

Purpose: American's usage of social networking sites has increased exponentially over the past decade (Kaiser, 2010). Increasingly social network consumers are turning to services that are image-centric. Research demonstrates that mediated images pose risks for consumers. In particular, studies show that images may affect viewers' mental health, self-concept, and body-image (Harrison, 2000; Wertz Garvin & Damson, 2008). To date, most findings within this area emerged from the study of traditional media forms (e.g., television) (Becker, 2004; Harrison & Cantor, 1997). The few modern studies that exist largely focus on multi-use social networks (e.g., Facebook) (Cohen, Irwin, Newton-John, Slater, 2018; Prichard, McLachlan, Travis, & Tiggemann, 2018). Such studies investigate how images promoting a thin-ideal effect consumers (particularly women). Relatively few studies have investigated how image centered social media platforms effect men. Fewer still have examined how the exaggerated hourglass figure trend may affect body and self-esteem in women. This study fills this gap within the extant literature by studying the negative effects of idealized muscular (men) and exaggerated hourglass (women) figures on consumers of imaged based social media. Particular attention is paid to the effects of these images on overall self and body esteem.

Procedure: An experiment utilizing a 2x3 factorial design (gender and body types) will be performed. After randomly assigning groups, participants will be exposed to stimuli and then given scales to measure self-concept and body-image. Data will be collected by December, from there we will run ANOVAs, correlations, and t-tests to determine the extent of effects caused by exposure.

Results: Pending

Conclusions: This study will shed light on the effects of image-centric social media and muscular or exaggerated hourglass figures. If significant interactions are found, the study would give insight to consumers on latent effects of media consumption in today's society.

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Procedure: An experiment utilizing a 2x3 factorial design (gender and body types) will be performed. After randomly assigning groups, participants will be exposed to stimuli and then given scales to measure self-concept and body-image. Data will be collected by December, from there we will run ANOVAs, correlations, and t-tests to determine the extent of effects caused by exposure.

Results: We expect a significant negative effect of idealized body content on both self-concept and body-image.

Conclusions: This study will shed light on the effects of image-centric social media and muscular or exaggerated hourglass figures. If significant interactions are found, the study would give insight to consumers on latent effects of media consumption in today's society.