

Abstract

The covid-19 pandemic has confronted the world with a situation it has never faced before. A globalised world has allowed the disease to spread across the planet, so entire populations have retreated to their homes where they spend all their time to prevent the rapid spread of the disease and unnecessary deaths. Lockdown affected everyone in some way, even adolescent girls. They often lost their hobbies and looked for new ways of entertainment, which is what social media have become. This research aimed to understand and disentangle the relationship between heavy social media use during the pandemic and self-concept from the perspective of adolescent girls, as previous studies have confirmed that time on social media increased during this period for adolescents and also had an impact on them. Two visual social networks, Instagram and TikTok, were chosen for the research and were even confirmed by the respondents as their most used. Qualitative research, specifically semi-structured interviews, was used for the research and helped to produce interesting findings. A total of 15 girls participated in the research. In addition to confirming previous studies, they extended the findings to include the fact that the line between the inspiration girls seek on social media and the frustration of not achieving is much thinner for girls under 20 than for those older. These girls have not yet formed their own self-concept in such a stable way and were therefore more influenced by social media content during the pandemic than girls aged 20–25, as they formed their self-concept with the help of Instagram and TikTok. In contrast, all girls agreed on the motivation with which they visited Instagram and TikTok. These were boredom and replacement of contact with friends.