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| **Task Group –** *Social Media (Task Group 7)* | | |
| **Group coordinator(s):** | | |
| **Name** | **Country** | **Email** |
| **Amy Slater** | **UK** | **Amy.slater@uwe.ac.uk** |
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| **TG members:** | | |
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| **Carolina Lunde** | **Sweden** | **carolina.lunde@psy.gu.se** |
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| **Julia Barlinska** | **Poland** | **julia.barlinska@gmail.com** |
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| **Overall Aims and Objectives of Task Group** | | |
| This task group had a common interest in social media use in young people, with a particular focus on how social media use may impact on appearance concerns. In addition, the task group had considerable expertise in cyberbullying.  Given the expertise of the task group members, and the number of countries represented, the group agreed to conduct a research study examining cross-national differences in social media use in young people, the role of social media use in appearance concerns, and exploring appearance issues in cyberbullying.  Thus, the objectives of the group were:   * Conduct a cross-sectional, quantitative, cross-cultural study of young people’s social media use, cyberbullying experiences, and appearance concerns. * Write the results of the study up into 2 manuscripts for publication in international peer-reviewed journals. | | |

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| **Activities of Task Group** |
| The task group first met and formed at the meeting in Kristianstad, Sweden in December 2014. Here we identified common research interests and goals.  In April 2015 at the Budapest meeting members (Slater, Lunde, Barlinska, Gountsidou) decided on the key aims of the research study to be conducted, the methodological approach, and the proposed timeline of the study. These were fed back to group members not in attendance.  At the Plovdiv meeting in September 2015 members (Slater, de Vries, Argyrides, Goutsidou, Plichta, Pyzalski) agreed upon final measures to include in questionnaire and translation process to follow.  All group members agreed to collect data from 200 participants from each country.  At the Porto meeting in April 2016 group members (Slater, Argyrides, Goutsidou) reviewed the data collection progress and outlined strategies for completion.  Slater collated, screened, and cleaned the data.  Data analysis strategies were identified.  At the Ljubljana meeting in April 2017 group members (Slater, Lunde, Argyrides, Plichta, Pyzalski) presented preliminary data to the wider COST Action group, and agreed upon writing two manuscripts. The first manuscript will focus on cross-cultural differences in social media use, and the role of social media in appearance concerns. The second manuscript will focus on the role of cyberbullying. |
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OUTCOMES, ACTIVITIES & ACHIEVEMENTS RESULTING

FROM TASK GROUP ACTIVITIES

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| **Publications** (include only those with at least 3 authors from 3 different COST Countries) |
| Publications (in preparation):  Slater, A., Lunde, C., de Vries, D., Argyrides, M., Barlinska, J., Goutsidou, V., Pyzalski, J., Plichta, P., Barnes, J., Buren, J., McLean, S., & Paxton, S. Appearance matters online: A cross-cultural study of young men’s and women’s social networking use and appearance concerns (due for submission August 2017).  Pyzalski, J., Plichta ,P., Goutsidou, V., Barlinska, J., Lunde, C., de Vries, D., Argyrides, M., Slater, A. Cyberbullying and appearance concerns: A cross-cultural study. |

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| **NETWORKING** |
| **Added value of the Networking** (within the TASK GROUP) |
| This COST task group was a group that had not previously worked together in any capacity.  Dr Slater has had a scholarly visit to Dr Lunde in Gothenburg, Sweden where she delivered a lecture to undergraduate students and faculty at the University of Gothenburg, attended group meetings, and discussed shared research interests with Dr Lunde. Dr Slater is now collaborating on a project with Dr Lunde on adolescent online sexual behaviour.  Dr Slater has also visited Dr Pyzalski at the Adam Mickiewica University in Pozan, Poland and delivered a lecture to undergraduate students, graduate students, and Faculty on her research on objectification and body image in young people.  At the initial task group meeting in Sweden, Dr Slater met with Professor Susan Paxton who was the keynote speaker at this event. Discussion around their shared interests around social media use in adolescents and developing effective social media literacy led to a Dr Slater being a co-applicant on an Australian Research Council Discovery Project Grant (Paxton, Rodgers, Slater “Does social media literacy mitigate impacts of social media in adolescents?”, $287, 000 AUD). |

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| **Please describe any other outputs and achievements that have resulted from Task Group activities, or that are still in progress, highlighting in particular on those relevant to the aims of COST** (“COST enables break-through scientific developments leading to new concepts and products and thereby contributes to strengthen Europe’s research and innovation capacities.”) |
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| **Impacts** | | |
| Please describe the impacts that have resulted, or might result from the Action in future | | |
| **Description of the impact** | **Type of impact1** | **Timing of impact2** |
| Manuscript for publication in international peer-reviewed journal:  Slater et al. (in preparation). Appearance matters online: A cross-cultural study of young men’s and women’s social networking use and appearance concerns. | 1 | Foreseen within 2 years |
| Pyzalski et al. (in preparation). Cyberbullying and appearance concerns: A cross-cultural study. | 1 | Foreseen within 2 years |
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Scientific/ Technological, Economic, Societal

2 Achieved/ Foreseen within 2 years/ Foreseen 2-5 years/ Foreseen 5-10 years/ Foreseen 10+ years

DISSEMINATION & EXPLOITATION OF TASK GROUP ACTIVITIES

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| **Add description here** (Add more rows if needed) | | | | | |
| **Item/ activity** | **Country** | **Target Audience** | **Number** | **Result** | **Hyperlink** (if available) |
| Lecture | Poland | Undergraduate students and academic faculty | 200 | Enhanced awareness and knowledge about appearance concerns and sexualisation in young people. |  |
| Lecture | Sweden | Undergraduate students and academic faculty | 80 | Enhanced awareness and knowledge about social media use and appearance concerns in young people. |  |
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Were there any challenges that were encountered in your task group? What solutions were used to overcome these challenges?

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| It was difficult for each task group member to attend each meeting, which was as times a challenge for continuity. We communicated via email to attempt to overcome this challenge. |

THANK YOU VERY MUCH FOR completing this and for ALL YOUR HARD WORK!