

Instagram vs. Reality: Body image among women

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Original paper:

Social media is not real: The effect of 'Instagram vs reality' images on women's social comparison and body image

Tiggemann, M., & Anderberg, I. (2020). Social media is not real: The effect of 'Instagram vs reality' images on women's social comparison and body image. *New Media & Society*, 22(12), 2183-2199.

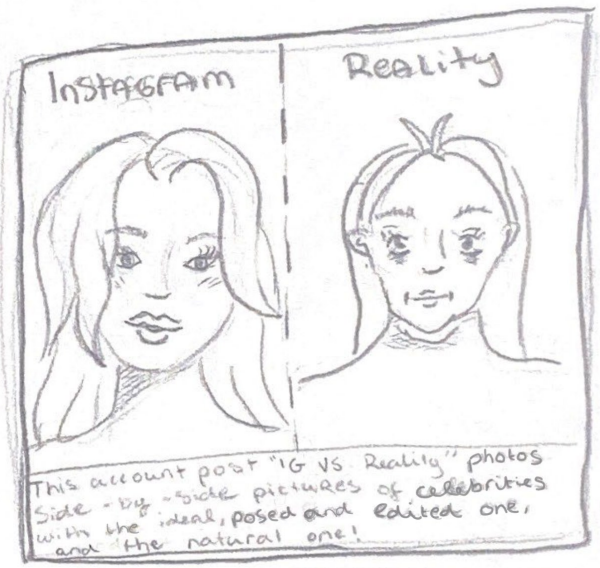
Link: <https://journals.sagepub.com/doi/full/10.1177/1461444819888720>

Project created for the class:

Visual Thinking and Composition, Winter 2021

Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com



It makes me, and other women too, feel more normal. No one is perfect, not even celebrities. Nowadays, that pure perfection is all we see on social media. It's nice to see we all have flaws and that those are normal!

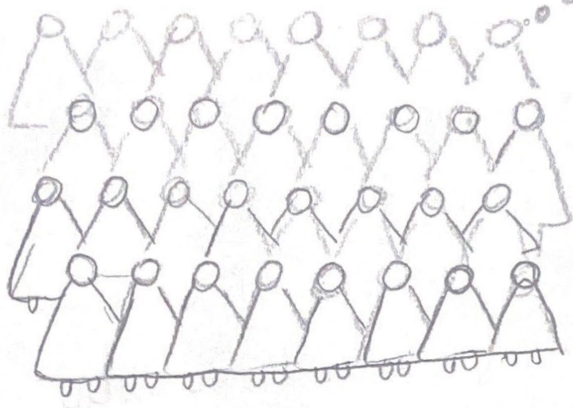




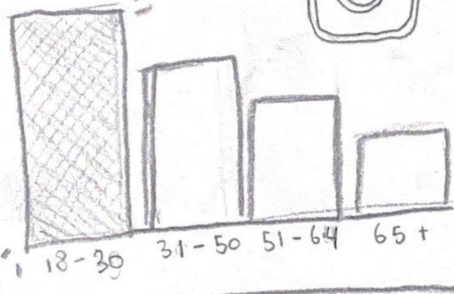
the participants of our study consisted of women ...

Is this for a Sorority?

WANTED
305 Women
aged
18-30



This is the highest demographic on Instagram!



The participants had various ethnicities.



Other characteristics included that almost all participants had both a facebook and instagram account and are active on those platforms.

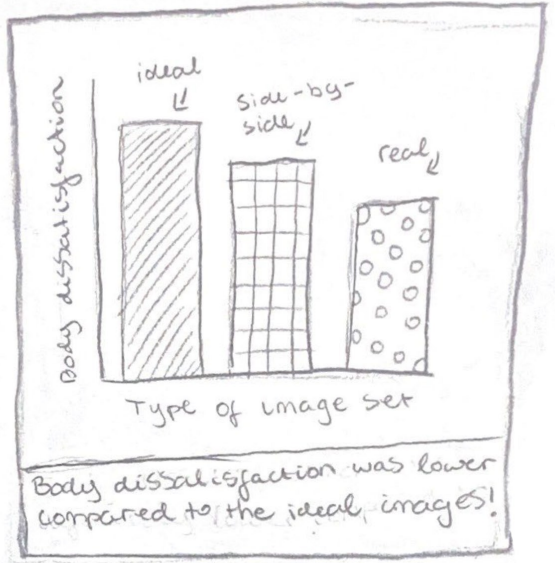




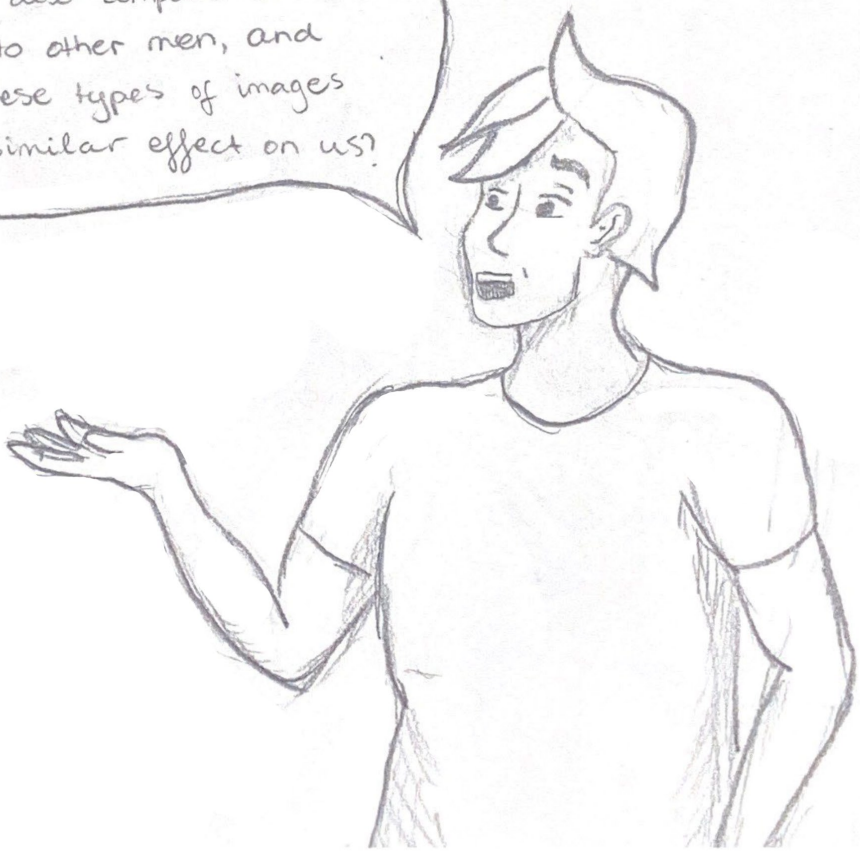
So, this Study aimed at investigating the effect of IG vs Reality posts on women's body image...



♡ 3.421660 Likes
@user: wow! Kim is so HOT!



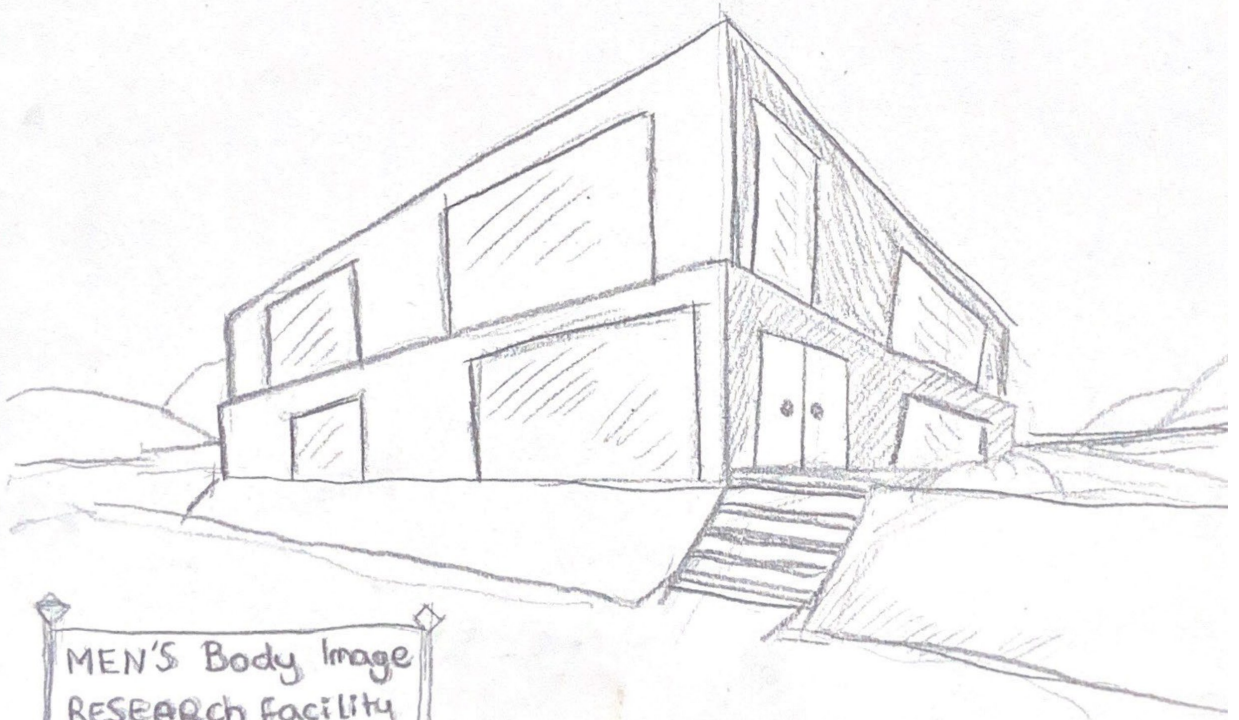
you know what I do wonder...
Do men also compare their bodies to other men, and would these types of images have a similar effect on us?



well, I guess there's only
one way to find out...



off to do
SOME
RESEARCH!



MEN'S Body Image
RESEARCH facility