



# Race-Based Content on Instagram and Adolescent Mental Wellbeing

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## INTRODUCTIONS

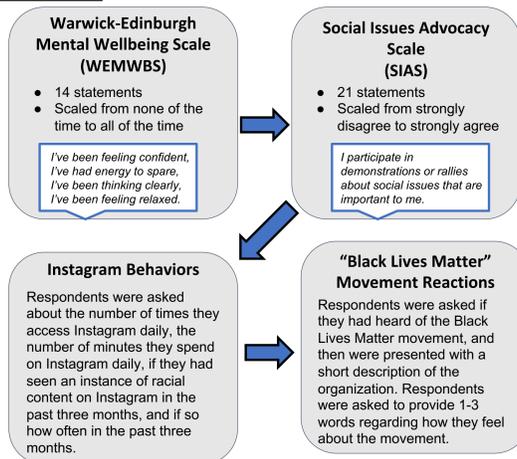
- Adolescent mental wellness is deeply impacted by targeted negativity online
  - 68.5% of adolescents stated that they felt some type of negative emotion after having been the target of cyberbullying.
  - 28% of college students stated that they were sent angry/vulgar messages over social media.
- This type of cyber hate content is censored through different approaches on each app.
- Racial content that is not determined to be "hate" is not censored and recently has been very prevalent on Instagram in light of the resurgence of Black Lives Matter. This content is often not determined to be "hate," rather educational posts or content to raise awareness on racial issues.
- It was not known how this type of race-based content on Instagram impacts adolescent mental wellness.
- The purpose of this study was to determine the relationship between viewing racial content on Instagram and adolescent mental wellbeing.**

## METHODS

### Recruitment and Setting:

- Adolescents aged 15-20 were recruited throughout Wisconsin through social media postings as well as the utilization of specific email chains which encompassed youth throughout Dane County and in the state of Wisconsin
- The survey was conducted over a Google Form

### Data Collection:



### Data Analysis:

- A correlation was used to analyze the relationship between the SIAS and WEMWBS scores.
- Linguistic Inquiry and Word Count 2015 (LIWC) was used to analyze the short answer responses regarding the Black Lives Matter movement.

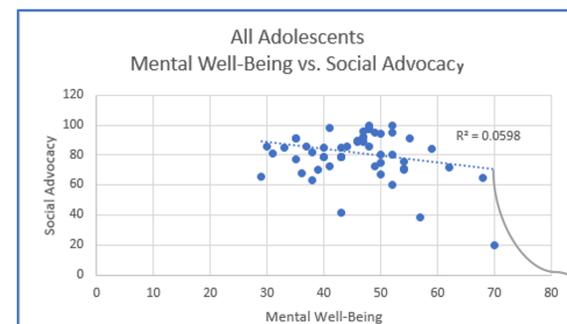
## RESULTS

### Demographics (N = 57)

	n	%
<b>Age</b>		
15	16	28.1
16	10	17.5
17	24	42.1
18	5	8.8
19	1	1.8
20	1	1.8
<b>Gender</b>		
Male	12	21.1
Female	44	77.2
Non-binary	1	1.8
<b>Grade</b>		
9 <sup>th</sup>	2	3.5
10 <sup>th</sup>	12	21.1
11 <sup>th</sup>	10	17.5
12 <sup>th</sup>	25	43.9
Freshman in college	5	8.8
Sophomore in college	2	3.5
Junior in college	1	1.8
<b>Race</b>		
White	41	71.9
Black/African American	3	5.3
Asian	6	10.5
Multiple races	7	12.3
<b>Hispanic/Latino Decent?</b>		
Yes	2	3.5
No	55	96.5
<b>BIPOC identity?</b>		
Yes	13	22.8
No	44	77.2

	n	%
<b>Highest Education Level Completed by Parents</b>		
Less than high school	1	1.8
High school diploma	1	1.8
Some college/ associate's degree	10	17.5
Bachelor's degree	12	21.1
Advanced Degree	33	57.9
<b>Have you heard of the movement Black Lives matter?</b>		
Yes	57	100
No	0	0
<b>How many minutes do you spend on Instagram?</b>		
Range	1-300	
Average	58.79	
<b>Have you seen racial content on Instagram in the past 3 months?</b>		
Yes	57	100
No	0	0
<b>If so, how often?</b>		
Never	0	0
Once a month	1	1.8
Twice a month	2	3.5
Once a week	3	5.3
Once a day	5	8.8
Multiple times a day	45	80.7

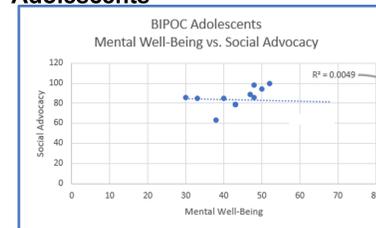
### Correlation between Social Issues Advocacy Scale Scores and Warwick-Edinburgh Mental Wellbeing Scale



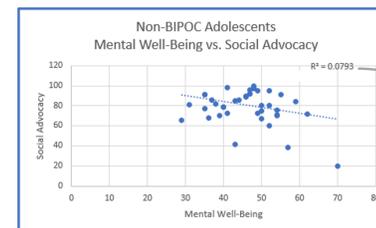
$r = -.2444$

## RESULTS

### Comparison Between Social Issues Advocacy Scale Scores and Warwick Edinburgh Mental Wellbeing Scale Scores in BIPOC Adolescents vs. Caucasian Adolescents



$r = -.0697$



$r = -.2817$

### Linguistic Analysis of Reactions to Black Lives Matter Movement



- Average: 52.38
- The average tone score being slightly above 50 indicates that there is a neutral tone in regards to the BLM movement.

**Tone**

- Positive Emotion: 21.80
- Negative Emotion: 12.51
- There are greater instances of positive emotion words (21.8% of words within the text), than negative emotion words (only 12.51% of the text).

**Emotion**

## CONCLUSIONS

### Main Findings:

- increased social advocacy behaviors were associated with lower levels of mental wellbeing
- Non-BIPOC adolescents reported a stronger negative correlation between social advocacy behaviors and mental wellbeing in comparison to BIPOC adolescents.
- Reactions to Black Lives Matter indicated a positive feeling towards the movement and its goals, with the term "empowered" or "empowering" appearing the most commonly among responses.
- Every respondent had heard of the Black Lives Matter movement and had seen an instance of racial content on Instagram in the past 3 months, indicating the widespread existence of this type on content on the platform.

### Limitations:

- Respondents to the survey were overwhelmingly white (71.9%).
- Survey fatigue may have impacted answers in the reactions section.
- A level of literacy was needed to comprehend every question.

### Implications:

- Social justice advocacy groups and main figures within these movements should provide more mental health resources as well as create a greater emphasis on self-care.**

## ACKNOWLEDGEMENTS

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