

## “Picture Perfect”

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### Original paper:

Mariska Kleemans, Serena Daalmans, Ilana Carbaat & Doeschka Anschutz  
(2018) Picture Perfect: The Direct Effect of Manipulated Instagram Photos on Body Image in  
Adolescent Girls, *Media Psychology*, 21:1, 93-110, DOI: 10.1080/15213269.2016.1257392  
<https://doi.org/10.1080/15213269.2016.1257392>

Project created for the class:

Visual Thinking and Composition, Winter 2020

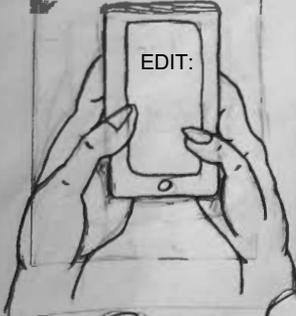
Tilburg University, Department of Communication and Cognition

Instructor: Neil Cohn, [neilcohn@visuallanguagelab.com](mailto:neilcohn@visuallanguagelab.com), [www.visuallanguagelab.com](http://www.visuallanguagelab.com)

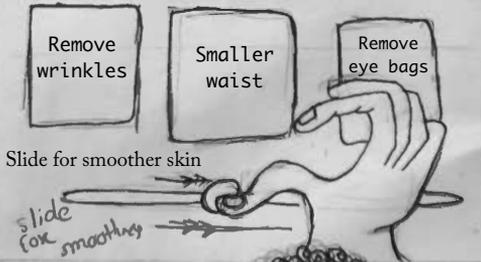
# "Picture Perfect"



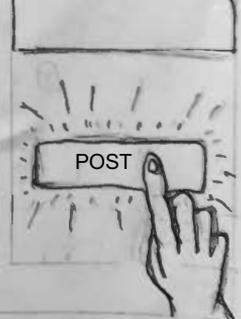
I'm posting a selfie!



Only need to make some small changes, and...



...done!



See?

Since when does our sofa "bend" like that? And I swear it has a different color...

-Ooh that's just because of the reshaping I did and the filters I added.



I thought only celebs did that...

No, lots of people do it now!

This can't be a good influence on young girls... What if they start comparing themselves with unrealistic body images?

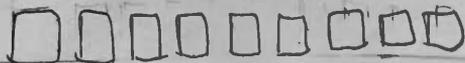
A search on Google Scholar provided some answers to his question as he finds the results of a study conducted in 2018.

Picture Perfect: The Manipulated Instagram Image in Adoles

Picture Perfect: The Direct Effect of Manipulated Instagram Photos on Body Image in Adolescent Girls (2018)

Mariska Kleemans, Serena Daalmans, Ilana Carbaat & Doeschka Anschütz

This study investigated the effect of manipulated Instagram photos on adolescent girls' body image, and whether social comparison tendency moderates this relation

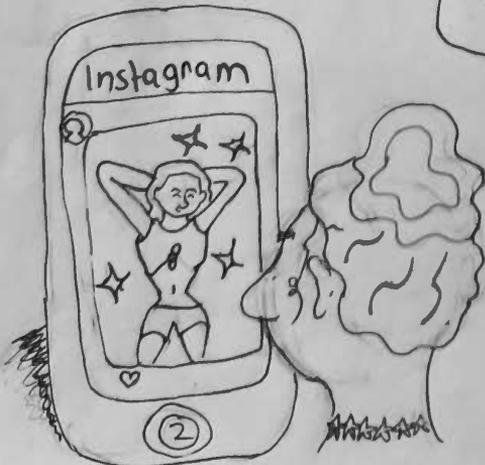


In this study, 144 adolescent girls were exposed to either 10 original Instagram photos(1) or 10 manipulated Instagram photo(2). Both conditions consisted of 5 photos that emphasized the girl's face, skin and hair and 5 photos that highlighted the whole body.

The manipulated photos were edited by adding effects and filters available on Instagram and by removing eye bags, wrinkles and impurities.



The photos that focused on the whole body were also edited by making the legs and waist smaller.

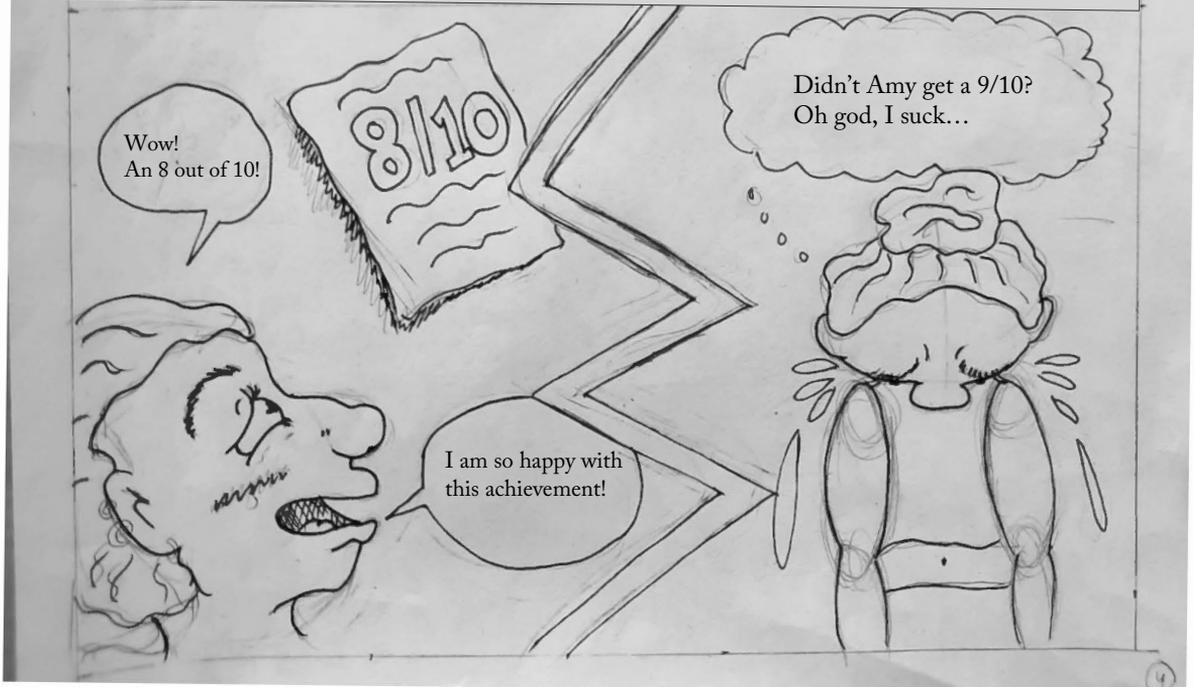


After being shown the photos, the participants had to answer several questions regarding their body image and their social comparison tendency. Two hypotheses were formed.

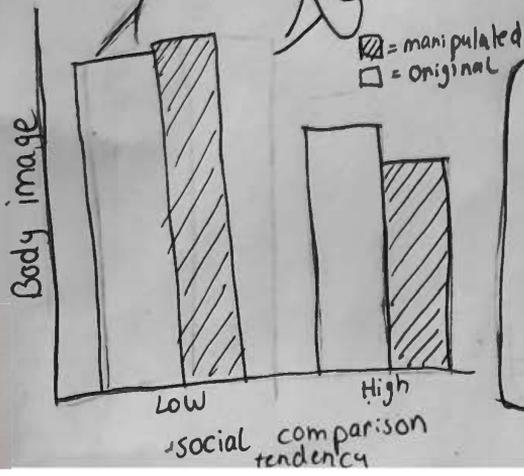
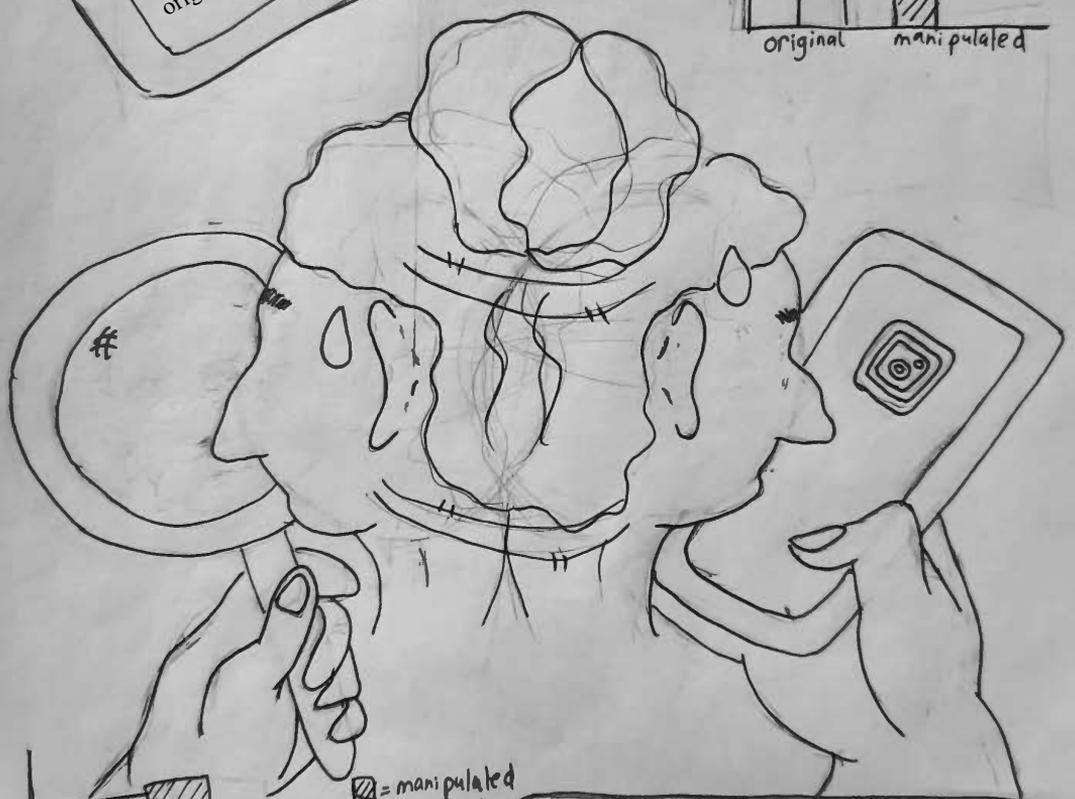
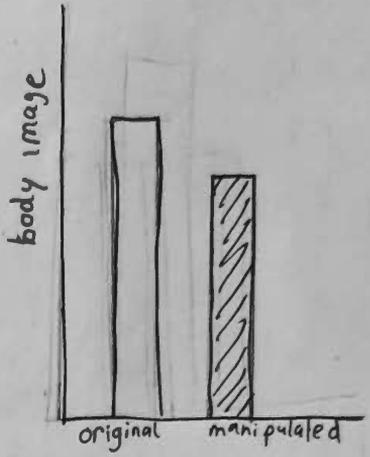


H1: Exposure to manipulated Instagram photos leads to lower body satisfaction in adolescent girl than exposure to original photos.

H2: The negative effect of exposure to manipulated Instagram photos compared to original Instagram photos on body satisfaction is stronger for girls with higher social comparison tendency.



This first hypothesis was supported as girls who were exposed to the manipulated photos showed to have a significant lower body satisfaction (Mean = 4.57) compared to girls exposed to the original photos (Mean = 4.94).



In addition, results provided support for the expectation that the negative effect of manipulated Instagram photos on body image exposure are stronger for girls with a higher social comparison tendency.

That wasn't what he was hoping to hear...



Luckily, he had an idea!

So why did you want to make a selfie with me?



Because I really want to post something on Insta

You don't need any filters.

You really are the biggest dork I know hihi

Okay, just add some effects will you



Nope!

post

You do not need to change anything about yourself. Please remember that.

