

Social Media Usage by Women and Its Impacts on Mental Health

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Intrasexual competition among women, the struggle for potential mates within the same sex, has been extensively researched. While prior studies have assessed emotions like jealousy, anger, and envy in competitive contexts, it is important to note that the impact of this intrasexual competition on mood shifts, particularly on social media platforms such as Instagram, is less understood (Fisher, 2017; Buunk et al., 2010; Wyckoff, 2016). This gap in understanding forms the basis of our research. Our study utilizes a pre-post experimental design. Participants completed mood and envy assessments, followed by facial evaluations. Subsequently, they are exposed to intrasexual competition primes on Instagram, a popular social media platform. Post-exposure, participants re-evaluated the faces and repeated the mood and envy assessments. We hypothesized and found that women experience decreased evaluations of other women, a decline in positive moods, and an increase in negative moods due to competition primes. The results provide valuable insights into the psychological effects of such competition and inform future research and interventions.

This study was presented at the 2024 conference of the NorthEastern Evolutionary Psychology Society in Niagara Falls, USA.

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