

# Exploring the Impact of Self-Promotion and Social Media on Sleep and Mental Health among Student-Athletes while learning the Role of the FAR

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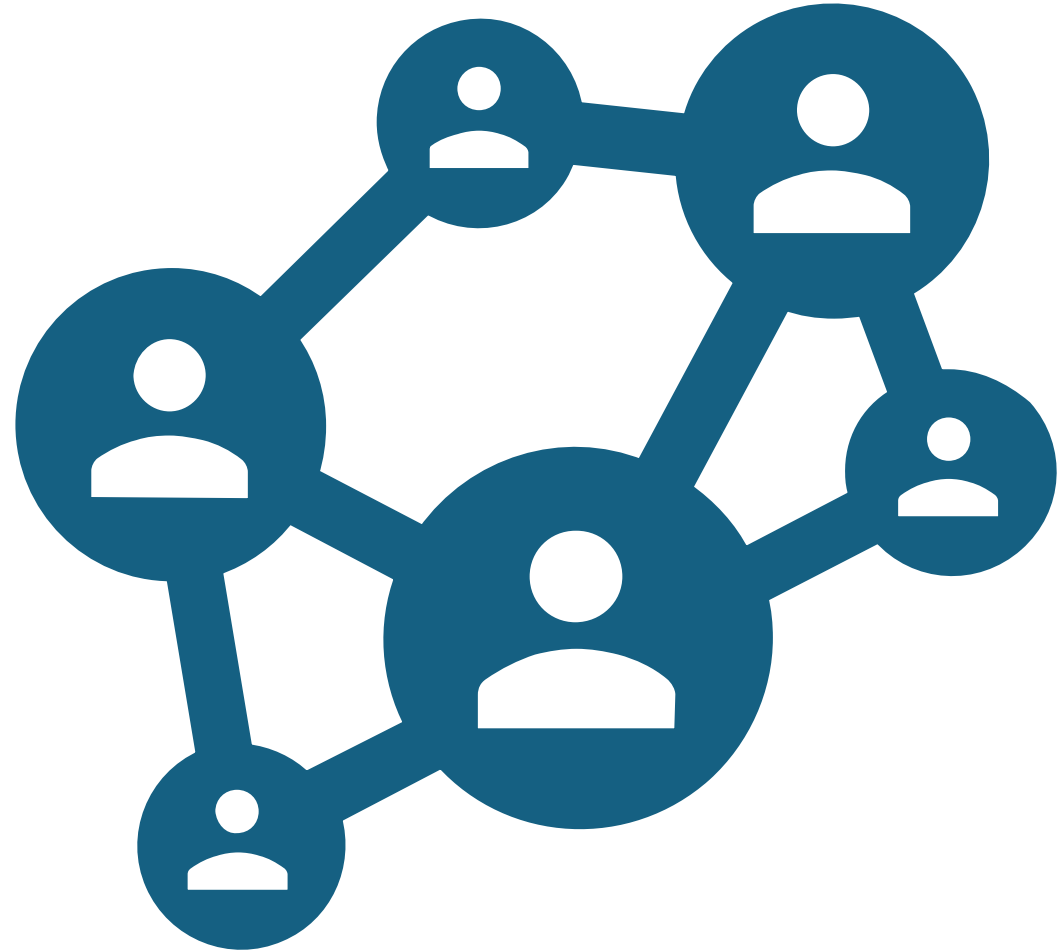
# Objective

- What is self-promote?
- The problem(s)
  - Sleep
  - Mental health
  - Harassment
- Brief discussion of our study
- Discussion of Resources
- Discussion of the role of the FAR

# Reasons for Self Promotion

- **Self-promotion** is a dynamic psychosocial construct that is based on shared interpretation of the portrayed self (Neisser, 1997). To create and manage better impression of themselves, individuals develop a controlled information sense of self (Leary & Kowalski, 1990).
- Modern technology offers an easy and accessible way to communicate with the general public and enhance self-promotion (O'Sullivan, 2000).
- Student-athletes share their accomplishments
- Student-athletes promote themselves for NIL
- Brougham (2021) stated that the promotion of student-athletes on social media and publicly can have both positive and negative effects on the mental health of these students.

What are  
ways we self  
promote?



# Use of Cellular devices and Sleep



Cell phone usage negatively affects sleep quality (Carter et al., 2016)



Cell phone usage = use of more social media



Being woken by a cell phone during the night has been associated with negative sleep outcomes



Broughan (2021) found that athletes use social media to “escape”, but it led to procrastination and had negative impacts on self-esteem, depression, and anxiety.

# Sleep & Mental Health

Sleep and mental health are closely linked

Lack of sleep can negatively impact an athlete's performance and recovery = more prone to injuries and illness

Most student-athletes have difficulties getting the recommended amount of sleep  
(Sleep Requirements – CDC)

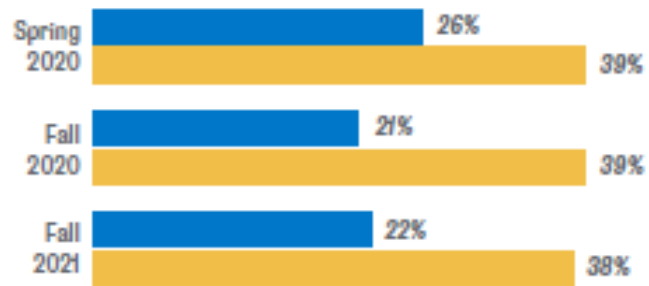
Sleep quality has been found to have a negative impact on mental health, especially depression, anxiety disorders, attention deficit disorders, and many other mental health disorders

## Mental Health Concerns During COVID-19 Pandemic

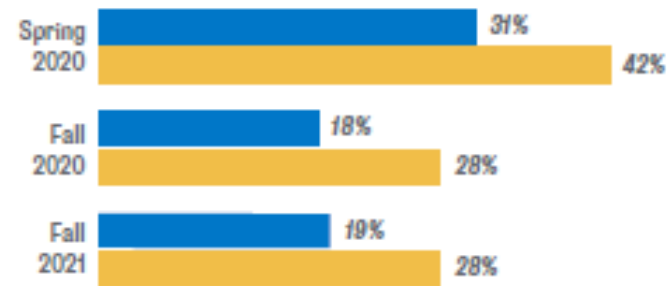
(Percentage of Participants Who Endorsed "Constantly" or "Most Every Day")

Men's Sports Women's Sports

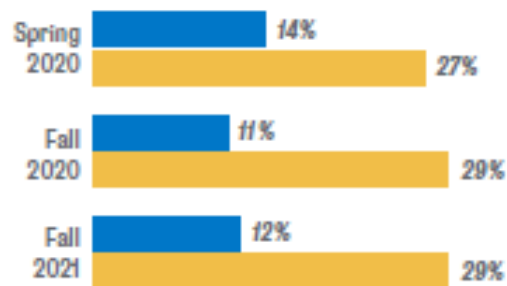
### Felt mentally exhausted



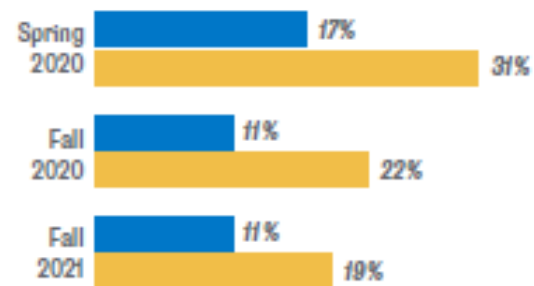
### Experienced sleep difficulties



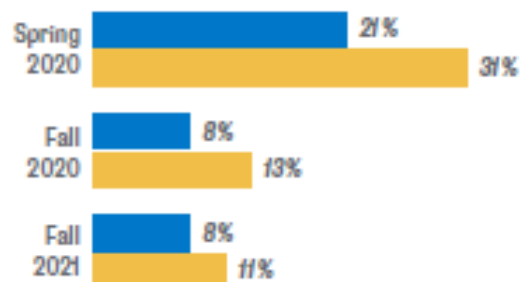
### Felt overwhelming anxiety



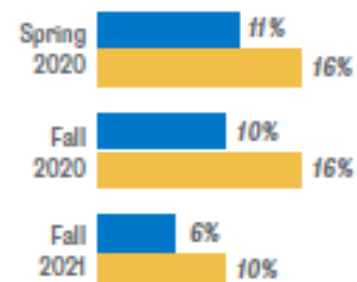
### Felt sad



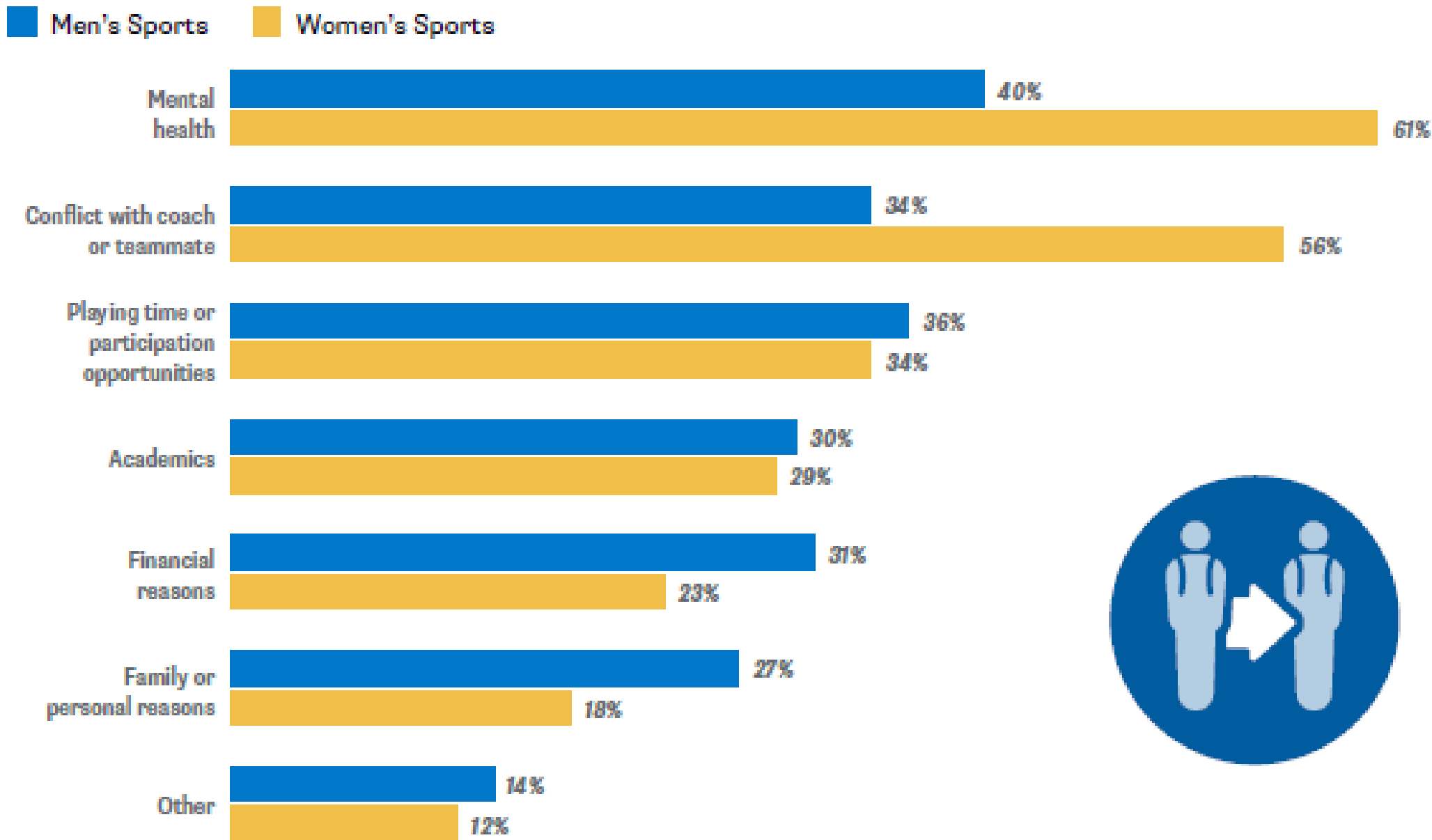
### Felt a sense of loss



### Felt things were hopeless



# Reasons Reported by Student-Athletes for Considering Transfer



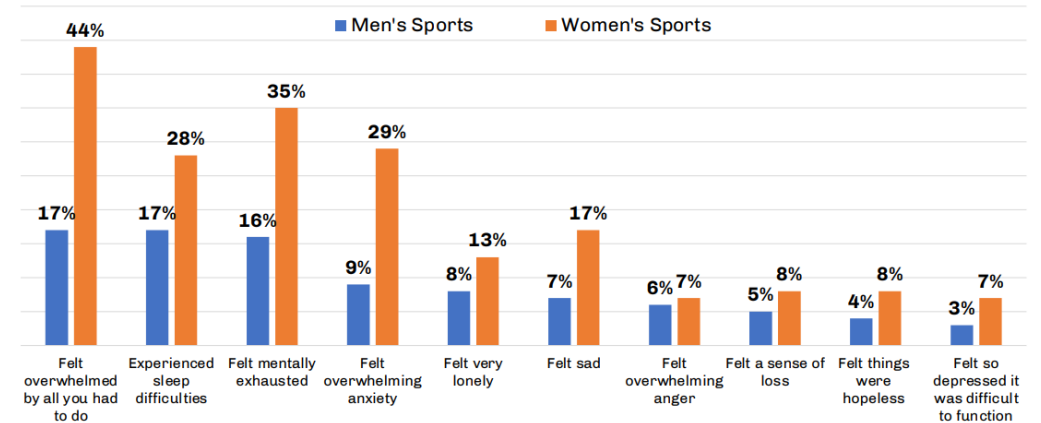
Note: Participants could select multiple reasons for transfer. Includes only those who endorsed being "somewhat likely" or "very likely" to transfer at some point this year: 502 women's sports participants (9%) and 237 men's sports participants (8%) endorsed being likely to transfer this year.



# Reported from NCAA at 2024 Convention

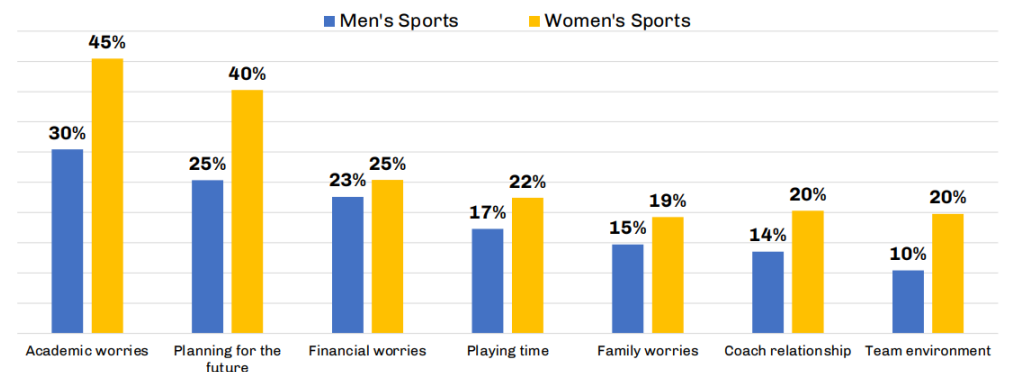
- The NCAA collected data on student-athlete health and wellness during the 2022-23 academic year
- Student Athletes are reporting fewer mental health concerns than during the height of the pandemic
- Comparisons of “Felt overwhelmed by all you had to do” was higher at the DII and DIII levels compared to DI. (slide 11 of report)
  - Why? Resources available?

**Mental Health Concerns During 2022-23 Academic Year**  
(Percentage of Participants Who Endorsed “Constantly” or “Most Every Day”)



Source: NCAA Student-Athlete Health and Wellness Study (2023).

**Factors Negatively Impacting Student-Athlete Mental Health in the Month Before the Survey**  
(Percentage of Participants Who Responded “Agree” or “Strongly Agree”)



Note: Top 2 points on a 6-point scale. The survey asked, “How much do you agree or disagree that the following have negatively impacted your mental health within the last month?” Other factors endorsed at rates ranging from 3-4% included COVID-19 health concerns and political disagreements with family/friends. Source: NCAA Student-Athlete Health and Wellness Study (2023).



What we found!

*Beyond the Hashtags:  
The Impacts of Self-  
Promotion and Social  
Media on Sleep and  
Mental Health Among  
Student-Athletes*

- Major focus:
  - Identify predictors that influence student-athletes' sleep and mental health, particularly regarding their use of social media and self-promotion practices.
- 191 DII Student athletes Completed the study
  - 99 Female
  - 92 Males

# Results

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- Overall, it was concluded self-promotion has a negative effect on mental health and quality of sleep of D-II student-athletes.
- Student-athletes are more focused on promoting themselves than hanging out on social media, chatting, and reading the comments of others.
- Self-promotion was closely related to Social Media followers. Those that had more followers also needed more naps throughout the week.
- While it affected both genders, the interaction effect of gender yielded significance ( $p < .05$ ) indicating that the relationship between self-promotion and mental health was stronger for **female student-athletes**. Specifically, increased self-promotion for female student-athletes was associated with a larger decline in mental health than was for males.
- Males reported more lack of sleep than females.
- 180 students used a cellphone before bedtime. Those that did not use a cell phone, reported using other technology (iPad, TV, etc.)

# Comparisons

- All genders are affected. Females seem to be reporting more mental health concerns.

# Harassment and Social Media

# Social Media and Harassment – Online Abuse

- Social media is responsible for harassment, stress, and loneliness (Bashir & Bhat, 2022)
- An NCAA Pilot Study with Signify Group and A.I. examined X, Instagram, Facebook, and Tik Tok and Identified many different types of online abuse and threats.
  - 18% of all abuse was sexual, making it the most prevalent type of abuse used to target male and female student-athletes.
  - 12% of all abuse was related to sports betting, with more than 740 instances. As betting markets increased, so did the prevalence of harassment, with 19% rates in men's basketball and football. Some abuse flagged in other categories indicated that the posts were betting-related.
  - 10% of abuse consisted of racist content.
  - 9% of abuse was homophobic/transphobic.
  - 6% of abuse, approximately 380 instances, was violent.
  - 80% of the abuse in the study was directed at March Madness student-athletes.
  - Women's basketball student-athletes received approximately three times more threats than men's basketball student-athletes.
  - Volleyball and Gymnastics flagged more concerning events than March Madness or Football Championships

There's a lot of work to be  
done!

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# What can FAR's do to improve the experience with social media and online usage for our Student-Athletes?



[Instagram Safety Tools](#)



[Provide resources for sleep](#)



E-learning modules for student athletes

Example – [Sports Wagering](#)

[Harm Prevention Education](#)



[NCAA Mental Health Best Practices Resources from SSI](#)

What can FAR's do to improve the experience with social media and online usage for our Student-Athletes?

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Changing the due date?

Changing the "Cinderella Deadlines"

Mental Health Best Practices Checklist

Mental Health First Aid – Are you certified?



# Round Table Discussion

- Directions
  - In groups, discuss resources you use at your institution
  - Make a list
  - In 5 minutes, we will have an open discussion to provide each other with helpful resources.
- Go TEAM!

Want these resources?

Email me at:

[rbeemer@nwmissouri.edu](mailto:rbeemer@nwmissouri.edu)



# Associated References

- Brougham, J. (2021). The impact of social media on the mental health of student-athletes across NCAA divisions. *Journal of Issues in Intercollegiate Athletics*, 14(1), 717-739.
- Leary, M. R., & Kowalski, R. M. (1990). Impression management: A literature re-view and two-component model. *Psychological Bulletin*, 107(1), 34–47
- Neisser, U. (1997). Concepts and self-concepts. In U. Neisser & D. A. Jopling (Eds.), *The conceptual self in context: Culture, experience, self-understanding* (pp. 2–12). Cambridge University Press.
- O’Sullivan, B. (2000). What you don’t know won’t hurt me: Impression management functions of communication channels in relationships. *Human Communication Research*, 26(3), 403–431.
- Student-Athlete Health and Wellness – NCAA - <https://www.ncaa.org/news/2023/12/13/media-center-student-athletes-report-fewer-mental-health-concerns.aspx>
- NCAA Student-Athlete Wellbeing study: <https://www.ncaa.org/sports/2020/5/22/ncaa-student-athlete-well-being-study.aspx>
- CDC Sleep recommendations: <https://www.cdc.gov/sleep/about/index.html>
- Click on the resources links available