

## Interactions Between Selfie Exposure, Contingencies of Self-worth, and Psychological Well-being

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### Abstract

The rise of social media has shifted individuals' self-presentation to digital form. Studies show frequent exposure to idealized content, particularly selfies, and its effects on individuals' well-being through social comparison and external validation from others. This study uses a cross-sectional survey to assess social media behavior, selfie posting, selfie exposure, and their impact on psychological well-being. We aim to examine how different forms of selfie exposure—whether from peers, influencers, or self-posted content—affect well-being as a function of self-worth. In this study, self-worth is operationalized based on appearance, competition, and social approval. Additionally, this study seeks to determine whether social media engagement moderates these effects, investigating whether higher levels of interaction (e.g., liking, commenting, or receiving engagement on posts) intensify the relationship between selfie exposure and psychological outcomes. These research findings will provide insight into the psychological implications of social media engagement, contributing to broader policy-level discussions on the consequences of digital self-presentation.

**Keywords:** Social Media, Well-Being, Selfies, Self-Worth