For this paper, you will need to develop a research proposal, using an experimental design, to test a

hypothesis/theory in social psychology. (Note: This is only a research proposal, so you won’t need to conduct

this research.) You should use the APA style, double-space and typed only (Times New Roman, font size: 12).

The content of the proposal should be at least 8 pages, plus the references.

The rise of media in just this past decade has sparked an interest in the field of social

psychology due to the potential risk of psychological damage. The modern adolescent, in

particular, is being exposed to more media now more than ever. Because of this, researchers have

begun to examine the possible negative effects this may be having on an adolescent’s self-esteem

and body image. Though we are beginning to see the implications of various forms of media in

adolescent’s lives, this paper will attempt to recognize both negative and positive effects that

different forms of media may provide. This paper will analyze past research on the negative

effects of media, as well as present a research experiment aimed at repeating past research as

well as presenting a positive solution to this growing epidemic.

MEDIA’S EFFECTS ON SELF-ESTEEM AND BODY IMAGE

We live in a world run by media and technology. Technology allows one to get from

point A to point B in the most efficient way. Social media applications allow one to connect with

individuals around the world at any moment. Vast amounts of information are at our fingertips

with just one click. The world of technology has made incredible advances in the last decade,

giving the next generation of individuals advantages that the ones before them didn’t have. Smart

phones, tablets, portable laptops, kindles are all wonderful products enabling individuals to

research and explore anything under the sun. One can benefit greatly by these devices. However,

technology can similarly have negative impacts on one’s life, especially the younger, more

vulnerable, generation. Technology, specifically social media, plays a huge role in the lives of

adolescents. Many teens today have grown up not knowing the difference between a world

without the smart phone. Recent statistics show that 88% of adolescents have access to a cell

phone, while 91% have access to the internet from these phones (Lenhart, 2015). Another study

done by the Kaiser Family Foundation (2010) found that 8-10 year olds are spending around 5

hours a day using various forms of media (TV, music, computers, video games), while 11-18

years olds are typically using media anywhere from 7 to 9 hours a day (Rideout, Foehr, &

Roberts, 2010). One must examine the implications that may come from this hefty consumption.

Though social media can be used for good like connecting with others, or finding inspiration, it

can similarly have negative effects on the lives of the modern adolescent.

Past research of media use proposes the question of whether or not certain forms of

media have a negative impact on the self-esteem and body image of young boy and girls. This

research question is worthy of conducting because of the ever growing rate of technology usage

in young children and adolescents today.

The Effects of Media on Adolescent’s Self-Esteem and Body Image

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