

EFFECTS OF SOCIAL MEDIA USAGE AND BODY IMAGE SATISFACTION OF 1ST YEAR FEMALE PSYCHOLOGY STUDENTS: A BASIS FOR GENDER AND DEVELOPMENT PROGRAM

ABSTRACT

AUTHORS

Kimberly Basario
Ma.. Kharen Brase
Apetenz Munoz
Nicole Sideco
Karina Faith Tawag

RESEARCH ADVISER

Jonah Andrea D. Mapula,
Rpm

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Psychology

KEYWORDS

body image satisfaction; social media usage; beauty standards; gender and development; self-esteem; self-confidence

ARTICLE ID

AASGBCPJMR-B90936

This study explores the effects of social media usage on body image satisfaction among first-year female psychology students at Bestlink College of the Philippines. With the widespread use of platforms such as Facebook, Instagram, TikTok, and Twitter/X, young women are increasingly exposed to idealized beauty standards promoted by online influencers. These curated portrayals may shape self-perception, self-esteem, and self-confidence, influencing how students evaluate their own physical appearance. A quantitative research design was utilized, employing purposive sampling to select 150 first-year female psychology students as respondents. Data were gathered using the Social Media Use Scale (SMUS) and the Sociocultural Attitudes Toward Appearance Questionnaire-4 (SATAQ-4). The Pearson correlation coefficient was used to examine the relationship between social media usage and body image satisfaction. The results showed that the mean score for social media usage was 4.33 (SD = 1.92), while the mean score for body image satisfaction was 2.82 (SD = 0.82). The Pearson correlation coefficient was calculated at 0.61, indicating a moderate positive relationship between the two variables. This suggests that higher social media usage is moderately associated with higher body image satisfaction. Although the correlation is statistically significant, the strength of the relationship is modest, implying that social media usage contributes to body image satisfaction but is not the sole influencing factor. The findings of the study serve as a foundation for developing a Gender and Development (GAD) program that promotes social media awareness, body positivity, and empowerment among female students. The proposed program emphasizes the importance of digital literacy, self-worth, and embracing diverse beauty standards. Educational institutions are encouraged to implement initiatives that foster a healthy body image and self-esteem in young women. Additionally, the study advocates for the creation of a supportive school environment where students feel secure, appreciated, and empowered beyond socially constructed ideals.

RECOMMENDED CITATION

Basario, K., Brase, M. K., Munoz, A., Sideco, N., & Tawag, K. F. (2025). Effects of Social Media Usage and Body Image Satisfaction of 1st Year Female Psychology Students: A Basis for Gender and Development Program. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(3), 136.