

## Mediated Minds Conference, University of Cincinnati, Blue Ash April 19, 2019

## Uses & Grats, Parasocial Interaction & the Effects on Young Women

Tapogna, Alicia

Abstract — In this presentation I will explain the uses and gratifications theory, and parasocial interaction when applied to social media and the self esteem/negative effects on teenage girls. This will be shown through a tri-fold presentation focusing on survey results and the analysis of case studies conducted.

## I. Introduction

The purpose of this research was to go into detail about the negative effects social media has on the youth, specifically young girls. Using the uses and gratifications theory, and elaborating on parasocial interactions, I have concluded that the more time spent on social media, specifically trying to interact, or become like famous figures, public figures, and "influencers", the less self esteem one posses. Using the uses and grats theory, the public essentially chooses the media they consume, young women are more likely to choose social media apps over other forms of media (TV, radio, news etc.).

## II. FINDINGS

Young women tend to idolize public figures or influencers on social media instead of people they know.

Social media plays a detrimental role in self esteem.

Parasocial interaction is often one sided and can leave the viewer feeling discouraged/unmotivated.