumé

Táto práca predstavuje prieskum vplyvu troch typov fotografií na Instagrame na aktuálnu náladu a nespokojnosť s vlastným telom u mladých Sloveniek. Práca sa tiež zameriava na to do akej miery pociťujú Slovenky podporu v rodine, u priateľov či partnera; ako súvisia rodové nerovnosti a vzdelanie s vnímaním vlastného tela; do akej miery je na mladé ženy na Slovensku vytváraný tlak vyzerať vždy dobre a čo tento tlak vytvára a zapríčiňuje. Úvod uvádza čitateľa do problematiky Instagramu. Hlavný cieľom tejto práce je poukázať na dôležitosť vplyvu Instagramu a na kroky, ktoré je potrebné spraviť k zlepšeniu momentálnej situácie.

Teoretická časť práce sa zameriava na viaceré oblasti. Ako prvé práca predstavuje teóriu Marshalla McLuhana, v ktorej obhajuje svoje tvrdenia, že médim je posolstvom v zmysle, že médium cez, ktoré je správa podávaná je dôležitejšie ako samotná myšlienka správy. Práca ďalej definuje rolu Internetu a sociálnych sietí. Predstavené sú tri štúdie, ktoré boli hlavnou inšpiráciou pre spracovanie tejto témy v bakalárskej práci. Ide o štúdiu, ktoré hovoria o vplyve atraktívnych celebrít a rovesníčok na Instagrame, vplyve na sebavedomie a blahobyt a o sociálnom porovnávaní na sociálnych médiách. Práce definuje koncept "body image" a jeho spojenie s krásou; taktiež vznik tohto konceptu a jeho formovanie u mladých dievčat. V neposlednom rade to ako tento koncept súvisí s Instagramom. Záver teoretickej časti je zameraní na funkciu influencerov a spojení všetkých poznatkov so Slovenskom ako krajinou.

Dizajn a metodika práce je časť, ktorá podrobne opisuje postupy online dotazníkov. Opisuje vzorku účastníčok, aké stimulačné materiály boli použité, aká bola forma a podmienky súhlasu, a na aké konkrétne časti sa dotazník zameriaval. Išlo o všeobecné používanie sociálnych sietí, meranie aktuálnej nálady a nespokojnosti s vlastným telom, meranie porovnávanie samého seba s Instagramovými fotografiami a meranie podpory zo strany rodiny, priateľov a partnerov a tlaku vyzerať vždy dobre. Táto časť tiež opisuje možné obmedzenia práce. Ide o podrobný opis skonštruovania, uskutočnenia a vyhodnotenia dotazníkov.

Časť s názvom Výsledky sa venuje zisteniam z dotazníkov. Definuje vzorku účastníčok, do akej miery vo všeobecnosti Instagram využívajú, či to prečo už lajky na

Instagrame nie sú dôležité. Táto časť podrobne zaznamenáva výsledky merania aktuálnej nálady a nespokojnosti s vlastným telom, porovnávania sa s fotografiami, podpory a tlaku.

Na základe analýzy troch typov fotografií z troch verzií dotazníkov bolo možné dospieť k záveru, že Instagram negatívne vplýva na zdravé vnímanie samej seba. Fotografie slovenských influenceriek vplývajú na mladé ženy vo väčšej miere ako fotografie rovnako atraktívnych ale nepopulárnych rovesníčok a vzhľadovo neutrálne- fotky z ciest. Je dôležité o tomto probléme hovoriť, byť si vedomý toho, že Instagram nemá nič spoločné s realitou a taktiež samotný Instagram a školy by mali viesť mladé ženy, k pozitívnemu a zdravému obrazu samej seba.

List of used Instagram Accounts

amifogasova

andreaveresovaofficial

andreinairo

bebe2401

biankabalak

davemariancik

dararolins_vermi

denisaruffini

deus.ka

dominikamaljarova

ievuute_jo

ivkahutnikova

jaanka_

janzacekphoto

karoliinachyba

karolinachomistek

lindaontherunofficial

lucifukdolniczky

majkl.mn

marcelaslimakova

majusikmimusik

michzborovjanova

natka_2211

Nathalie__m

nicolle.k

panorama_illife

patricia.matusova

queen.plackova

romana_s

sab.ra

sabina.harpula

slovak_vibes

sofiedurco

simona.hyllova

simonkastanova

siskakubo

sonaskoncova

tiinusska

timea_fiedler

tinnush

thestreetswanderer

uzivajsislovensko_official

valeriagrzentic

vandracka

veronikaa_s_

veronika.bull

v_e_r.o.n.i.k.a

viki.valestekova

vladiyg

_anastasiya19

_thelittleadventurer

123janka

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Appendix

Dotazník o Instagrame- Verzia A.

Ahojte. Volám sa Ivona Mičeková a som študentkou Bratislavskej medzinárodnej školy liberálnych štúdií (BISLA). Vítam Vás v dotazníku k mojej bakalárskej práci o vplyve Instagramu na Slovensku. Predtým, ako sa zapojíte, prečítajte si, prosím nižšie uvedený text.

FORMA A PODMIENKY SÚHLASU

Moja bakalárska práca zahŕňa internetový dotazník, ktorý je navrhnutý tak, aby som preskúmala, aký vplyv má Instagram na Slovensku. Bakalársku prácu vedie Mgr. Jana Bašnáková, PhD. a Ing. František Gyárfáš, PhD. Schválila ju Bratislavská medzinárodna škola liberálnych štúdií.

Dotazník je určený pre ženy od 18-24 rokov. Účasť na štúdii trvá v priemere 5-10 minút a je prísne anonymná. Dotazník sa skladá zo siedmich častí. Účastníci začínajú odpoveďami na všeobecné otázky o ich používaní Instagramu, na dvoch škálach vyjadrujú ich aktuálne pocity a prezerajú si obrázky z Instagramu. Na konci odpovedajú na všeobecné demografické otázky.

So všetkými odpoveďami sa zaobchádza ako s dôvernými a v žiadnom prípade nebudú nijako identifikované s jednotlivcami. Všetky údaje sa zhromažďujú a uverejňujú iba v súhrnnej forme. Máte právo na ukončenie dotazníka ešte pre jeho vyplnením, bez udania akéhokoľvek dôvodu. V prípade, že vyjadreniam rozumiete a slobodne súhlasíte s účasťou v tejto štúdii, kliknite na tlačítko "SÚHLASÍM".

V prípade akýchkoľvek otázok ma kontaktujte na i.micekova@gmail.com

* Required

1. *Check all that apply.*

   ☐ SÚHLASÍM

2. **Máš účet na Instagrame?** *
   Mark only one oval.

   ◯ ÁNO

   ◯ NIE   *Skip to question 14.*

Skip to question 2.

I. otázky

Používanie sociálnych sietí

3. **Ako často používaš Instagram?** *
Mark only one oval.

◯ denne

◯ 1-2 krát do týždňa

◯ viac ako 2-krát do týždňa

◯ raz za mesiac

◯ menej ako raz za mesiac

4. **Koľko času priemerne strávíš na Instagrame počas jedného prezerania?**
Mark only one oval.

◯ menej ako 10 minút

◯ 11-30 minút

◯ 31-60 minút

◯ 1-2 hodiny

◯ viac ako 2 hodiny

5. **Koľko ľudí sleduješ na Instagrame?** *
Mark only one oval.

◯ 0

◯ menej ako 100

◯ 101-500

◯ 501-1000

◯ viac ako 1000

6. **Koľko máš sledovateľov?** *
Mark only one oval.

◯ 0

◯ menej ako 100

◯ 101-500

◯ 501-1000

◯ viac ako 1000

7. **Koľko influencerov sleduješ na Instagrame?** *
Mark only one oval.

◯ 0

◯ menej ako 10

◯ 11-20

◯ 21-30

◯ viac ako 30

8. **Počet fotografií, ktoré pridáš na IG počas jedného mesiaca** *
   Mark only one oval.

   ◯ 0
   ◯ 1-5
   ◯ 6-10
   ◯ viac ako 10

9. **Priemerný počet lajkov na tvojich fotografiách** *
   Mark only one oval.

   ◯ 0
   ◯ 1-10
   ◯ 11-50
   ◯ 51-100
   ◯ 101-200
   ◯ viac ako 200

10. **Najvyšší počet lajkov, aký si kedy dostala** *
    Mark only one oval.

    ◯ 0
    ◯ 1-100
    ◯ 101-200
    ◯ 201-500
    ◯ 501-1000
    ◯ viac ako 1000

11. **Ako je pre teba dôležitá kvalita fotografií na IG?** *
    Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
vôbec nie je dôležitá	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	je veľmi dôležitá

12. **Ako je pre teba dôležitý počet lajkov na tvojich fotografiách?** *
    Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
vôbec nie je dôležitý	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	je veľmi dôležitý

13. **Ako je pre teba dôležitý počet lajkov na fotografiách iných ľudí?** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
vôbec nie je dôležitý	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	je veľmi dôležitý

II. škála

Na škále od 1 po 10, vyjadri svoje aktuálne pocity.

14. **šťastie** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim sa štastne	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim sa šťastne

15. **úzkosť** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim úzkosť	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim úzkosť

16. **depresia** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim depresiu	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim depresiu

17. **hnev** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim hnev	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim hnev

18. **sebadôvera** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim sa sebaisto	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim sa sebaisto

19. **telesná hmotnosť** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
som nespokojná so svojou telesnou hmotnosťou	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	som spokojná so svojou telesnou hmotnosťou

20. **vlastný vzhľad** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
som nespokojná so svojim vzhľadom	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	som spokojná so svojim vzhľadom

21. **črty tváre** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
nepáčia sa mi moje črty tváre	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	páčia sa mi moje črty tváre

III. prezentácia fotografií

Nastavte si prosím časovač na 2 minúty. Počas tohto času si dôkladne prezrite nasledujúcich 25 fotografií. Na jednej fotografii tak strávite približne 5 sekúnd.

22. **šťastie** *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim sa štastne	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim sa šťastne

23. **úzkosť** *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim úzkosť	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim úzkosť

24. **depresia** *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim depresiu	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim depresiu

25. **hnev** *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim hnev	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim hnev

26. **sebadôvera** *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim sa sebaisto	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim sa sebaisto

27. **telesná hmotnosť** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
som nespokojná so svojou telesnou hmotnosťou	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	som spokojná so svojou telesnou hmotnosťou

28. **črty tváre** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
nepáčia sa mi moje črty tváre	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	páčia sa mi moje črty tváre

29. **vlastný vzhľad** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
som nespokojná so svojim vzhľadom	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	som spokojná so svojim vzhľadom

V. otázky

30. **Do akej miery si premýšľala o svojom vzhľade počas prezerania fotografií?** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
vôbec som nerozmýšľala	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	premýšľala som o tom veľa

31. **Do akej miery si porovnávala svoj celkový vzhľad a špecifické časti tela s influencerkami, ktorých si videla na fotografiách?** *
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
vôbec som neporovnávala	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	veľmi som porovnávala

32. **Napíš konkrétne mená žien z fotografií, ktoré si pamätáš.** *

_____

VI.otázky

33. **Máš pocit, že ti je tvoja rodina oporou?** *
    Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
nikdy	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	vždy

34. **Máš pocit, že sú ti tvoji priatelia oporou?** *
    Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
nikdy	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	vždy

35. **Cítiš tlak, že by si mala vyzerať vždy dobre?** *
    Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
necítim žiaden tlak	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	cítim veľký tlak

36. **Ak áno, čo na teba konkrétne tento tlak vytvára?**
    Mark only one oval.

    ◯ rodina

    ◯ priatelia

    ◯ partner

    ◯ sociálne siete

    ◯ to, že som žena

    ◯ Other: _____

37. **Porovnával ťa niekedy niekto s človekom z Instagramu?** *
    Mark only one oval.

    ◯ áno

    ◯ nie

58

38. **Ak áno, o porovnávanie čoho išlo?**

_____

_____

_____

_____

_____

39. **Držala si niekedy diétu? ***
Mark only one oval.

◯ áno

◯ nie

40. **Ak áno, aký bol dôvod držania tejto diéty?**

_____

_____

_____

_____

_____

41. **Ako sa cítiš, keď sa pozeráš na seba v zrkadle? ***
Mark only one oval.

	0	1	2	3	4	5	6	7	8	9	10	
veľmi zle	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	veľmi dobre

VII. otázky

42. **Tvoj vek ***

_____

43. **Tvoja výška a váha ***

_____

_____

_____

_____

_____

44. **Stupeň dosiahnutého vzdelania** *
Mark only one oval.

- ( ) základné vzdelanie
- ( ) stredné vzdelanie
- ( ) úplné stredné vzdelanie
- ( ) vysokoškolské - I.stupeň (bakalárske)
- ( ) vysokoškolské - II.stupeň
- ( ) vysokoškolské - doktorantské
- ( ) Other: _____

45. **Kraj odkiaľ pochádzaš** *
Mark only one oval.

- ( ) Bratislavský kraj
- ( ) Trnavský kraj
- ( ) Trenčiansky kraj
- ( ) Nitriansky kraj
- ( ) Žilinský kraj
- ( ) Banskobystrický kraj
- ( ) Prešovský kraj
- ( ) Košický kraj

46. **Veľkosť mesta/dediny, v ktorej žiješ podľa počtu obyvateľov** *
Mark only one oval.

- ( ) do 1000 obyvateľov
- ( ) 1001-5000 obyvateľov
- ( ) 5001-10 000 obyvateľov
- ( ) 10 001-15 000 obyvateľov
- ( ) 15 001-20 000 obyvateľov
- ( ) viac ako 20 000 obyvateľov

47. **Feedback k dotazníku**

_____
_____
_____
_____
_____

Appendix 1: Questions from Questionnaires in Slovak Language

Hello. My name is Ivona Mičeková and I am a student of Bratislava International School of Liberal Arts (BISLA). Welcome to my questionnaire for my bachelor thesis about the impact of Instagram in Slovakia. Please read the text below, before you decide to participate.

My bachelor thesis includes an online questionnaire that is designed in order to explore the impact of Instagram in Slovakia. My thesis advisors are Mgr. Jana Bašnáková, PhD. and Ing. František Gyárfáš, PhD. It was approved by the Bratislava International School of Liberal Arts.

The questionnaire is intended for women aged from 18 to 24 years. Participation in the study takes 5-10 minutes in average and is strictly anonymous. It consists of seven different parts. Participants begin with answering general questions about their usage of Instagram, then they express their current feeling before and after watching one of three sets of Instagram images (influencer, peers or travel set). In the end they answer questions about support and pressure in their lives and general demographic questions.

All responses are treated as confidential and will in no way be identified with any individuals. All data is collected and published only in aggregate form. You have the right to terminate the questionnaire before completing the questionnaire without giving any reason. If you understand the statements and freely agree to participate in this study, click "I AGREE". If you have any questions, please contact me: i.micekova@gmail.com

Appendix 2: Form of the Consent