



# The prevalence of negative, positive, and neutral comments on Instagram posts with the #GlassLikeSkin

Manasi Karthikeyan<sup>1</sup>, Marina Jenkins<sup>2</sup>, Reese Hyzer<sup>2</sup>

<sup>1</sup>Arrowhead High School

<sup>2</sup>University of Wisconsin – Madison

School of Medicine and Public Health, Department of Pediatrics

UW Health

American Family Children's Hospital



Department of Pediatrics  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

## INTRODUCTION

- 30-50% of teens experience psychological issues associated with their acne
- #Glasslikeskin- achieving perfect skin and making it look like glass (no pores, acne, scars, etc.)
- The constant worry about their bodies can lead to many conditions such as depression, OCD, and anxiety of how others view them.
- Little is known about how users react to skincare content on social media
- **The purpose of this study is to explore the emotions and reactions of viewers on the glass-like skin care videos by looking at the comments on Instagram.**

## METHODS

- This study was a content analysis
- Search strategy:
  - look at posts under #glasslikeskin
- Inclusion Criteria:
  - "Glass-like skin" promoting ads and products, models with "perfect" skin, women model advertisements.
- Exclusion Criteria: Pores, lines, wrinkles

### Steps

- 1) Search up #glasslike skincare routine on Instagram
- 2) Find 15 posts and analyze 15 comments
- 3) Develop Codebook
- 4) Identified and categorize which comments are positive, neutral, negative, and talk about their own body.

### Variables

- Posts: engagement (likes, comments, shares)
- Comment Type:

Positive Comment	Negative Comment	Neutral Comment
Motivating, Helpful, Nice, Beautiful	Depressive, Hate, Anxious, Anger, Nasty	Fine, Good, Well, Okay

## METHODS CONT.

Anxiety Comment	Helpful Comment	None Comment
"I have to keep on washing my face in order for it to be perfect"	"I heard using aloe vera helps minimize pores."	No codebook categories present

### Analysis

- Descriptive statistics were used in data collection to compare emotional tones of the comments.

## RESULTS

### Sample

- N = 225 comments
  - 15 posts and 15 comments per each post

### Example of Positive Comments:

"yesssssss!!! I love these types of routines!"

"your skin is beautiful and glowing"

### Example of Negative Comments:

"Gross"

"This is not my top choice"

### Example of Neutral Comments:

"Daily dose of ASMR"

"Is it cruelty-free?"

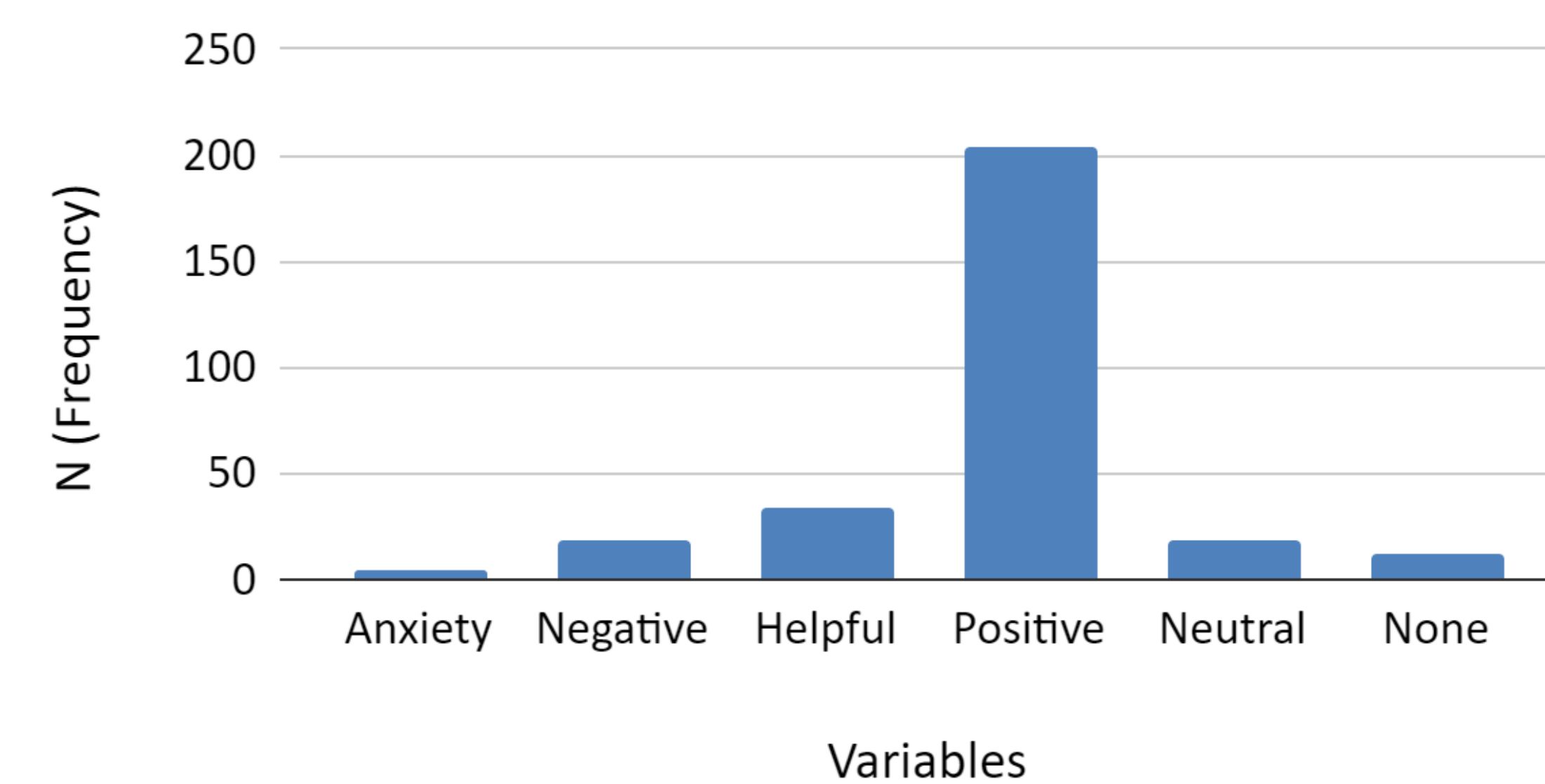
## RESULTS CONT.

### Post Demographics:

	AVERAGE	STD.	MIN.	MAX.	RANGE
# of likes	2001.5	6961.629	183	26981	26798
# of shares	4212.933	14889.65993	11	58001	57990
# of comments	209.333	63449.5	15	2443	2428



Relationship Between the Emotions of Teens in the Comment Section of Instagram and Frequency of Those Comments



From the graph it's shown that the positive bar had the highest frequency and the anxiety bar had the lowest frequency.

## CONCLUSIONS

### Major Findings

- The data presented showed there was the highest prevalence in the number of comments that were positive compared to the other categories.
  - Nowadays, teens are becoming more comfortable in their own skin which be why the results turned up this way.
- Not many anxious, depressive, or neutral comments were shown.

### Limitations:

- The #glasslikeskin majorly found posts and videos about tips and routines to achieve that skincare, so not much negativity was displayed except towards the product and not themselves or the person in the post.
- The study was done on Instagram where not much data can be presented about this topic which is still very new.
- Using different hashtags that still fit into my category can help me bring more variety in my data set so I have more data to analyze and compare.

### Implications:

- Adolescents can use #Glasslikeskin to look for tips/advice with acne.
- For future studies, ways to raise self-esteem and body image in a positive way will really help with teenager's mental health.

## ACKNOWLEDGEMENTS

1. Thank you to my research scholars main peer review group (Varsha Kumar and Anishka Srikanth) for giving me great peer feedback!
2. Thank you to Maggie Bushman who helped me brainstorm lots of good ideas.

## CONTACT INFORMATION

Manasi Karthikeyan  
manasikarthikeyan@gmail.com

Megan A. Moreno, MD, MSEd, MPH  
moreno@wisc.edu

<http://smahrtresearch.com/>

@SMAHRTeam

@SMAHRTeam

<https://business.facebook.com/SMARTeam/>

