

# FACEBOOK USE, APPEARANCE COMPARISON, BODY DISSATISFACION, AND SELF-ESTEEM IN THAI FEMALE FACEBOOK USERS

Atita Uttravanich<sup>1</sup>

Jon Nicholas Blauw<sup>2</sup>

**Abstract:** It is well known that social media such as Facebook has gained popularity in recent years with its unique features facilitating communication among people from every part of the world. It can be the free space of self-presentation where users portray their flattering images through well-selected posts. Using correlational research design, this study aims to investigate the direct and indirect relationship between Facebook use, appearance comparison, body dissatisfaction, and self-esteem. Thai female Facebook users (n=171) aged between 20-74 years who subscribe the official page of six biggest provinces of Thailand (Bangkok, Chiang Mai, Nakhon Ratchasima, Nakhon Si Thammarat, Kanchanaburi, and Chonburi) participated in online survey distributed via Facebook messenger. The result from statistical analysis shows that there is no direct relationship between Facebook use, body dissatisfaction and self-esteem. However, the findings indicated that such relationship is mediated by appearance comparison. This means while Thai women are using Facebook, they make appearance comparison on the site, and, thus, their body dissatisfaction increases whereas self-esteem decreases. The findings can be beneficial for Thai people in both research and practice areas. Future research should be conducted to better understand this relationship and to explore it in different populations or other social media platforms.

**Keywords:** Facebook Use, Appearance Comparison, Body Dissatisfaction, Self-Esteem.

## Introduction

Life in modern days has been considerably changed by Information and Communication Technology (ICT). Technology has, indeed, become part of everyday living as it facilitates people's lives globally in terms of career, communication, socialization, and so on. Social media, in the form of social networking sites (SNS), is a new form of community that links people together online, using ICT. SNS users may reunite with old friends or meet new people who live on the other side of the world. In Thailand, there are many social networking sites but according to the Thailand Internet User Profile 2014 (ETDA, 2014), the most popular

---

<sup>1</sup> M.S. Candidate in Counseling Psychology, Graduate School of Human Sciences, Assumption University, Thailand.  
atita.u@gmail.com

<sup>2</sup> Ph. D., Senior Lecturer, Graduate School of Human Sciences, Assumption University, Thailand.  
jonblauw@gmail.com