

BACKGROUND & PURPOSES

- Since 2015, the prevalence rate for major depressive episodes among young adults has almost doubled, reaching 18.6% in 2021 (Goodwin et al., 2022; NIH, 2023).
- Similarly, from 2007-2021, the suicide rate for young adults increased by 63% (CDC, 2023).
- Researchers have found that adolescent and young adult women who are dissatisfied with their bodies are more likely to report high levels of depression and suicidal ideation (Fan et al., 2023; Richard et al. 2016).
- Recent studies indicate having low body esteem is predictive of becoming a cyber victim (Olenik-Shemesh & Heiman, 2016).
- Victims of cyberbullying are 2-3 times more likely to commit suicide and meet the criteria for major depression than non-victims (Cénat et al., 2019; Selkie et al., 2015).
- Victims of cyberbullying are also likely to report high levels of social anxiety (Lam et al., 2022).
- The present study investigated whether cyberbullying victimization serves as a mediator in the relationships between body image-related constructs and suicide ideation.
- Furthermore, the study assessed social anxiety as a moderator in the relationship between cyberbullying victimization and suicide ideation.

METHODS

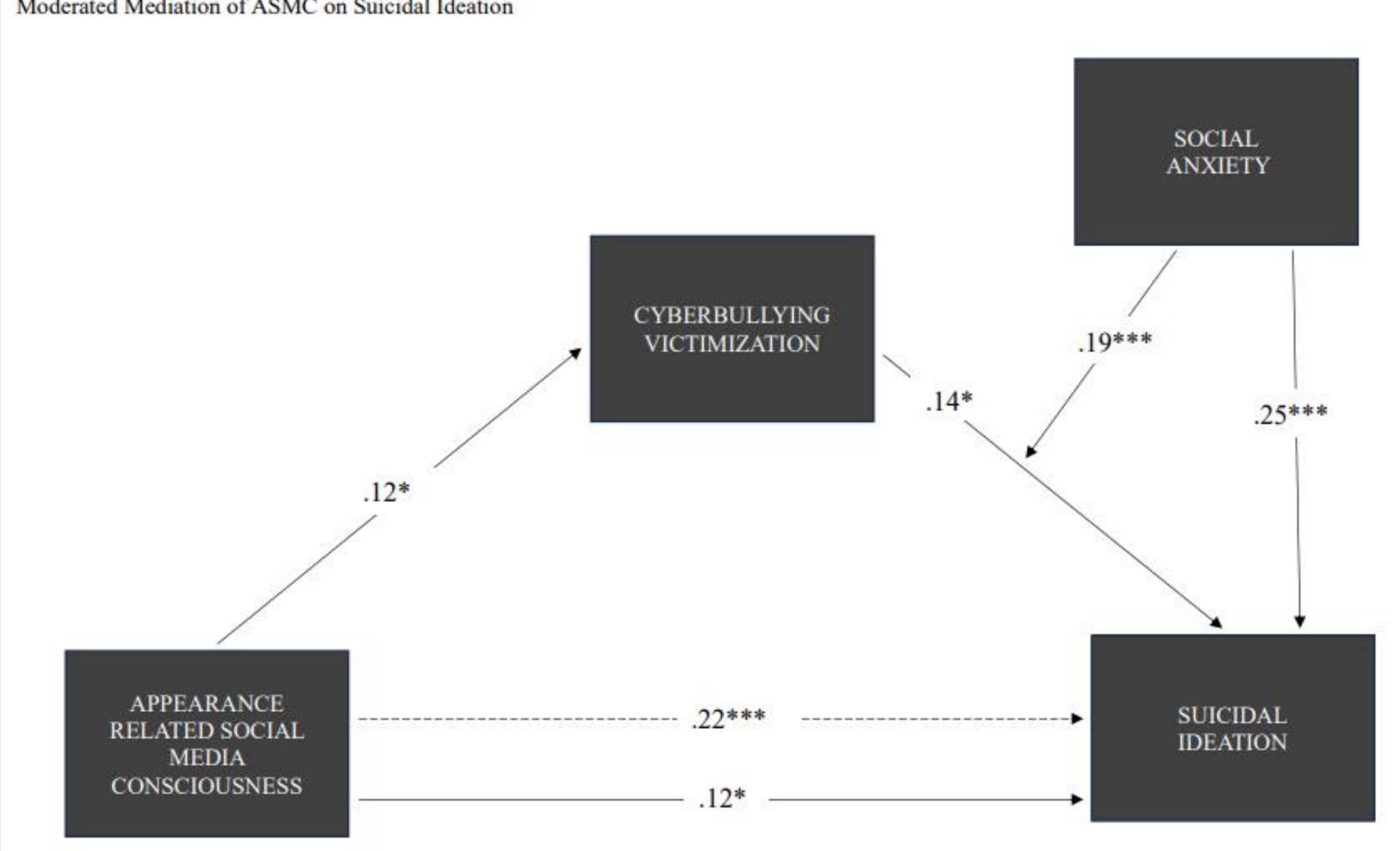
- **Participants & Procedures:** $N = 396$ undergraduate women (aged 18–57; $M = 20.44$, $SD = 4.56$) of Mexican heritage; recruited through SONA and data were collected through Qualtrics.
- **Measures:** *Social Media Cyberbullying Inventory* (Hovey & Cruz, 2023), *Social Media Usage Questionnaire* (Hovey & Cruz, 2023), *Body Esteem Scale for Adults & Adolescents* (Mendelson et al., 2001), *Sociocultural Attitudes Towards Appearance Questionnaire* (Schaefer et al., 2015), *Curvy Ideals Internalization Scale* (Walker et al., 2022), *Appearance-Related Social Media Consciousness Scale* (Maheux et al., 2022), *Depressive Symptom Index* (Joiner et al., 2002), *Social Anxiety Interaction Scale* (Mattick & Clarke, 1998).

RESULTS

	Body Esteem	Body Ideal Internalization	ASMC	Cyberbullying Victimization	Social Anxiety
Cyberbullying	-.20**	.18**	.12**	--	.23**
Social Anxiety	-.49**	.36**	.33**	.23**	--
Suicide Ideation	-.35**	.22**	.22**	.30**	.33**

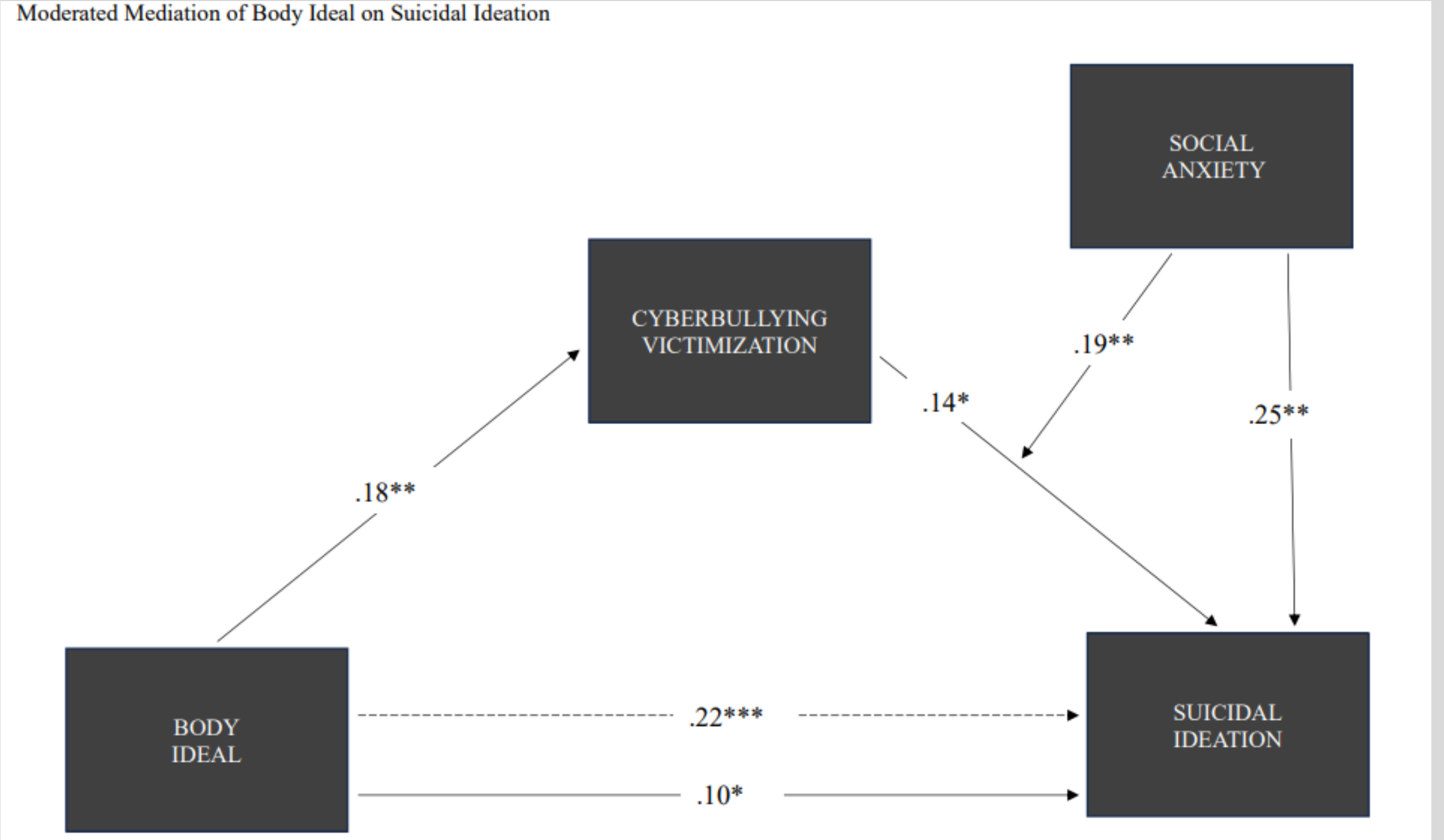
Notes: ** $p \leq .001$; ASMC = appearance-related social media consciousness.

RESULTS CONTINUED

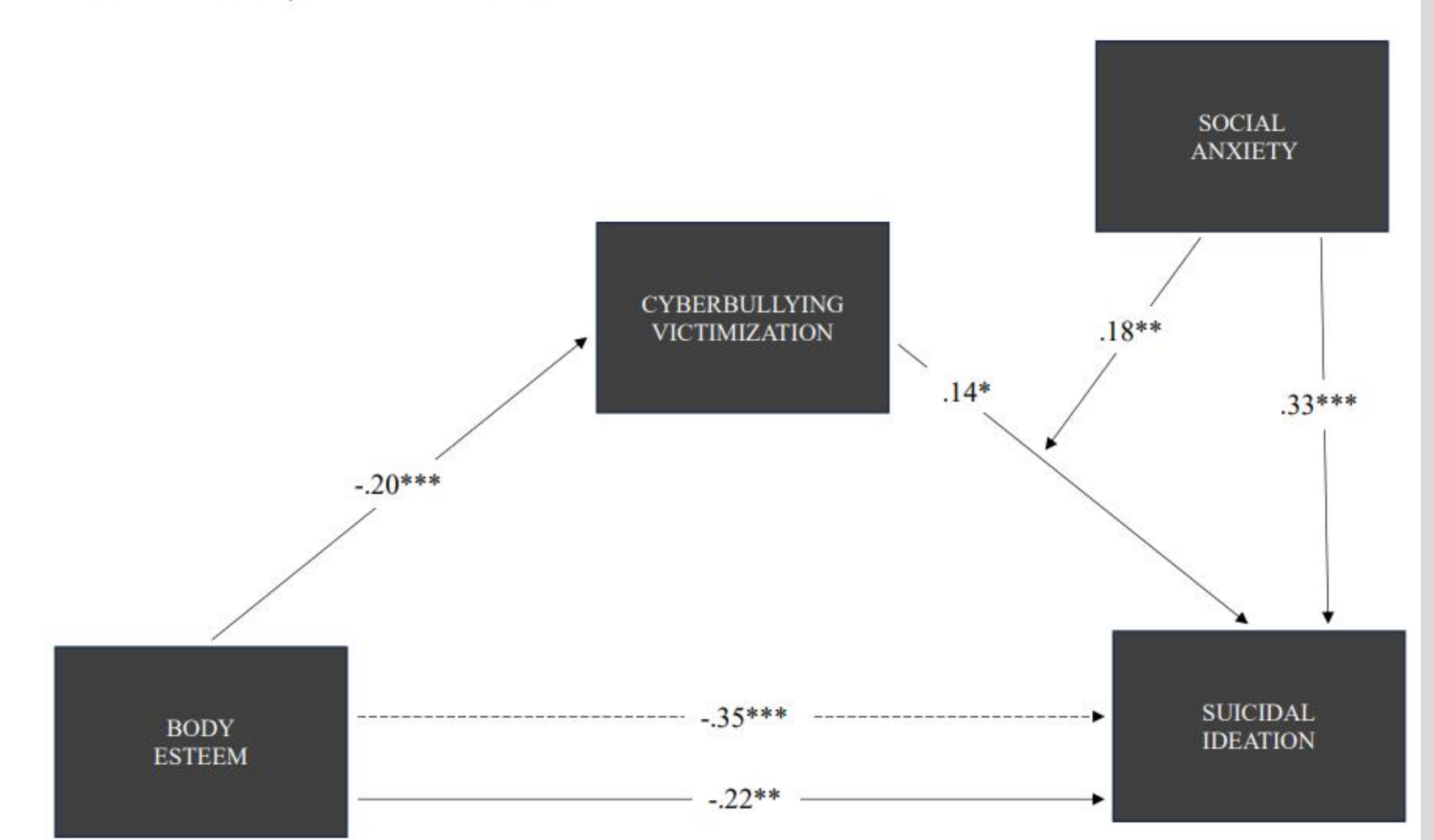


Notes: $N = 396$. Above values are standardized beta coefficients. * $p \leq .05$, ** $p \leq .001$, *** $p \leq .0001$. Appearance related social media consciousness had a significant indirect effect on suicidal ideation through the interaction of cyberbullying victimization and social anxiety (unstandardized 95% CI = .0001, .0036). The dotted arrow represents the direct effect of appearance related social media consciousness on suicidal ideation prior to bootstrapping.

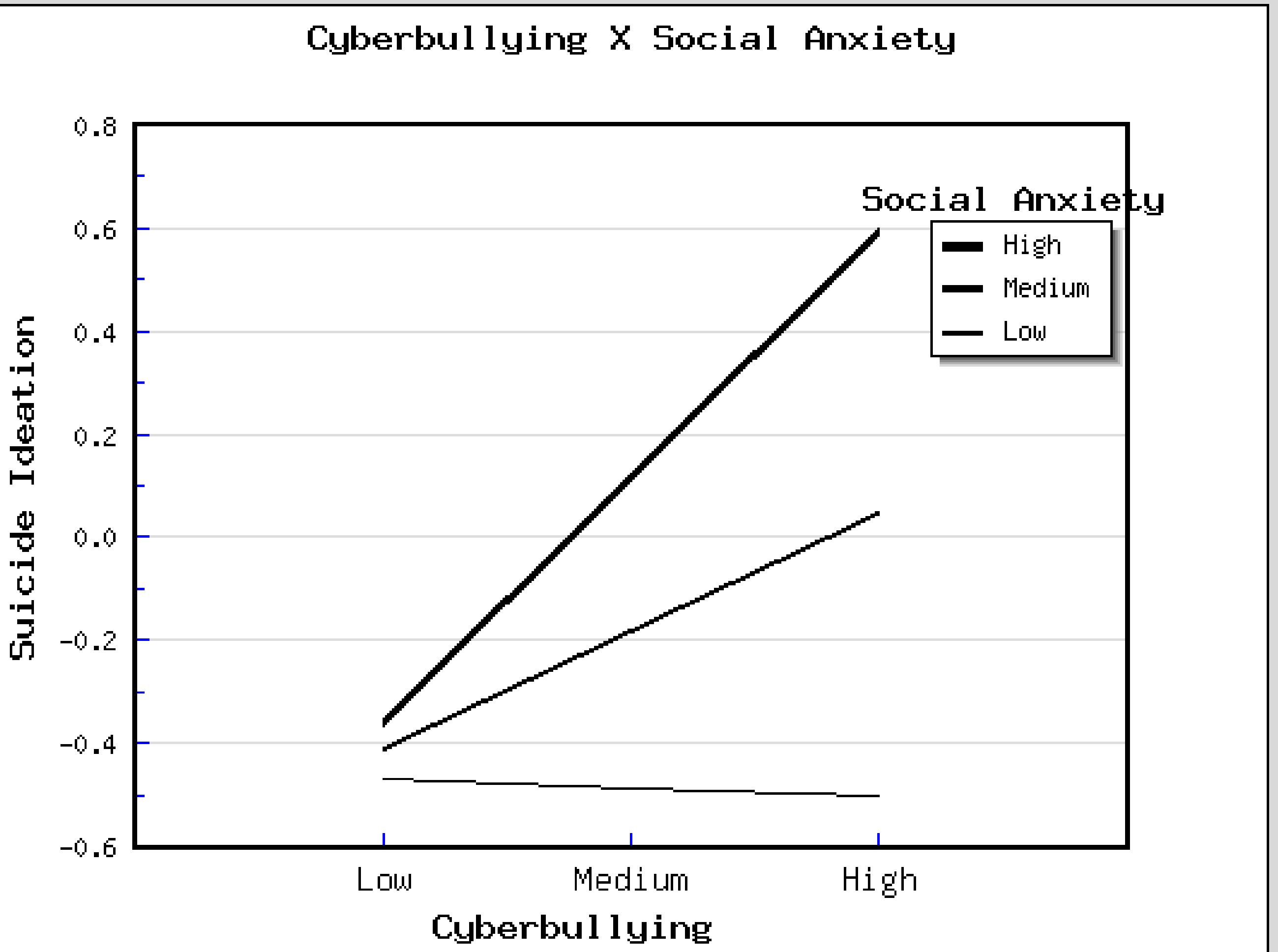
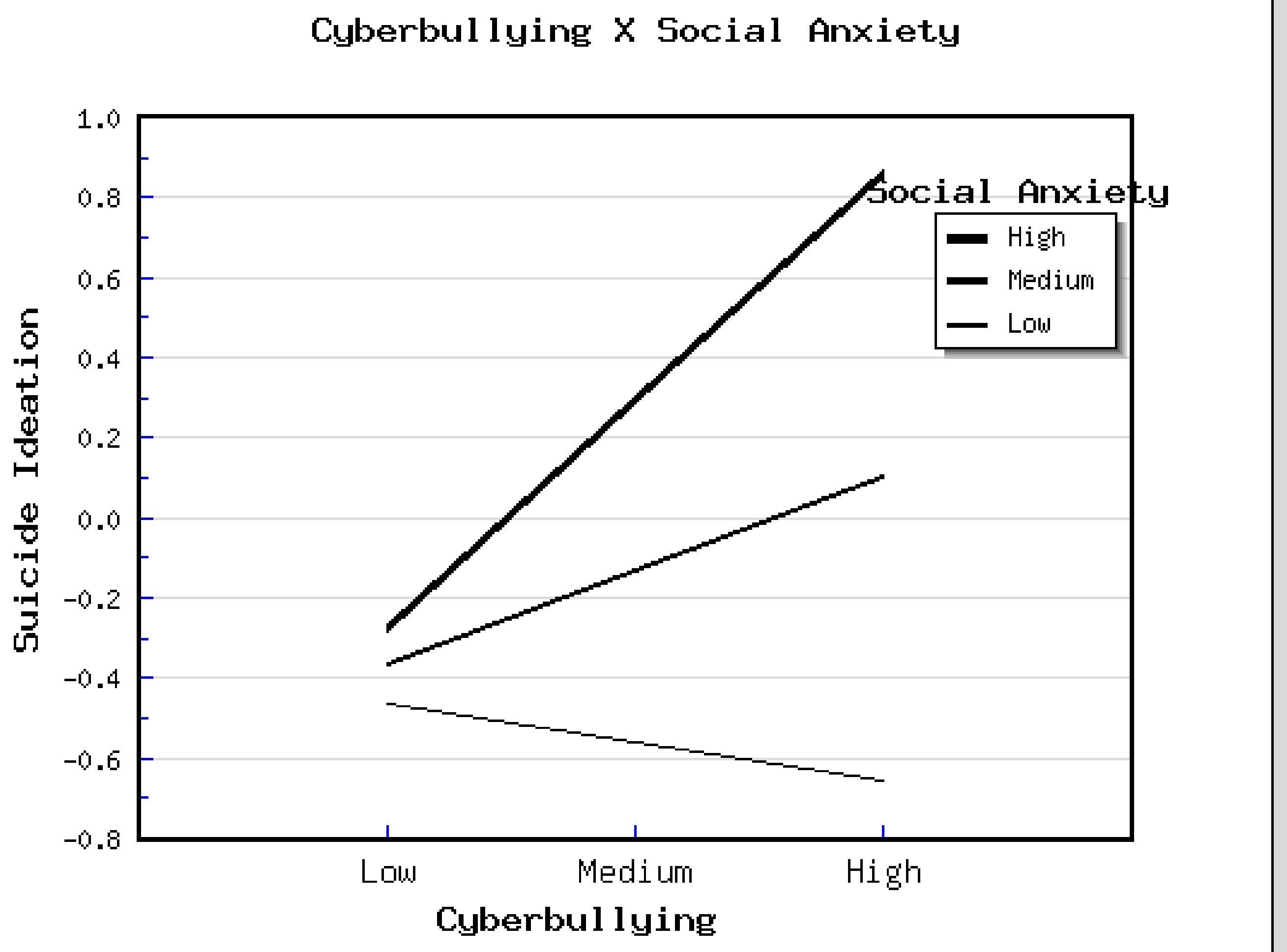
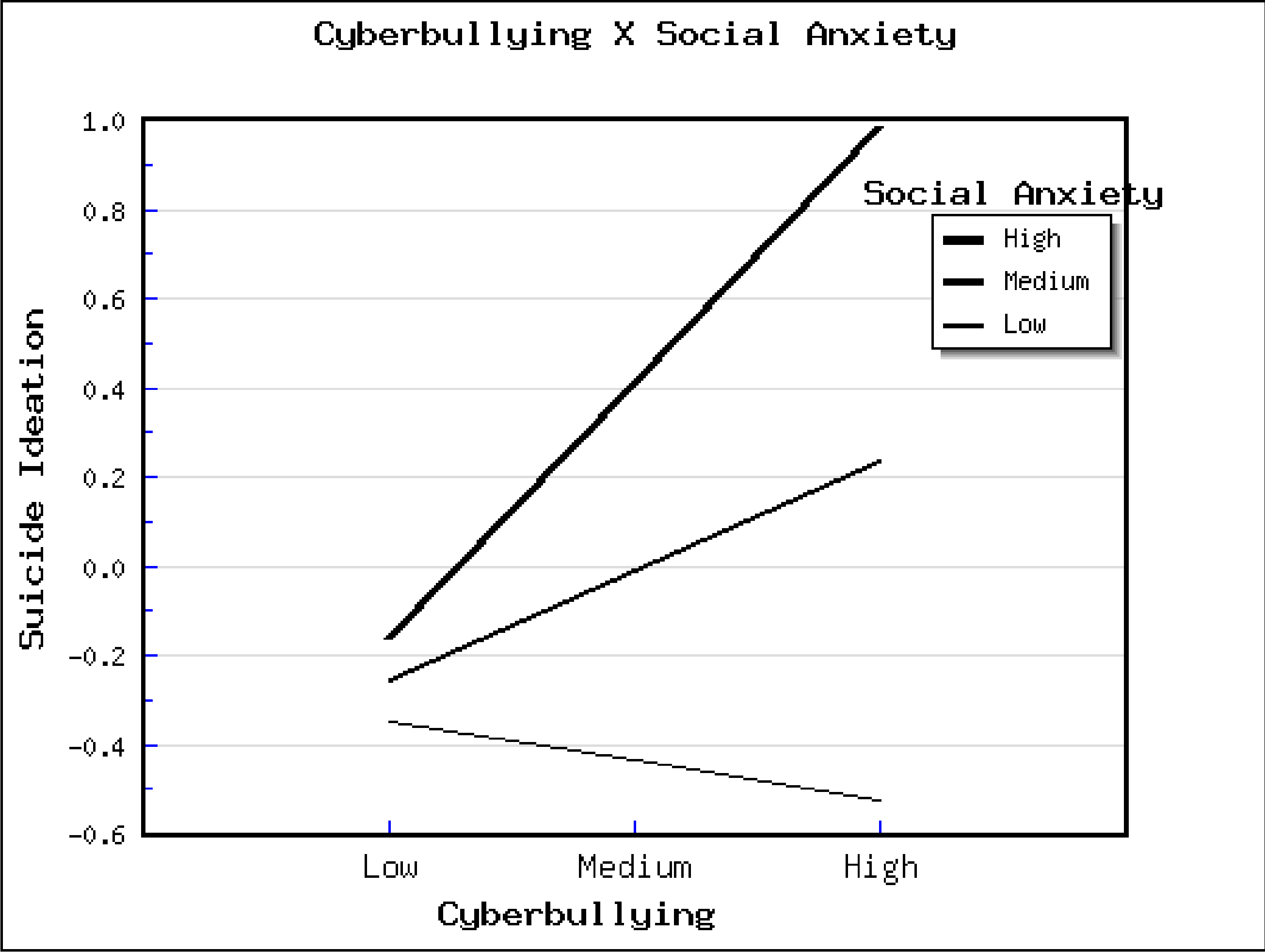
RESULTS CONTINUED



Notes: $N = 395$. Above values are standardized beta coefficients. * $p \leq .05$, ** $p \leq .001$, *** $p \leq .0001$. Body Ideal had a significant indirect effect on suicidal ideation through the interaction of cyberbullying victimization and social anxiety (unstandardized 95% CI = .0002, .0045). The dotted arrow represents the direct effect of body ideal on suicidal ideation prior to bootstrapping.



Notes: $N = 395$. Above values are standardized beta coefficients. * $p \leq .05$, ** $p \leq .001$, *** $p \leq .0001$. Body esteem had a significant indirect effect on suicidal ideation through the interaction of cyberbullying victimization and social anxiety (unstandardized 95% CI = -.0035, -.0002). The dotted arrow represents the direct effect of body esteem on suicidal ideation prior to bootstrapping.



SUMMARY & CONCLUSIONS

- Results of the moderated mediation analyses suggest that women who have lower body esteem, greater internalization of a body ideal, and greater appearance-related social media consciousness are more susceptible to being cyberbullied which, in turn, is associated with increased suicide ideation, especially for those women who are socially anxious.
- The study contributes to the growing body of research challenging the misconception that Latinas are less susceptible to body dissatisfaction and related mental health challenges.
- The results highlight the importance of targeted intervention for body image resilience and online safety education among young adults.
- Future research should explore the relationships found in the study longitudinally and among a more diverse population to provide external validity to the findings.