

Edinburgh Napier University & The Young Women's Movement Project: Social Media Marketing & Teenage Girls' Wellbeing

What is this project about?

The aim of this programme is to educate and empower young women and girls aged 13-17 by raising awareness of marketing on social media, so that they can make more informed and conscious choices when using their social media apps.

Why is this study needed?

There is growing concern in the UK around how social media is impacting upon the self-esteem and wellbeing of young people. The [2022](#) Ofcom report found that young women commonly experience poor mental health, low self-esteem and negative body image as a result of social media usage. The UK government are aware of this and have called for more digital literacy education to help safeguard young people from potential risks and harm. In response, we have co-created a social media literacy programme to educate and empower teenage girls to use social media in a way that is informed and mindful. It aims to give young women insight into the way social media marketing targets and manipulates consumers, and the potential impacts of this on body image and self-esteem.

What research will be undertaken in this study?

Online surveys will be undertaken by participants before and after the programme to understand the extent to which our workshops improved pupils' understanding of social media marketing.

The workshops will be interactive and involve a combination of discussion and activities that encourage young people to express themselves creatively and increase their understanding of important concepts in an engaging way. This will include a range of activities, such as collage creation, artwork, 'serious play' lego sessions, informed social media scrolling, and discussions about the impact of social media marketing on their wellbeing. The activities will be informed and led by the young people in this programme, and therefore their needs and wants will come first in the creation and delivery of the workshops.

One female researcher from Edinburgh Napier University will be present to take observation notes on each workshop to assess pupils' interactions with the materials. Materials produced in the workshop, such as art pieces and completed worksheets, will also be collected to measure levels of engagement. Collection of all materials and data will be subject to consent from young people and their parents.

Once we have completed our research, we aim to publish our findings in academic and practitioner publications, to demonstrate the impact of this study.

What time and where is this study taking place?

These workshops will be conducted by The Young Women's Movement and Edinburgh Napier University and will take place within your school, in a classroom or a non-communal space to ensure that young people are safe and are not interrupted.

Who is undertaking the project?

This project is in partnership with Edinburgh Napier University Marketing Group, from The Business School at ENU. Academic participants in the project are Dr Kat Rezai (Principal investigator), Dr Nathalia Tjandra, Dr Elaine Mercer-Jones, Dr Jamie Thompson, Dr Paul Naughton, and Dr Reika Igarashi.

The workshops themselves will be facilitated by Lauren Galligan, Research and Participation Worker at The Young Women's Movement, who is experienced working on similar projects with young people. The ENU research team will take observational notes and analyse findings.

Confidentiality, anonymity, and privacy

We will ask the participants to provide a survey identifier which consists of 2 letters and 2-digit numbers. This will be used for the survey matching purposes ONLY (ie. so that we can match participants' before and after survey responses), to allow us to measure the impact of the workshops. We will NOT be able to identify any of the participants. Personal information will NOT be collected.

Disclaimer: body image

Due to the nature of this study, topics such as body image and wellbeing will be part of the discussion. We will provide a safe space for such discussions, and will ask young women to not disclose anything personal or private to them. Each participant can engage in discussion in which ever way makes them feel most comfortable. In the case of content, materials and discussions that may be triggering, we will signpost the young people to resources and our safeguarding team to provide additional support.

What happens if I wish to leave?

Participants are free to leave at any stage of the process. If participants wish to leave, their records will be permanently deleted.

How can we participate in this study?

Participants under the age of eighteen will need consent from their parent or guardian via the following consent forms. If at any point participants don't wish to share what they have discussed, please email K.Rezai@napier.ac.uk and ask us to delete your information from our systems.

Thank you for your time. If you have any further questions about this study, please email Dr Kat Rezai – Principal Investigator.

With best wishes,

A handwritten signature in black ink, appearing to read 'Kat Rezai', with a stylized flourish at the end.

Dr Kat Rezai K.Rezai@napier.ac.uk

Consent Form

Name:

Email address:

Contact number:

Thank you for agreeing to take part in the discussion group on the right to participate in political and public life. This form is to confirm that you know what the research is about and that you are happy to take part. Please write 'X' in the 'Yes' box if you agree, and 'X' in the 'No' box if you don't agree.

	Yes	No
<i>I know what the research is about and why I have been asked to take part.</i>		
<i>I know that taking part in the research is voluntary and that I can stop taking part at any time.</i>		
<i>I have read the information sheet related to the research and understand the aims of the project. I am aware of the topics to be discussed.</i>		
<i>I understand that I do not have to answer any questions that make me feel uncomfortable and that I do not have to give any reasons why.</i>		
<i>I understand that I do not have to share any personal details about myself or my experiences unless I want to.</i>		
<i>I agree to have the discussion group recorded so it can be transcribed after the discussion group is held.</i>		
<i>I understand that I will be reported as an anonymous participant and that my personal contact details will be kept confidential, meaning known by the research team only.</i>		
<i>I give consent that I can be quoted in YWM's research reports and I understand that this will always be anonymous.</i>		
<i>I understand that I can withdraw consent for my words or experience to be used in a YWM report at any time. However, should I do this after a report has been published I understand that it may already have been in the public domain.</i>		

Signed:

Date:

Consent Form for under 16s

This form is for under 16s taking part in the focus group. If you are under 16, please ask your parent/care giver(s) to complete this form for you.

If you need support to complete the form, or if you need to complete this form in a different language or format, please speak to a member of our team.

1. Young person's details:

Name:	
Preferred name (if different to above):	
Pro-nouns (optional):	
Home address (incl. postcode):	
Telephone number:	
Email address:	
Date of birth:	

2. Parent or carer's details (if the young person is under 16):

Name:	
Preferred name (if different to above):	
Pro-nouns (optional):	
Home address (incl. postcode):	

Telephone number:	
Email address:	

3. Emergency contact details (if different from above):

Name:	
Preferred name (if different to above):	
Pro-nouns (optional):	
Home address (incl. postcode):	
Telephone number:	
Email address:	
Relationship to young person:	

Please note the following important information:

- All questions on the consent form must be completed and signed by the young person (over 16) or their parent/carer (under 16) before any young person takes part in our activities. We can collect this permission verbally, by a member of the YWM Team, via email or text if required.
- Young people and/or parents and carers must ensure they notify us of any changes to their address, contact details, etc., made after they submit this form.

Consent Form

The Young Women's Movement aims to provide a safe and enjoyable experience for every young person. To do this, we have strict Safeguarding procedures in place to protect all members of our organisation. All team members are members of the Protection of Vulnerable Groups scheme and our organisation is compliant with the Data Protection Act 2018. For more information, please visit our website [Welcome - The Young Women's Movement \(youngwomenscot.org\)](https://www.youngwomenscot.org) or speak to a member of our team. You can withdraw your consent at any time.

I consent to (please tick):

The Young Women's Movement keeping a record of this form	
My young person being filmed, having their voice recorded or being photographed during the activity, with the possibility that these photographs/media recordings	

may be used for publications, social media content, research and reporting, or marketing publicity. The Young Women's Movement will take all steps to ensure these images are used solely for the purposes for which they are intended. Any opinions or perspectives gathered during group discussions will be anonymised if used in our reports.	
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Please note: if consent is not given to images/video/recordings, we will not use any images/video/recordings taken during the activity that contain the young person.

To be completed by the parent/care giver:

Print name:	
Signature:	
Date:	