

## Elizabeth Catania 3/19 In-Class Activity

Chae, J. (2021). YouTube makeup tutorials reinforce postfeminist beliefs through social comparison. *Media Psychology, 24*(2), 167-189.

### Theory

1. The author tested three theories. What were they?
  - a. Cultivation theory; Social cognitive theory; Social comparison theory
  - b. All 3 claim that **media has an influence**
    - i. Major difference on how it has an influence/ impact (over time, social learning, social comparison, etc.)
2. What is the primary proposition of social cognitive theory?
  - a. People observe others and learn from them
3. What role does outcome expectancy play in observational learning?
  - a. When one observes others behavior, there is an expectation on what will happen if they model that same behavior. If one observes positive behavior, they are more likely to model the positive behavior.
    - i. **REWARDS AND PUNISHMENTS**

### Research

4. What type of longitudinal study was this?
  - trend survey, cohort survey, panel study
  - a. Panel study – different questions, and went back to the exact same participants *multiple times*
5. How many participants completed both waves? What was the attrition rate? Why is this important?
  - a. Wave 1= 941 participants
  - b. Wave 2= 653 participants
  - c. Attrition rate= 30% (amount of participants who did **NOT** complete Wave 2)
    1. Particularly problematic when the people who completed the survey are fundamentally different than the people who did not
    2. No longer representing the same people – leads to a selection bias

6. What variables were measured?
  - a. **IV:** Frequency of beauty content viewing; Interest in makeup tutorials
  - b. **MEDIATORS:** Societal prevalence; Outcome expectations, Social comparison, Post-feminist beliefs
  - c. Control variables
  
7. How did the authors address causation in their analyses?
  - a. Establish a time order with looking at Wave 1 and Wave 2
  - b. Arrows in Figure 1 connect variables to one another, establishing an association
  - c. Used control variables to help to rule out other possibilities that might play a role
  
8. What were the limitations of this study?
  - a. Only used 1 variable per theory
  - b. Effect sizes were small
  - c. Current study looked at YouTube makeup tutorials, but it is also possible that post-feminist beliefs increased viewing of makeup tutorials
    - i. Rather than viewing makeup tutorials → Post-feminist
    - ii. Only tested association going in 1 direction
  
9. What were the major findings of this study?
  - a. Frequency of viewing makeup tutorials is associated with cultivation and social comparison
    - i. It is **NOT** associated with postfeminist beliefs at W1 or social cognitive
  - b. Interest in makeup tutorials is associated with postfeminist beliefs at W1, social cognitive, and social comparison
    - i. It is **NOT** associated with cultivation
  - c. Postfeminist beliefs at W1, social cognitive, and social comparison are associated with postfeminist beliefs at W2
  - d. Cultivation is **NOT** associated with postfeminist beliefs at W2

**Social comparison has the strongest effects on the influence of YouTube makeup tutorial viewing**