nce of Facebook on Body Image and Disordered Eating in Kazakhstan and the

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e world, while women egative body image in nen are slimmer 'is pervasive in all gative body image, s, and a significant vesity. This study uses een time spent on American college EAT-26® scores in Facebook may have a ok predicted attention ntries. Practical and

HYPOTHESES

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INTRODUCTION

- Objectification The view of oneself develops into selfobjectification: third-person awareness.
- Facebook may continue to reinforce an "ideal self" that does not represent the individual but instead maintains a façade as an object rather than a person.
- 91% of college women regularly diet and the average age of onset of eating disorders is during the college years.

METHOD

UNITED STATES

- Ps recruited via campus announcements, student organizations, and email distribution lists and self-selected to complete survey.
 - A random sample of 2,400 undergraduate and graduate students were invited to participate
- Ps were incentivized with a chance to win one of 15 gift cards valued at \$25.
- · Survey was hosted through Qualtrics

KAZAKHSTAN

- Ps completed the survey in a face-to-face setting by trained field survey coordinators.
 - A random sample of 550 undergraduate and graduate students completed the survey however only 298 surveys contained complete data.
- · No incentives were extended to the Ps.

SURVEY

- Facebook use
 - · Frequency of visits to site and time spent there
 - · Typical activities
 - · Relative time spent on activities
- · Eating habits and body image
 - · Body Shape Questionnaire (BSQ)
 - Eating Attitudes Test (EAT-26[©])
- · Demographic questions
 - Current weight and ideal weight
 - · Age, ethnicity, and class standing

RESULTS

Table 2: Results of all moderator analyses

H1a: BSQ scores	R ²	ΔR^2	Beta	р
Step 1	0.159			0.000
	0.284			0.000
Time on Facebook			-0.010	0.755
			-0.209	0.000
Desired weight loss			-0.401	0.000
			0.0289	0.000
Step 2	0.163	0.001		0.290
	0.310	0.030		0.005*
Interaction			0.139	0.290
			0.008	0.000*
H2a: EAT-26 [©] scores	R ²	ΔR^2	Beta	p
Step 1	0.036			0.000
	0.323			0.000
Time on Facebook			0.044	0.210
			-0.190	0.000
Desired weight loss			-0.192	0.000
			0.016	0.000
Step 2	0.048	0.009		0.005*
	0.327	0.008		0.148
Interaction			0.387	0.005*
			0.004	0.016
H3a: comparing self to others	R ²	ΔR^2	Beta	р
Step 1	0.012			0.002
	0.041			0.009
Time on Facebook			0.091	0.033
			0.396	0.866
Desired weight loss			0.006	0.053
			-0.739	0.261
Step 2	0.016	0.005		0.034*
	0.068	0.032		0.013
ON CONTRACTOR OF THE PROPERTY			-0.295	0.034*
Interaction				
Interaction				
	R ²	ΔR^2	-0.212	0.220
H4a: attention to physical appearance	R ²	ΔR^2		0.220 p
H4a: attention to physical appearance		ΔR^2	-0.212	0.220
H4a: attention to physical appearance Step 1	0.042	ΔR^2	-0.212	0.220 p 0.000
H4a: attention to physical appearance Step 1	0.042	ΔR^2	-0.212 Beta	0.220 p 0.000 0.677
H4a: attention to physical appearance Step 1 Time on Facebook	0.042	ΔR^2	-0.212 Beta 0.136	0.220 p 0.000 0.677 0.000
H4a: attention to physical appearance Step 1 Time on Facebook	0.042	ΔR^2	-0.212 Beta 0.136 0.136	0.220 p 0.000 0.677 0.000 0.002
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss	0.042	ΔR ²	-0.212 Beta 0.136 0.136 -0.004	0.220 p 0.000 0.677 0.000 0.002 0.020
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss	0.042 -0.007		-0.212 Beta 0.136 0.136 -0.004	0.220 p 0.000 0.677 0.000 0.002 0.020 0.852
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2	0.042 -0.007	0.001	-0.212 Beta 0.136 0.136 -0.004	0.220 p 0.000 0.677 0.000 0.002 0.020 0.852 0.396
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2	0.042 -0.007	0.001	-0.212 Beta 0.136 0.136 -0.004 -0.001	0.220 p 0.000 0.677 0.000 0.002 0.020 0.852 0.396 0.756
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction	0.042 -0.007	0.001	0.136 0.136 -0.004 -0.001	0.220 p 0.000 0.677 0.000 0.002 0.020 0.852 0.396 0.756 0.455 0.532
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts	0.042 -0.007 0.042 -0.012	0.001 0.001	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.001	0.220 p 0.000 0.677 0.000 0.002 0.020 0.852 0.396 0.756 0.455
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts	0.042 -0.007 0.042 -0.012	0.001 0.001	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.001	0.220 p 0.000 0.677 0.000 0.002 0.020 0.852 0.396 0.756 0.455 0.532
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts Step 1	0.042 -0.007 0.042 -0.012 R ² 0.041	0.001 0.001	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.001	0.220 p 0.000 0.677 0.000 0.002 0.020 0.852 0.396 0.756 0.455 0.532 p
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts Step 1	0.042 -0.007 0.042 -0.012 R ² 0.041	0.001 0.001	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.002 Beta 0.130	0.220 p 0.000 0.677 0.000 0.002 0.852 0.396 0.756 0.455 0.532 p 0.000 0.204 0.001
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts Step 1 Time on Facebook	0.042 -0.007 0.042 -0.012 R ² 0.041	0.001 0.001	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.002 Beta 0.130 0.112	0.220 p 0.000 0.677 0.000 0.002 0.020 0.352 0.396 0.756 0.455 0.532 p 0.000 0.204 0.001 0.031
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts Step 1 Time on Facebook	0.042 -0.007 0.042 -0.012 R ² 0.041	0.001 0.001	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.002 Beta 0.130 0.112 0.013	0.220 p 0.000 0.677 0.000 0.002 0.022 0.396 0.756 0.455 0.532 p 0.000 0.204 0.001 0.031 0.000
H4a: attention to physical appearance Step 1 Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts Step 1 Time on Facebook Desired weight loss	0.042 -0.007 0.042 -0.012 R ² 0.041 0.035	0.001 0.001 ΔR ²	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.002 Beta 0.130 0.112	0.220 p 0.000 0.677 0.000 0.002 0.022 0.396 0.756 0.455 0.532 p 0.000 0.204 0.001 0.001 0.003
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Time on Facebook Desired weight loss Step 2 Interaction H5a: feeling negative after viewing posts Step 1 Time on Facebook Desired weight loss	0.042 -0.007 0.042 -0.012 R ² 0.041 0.035	0.001 0.001 ΔR ²	-0.212 Beta 0.136 0.136 -0.004 -0.001 -0.002 Beta 0.130 0.112 0.013	0.220 p 0.000 0.677 0.000 0.002 0.020 0.396 0.756 0.455 0.532 p 0.000 0.204 0.001 0.031 0.000 0.000

*Significant moderation effect

Table 1: Zero-order correlations between all variables of interest

	1.	2.	3.
1. Days on Facebook in a week	1.00		
2. Desired weight loss	0.015 0.003	1.00	
3. BSQ scores	-0.016 -0.514**	-0.381** 0.164*	1.00
4. EAT-26 [©] scores	0.028	-0.152**	0.769**
	-0.557**	0.140	0.866**
5. Comparing to others	0.078*	0.090**	-0.629**
	-0.164*	0.154*	0.552**
6. Paying attention to physical appearance	0.183**	-0.091**	-0.270**
	0.063	-0.018	0.021
7. Feeling negative after viewing posts and photos	0.107**	0.172**	-0.635**
	0.011	0.134	0.439**
Mean	6.089	19.152	4.184
	4.946	6.020	2.386
Standard deviation	1.628	25.607	1.143
	2.125	14.989	1.225

p < .05*p < .01**

CONCLUSION

In general, the validated measures seemed to perform better in KZ while the author created measures seemed to perform better in the USA.

Implications

- Theoretical Findings support the use of objectification theory in the context of social media and body image.
 - Social media seems to provide ample ground for college women to objectify one another, especially for those women that want to lose weight.
- Practical Public health professionals have evidence of how social media relates to body image.
 - The images posted on social media may represent an "ideal self" making comparisons much more painful

Table 3: Summary of Regression Res

Hypothesis
1. Days on Facebook predicts BSQ sco
1a. Desired weight change moderate
2. Days on Facebook predicts EAT-26 [©]
2a. Desired weight change moderate
3. Days on Facebook predicts attention
3a. Desired weight change moderate
4. Days on Facebook predicts compari
4a. Desired weight change moderate

5. Days on Facebook predicts negative

5a. Desired weight change moderate