

March 26, 2020 · 📷

Teen Girls Body Image and Social Comparison on Instagram - An Exploratory Study in the US

We conducted focus groups and diary study in the US to better understand teen girls' experience with appearance comparison on social media and how this impacted their body image and overall mental health.

We found that:

- **Body image comparisons are formed by a trifecta of factors:** body standards, flawless skin, and fashion. Other social comparisons include influencer "money for nothing" lifestyles, relationships (family and romantic), travel, experiences, and talents.
- **Social comparison journeys mimic the grief cycle.** Pre-existing moods are a precursor to a downward emotional spiral, encompassing a range of emotions from jealousy to self-proclaimed dysmorphia.
- **Confidence-building and inspiration** are rooted in the combination of reality, accessibility, and attainable aspiration.
- **Social comparison is worse on Instagram.** It is perceived as real life, but based on celebrity standards. Explore and profile stalking enables never-ending rabbit holes. **Celebrity content** is more frequent but **friends' content** is more impactful in terms of social comparison.
- **Other apps are shielded by fun filters.** TikTok is grounded in dance, fun. Snapchat is sheltered by the element of fun that keeps focus on the face and not the body and sharing with close friends. At the other extreme, VSCO is a detached dream that is 100% edited.

Body Image Comparison Exploratory Research

Product Research
Using Insights

Methodology

	In-person qualitative	Online Diary Study	In Depth Interviews
Sample size	15	10	7
Locations	San Ramon, USA	US	US
Recruitment	Regionally representative third-party panels	Nationally representative third-party panels	Participants from online diary study
Activities	2-hour in-person focus groups (5 per group)	5-day diary study	30-minute VC conversations
Participants	Monthly Instagram user Age 13-21 Low body image, self-esteem	Monthly Instagram user	

REDACTED FOR CONGRESS



Social Comparison Exploratory Research



Objectives

Instagram's investment in teen well-being is expanding to encompass social comparison, focusing first on appearance-based social comparison and its negative impact on teen girls' body image

WE CONDUCTED RESEARCH TO:

- Obtain a more detailed and nuanced understanding of social comparison, especially appearance-based comparisons, on Instagram among female Instagram users and how it impacts their body image
- Understand how female Instagram users think the app affects their tendency to compare themselves to others
- Receive initial feedback on social comparison product ideas

IN ORDER TO:

- Inform product teams how to best support teens in this space
- Inform outreach teams on how we might build meaningful and impactful campaigns in this space

Methodology

	In-person qualitative	Online Diary Study	In Depth Interviews
Sample size	15	10	7
Markets	San Ramon, USA	US	US
Recruitment	Regionally representative third-party panels	Nationally representative third-party panels	Participants from online diary study
Tasks	2-hour in-person focus groups (5 per group)	5-day diary study	30-minute VC conversation
Qualifications	Monthly Instagram user Age 13-21 Low body image, self-esteem	Monthly Instagram user	

Executive Summary

- **Body image comparisons are formed by a trifecta of factors:** body standards, flawless skin, and fashion. Other social comparisons include influencer “money for nothing” lifestyles, relationships (family and romantic), travel, experiences, and talents.
- **Social comparison journeys mimic the grief cycle.** Pre-existing moods are a precursor to a downward emotional spiral, encompassing a range of emotions from jealousy to self-proclaimed dysmorphia.
- **Confidence-building and inspiration** are rooted in the combination of reality, accessibility, and attainable aspiration.
- **Social comparison is worse on Instagram.** It is perceived as real life, but based on celebrity standards. Explore and profile stalking enables never-ending rabbit holes. **Celebrity content** is more frequent but **friends’ content** is more impactful in terms of social comparison.
- **Other apps are shielded by fun filters.** TikTok is grounded in dance, fun. Snapchat is sheltered by the element of fun that keeps focus on the face and not the body. At the other extreme, VSCO is a detached dream that is 100% edited.

Executive Summary

- **We can help break the cycle of social comparison:** celebrate small but meaningful accomplishments; show progress toward a goal; customize and personalize Instagram experience; personalized time-out mindfulness breaks that break the spiral; surface body inclusive influencers and flip the switch from envy to inspiration
- We have opportunities to engage at **each step of the social comparison journey** by creating targeted product interventions specific to surface, content type and graph
- **Communications** in the realm of social comparison need to be validating, realistic, and sympathetic. The **source** needs to be someone perceived as imperfect but accepting their own flaws rather than someone portraying a perfect image.



Background

Why start with appearance comparison and body image in teen girls?

Why? Frequent social comparison is a **key driver of subjective well-being** and teens say **IG makes this problem worse.**

66%



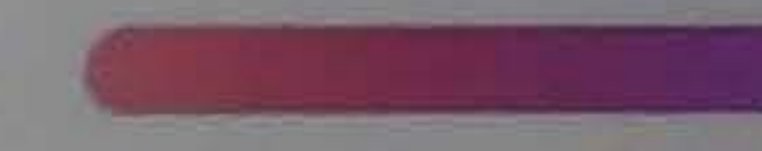
of teen girls on IG experience negative social comparison (compared to 40% of teen boys)

52%



Of teen girls who experienced negative social comparison on Instagram, said it was caused by images related to beauty

32%



of teen girls said that when they felt bad about their bodies, Instagram made them feel worse

Background - Appearance Comparison

(Negative) Social Comparison

- **Definition:** When someone feels bad about themselves after comparing themselves with others
- **Includes:** Triggers range from appearance (appearance comparison) to socio-economic status

Body Image

- **Definition:** A person's perceptions or feelings about their body or physical appearance
- **Includes:** Body dissatisfaction, body dysmorphia and eating disorders. Can be triggered by appearance comparisons or health issues

This work examines the intersection of these two problems. Namely, how appearance comparisons on IG can worsen teen girls body image

Background - Appearance Comparison

(Positive) Social Comparison

- **Definition:** When someone feels inspired/ motivated after comparing themselves with others
- **Includes:** Similar to negative social comparison, there can be wide range of triggers

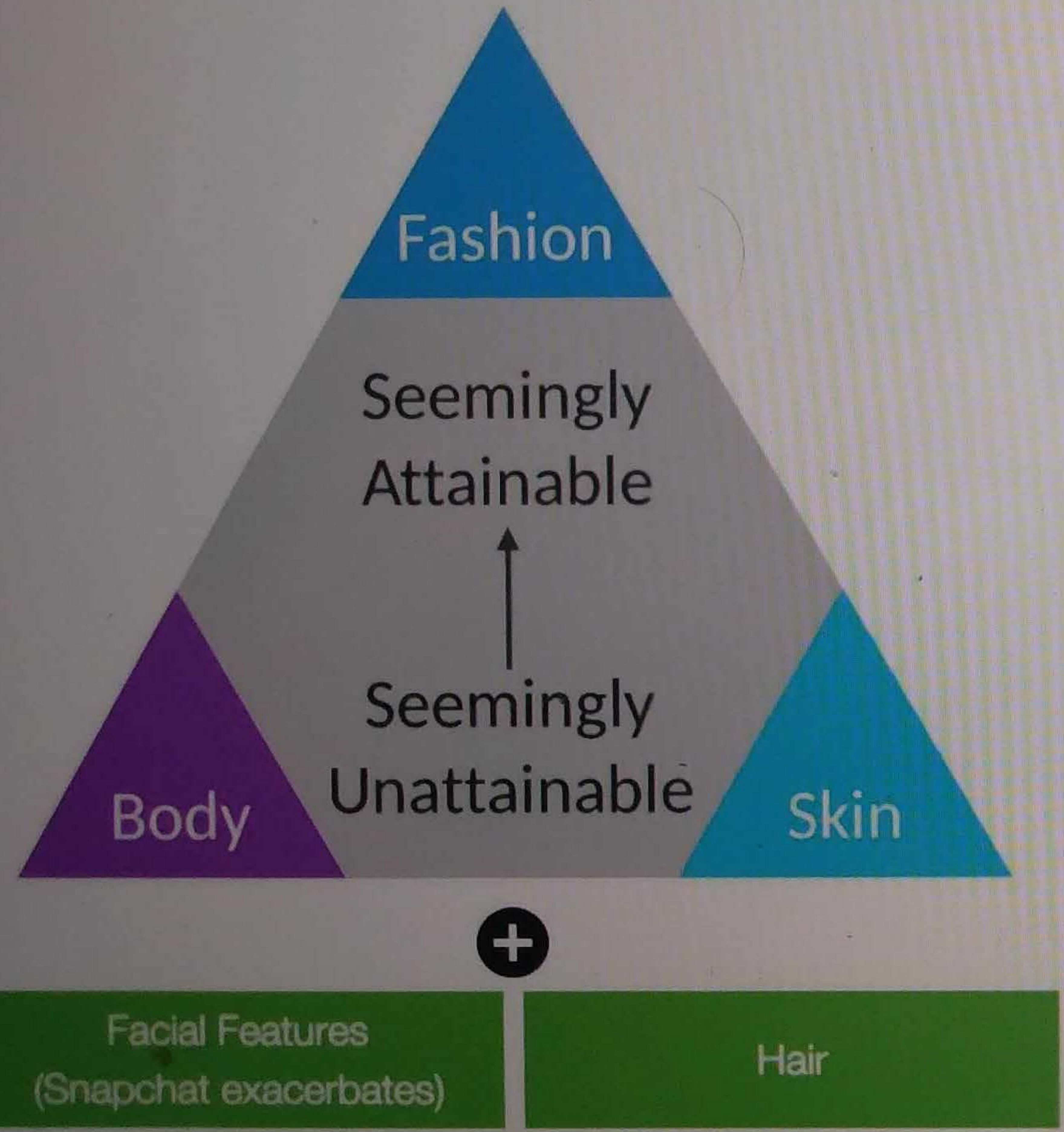
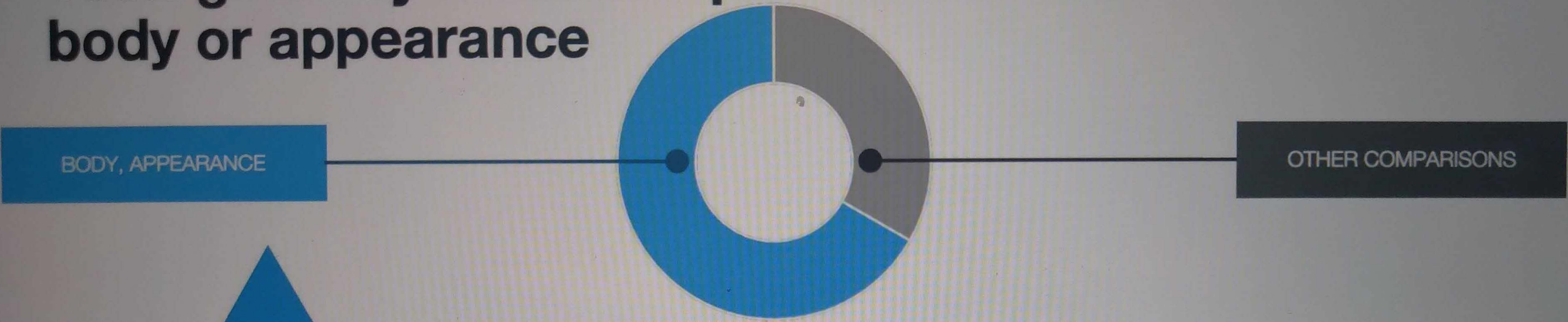


Triggers


What are the common triggers of social comparison for teen girls?

When do they feel bad about themselves vs. inspired or motivated as a result of these comparisons?

Teen girls say most comparisons are related to body or appearance



13-15	16-17	18-21
Lifestyle "Money for nothing"		Lifestyle "Money for nothing"
Couples		
Travel/Experiences		
Talent	FOMO Friends + Family	
Religion		
Confidence		

March 26, 2020 · 



2 Comments



Like



Comment



Share

can you share raw data for this slide? % of body/appearance Vs others. % of users in each group who have other types of comparisons.

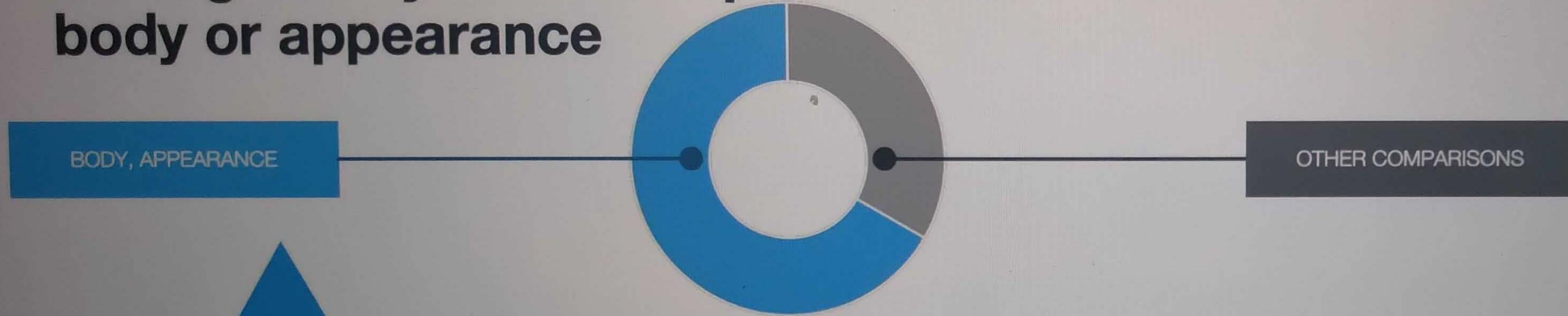
Like · Reply · 1y



This study had 20 some participants so might not be the best way to gauge split in comparisons. We have data from 2018 which might be useful though

Teen girls say most comparisons are related to body or appearance

Like Comment Share



13-15	16-17	18-21
Lifestyle "Money for nothing"		Lifestyle "Money for nothing"
Couples		
Travel/Experiences		
Talent		FOMO
Religion		Friends + Family
Confidence		

can you share raw data for this slide? % of body/appearance Vs others. % of users in each group who have other types of comparisons.

Like · Reply · 1y

This study had 20 some participants so might not be the best way to gauge split in comparisons. We have data from 2018 which might be useful though

Like · Reply · 1y

Write a reply...

Write a comment...

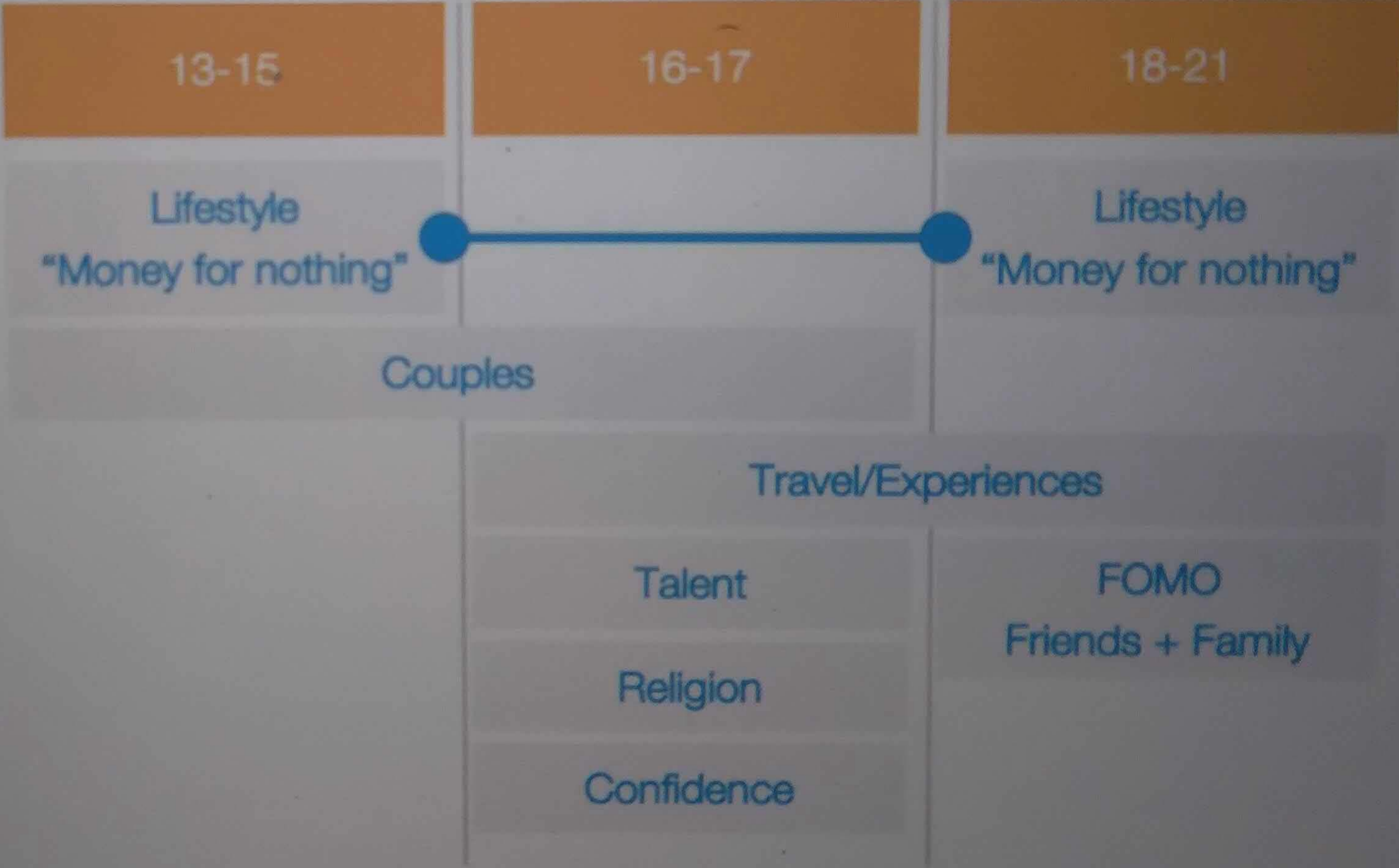
ance



OTHER COMPARISONS

Skin

Hair



REDACTED FOR CONGRESS

March 26, 2020 · 

2 Comments



Like



Comment



Share

can you share raw data for this slide? % of body/appearance Vs others. % of users in each group who have other types of comparisons.

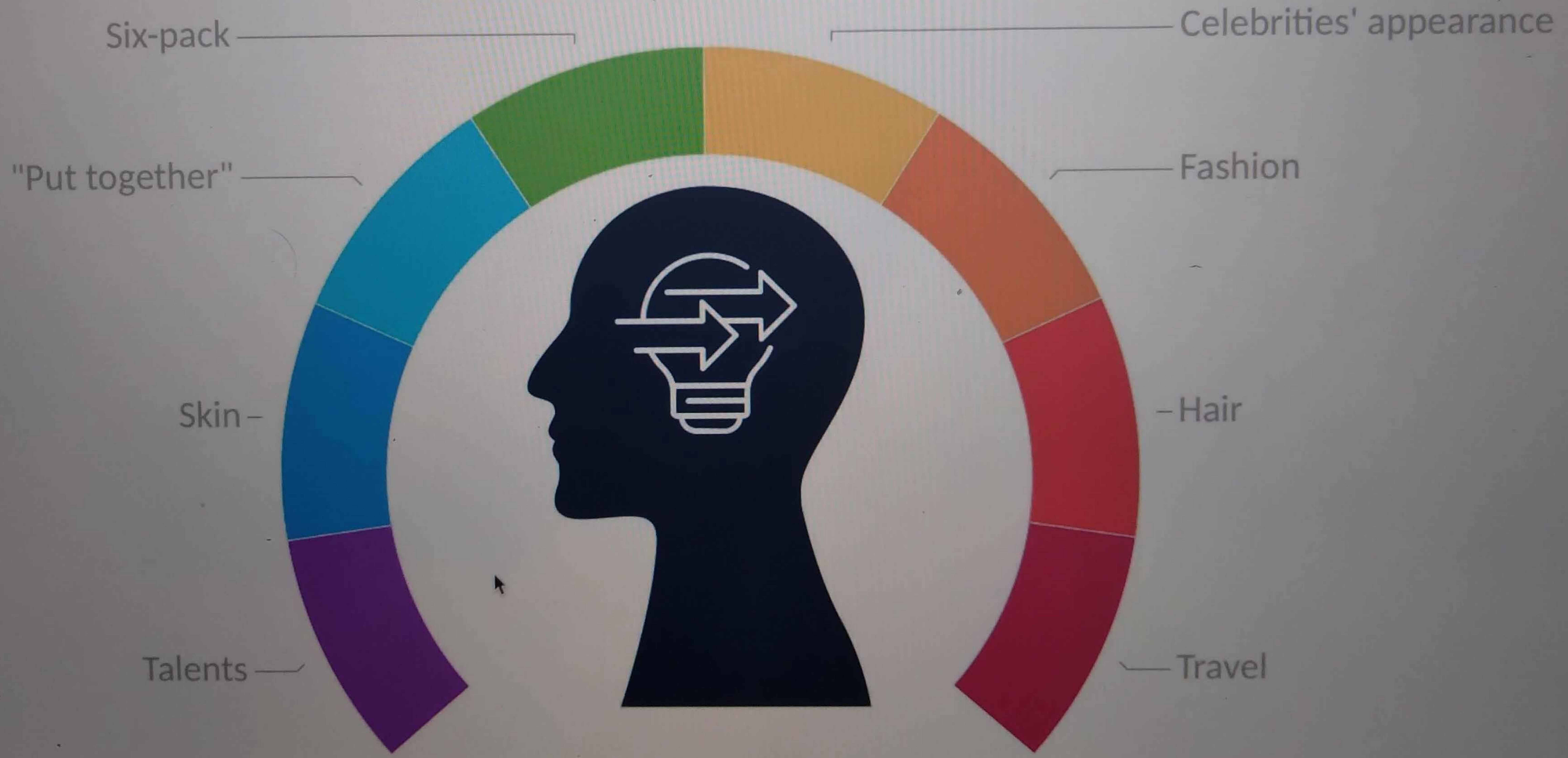
Like · Reply · 1y

This study had 20 some participants so might not be the best way to gauge split in comparisons. We have data from 2018 which might be useful though

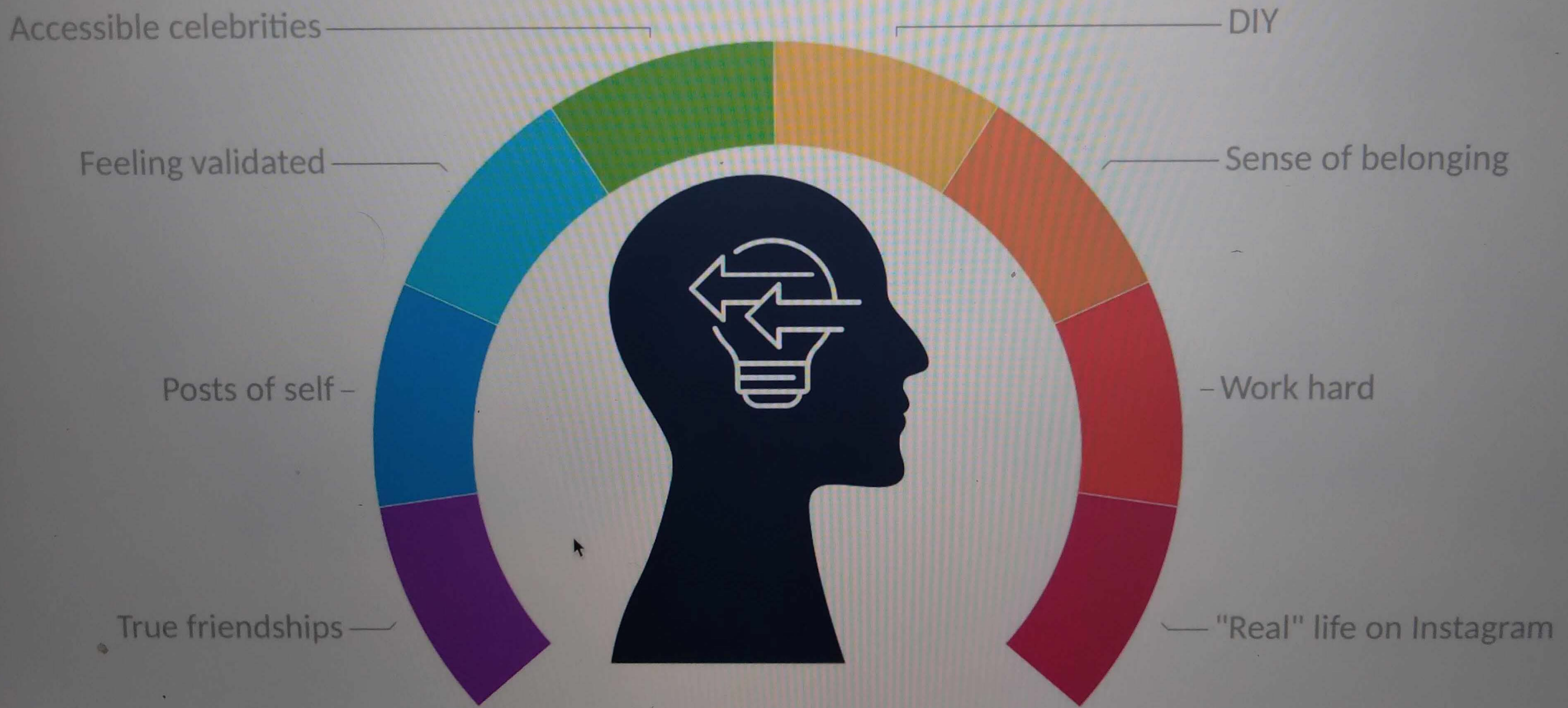
Like · Reply · 1y



Envy can be triggered by any number of factors, from celebrities to feeling untalented



Save **While inspiration is triggered by accessible celebrities, "real" life on Instagram, and feeling validated**



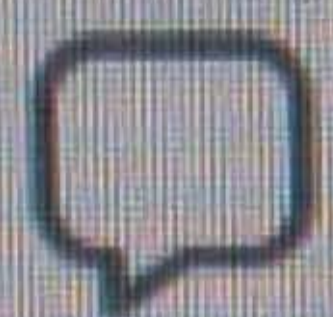
March 26, 2020 · 



3 Comments



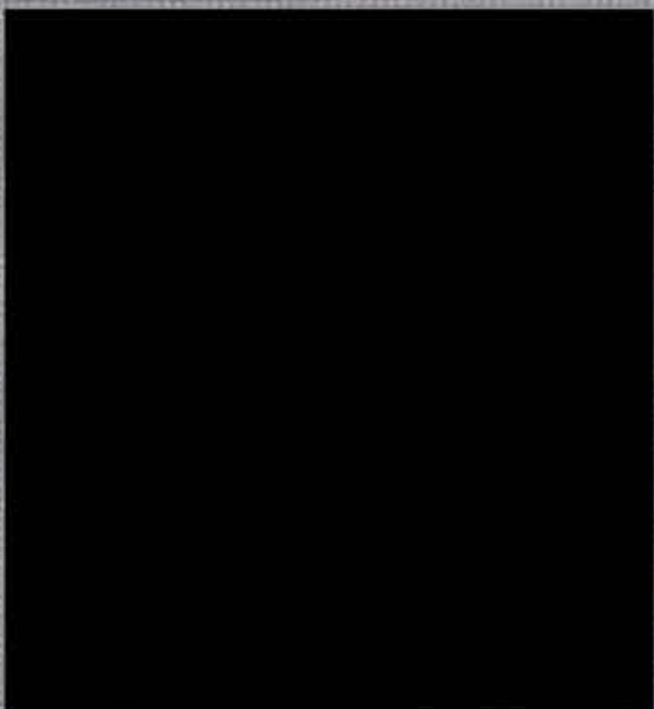
Like




Comment

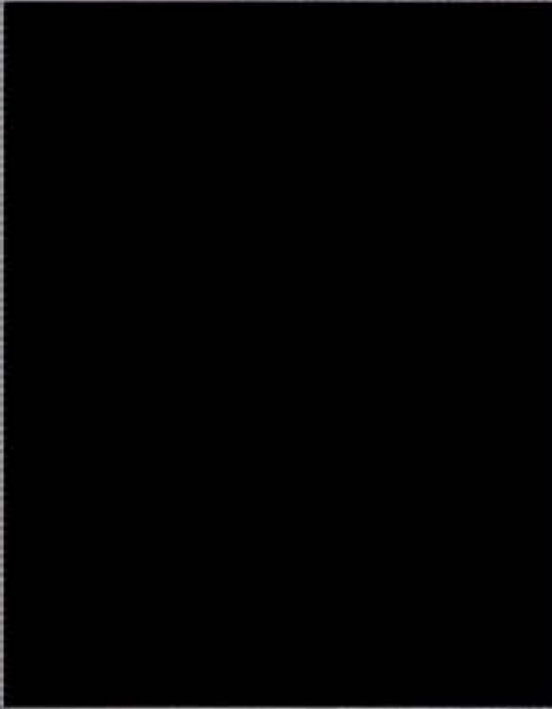


Share




 (UX Researcher)

cc  additional factors to review for what inspires users

Like · Reply · 1y

 is this a sample of things or a split of %s?

Like · Reply · 1y

  
Its a qual study so all of the things that came up across age groups multiple times.

Like · Reply · 1y

Write a reply...



REDACTED FOR CONGRESS

Inspiration is triggered by confidence and motivation





What flips the switch?

When does content about body and appearance trigger envy/depression and when does it trigger inspiration?

Images related to body and appearance can trigger inspiration instead of envy

Envy/ Anger

What flips the switch?

Inspirational + Motivating

Certain kinds of content only trigger envy

1. Lack of context

- Not knowing how someone got to the point they did
- Focus on outcome instead of journey

2. Fixation on body or parts of body

- Focus on perfect body parts instead of value beyond it

3. Exclusionary and fixed standards

- Size 0 models, Diet tea ads

3. Dishonesty

- Using hashtags like no-filter but actually using filters

Even if not like them, moment of relatability makes big difference

1. Attainability – Seeing how far someone's come

- They have worked hard,
- They have been me (feel insecure, jealous)

2. Value beyond body, relatability, contextualization

- Beautiful woman on a beach, sunny, happy, positive glasses
- Models working hard, passionate, successful beyond looks
- Image informational, interesting

3. Inclusive (curvy, bigger) beauty standards


- Body positivity, made them feel seen/ appreciated

3. Vulnerability and sharing the journey


- Personal stories of vulnerability and sharing the journey


5. Fitness content that is informative





March 26, 2020 · 

1 Comment 1 Share

 Like

 Comment

 Share

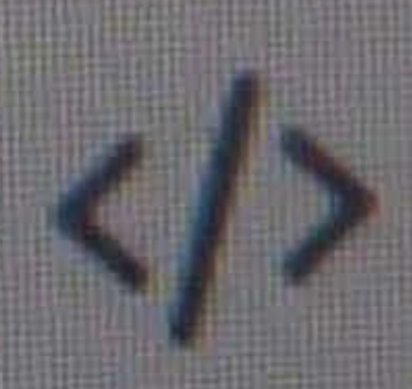


ads came up explicitly
here but the content
categorization could help?



Like · Reply · 1y

Write a comment...



REDACTED FOR CONGRESS

Images related to body and appearance can trigger inspiration instead of envy

Envy/ Jealousy



Inspirational + Motivating

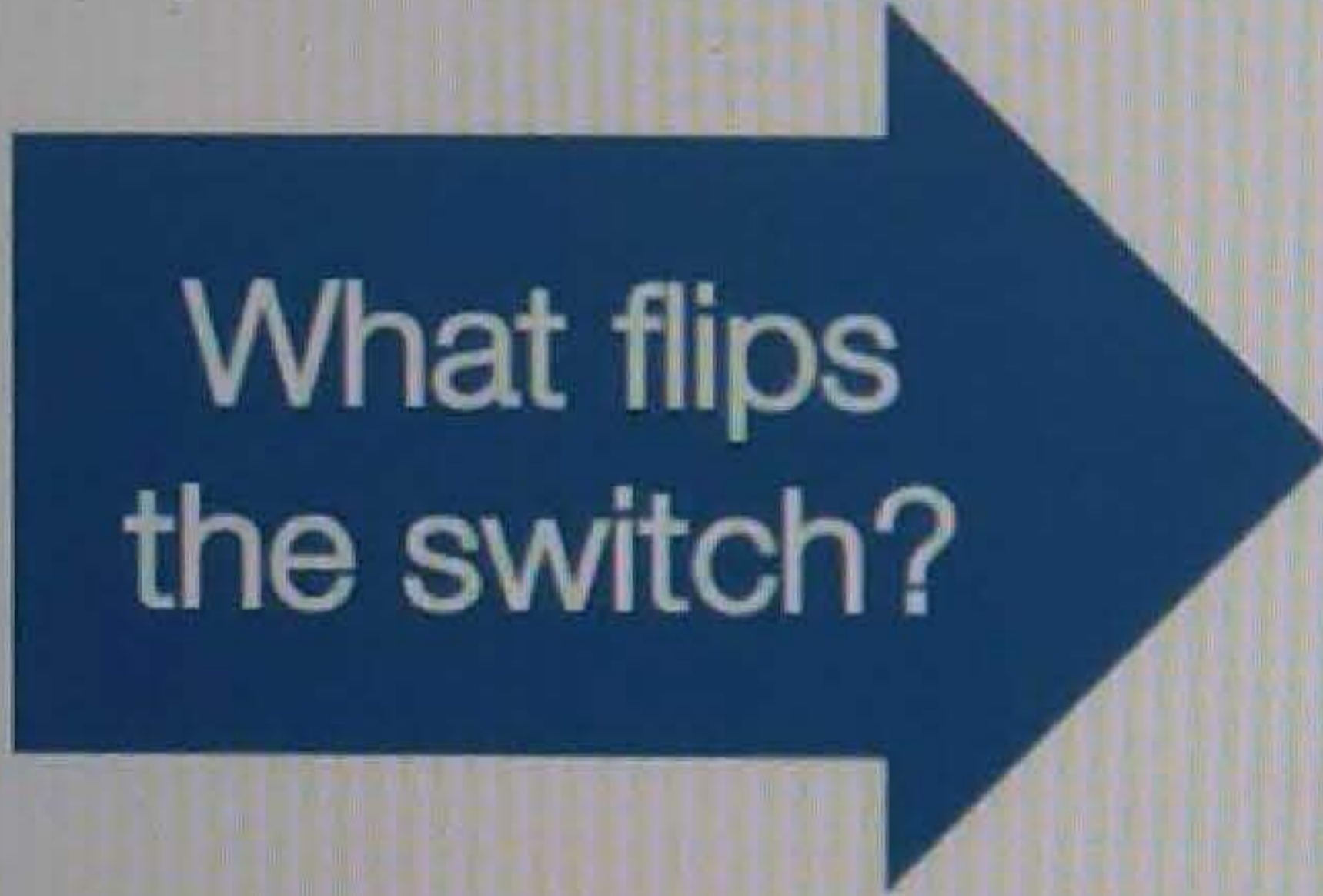
"What cuts deepest is no filter filters, #no filter, where the acne is edited, they are lying and pretending they have no blemishes and saying I'm perfect"
- US 14 yo Female

"What changes things and inspires me is when people show their flaws, they're vulnerable, like their stretch marks or the stories about what they're dealing with because everyone's going through stuff"
-US 16 yo Female

"Envy turns to inspiration when I look at someone bettering themselves, like if there's a picture of a model but she's working hard and she has passion and that's what leads to her success"
-US 14 yo Female

Images related to body and appearance can trigger inspiration instead of envy

Envy/ Jealousy



Inspirational + Motivating

"What cuts deepest is no filter filters, #no filter, where the acne is edited, they are lying and pretending they have no blemishes and saying I'm perfect"
- US 14 yo Female

"What changes things and inspires me is when people show their flaws, they're vulnerable, like their stretch marks or the stories about what they're dealing with because everyone's going through stuff"
-US 16 yo Female

"Envy turns to inspiration when I look at someone bettering themselves, like if there's a picture of a model but she's working hard and she has passion and that's what leads to her success"
-US 14 yo Female

Mindfulness Breaks that prompt reflection can break the spiral

Reflection = Power/Control/Responsibility

- Learned helplessness is replaced with responsibility/control
- Awareness provides perspective.
“I didn’t realize it is a **THING** in my life”, “Why do I care?”
- Turns external focus inward
“Why not focus on myself and my confidence and being my best self”, “I can change my thought patterns”
- Solidifies Instagram as Creative vs. Real life

*“Reflecting back, you realize that Instagram is not really real, it is meant to be creative and fun and not meant to make people sad”
-US 16 yo Female*

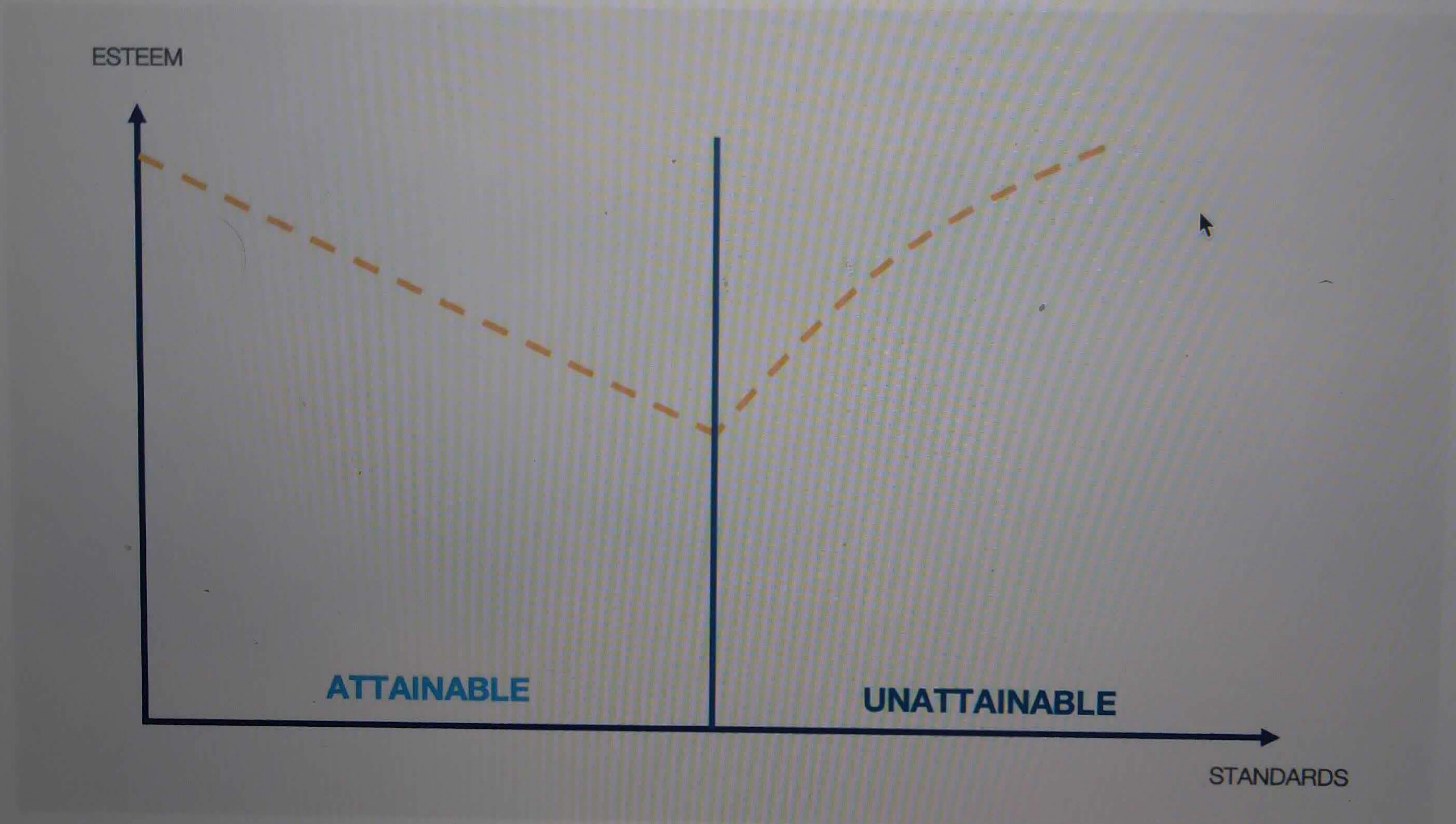


User Journey

What happens emotionally when teen girls see content that triggers appearance comparison?

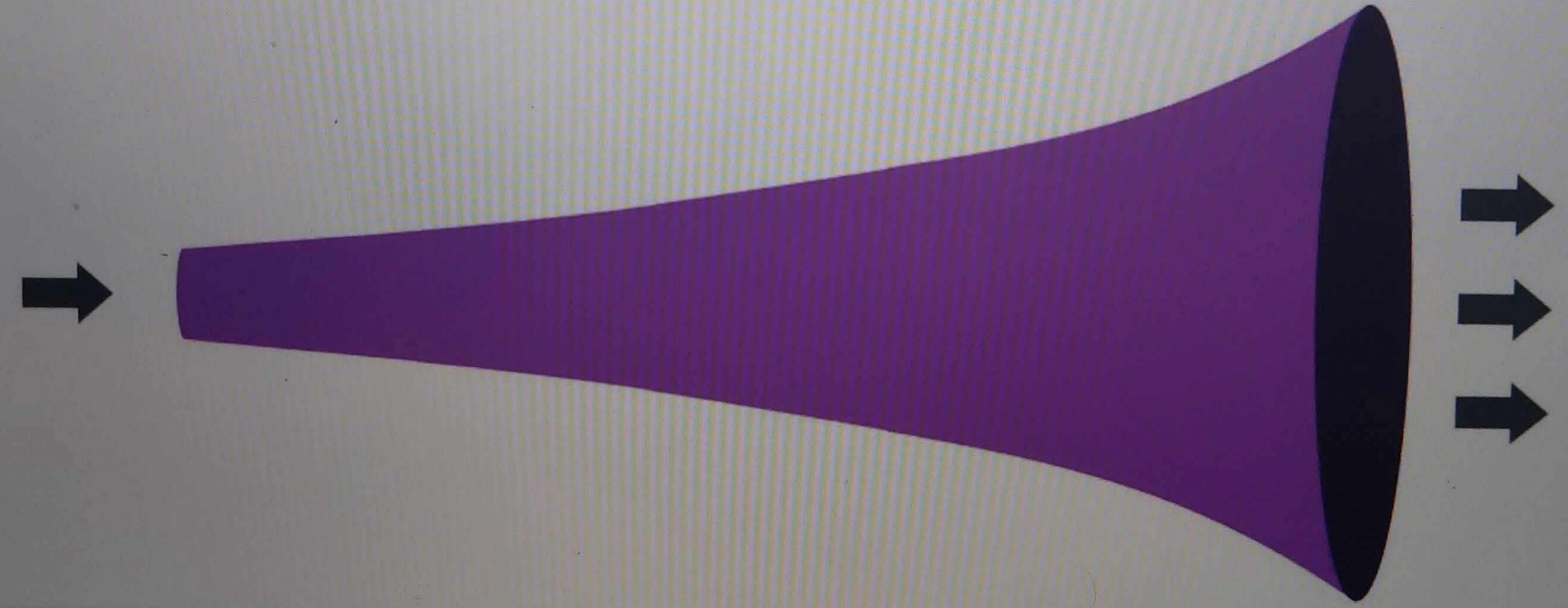
What does the journey from social comparison to negative outcomes (like stress, anxiety or depression) look like?

Higher standards decrease self-esteem, until they're recognized as being unattainable



The impact of celebrity content is amplified by mimicry and frequency

- Each individual post or story from a celebrity or influencer has a small impact on users.
- However, users report seeing multiple pieces of content from many celebrities and influencers in each app session, amplifying their effect.
- In addition, their friends mimic celebrities' beauty and fashion standards, further compounding the effect of any one piece of content.



Content from the middle rung of friendships engender the most social comparison

Middle rung friends aren't BFFs but are more than just classmates



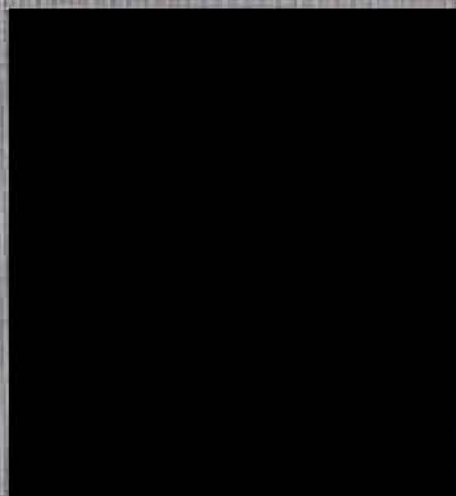


 Like

 Comment

 Share



 
Is there data for this?

Like · Reply · 1y




  
Not sure I follow. Its based on user interviews + past research on social comparison. This whole study is a qual deep dive with 20+ mostly teen girls.

Like · Reply · 1y

 1

 
How do we get this specific insight that middle rung friends cause social comparison (what specific question?). Also do the sizes of the semi-circles mean anything or just a guesstimate of what the follow graph looks like?

Like · Reply · 1y · Edited

  
For (1) people told us. Past research on FB has also found that comparing oneself to similar others is a lot worse. However on IG social comparison with celebrities is more common. When we asked people, they mentioned that the difference was in intensity and the most damaging

[REDACTED] [REDACTED]

How do we get this specific insight that middle rung friends cause social comparison (what specific question?). Also do the sizes of the semi-circles mean anything or just a guesstimate of what the follow graph looks like?

Like · Reply · 1y · Edited

[REDACTED] [REDACTED]

For (1) people told us. Past research on FB has also found that comparing oneself to similar others is a lot worse. However on IG social comparison with celebrities is more common. When we asked people, they mentioned that the difference was in intensity and the most damaging were the middle rung of connections. (2) The ring sizes reflect typical graph sizes (close connections research shows that closest circle typically has the fewest people and as you go to outer rings # increases). Not sure if guesstimate is the appropriate term, but its not based on an actual dataset collected as a part of this study.

Like · Reply · 1y



[REDACTED] Write a reply...



[REDACTED] Write a comment...



Comparisons on Instagram can change how young women view and describe themselves

THE ME IN REAL LIFE

THE ME ON INSTAGRAM

MULTI-DIMENSIONAL
Dynamic shape
Unique
Colorful



ONE-DIMENSIONAL
Boxed in (small box)
Not in control
Dark

HIGH
Raised up
High esteem
Confident



LOW
Alone
Pulled down
Low esteem

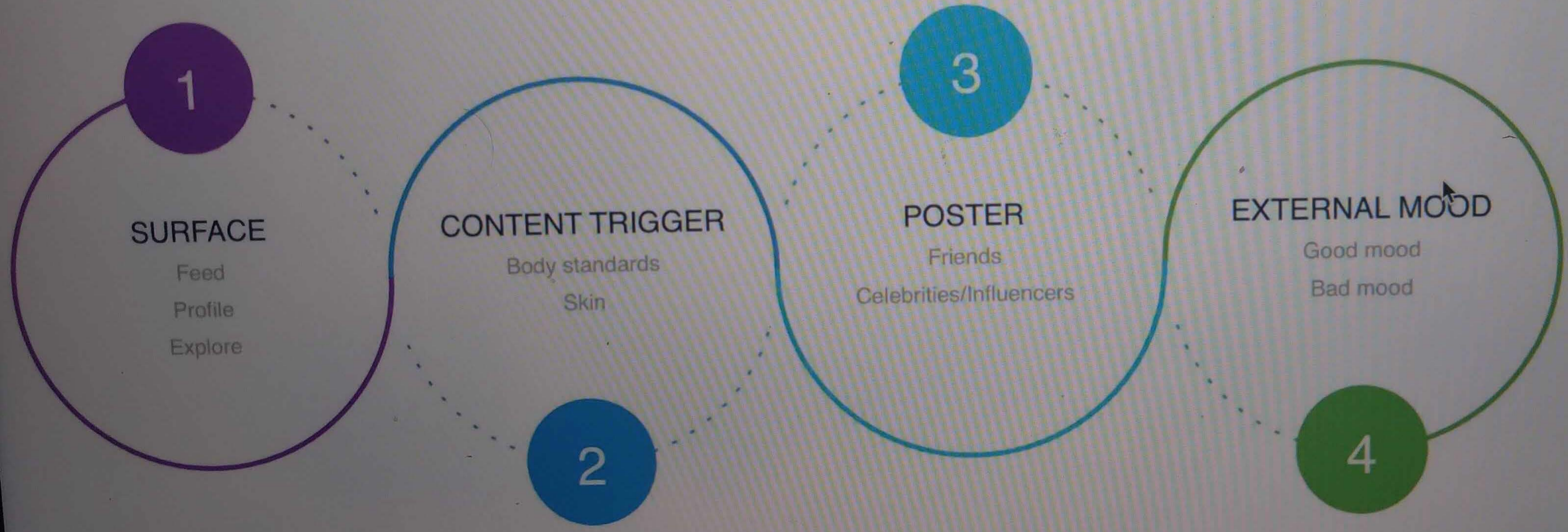
CENTERED
Stability, animals, nature
Slide, ladder
People



CHAINED TO THOUGHTS
Rabbit hole
Anxious
Overthinking

REDACTED FOR CONGRESS

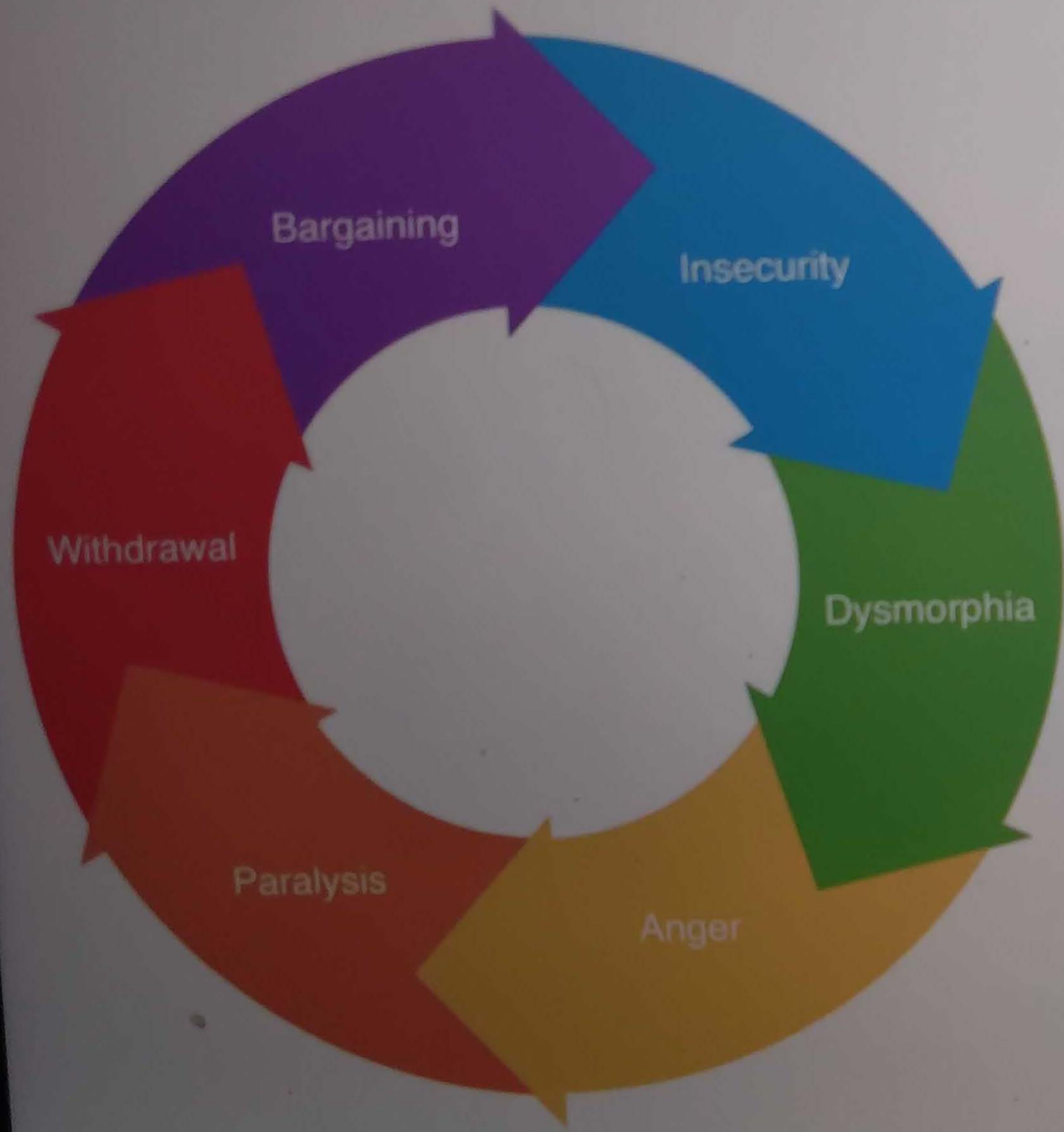
The effect of any piece of content is a combination of four key factors



Good moods enable to process to start anew.

Bad moods often tip the scale to emotional spiral.

Once on a spiral, teens work through a series of emotions that in many ways mimic stages of grief



Bargaining

Questioning why I don't have
Wondering what I need to do to get
Judgment about other people
Analysis of current habits

Insecurity

Feeling "less than"
Small
Alone
Misrepresented

Self-described dysmorphia

Mirror, see myself "wrongly", pick out insecurities
See issues through magnifying glass
Obsess over small things

Anger

Mad
Edgy
Short-tempered

Paralysis

Busy with school/work
Put off changes to later

Withdrawal

Give up
Stay home
Distractions

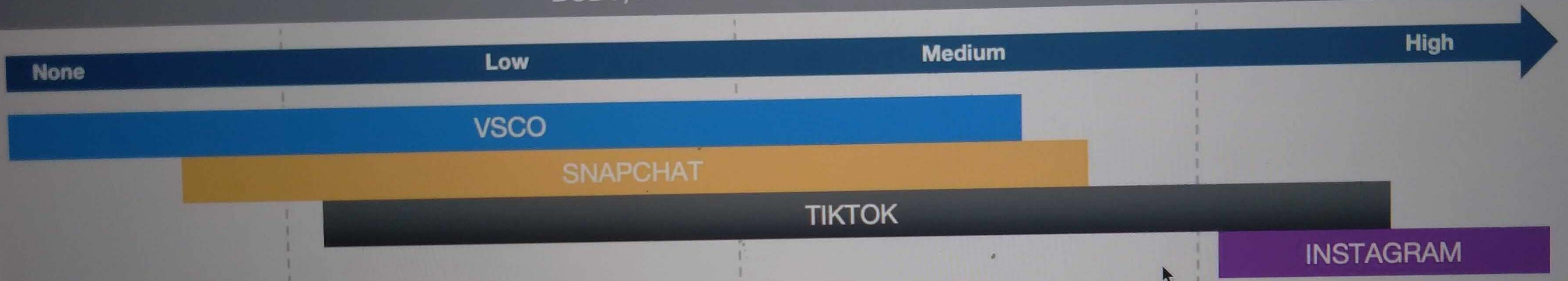


Role of Social Media

- What role does Instagram play in this journey?
- What role do our competitors play?
- Is Instagram better/worse than Snap, Twitter or Tiktok? Why, Why not?

Instagram is seen as having the highest impact, although TikTok and Snapchat aren't far behind

BODY, APPEARANCE COMPARISON



Dream, Not Reality

VSCO

- Unachievable
- Removed from reality



F4 Layers

Snapchat

- Friends, but..
 - Fun
 - Filter
 - Face (vs. body)



Shifting, Increased Usage, Talent to Aesthetic

TikTok


- Just like me
- Fun, joking, dancing
- Talent over aesthetic, but switching
- Popular influencers are thin/ attractive
- Spend 4+ hr/day



Celebrity Standards of "Reality"

Instagram


- Forget it's a highlight, reel vs. real
- Product mechanics (addicting)
- Explore, discover, stalk (down the rabbit hole)
- Sport – 1 hour to edit image/caption, then monitor "likes"

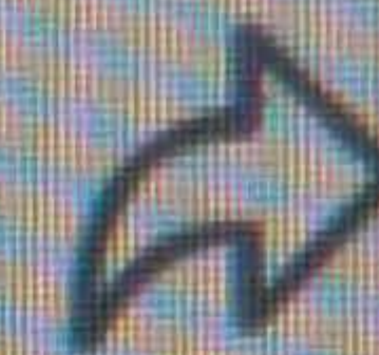
March 26, 2020 · 



1 Comment 1 Share

 Like

 Comment

 Share

would love to dig in deeper into that "1-hour" edit period before posting. do we have research there? what upstream mitigations have we looked at to help curate less "unattainable" content being shared to IG?

Like · Reply · 14w



Write a comment...



Apps' contributions to social comparison lie on two axes -- perceived reality and formality



High realism +
Low formality =
Medium comparison

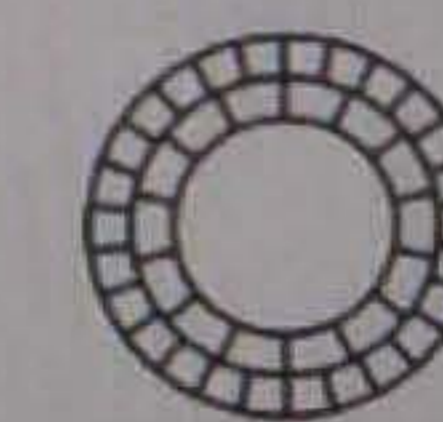


Tik Tok

High realism +
High formality =
High comparison

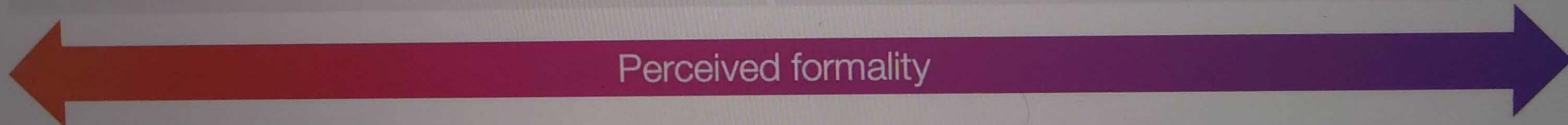


Low realism +
Low formality =
Low comparison



VSCO


Low realism +
High formality =
Medium comparison



Perceived formality

2 Comments

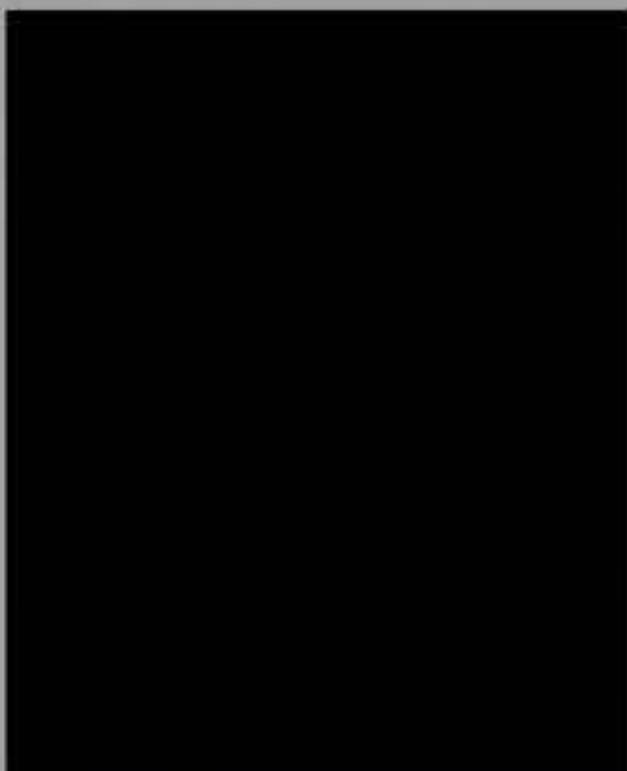
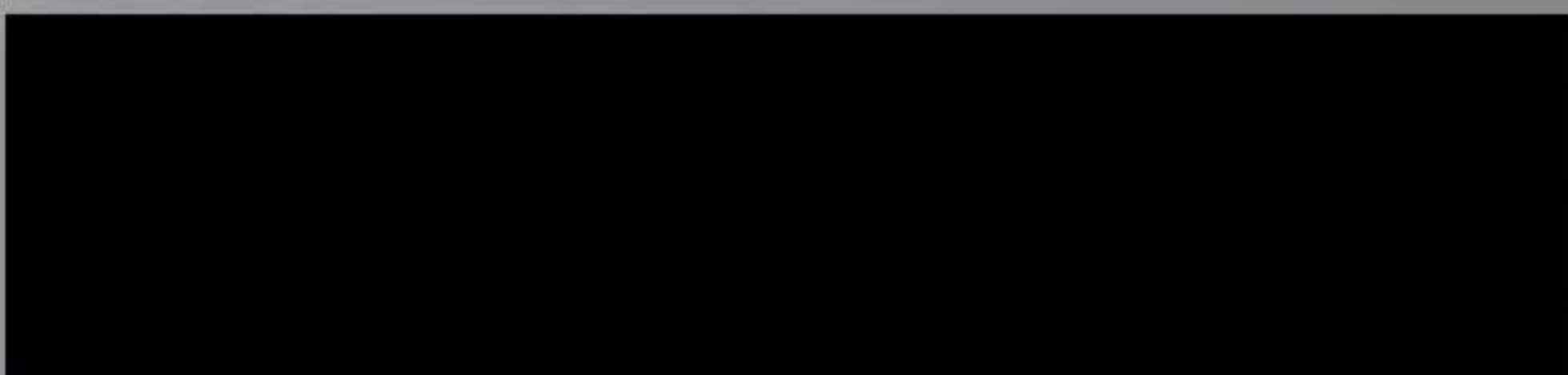

 Like

 Comment

 Share

 
What is formality?

Like · Reply · 1y

  
Amount of prep/effort
expected in a picture/ video
(off the cuff vs
edited/scripted)

Like · Reply · 1y

 1

 Write a reply...

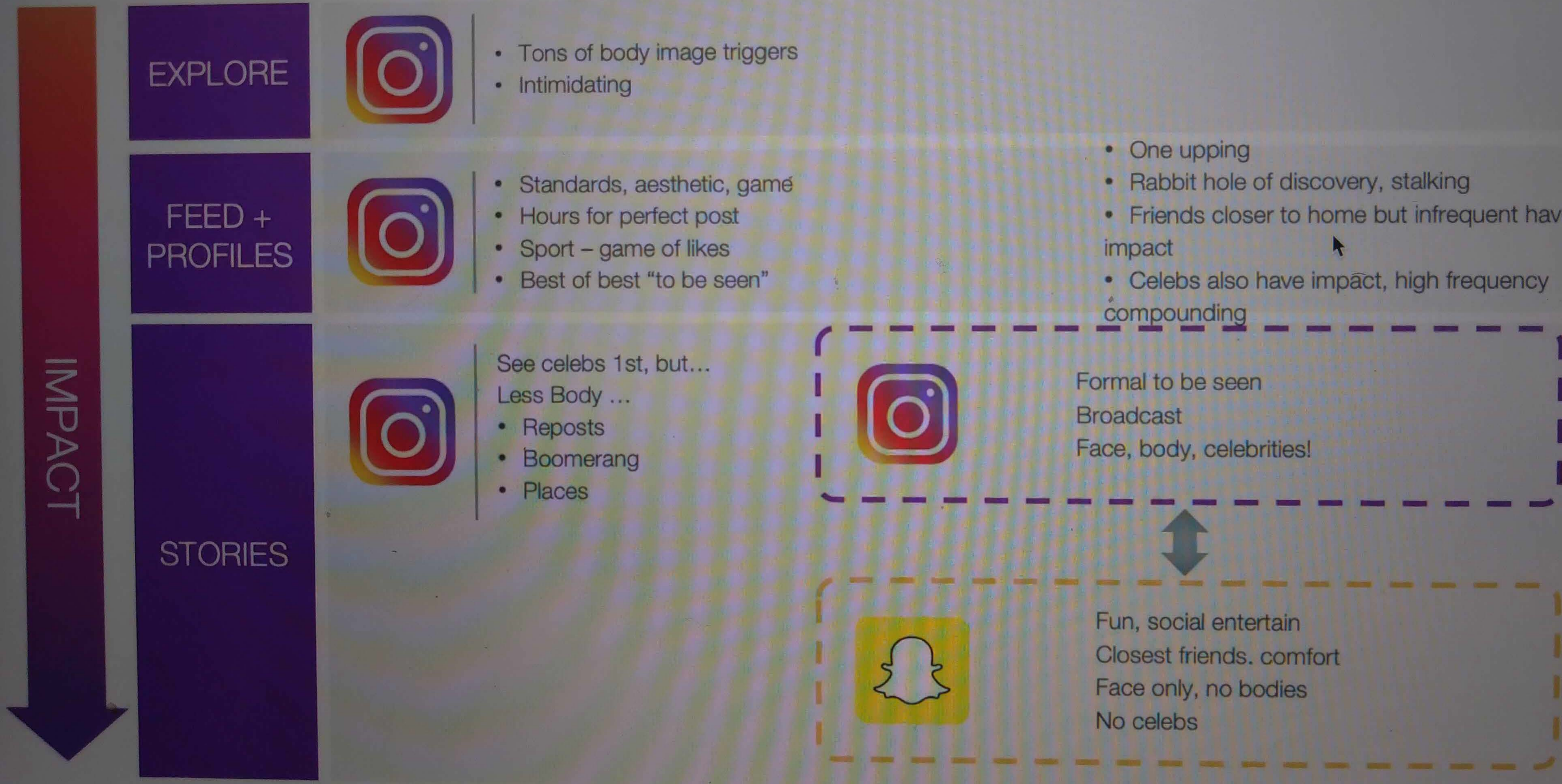


 Write a comment...

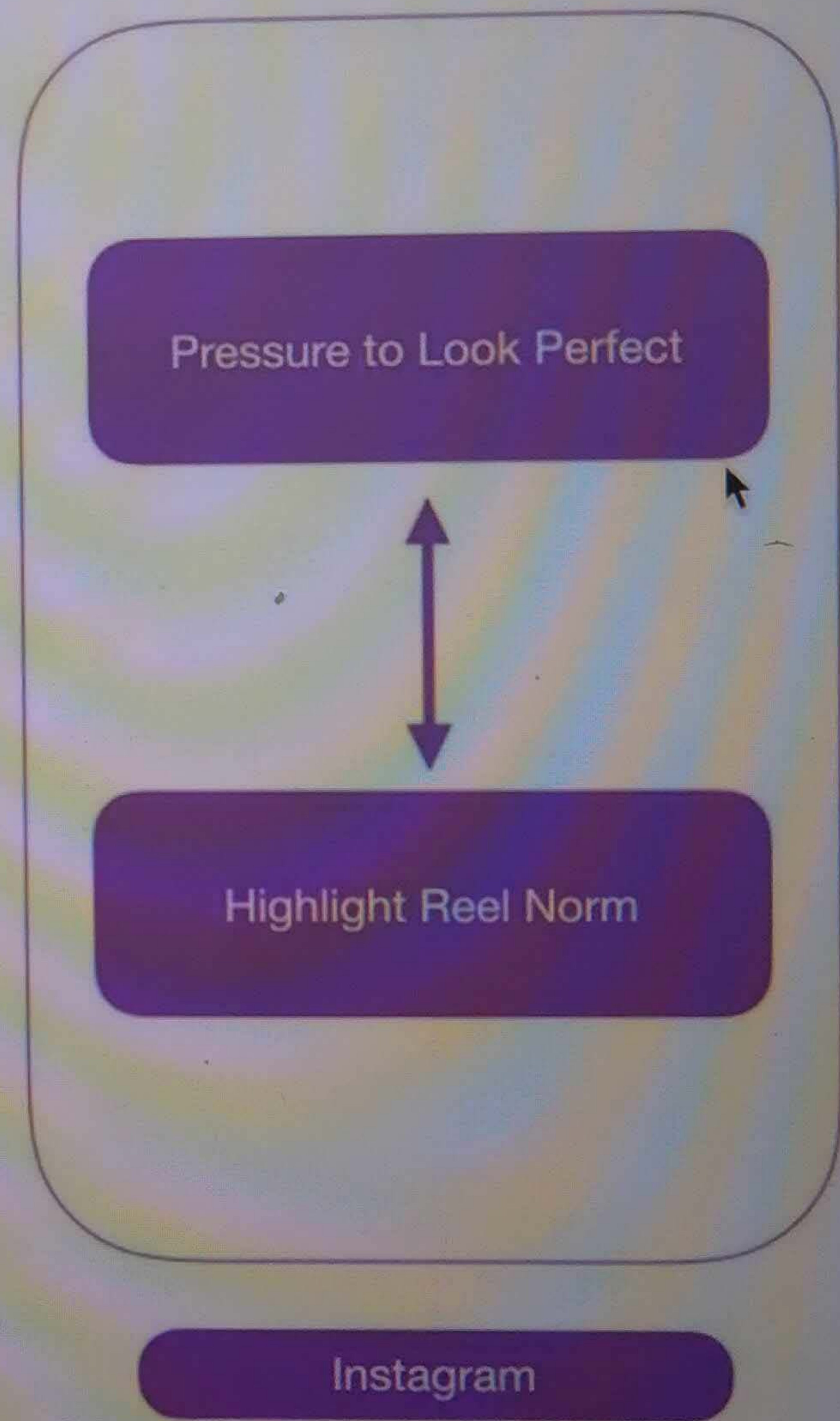
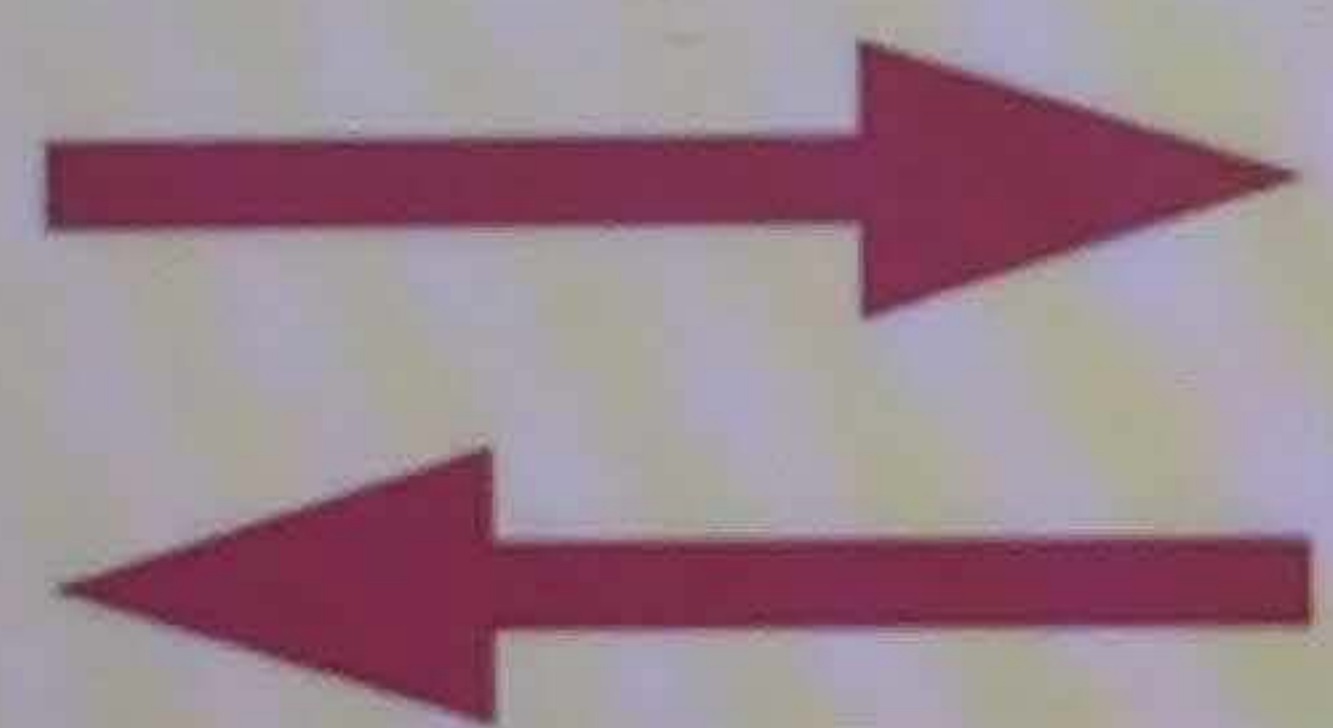
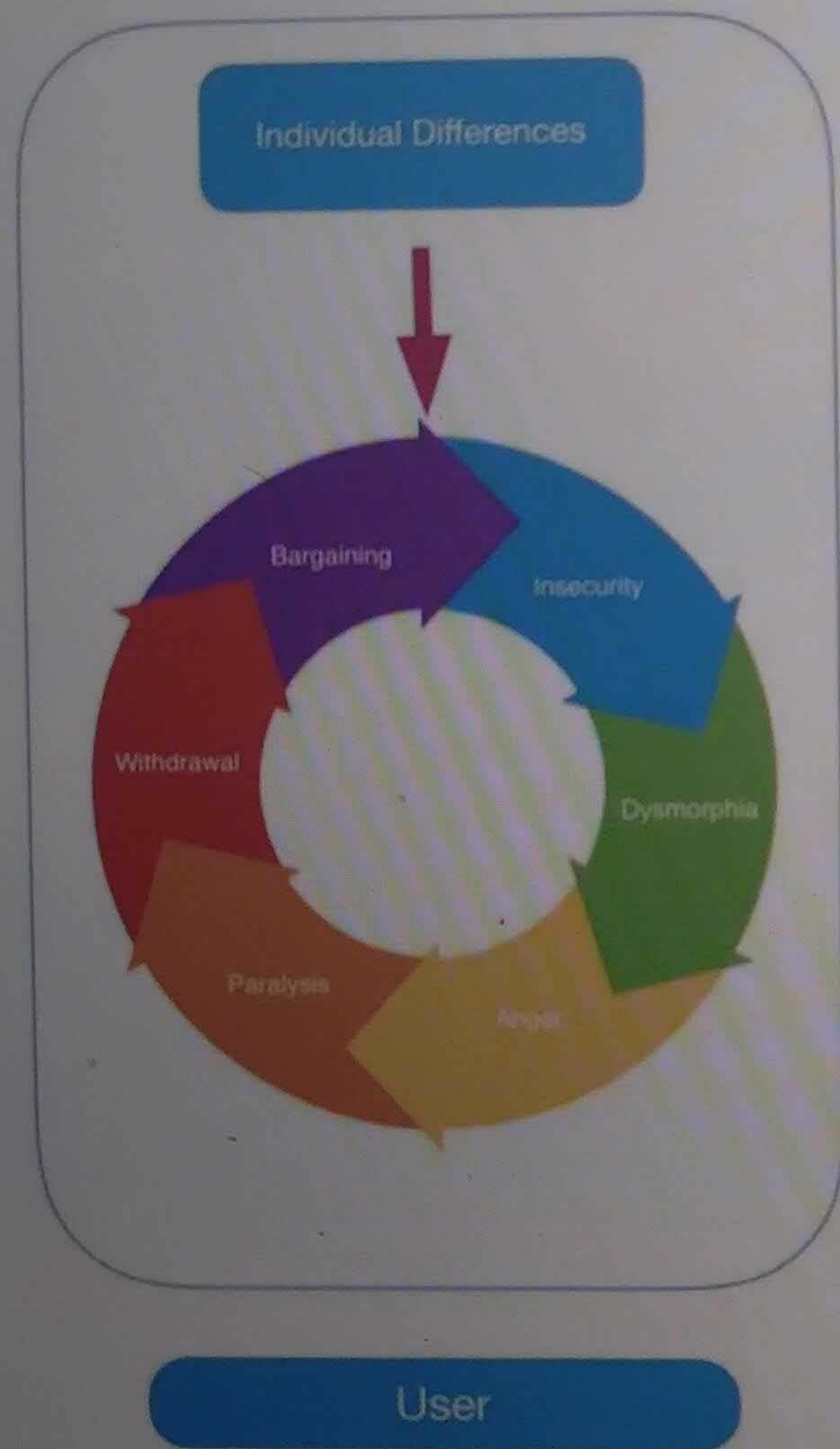


REDACTED FOR CONGRESS

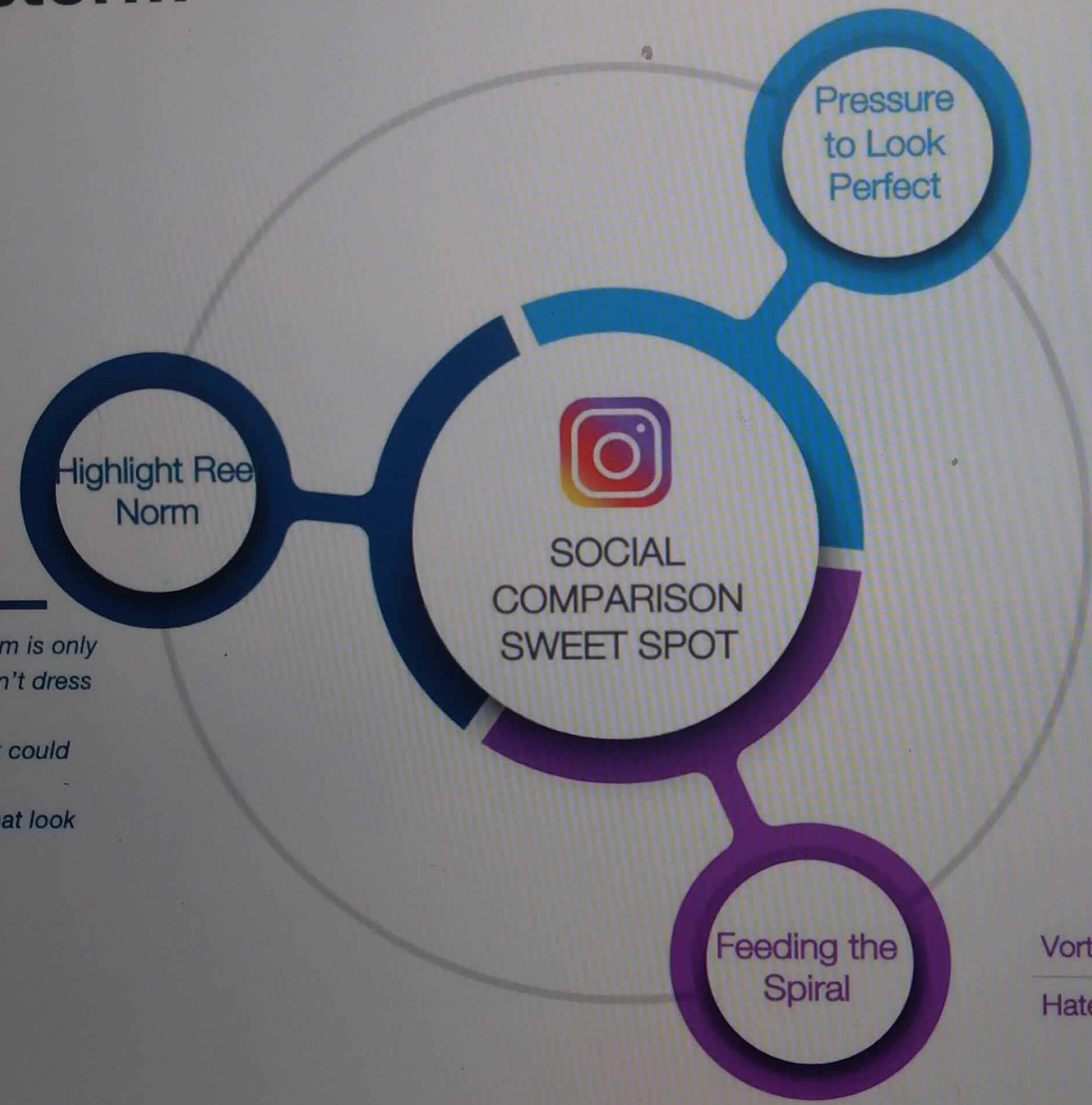
On Instagram, Explore, Feed, and Stories contribute to social comparison but in different ways



Users experience of downward spiral is exacerbated by our platform



Aspects of Instagram exacerbate each other to create a perfect storm



Posting "For the Gram"

Not filter for fun (like Snap)

"I felt like I should try a little bit harder to look cute more often and post cute photos"
"I felt like I had to fight to be considered pretty or even visible"

Monetizing face + body
 Regular people look special

"(I felt worse) and realized, Instagram is only a highlight reel and a lot people don't dress up and put a ton of effort into their appearance in day to day life that it could just be "for the gram"
"Instagram is strictly for pictures that look good."

"I keep scrolling through her posts (and go to her profile) to see more. She tagged another person so I click and look at them. An hour later I am like, I just spent an hour looking at these beautiful people and I am still in bed."

Feeding the Spiral

Vortex of Feed + Profile and Explore
 Hate to love

Mental health outcomes related to this can be severe

Eating Disorders

"I keep looking at these images (spiralling). (After getting off IG) I don't know, sometimes I just don't eat or try to eat less."

Body Dysmorphia

"I wish I had the money to get my nose/(other body parts) fixed."

Body Dissatisfaction

*"(when I keep looking at these pictures) I feel like I am too big and not pretty enough"
"It makes me feel insecure about my body even though I know I am skinny."*

Depression

*"The constant judgement and jealousy can take you to a dark place."
"Some times (after spiralling) I just close my phone and lie on the bed."*

Loneliness

*"I feel like maybe (because I look like this) I don't have a boyfriend."
"I saw this kid with acne and he had friends! I didn't realize that was possible."*

External factors impact whether users go down healthy or unhealthy path

HEALTHY

Work on internal confidence (self talk)

- I am good enough, focus on what makes you valued and unique

Companionship

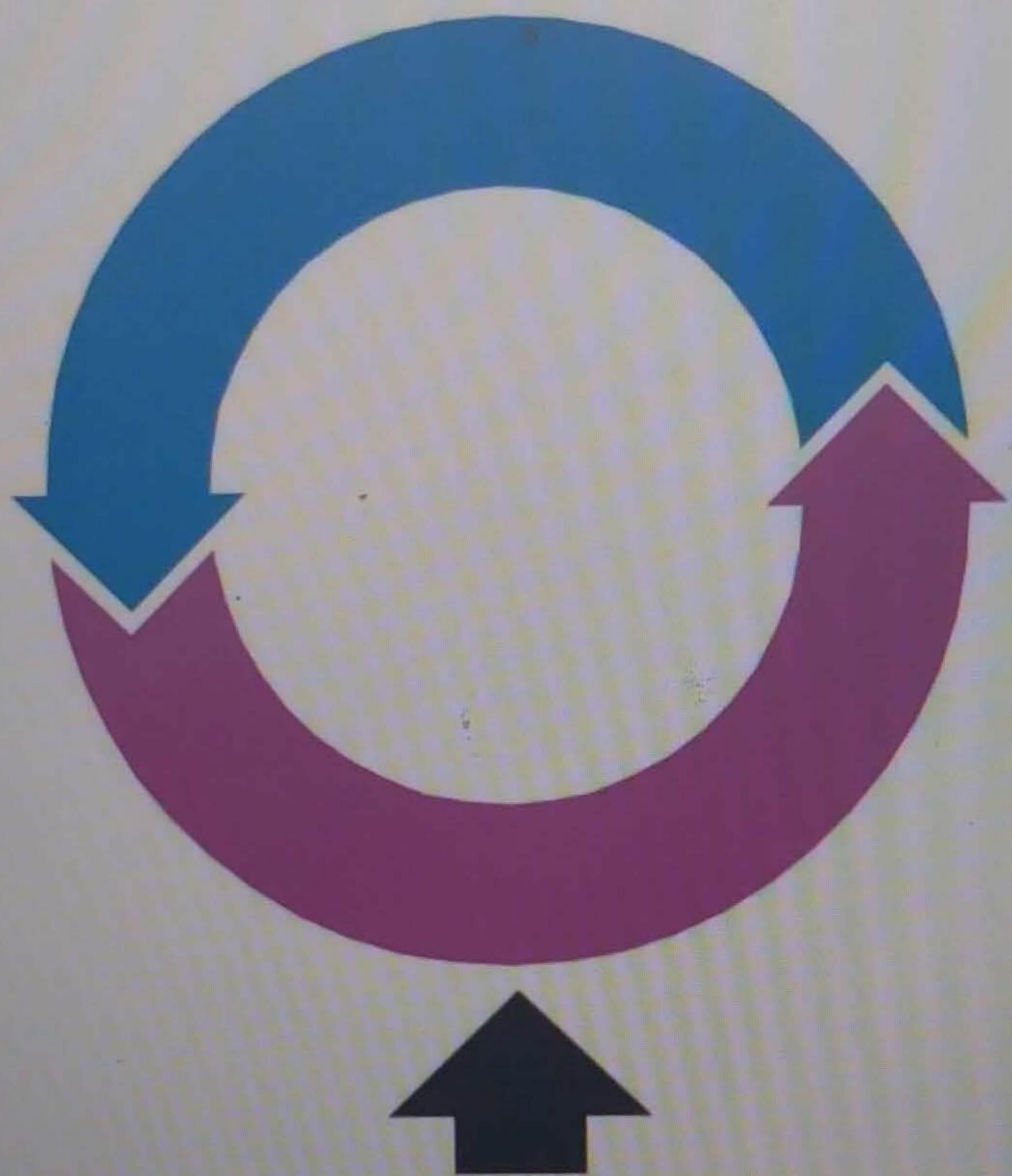
- Be with friends who love me

Inspirational Quotes

- Away from what we don't have and toward what we have
- "Comparison is the thief of joy"

Get off phone

- Walk, bike, be with family and friends



TWO External forces play a part:

- #1 Bad mood - life events, physical and mental health
- #2 Maturity = perspective + confidence

UNHEALTHY

Dysmorphia

- Pick out bad things in mirror

Emotional isolation

- Comparison and loneliness go hand-in-hand
 - Acne = people don't want to be around me
 - Body image = not worthy of a boyfriend/girlfriend

Emotional exhaustion

- Stay home, sleep

Anger, irritability followed by feeling BAD not MAD

External factors impact whether users go down healthy or unhealthy path

HEALTHY

Work on internal confidence (self talk)

- I am good enough, focus on what makes you valued and unique

Companionship

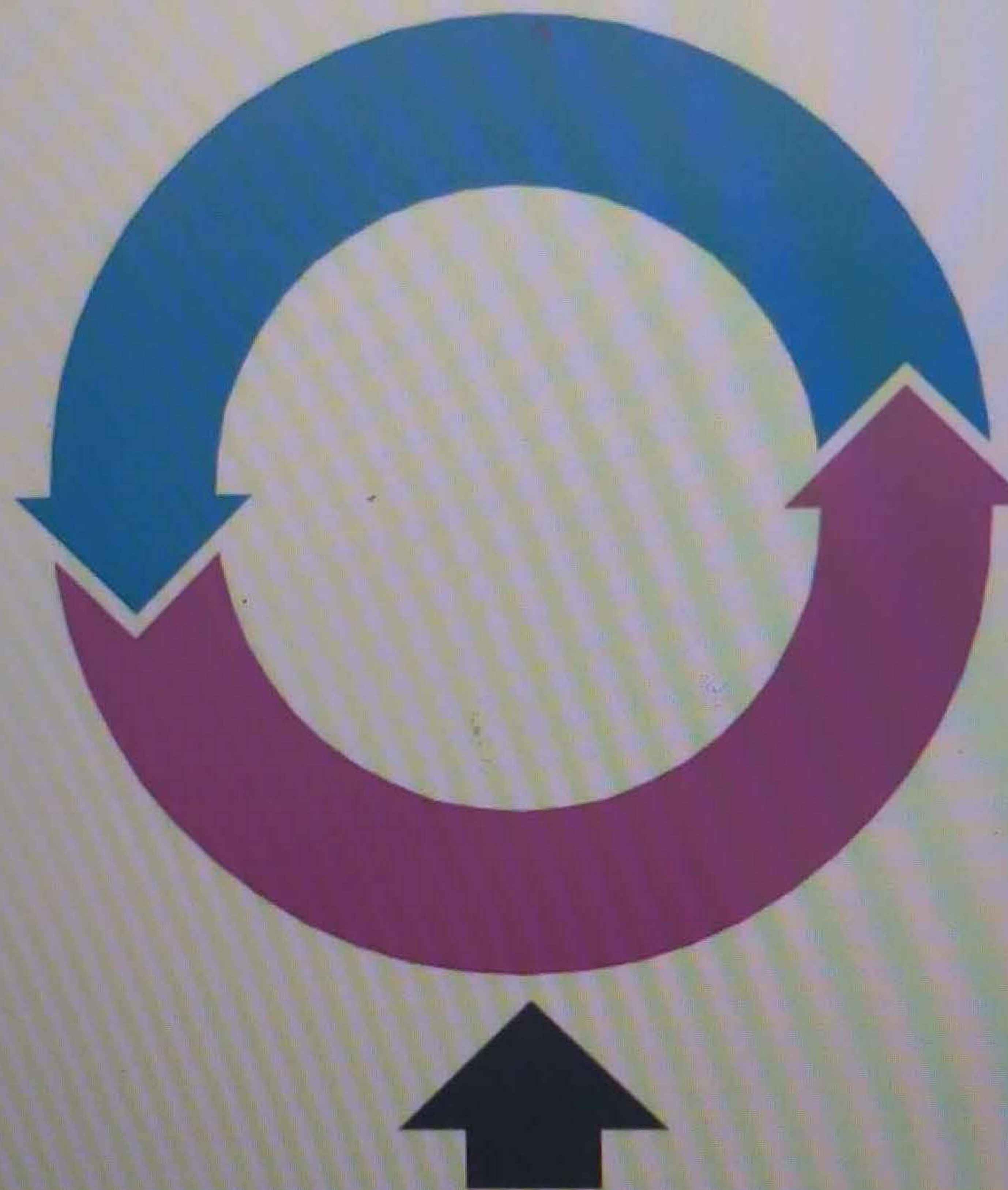
- Be with friends who love me

Inspirational Quotes

- Away from what we don't have and toward what we have
- "Comparison is the thief of joy"

Get off phone

- Walk, bike, be with family and friends



TWO External forces play a part:

#1 Bad mood - life events, physical and mental health

#2 Maturity = perspective + confidence

UNHEALTHY

Dysmorphia

- Pick out bad things in mirror

Emotional isolation

- Comparison and loneliness go hand-in-hand
 - Acne = people don't want to be around me
 - Body image = not worthy of a boyfriend/girlfriend

Emotional exhaustion

- Stay home, sleep

Anger, irritability followed by feeling BAD not MAD

Coordinated product and outreach efforts can help flip the switch from negative to positive social comparison



Changing norms around sharing

Flipping the switch to Inspiration

Highlight body positive and inclusive influencers

Highlight Real Norm

Pressure to Look Perfect

Encouraging realistic sharing

Showing people how far they have come

Showcase journeys of real teens with realistic starting points

Breaking the spiral

More control over what they see

Empathetic and validating comms

Spring Cleaning Feed events



Conclusion

Key take-aways and what this means for product development



Conclusion

- **Body image comparisons are formed by a trifecta of factors:** body standards, flawless skin, and fashion. Other social comparisons include influencer “money for nothing” lifestyles, relationships (family and romantic), travel, experiences, and talents.
- **Social comparison journeys mimic the grief cycle.** Pre-existing moods are a precursor to a downward emotional spiral, encompassing a range of emotions from jealousy to self-proclaimed dysmorphia.
- **Confidence-building and inspiration** are rooted in the combination of reality, accessibility, and attainable aspiration.
- **Social comparison is worse on Instagram.** It is perceived as real life, but based on celebrity standards. Explore and profile stalking enables never-ending rabbit holes. **Celebrity content** is more frequent but **friends’ content** is more impactful in terms of social comparison.
- **Other apps are shielded by fun filters.** TikTok is grounded in dance, fun. Snapchat is sheltered by the element of fun that keeps focus on the face and not the body and sharing with close friends. At the other extreme, VSCO is a detached dream that is 100% edited.

Targeted Interventions

- **Celebrate small but meaningful accomplishments** to show users their lives are moving forward.
- **Show progress toward a goal** showing the journey rather than just the destination highlights the work in progress that is life.
- **Customize and personalize Instagram experience:** allow users to easily show dislike for types of content to customize the algorithm on Explore. Allow for easier graph trimming, both for who they follow and who follows them.
- **Personalized time-out mindfulness breaks** help people remember that Instagram isn't real life.
- **Surface body inclusive influencers** to make teens feel validated and included.
- **Flip the switch from envy to inspiration** through concerted effort to change norms around sharing and surfacing highlights that are inspiring but not triggering.
- **Surface "fun" filters** rather than filters designed around beautification.

Targeted interventions

- **Lean into current time spent tools** to remind teens to take a break from Instagram.
- **Communications should be empathetic but realistic**; often it's as simple as validating the experience of teens and telling them it's OK.
- **Showcase body inclusive influencers** in campaigns to help teens feel included and validated. Celebrities that accept and poke fun at themselves have most positive impact than influencers who present ideal lifestyles.
- **Highlight transformation journeys**, especially those with realistic starting points, rather than celebrating end points.

Relevant Research

- [Social Comparison on Instagram](#)
- [Defining Body Image Issues](#)
- [What we know about Body Image](#)
- [Authenticity and Self Expression on Instagram](#)

OTHER

- [Teen Mental Health Deep Dive](#)
- [Hard Life Moments - Subjective Well-being on Instagram](#)
- [Upward Social Comparison Treatment Approaches](#)
- [Defining a vision and strategy for Social Comparison](#)