SOCIAL MEDIA INFLUENCE ON THE BODY IMAGE CONSTRUCTS IN YOUNG ADULTS

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ABSTRACT

Social media use, body image, and psychological well-being are all intricately correlated, andthis has ramifications for how people view themselves in the digital era. Key findings from several research examining this link and its ramifications are summarized in this abstract.

Studies have repeatedly shown that exposure to idealized pictures on social media is associated with higher levels of body dissatisfaction, which is fueled by inclinations toward self-objectification and social comparison. Furthermore, the frequency of appearance-focusedinformation on social media has been linked to disordered eating habits and poor body image outcomes, especially on picture-based platforms. Self-objectification theory and social comparison theory are two theoretical frameworks that provide insights into the underlying mechanisms causing these relationships. Social media exposure to body positivity content hasdemonstrated potential in promoting good body image outcomes, especially among women, despite its negative impacts. Nevertheless, in the midst of the overpowering emphasis on idealized beauty standards, such content continues to be rare. The necessity for gender- inclusive therapies is highlighted by the evidence of gender variations in social media use andits effects on body satisfaction. In order to address the effects of social media on psychological health and body image, comprehensive strategies are needed, including therapies that focus on internalizing appearance standards and consuming material.

Interventions to encourage healthy media consumption habits and promote body acceptancein the digital age can be designed by understanding the complicated interplay between bodyimage satisfaction and social media use.

INTRODUCTION

With billions of users connecting, sharing information, and having fun on sites like Facebook,Instagram, Twitter, TikTok, and many more, social media has become an essential part of oureveryday lives. Although social media offers several advantages, such maintaining relationships with loved ones, it has also been linked to a number of drawbacks, like as its influence on body image (Huang, Peng, and Ahn, 2021

Frequently edited using filters and editing programs, social media platforms are populated with photos of people with seemingly "perfect" bodies. People may become anxious about their bodies as a result of these pictures, which set artificial standards of beauty. Addiction tosocial media has been connected to eating disorders, bad body image, and dissatisfied bodies(Olanrewaju et al., 2020).

Social media companies are frequently blamed for not doing enough to control and delete offensive material, such pictures that encourage drastic weight reduction or unhealthful bodystandards. Because of this, a lot of individuals are now proponents of body positivity, tellingothers to accept their bodies regardless of their size or form (Appel et al., 2020).

According to Grogan (2016), one's subjective perceptions of their looks are referred to as their body image. A component of body image called "body satisfaction" mostly refers tocontentment with one's looks. In order to maintain consistency with the other relevant concept, well-being, we will refer to body satisfaction even though research has mostly focused on the association between social media and body dissatisfaction. According to research, those who use social media often run the risk of experiencing poorer body satisfaction since the platform usually provides beauty-focused information and users frequently offer an idealized picture of their looks and lives that is hard to mimic (Perloff,2014).

An individual's negative thoughts and sentiments regarding their own body and look are included in the widespread issue known as body dissatisfaction. Body dissatisfaction encompasses two aspects: the subjective assessment of one's appearance and the perceiveddifference between one's intended and actual states of one's physical appearance (Grogan, 1999; Blake, 2015).

A large body of research has documented the detrimental effects of teenage social media use,which has been linked to mental health issues such as elevated anxiety and depression, self- harming behaviors, lowered social and emotional well-being, low self-esteem, and negative body image (Hogue & Mills, 2019).

Certain social media behaviors, including sharing selfies or following fitspo accounts, have been found to be more strongly linked to body dissatisfaction than other behaviors. This suggests that some forms of social media use may be more damaging than others. This can bethe case because some kinds of material prioritize looks and can be more upsetting to those who are already dealing with problems related to their bodies (Franchina & Coco, 2018).

Our lives now revolve on social media, particularly for teenagers. Concern over socialmedia's effects on body image has grown as users of sites like Facebook, Instagram, Snapchat, and TikTok have expanded (Sukamto et al., 2019a).

As per the Iraqi News Agency, the Iraqi Ministry of Interior conducted a count of the users ofsocial networking sites in 2022 and discovered that there were 48 million and 400 thousand users in 2022, compared to approximately 25 million users in 2021. This indicates that the increase rate in users reached 13.4%. Wae (2023).

Through elucidating the complex relationship between social media and body image satisfaction, this study hopes to provide insightful information to mental health practitioners, educators, policymakers, and people. Developing a sophisticated awareness of the obstacles presented by social media is essential in order to create interventions and support systems thateducate and encourage the development of positive body images in young adults in the digitalage. A multitude of theoretical frameworks offer significant insights into the complex relationship between the use of social media and contentment with one's body image.

- Social Comparison Theory - According to this hypothesis, people evaluate their socialand personal worth by contrasting themselves with other people. Social media users may engage in upward social comparisons due to the prevalence of idealized photos, which might negatively impact their contentment with their body image.

- Self-Objectification Theory - This idea, which comes from the objectification hypothesis, contends that people begin to view themselves as objects that can be observed and assessed as a result of their exposure to media, particularly social media.Self-objectification has the potential to exacerbate body dissatisfaction as people absorb social beauty standards.

- Cultivation Theory - This hypothesis suggests that persistent exposure to idealizedbody pictures on social media may support the establishment of unrealistic beautystandards, impacting body image satisfaction over time. It contends that extended media exposure alters people's views of reality.

- Social Identity Theory - People commonly use social media platforms as tools to define and present their social identities. Users' perceptions of their own bodies in relation to current society standards may be impacted by the pursuit of conventionalbeauty goals on these sites.

- Gratifications Theory - This theory, which examines the motivations behind people'smedia choices for particular needs, contends that, in the context of social media and body image satisfaction, users may actively seek validation, affirmation, or comparison, which may have an impact on how they interact with others and feel about their bodies in general.

Bucchianeri et al. (2013) discovered in a 10-year longitudinal study that body dissatisfaction increased in both sexes during the transition from middle school to high school and increasedeven more during the time between high school and young adulthood, in correlation with an increase in BMI. However, both sexes reported substantial levels of physical dissatisfaction during young adulthood, even after adjusting for BMI. No decrease in body dissatisfaction was observed during this time, highlighting the need of study in this age range.

Through a variety of processes, cultural socialization plays a role in the relationship betweenexposure to beauty standards and body dissatisfaction. According to Thompson et al. (1999),the Tripartite Influence Model illustrates how internalizing media beauty standards and making appearance-related comparisons affect body dissatisfaction. Festinger's theory states that social comparisons can affect self-worth in an upward or negative direction. Current research highlights how social comparisons, especially those pertaining to perceived sexual attractiveness, might impact body dissatisfaction (Tiggemann and Zaccardo, 2015; Brown and Tiggemann, 2016).

According to Grogan (2016), one's subjective perceptions of their looks are referred to as their body image. A component of body image called "body satisfaction" mostly refers tocontentment with one's looks. In order to maintain consistency with the other relevant concept, well-being, we will refer to body satisfaction even though research has mostly focused on the association between social media and body dissatisfaction. According to research, those who use social media often run the risk of experiencing poorer body satisfaction since the platform usually provides beauty-focused information and users frequently offer an idealized picture of their looks and lives that is hard to mimic (Perloff,2014).

Instagram users that post body positivity photos typically feature a wider range of body types,the majority of whom are female. Approximately 94% of the content features normal to overweight bodies and is accompanied by statements that support acceptance of one's own body and the idea that beauty exists regardless of size (Cohen et al., 2021). Although studies have indicated that women who consume Body Positivity content benefit from it (Cohen et al., 2019), the description of this theme only accounts for a small portion of the Instagram user base, and the impact of the images' exposure is inextricably linked to the quote that goes with them.

According to several studies (Booker et al., 2018; Vannucci & Ohannessian, 2019), girls usesocial media more often than males do, and they also participate in beauty comparisons and appearance-focused social media usage (Mingoia et al., 2019). Research, however, indicates

that social media usage and body satisfaction and well-being are related in a comparable wayfor both boys and girls (de Vries et al., 2016; Kross et al., 2013; Rousseau et al., 2017; Vannucci & Ohannessian, 2019; Wang, Fardouly, Vartanian, & Lei, 2019).

According to Fardouly and Vartanian (2016) and Lister (2017), there are over 90 million image or video files shared on Instagram every day, and since the app's launch in 2010, users have uploaded over 40 billion photos. Facebook receives over 10 million new photo uploads every 60 minutes. There were approximately 2 billion active Facebook users and 800 million Instagram users as of September 2017, according to Statista (2017). There are countless possibilities for users to examine photographs, and these two well-known social media platforms' statistics demonstrate how these options may lead to social comparison interaction.Commonly, these comparisons center on looks, which has been linked to critical body image issues and/or body dissatisfaction (Rodgers, McLean, & Paxton, 2015). It is critical to look into this issue since women are the population that uses social media the most frequently and have high rates of low body satisfaction (Rice, Prichard, Tiggemann, & Slater, 2016).

Concepts related to body image comprise the thoughts, emotions, and presumptions people have about their physical appearance (Fisher, 2014). Certain body image components increase the likelihood of developing eating disorders and cause emotions of guilt and self- consciousness (Dakanalis et al., 2015). According to Schwitzer and Choate (2015), up to 40%of female college students engage in unhealthy eating habits, while the Eating Disorders Coalition (2016) reported that eating disorders cause at least one death in America every hour.

Social media use is pervasive in contemporary culture, and the number of users is rising annually (Pew Research Center, 2017). Users are continuously exposed to material that hasbeen demonstrated to transmit unrealistic beauty standards due to the astounding volume ofphotographs submitted to social media platforms every day (Fardouly & Vartanian, 2016). This may result in different body image conceptions and self-internalizations, which have been linked to an increased risk of eating disorders, according to study (Perloff, 2014).

Exposure to objectifying media content, particularly on social media sites like Instagram, has grown in power and is detrimental to one's body image, particularly in younger people (Grabeet al., 2008; Barlett et al., 2008). The widespread use of Instagram, particularly in promoting the ideals of muscularity for men and slim-athletics for women, adds to the widespread exposure to these norms (Boepple and Thompson, 2016; Fatt et al., 2019). Notably, social media's impacts on body dissatisfaction in women have been well investigated; negative effects are associated with slim and fitspirational ideals, whereas ideals of muscularity affect men's body satisfaction (Robinson et al., 2017; Tiggemann and Anderberg, 2020).

Previous studies on the impact of social media content on body dissatisfaction have primarilyfocused on women, finding that exposure to content that falls into the fitspiration (lean- athletic) and thin (slim) ideals has a negative effect on women's body dissatisfaction (Robinson et al., 2017; Cohen et al., 2019); on the other hand, men's body satisfaction was particularly negatively impacted by shirtless images that fall into the muscularity ideal (Tiggemann and Anderberg, 2020). According

to preliminary meta-analytic data, exposure tobody-centered content that perpetuates beauty standards on social media may have a little detrimental impact on one's sense of body satisfaction (Saiphoo and Vahedi, 2019). Cohen etal. (2019) discovered that female participants' body satisfaction rose when they were exposedto body positivity-focused Instagram posts.

Body image and social media are complicated topics that have both beneficial and bad consequences. Social media can encourage self-love and body positivity, but it can also reinforce unattainable beauty standards and lead to body dissatisfaction (Baker, Ferszt, andBreines, 2019).

REVIEW OF LITERATURE

Castellanos Silva & Steins (2023) Studies reveal inverse relationships between body satisfaction and media exposure to body images within the framework of hegemonic beauty standards. The underlying mechanisms and consequences of various exposure contents are the subject of the current investigation. A sample of 226 people (82.3% female, 17.7% male) participated in an online experimental study in which they were exposed for three minutes to Instagram photos of men and women in the context of either body diversity or hegemonic beauty ideals. Significant group differences were revealed by a Mixed ANOVA with repeatedmeasures, with the experimental group experiencing higher levels of body dissatisfaction and the control group experiencing lower levels following exposure. Both descriptively similar tendencies on men's state mood and statistically significant negative effects of image exposure in the experimental group on women's state mood were discovered. The inclination to internalize the gender-specific beauty standard and the propensity to make upward social comparisons were found to have moderating effects on the link between exposure content andthe change scores of body dissatisfaction. In addition, a mediation model utilizing the constructs "assessment of one's own sexual attractiveness" and "comparison processes regarding sexual attractiveness" as mediators was computed to examine the impact of exposure content on post-measurement of body dissatisfaction. Despite the fact that there were notable connections between the model's component parts, the model did not produce any meaningful mediation. The impact of one's personal sexual attractiveness rating on relevant social comparisons and the degree of involvement with Instagram material as a predictor of body dissatisfaction were the subjects of exploratory investigations. The findingsemphasize how important it is to address a critical engagement with social media's portrayals of beauty standards for psychoeducational goals. Additionally, the study suggests that body diversity be actively sought out during each Instagram user's unique experience as an alternative material that can positively affect body satisfaction.

Sanzari et al. (2023) In terms of frequency, duration, and platform diversity, social media use is fast growing. Identifying potentially detrimental features of social media use that could serve as intervention targets is crucial, given the evidence for correlations between social media use, disordered eating, and abnormalities in body image. In order to compare patterns in social media use, body image, and disordered eating behaviors between samples— including as a result of the COVID-19 pandemic—and to investigate the potential moderatingrole of specific content consumed in the relationship between social media use and maladaptive outcomes, this study surveyed two cohorts of demographically diverse undergraduate students in 2015 and 2022. In 2022, participants reported more regular episodes of vomiting and laxative use, as well as more time spent on many social media accounts, with a notable increase in the usage of image-based platforms like Snapchat, TikTok, and YouTube. After adjusting for gender and body mass index, moderated regression analyses indicate that the type of content ingested is linked to body image problems and disordered eating behaviors, but not the quantity of time spent on social media or the variety of platforms used. In particular, exposure to content about weight loss was linked to decreased body admiration, increased anxiety about being judged negatively for

one's looks, and increased frequency of binge eating. Exposure to body positivity/neutralitycontent did not have protective effects, despite original predictions. The results indicate thatrather than concentrating on the amount of time spent on social media platforms, interventions aimed at mitigating the harmful effects of social media use should concentrateon the content ingested.

Papageorgiou et al. (2022) Adolescent females seem to be more susceptible than males to mental health issues stemming from their usage of social media. It is believed that the prevalence of sexualized images online contributes by making young females feel less satisfied with their bodies. Adolescent females may be further taught by sexual ization in media that their worth is determined solely by how they look. This study investigated the potential beneficial and/or harmful effects of sexualized images commonly accessible on social media on the mental health of teenage girls. In Perth, Western Australia, girls betweenthe ages of 14 and 17 (n = 24) participated in in-depth interviews. Thematic analysis was used to examine the data. Participants reported negative appearance comparisons while seeing photographs on social media, with body image being regarded as a major worry.

Comparisons of appearances were thought to make teenage females' anxieties about their appearance worse. Adolescent females' attempts to alter their appearance and look for approval on social media were similarly impacted by comparisons. It was underlined how critical it is to raise children with an understanding of social media's impact on body image and the need of developing tactics to combat negative body image and promote positive bodyimage. The results of this study have significant ramifications for both the creation of health promotion initiatives that address social media use and body image issues, as well as for professionals who interact with teenage girls.

Jung et al. (2022) Scholarly interest in the impact of social media use on women's body image is growing. Here, we examined the applicability of the Tripartite Influence Model, which was created to account for the effects of traditional media on body image, in understanding the relationship between the degree of social media use and the outcomes related to body image in young adult American women (N = 579). The study examined both a direct relationship between the intensity of social media use and body esteem measures as well as a serial indirect mediation effect that links social media use and body esteem outcomes through internalization and social comparison. The outcomes provided broad support for the model's applicability. The association between the intensity of social media use and the outcomes related to body image was significantly mediated by internalization of appearance ideals and social comparison, respectively. The relationship between social mediause intensity and body image, however, was less clear-cut. The overall results point to potential mechanisms by which young adult women's body image outcomes may be influenced by the intensity of their social media use.

Fioravanti et al. (2022) Social networking sites (SNSs) have been found to be especially harmful for body image when it comes to photo sharing and viewing. While correlational research has shown that using SNS is linked to higher levels of body dissatisfaction, only experimental investigations can boost trust in the findings. Because of this, the data from 43 experimental investigations (N = 8637; %F = 89.56; mean age = 21.58 ± 1.78) that looked atthe impact of viewing idealized photos (i.e., attractive, skinny, and fit) and body positive content on SNSs on body image are synthesized in this systematic review. Adolescents were the subject of two research. The way the images were presented for each category (selfies andother people's photos, for example) varied slightly between studies. A systematic review is a more practical and useful approach than a meta-analysis because of the large heterogeneity in the psychological moderators and experimental stimuli employed in these published studies. Results show that young men and women experience higher levels of body dissatisfaction after viewing idealized photographs on social networking sites. Trait appearance comparison—that is, the generally steady propensity to engage in social comparison—acted as a substantial moderator of the impact, while state appearance comparison—that is, the act of engaging in social comparison while seeing images—significantly mediated the effect.

Regarding the exposure to body-positive photos and captions, inconsistent findings were seen. Young people who view photos of unachievable beauty standards on social networking sites (SNSs) experience body dissatisfaction, with appearance comparison processing playinga significant role. Further investigation is needed to evaluate the long-term consequences.

Vuong et al. (2021) Body dissatisfaction and media image exposure are mediated by internalization of appearance standards. The internalization of the slender and muscular idealsin the setting of social media is still not well studied, especially with regard to boys.

Therefore, our goal was to investigate the association between body dissatisfaction and socialmedia use (Instagram and Snapchat) as well as the potential moderating effects of thin- and muscular-ideal internalization in a sample of 1153 teenage boys and girls (55.42% males; Mage = 13.71, SD = 1.14). Social media use and internalization of the slender and muscular ideals were shown to be strongly connected with body dissatisfaction in both genders, as predicted. Only thin-ideal internalization was found to have a substantial impact on body dissatisfaction in both genders during moderation studies. Furthermore, boys' muscular-ideal internalization moderated the effect of social media use on body dissatisfaction; in other words, higher levels of internalization among boys linked to higher levels of social media useand higher levels of body dissatisfaction. Body dissatisfaction was not significantly impacted by the two-way (muscular x thin-ideal internalization) or three-way interaction (social media use x thin-ideal internalization x muscular-ideal internalization). These results highlight the significance of using the sociocultural environment—that is, the effects of new media—as frameworks for comprehending body dissatisfaction and recommend that body dissatisfactionprevention programs focus on internalizing appearance ideals.

Jiotsa et al. (2021) A number of research have examined the relationship between exposure totraditional media and the occurrence of body dissatisfaction and disorders related to body image. Social media usage has increased during the past ten years, mostly among teenagers and young people. The primary goal of this study was to look at the relationship between body dissatisfaction and the desire for thinness and the frequency with which people comparetheir physical appearance to those of the people they follow on social media. An online questionnaire measuring social media use was completed by a sample of 1331 subjects, aged 15 to 35 (mean age = 24.2), comprising 1138 subjects drawn from the general population and193 patients with eating disorders. The questions focused on following accounts, posting selfies, and the frequency of image comparisons. Two items (Body Dissatisfaction: EDI-BD and Drive for Thinness: EDI-DT) from the Eating Disorder Inventory Scale were included in this questionnaire. We discovered a correlation between body dissatisfaction and the desire for thinness and the frequency of comparing one's own physical appearance to that of persons one follows on social media. It's interesting to note that while BMI did not muddle this association, education level did. Adolescents and young adults who use social media extensively may be more susceptible to eating disorders because it may heighten their urge for thinness and body dissatisfaction. As a result, we ought to consider this social change and incorporate it into both general population prevention initiatives and individual patient treatment approaches.

Rodgers et al. (2020) Adolescents' usage of social media is linked to eating disorders, body- change activities, and anxiety about their bodies. The purpose of this study was to test an integrated model and investigate these interactions within a biopsychosocial framework. A questionnaire measuring social media use, depression, self-esteem, body mass index, internalization of the muscular ideal on social media, appearance comparison, body dissatisfaction, disordered eating, and muscle-building behaviors was completed by a sampleof 681 adolescents (49% female), whose mean age was 12.76 years (SD = 0.74). The hypothetical model was tested using path analysis, and after revisions it was found to have a decent fit to the data, albeit gender differences did surface. The results imply that using biopsychosocial frameworks to conceptualize the connections between social media use and outcomes related to eating, growing muscle, and body image is helpful.

Saiphoo & Vahedi (2019) Social media use and numerous psychological wellbeing characteristics have been the subject of research due to the platform's rapid rise in popularity over the past ten years. Body image has been a variable of interest because of the ways in which social media and conventional media are similar, as well as the distinct kinds of social comparisons that can take place on these platforms. There is disagreement in the research regarding the valence of this relationship and conflicting results. The purpose of this meta- analysis was to shed light on the connection between body image and social media use by offering a quantitative overview of cross-sectional studies on the subject. An overall effect size of r = 0.169, CI [0.131, 0.206], obtained from a random-effects model analysis of sixty- three independent samples (N = 36,552), indicated a minor, positive, and significant association between social media use and body image disturbance. Age, country grouping, body image dimension, and type of social media use were all revealed to be important modifiers of this association. There includes discussion of the meta-analysis's advantages anddisadvantages as well as potential future possibilities for this field of study.

Cohen et al., (2019) Over the past ten years, research on body image has started to look at theconcept of positive body image in addition to its original focus on body image problems.
Similar to this, the burgeoning social media movement known as "body positivity" aims to encourage acceptance and admiration of different bodies and appearances while challenging prevailing conventional appearance ideals. An analysis of Instagram postings that promote body positivity is presented in this study. A sample of 640 Instagram posts from well-known body-positive accounts were coded for features linked to physical appearance and contained primary themes. The findings indicated that a wide variety of body types and features were usually shown in body positive imagery. Furthermore, the majority of postings communicated signals consistent with theoretical criteria of good body image, even while a small percentage of posts focused on looks. In addition to highlighting areas of similarity anddivergence from academic theories of positive body image and other appearance-focused social media material, this study explains body positive content on Instagram. The findings therefore have theoretical and practical ramifications for next studies and preventative initiatives.

Tiggemann & Anderberg (2019) Instagram users have recently taken to sharing "Instagram vs reality" photos, which are side-by-side pictures of the same woman, one showing her in anidealized way and the other in a more realistic way. The purpose of this study was to examinehow such images affect body image through experimentation. 305 women between the ages of 18 and 30 took part in the study. They were randomized to view one of three sets of Instagram photos: "Instagram vs. reality," "the ideal" side alone, or "the real" side alone.
Watching the "Instagram vs. reality" and real photographs reduced body dissatisfaction in comparison to the ideal images, as was predicted. Additionally, compared to ideal photographs, the negative impacts of appearance comparison were far less pronounced for the"Instagram vs. reality" and real images.

Marengo et al., (2018) Adolescents have become increasingly used to highly-visual social media (HVSM) platforms like Instagram and Snapchat in recent times. Research shows that using social media during adolescence is linked to issues with body image and worse mental health. However, there is a dearth of prior research on HVSM, most of which focuses on female populations. Accordingly, the current study examined the relationship among internalizing symptoms, body image issues, and the amount of time spent on HVSM in a sample of teenagers enrolled in grades 6 through 11 in Northern Italy. The study's data came from 523 students, 54.2% of whom were female; their mean age (SD) was 14.82 (1.52). The relationships between body image issues, internalizing symptoms, and social media use were investigated using multiple linear regression. In all, 7.1% and 28.9% of the students in the sample reported using Facebook and HVSM for longer than two hours. Students who used HVSM frequently (>2 hours per day) reported internalizing symptoms and body image issuesfar more than their counterparts who did not use HVSM. Moreover, we discovered that participants' issues with body image acted as a mediating factor in the favorable relationship we observed between internalizing symptoms and HVSM usage. These results imply that teenagers who report heavy HVSM usage may be more susceptible to body image issues, which could subsequently result in less successful psychological adjustment.

Santarossa & Woodruff (2017) The purpose of this study was to determine whether body image (BI), self-esteem (SE), and eating disorder (ED) symptoms and concerns were associated with problematic social networking site (SNS) use (i.e., degree of dependent relationship with SNSs), total SNS time/day, total SNS friends, and specific SNS activities. An online survey measuring SNS usage, problematic SNS use, BI, SE, and ED symptoms/concerns was completed by a sample of

147 young individuals. The results showed that men and women used SNS for 2.9 ± 2.8 and 4.1 ± 3.9 hours, respectively, with the bulk of that time being spent lurking (i.e., viewing another user's profile without actually interacting with them). Furthermore, it was discovered that BI, SE, and ED symptoms and concerns were connected to problematic SNS use. Furthermore, it was discovered that SNS activities like lurking and leaving comments on other people's profiles were linked to BI, whereas SNS usage overall was linked to ED symptoms and worries. Overall, this study shows how SNSs may have a correlational influence on symptoms and concerns related to BI, SE, and ED.

Cohen et al., (2017) The current study set out to pinpoint the precise aspects of social networking sites (SNS) that are associated with young women's body image issues. 259 women, ages 18 to 29, answered questionnaires about their usage of social media (Facebook and Instagram) and their concerns about their bodies. It was discovered that young women's body image problems were more closely associated with appearance-focused social media use than with general SNS use. More photo-related activity on Facebook, but not overall Facebook use, was specifically linked to increased thin-ideal internalization and body surveillance. Comparably, following appearance-focused Instagram accounts was linked to internalization of the thin-ideal, body monitoring, and drive for thinness, while following appearance-neutral accounts was unrelated to any outcomes related to body image.

Ho et al. (2016) The social comparison theory is used in this study to investigate how teenagers' use of social media to compare themselves to friends and celebrities affects two things: (a) their desire to be muscular or slim (DT) and (b) their body image dissatisfaction (BID). Celebrity participation is also examined in the study as an antecedent of the outcome variables. Through a study of 1,059 teenagers in Singapore, data were gathered. The usage of SNSs and teenagers' BID are connected, according to regression analysis. More specifically, there was a strong correlation found between adolescents' BID, DT, and DM and social comparison with friends on SNSs. Gender disparities were also noted; among female adolescents, social comparison with celebrities was substantially linked to BID and DT. Male BID was substantially correlated with celebrity participation.

Lewallen & Behm-Morawitz (2016) Social media platforms are becoming more and more common communication tools. Previous studies have indicated a connection between social media use, negative affect, and upward social comparison. In order to explore how fitness photos on the social networking site Pinterest contribute to social comparison and intentions to engage in extreme weight-loss activities, this online study of US women (N = 118) uses a media psychology method. According to research, those who follow more fitness-related boards on Pinterest are more likely to say they intend to follow drastic weight-loss methods. Furthermore, there was a positive correlation found between the endorsement of an ideal female body type and the intention to engage in extreme weight-loss practices as well as social comparison. Social comparison theory is used to discuss the findings, and recommendations are provided for future.

Rodgers & Melioli (2015) There is some evidence linking Internet use to issues with eating disorders and body image, although this research has not yet been examined. Therefore, the goal of the current study was to analyze the literature investigating the connection between body image and eating issues and social media and Internet use, and to synthesize the key findings. Databases were searched for published empirical research that looked at the connection between eating disorders, Internet use, and body image. Our investigation turned up 67 studies. The results show that there is appearance-related content on social media and the Internet, including content that supports extreme body types or habits. Overall, the findings of qualitative, correlational, and experimental research support the hypothesis that Internet use is related to eating habits and body image. The three primary theoretical frameworks that underpinned the identified studies were sociocultural, objectification theory, and social identity theory; however, additional, less significant frameworks were also employed. Increased body image and eating disorders are linked to Internet use, especially on appearance-focused social media. It's possible that developmental traits make teenagers more susceptible to these impacts.

Fardouly et al., (2015) This study used experimental methods to examine how women's mood and body image are affected by using Facebook, whether these effects are different from those of an online fashion magazine, and whether the desire to compare one's appearance to others mitigates any of these effects. After randomly assigning female participants (N = 112) to spend ten minutes on either Facebook, a magazine website, or an appearance-neutral control website, they were asked to complete state measures related to mood, body dissatisfaction, and appearance discrepancies (related to weight and issues with their faces, hair, and skin). A trait assessment of the tendency to compare looks was also completed by the participants. Compared to those who visited the control website, participants who spent time on Facebook reported feeling more depressed. Moreover, after viewing Facebook, women with a strong propensity for beauty comparison reported more differences in their skin, hair, and features than after viewing the control page. Given its widespread use, additional study is required to fully comprehend Facebook's influence on appearance-related issues.

Kim & Chock (2015) In order to investigate the connections between young men's and women's use of social media and their attitudes on their bodies—the desire for muscularity versus thinness—a cross-sectional survey (N = 186) was carried out. Previous studies have discovered connections between traditional mass media exposure and issues with body image. This study looked at whether social media use could be related to similar relationships using the social comparison theory. The study's findings suggested that there was no connection between body image issues and mere exposure, or time spent on social media.

Nonetheless, for both male and female participants, there was a substantial correlation foundbetween the urge for thinness and online social grooming practices including viewing and commenting on peers' profiles. Social grooming activities and the need for thinness are mediated by appearance comparison, according to hierarchical regression studies.

Lee et al. (2014) The links between body image, self-esteem, psychological well-being, self-status seeking and socializing, and information-seeking on social media were all studied in this study, along with certain cultural influences that may have moderated these associations.An online poll was completed by Koreans (n = 518) and Americans (n = 502). The primary conclusions demonstrated that: (a) body satisfaction is negatively correlated with social media use in the US and Korea when it comes to body image information; (b) body satisfaction has positive, direct, and indirect effects on psychological well-being that are similar in the US and Korea when it comes to self-status seeking regarding body image.

METHODOLOGY

Aim
To investigate the influence of social media on the body image constructs in young adults.

Objectives
1. Examine the correlation between social media usage patterns and body image satisfactionin young adults.
2. Investigate the impact of exposure to idealized body images on various social mediaplatforms.

Hypothesis
Young people who are exposed to more idealized body pictures on social media will reportbeing less satisfied with their bodies because they may feel more pressure to meet unattainable beauty standards and engage in social comparisons.

Variables
Independent variables: These comprise measurable facets of social media usage, such the amount of time spent on the sites, the kinds of information accessed and consumed (pictures, videos, stories, etc.), and the platforms utilized (Instagram, Facebook, TikTok, etc.).

Dependent variables: Body image satisfaction, measured through surveys or questionnairesthat assess individuals' satisfaction with their body size, shape, and overall appearance.

SAMPLE
Size: 100 Participants

Inclusion Criteria:
● Age: 18-26
● Nationality: Indian
● Language: English

Exclusion Criteria:
● Age: Below 18 and Above 26
● Nationality: Non-Indian
● Language: Not fluent in English

Research Design

he research design used in this study is quantitative, which is a method to research that comprises quantifying variables using a numerical system, interpreting the results with a range of statistical models, and summarizing the correlations and linkages between the variables under investigation. To understand, describe, and predict a phenomenon's features,this quantitative data is being collected. Additionally, correlational research is used in this study. In this type of research, associations between variables are just observed, with no researcher alteration or control over the circumstances giving birth to the correlations (VandenBos, 2015).

Tools
APPEARANCE-RELATED SOCIAL MEDIA CONSCIOUSNESS SCALE(ASMC)
The Appearance-Related Social Media Consciousness Scale (ASMC) is a 13- item measure of the extent to which individuals' thoughts and behaviors reflect ongoing awareness of whether they might look attractive to a social media audience. In addition to original validation among anadolescent population, later research shows that the same instrument is also valid for use among young adults.

Scoring: the present scale comprised 7-point Likert format, each statement is rated on sevensequential points, (always=7, almost always=6, often-5, sometimes=3, rarely-2, almost never=6 and never=1)

Reliabilty:

Internal reliability: The Appearance-Related Social Media Consciousness Scale (ASMC)demonstrates strong internal reliability, as indicated by its high internal consistency.

Test-retest reliability: The Appearance-Related Social Media Consciousness Scale (ASMC) has been found to demonstrate strong test-retest reliability. In a study involving adolescents, the ASMC scores showed strong internal consistency, convergent and incremental validity, and test-retest reliability, with the measure being re-administered for a sample of 207 individuals.

Validity

The Appearance-Related Social Media Consciousness Scale (ASMC) is a validated tool usedto measure individuals' thoughts and behaviors related to their appearance on social media platforms.

BODY IMAGE QUESTIONNAIRE

The test consists of 9 items that cover various aspects related to appearance concerns and behaviors. These items are scored on a Likert scale, where respondents rate the frequency or severity of their experiences or thoughts. The total score on the COPS can help determine thelikelihood of an individual having BDD.

Scoring: the present scale comprised 5-point Likert format, each statement is rated on fivesequential points, (all the time=5, often-4, sometimes=3, rarely-2 and never=1)

RESULTS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
ASMC	00	3.00	2.00	7.9600	4.40182
BIQ	00	.00	0.00	4.2700	.60231
Valid N (listwise)	00				

APPEARANCE-RELATED SOCIAL MEDIA CONSCIOUSNESS SCALE(ASMC)

- It evaluates people's awareness of how they seem in social media situations.
- The average (mean) score is 47.9600, and the scores vary from 13.00 to 82.00.
- The degree of variability in the scores around the mean is shown by the standarddeviation, which is 14.40182.
- This measure encapsulates the degree to which people worry about how they seem onsocial media.

BODY IMAGE QUESTIONNAIRE

- It gauges a number of characteristics of people's impressions of their bodies.
- With a mean score of 24.2700, the scores range from 9.00 to 40.00.
- The distribution of scores around the mean is shown by the 7.60231 standarddeviation.
- This survey assesses people's opinions and sentiments toward their own bodies.

Correlations

		ASMC	BIQ
ASMC	Pearson Correlation	1	.651**
	Sig. (2-tailed)		<.001
	N	100	100
BIQ	Pearson Correlation	.651**	1
	Sig. (2-tailed)	<.001	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation Coefficients:

- The linear link between two variables' strength and direction are measured by the Pearson correlation coefficient. There are two correlation coefficients in this table:
- The link (auto-correlation) between ASMC and itself is represented by the correlation(1.000) between ASMC and itself, which is always perfect.
- The correlation coefficient of 0.651 between ASMC and BIQ suggests a relatively significant positive relationship between the two variables.
- Comparably, BIQ and itself have a perfect correlation of 1.000, while BIQ and ASMC have a correlation of 0.651, which is similar to the correlation between ASMC and BIQ.
  "**" indicates that the association is significant at the 0.01 level (2-tailed), indicating that it is unlikely to be the result of chance.

Significance (Sig.):

- The chance of getting the observed correlation coefficient in the event that the real correlation in the population was 0 (null hypothesis) is indicated by the significance value (Sig.).
- Because the p-value in this instance is less than 0.001, it may be concluded that there is a statistically significant link between ASMC and BIQ.

N (Number of Observations):

- The number of valid observations for each pair of variables included in the correlation analysis is indicated by the N value.
- The correlation analysis employed the data from all 100 individuals, as indicated by the values of N in this table for both ASMC and BIQ.

DISCUSSION

Appearance-Related Social Media Consciousness (ASMC) and Body Image (BI) are two significant psychological notions about which the descriptive data presented provide light. The ASMC and BIQ measures are designed to measure people's views and opinions about their looks, especially in relation to social media, as well as their general body image. Let's have a thorough conversation about these findings:

Appearance-Related Social Media Consciousness (ASMC):
The ASMC scale evaluates people's knowledge of and care about how they look on social media. The standard deviation is 14.40 and the mean score is 47.96, according to the descriptive statistics. This indicates that the individuals had a modest level of social media mindfulness connected to looks. The vast range of replies, spanning from 13 to 82, highlights the diversity of people's beliefs and actions on how they look on social networking sites.

Significant individual variation in ASMC levels is shown by the comparatively large standard deviation. This diversity may be explained by a number of things, such as variations in social media usage habits, exposure to idealized pictures, and individual experiences with challenges connected to body image. Some people could show more awareness of and anxiety about how they seem on social media, which might lead to more people comparing themselves to others and being more prone to body dissatisfaction. Conversely, some individuals could exhibit reduced ASMC levels, suggesting a more detached or robust approach towards appearance-related demands in the digital realm.

To promote healthy body image and lessen the detrimental effects of social media on appearance perception, it is essential to comprehend the reasons that underlie individual variances in ASMC scores. Future studies might examine how media literacy, social comparison tendencies, and self-esteem influence ASMC levels. Furthermore, longitudinal research might look at the ways in which ASMC changes over time and how it affects psychological health and self-worth.

Body Image Questionnaire (BIQ):
Jourdan Travers created the Body Image Questionnaire (BIQ), which offers a thorough evaluation of perceptual, emotional, and behavioral elements of body image. According to BIQ's descriptive data, the average score is 24.27, with a standard deviation of 7.60. This indicates that the individuals' anxieties about their bodies were moderate. In comparison to ASMC, the range from 9 to 40 represents a smaller range of scores, suggesting a more limited range of body image-related attitudes and behaviors within the sample.

In comparison to ASMC, the standard deviation of BIQ scores is smaller, indicating comparatively less unpredictability. This may indicate a more even distribution of answers about participants' impressions of their bodies. It's crucial to remember, though, that people may still feel a great deal of unhappiness or dissatisfaction with their bodies even within

thislimited range. The sample's moderate mean score highlights the prevalence of body image issues among a variety of demographic groups by indicating a substantial level of these worries.

Examining the particular aspects of body image that the BIQ measures may offer more detailed understanding of the elements influencing people's worries about their bodies. Futurestudies might look at the ways that differences in BIQ scores are influenced by social influences, media exposure, internalized beauty ideals, and other variables. Furthermore, examining the connection between ASMC and BIQ scores may clarify how social media consciousness and body image perceptions interact, guiding the development of focused treatments that enhance psychological health and a positive body image.

To sum up, the descriptive statistics for ASMC and BIQ offer important insights into people'sviews and perceptions of appearance-related issues and body image. Particularly in the digitalera, it is crucial to comprehend the distribution and characteristics of these variables in order to design treatments that effectively address problems with body image and advance psychological well-being. Researchers can aid in the creation of evidence-based interventionsto promote good body image and resilience in the face of social media pressures by clarifyingthe factors impacting ASMC and BIQ scores.

The results of the correlation study show a statistically significant positive association (r = 0.651, p < 0.001) between the Body Image Questionnaire (BIQ) and Appearance-Related Social Media Consciousness (ASMC) scores. According to this research, those who show higher degrees of appearance-related social media consciousness are also more likely to express more anxiety about their bodies. Let's talk about the ramifications of this associationand how important it is to comprehend how social media consciousness and views of body image relate to one another:

Interpretation of Correlation:
There appears to be a reasonably high positive link between ASMC and BIQ scores, as indicated by the correlation value of 0.651. This suggests that there is a tendency for BIQscores to rise along with increases in ASMC scale scores. Put another way, those who aremore self-conscious about how they look on social media are also more likely to have elevated worries or unhappiness with their body image.

Impact of Social Media on Body Image:
The strong positive association shown between ASMC and BIQ emphasizes how social media has a big impact on how people feel about their bodies. Social media sites are frequently used as distribution channels for idealized pictures and beauty standards, whichmakes it difficult for people to compare themselves to these exaggerated representations. Users may have unfavorable body image views and body dissatisfaction as a result of theirongoing exposure to carefully chosen pictures and storylines.

Mechanisms Underlying the Relationship:
The observed relationship between ASMC and BIQ scores might be explained by a number of factors. First of all, those who are more self-conscious about their looks on social media could compare themselves to others more often, which could enhance their body dissatisfaction since they think they don't measure up to idealized ideals. Second, the pressure to project a positive image of oneself on social media can intensify insecurities or feelings of inadequacy about one's physical appearance. Lastly, users' anxieties about their bodies may be exacerbated by the social media networks' reinforcement of appearance-focused norms and values.

Implications for Research and Practice:
Research and practice in psychology, media studies, and public health stand to gain significantly from an understanding of the connection between social media consciousness and body image beliefs. First of all, this association emphasizes the necessity of focused treatments meant to encourage healthy body image and lessen the detrimental effects of social media on appearance-related worries. Programs for media literacy, workshops on self-esteem, and advertisements supporting diversity and body acceptance are a few examples of these interventions.

Moreover, the discovered association highlights how crucial it is to take internet activities and social media use patterns into account when evaluating people's impressions of their bodies. When working with groups susceptible to body image problems, such teenagers andyoung adults, clinicians and practitioners should find out about their social media usage patterns and address any harmful impacts or pressures originating from these platforms.

Finally, the strong positive link shown between ASMC and BIQ scores emphasizes how social media consciousness and body image views are intertwined. People who are more conscious of how they seem on social media are also more likely to express increased anxietyor unhappiness with their body image. Understanding how social media affects one's body image is crucial to creating treatments and tactics that effectively support psychological health and a good body image in the digital era.

CONCLUSION

The correlation among social media usage, body image, and psychological well-being is intricate and multidimensional, involving several elements that impact people's self- perceptions in the digital era. Researchers have shown that social media has a major influence on body image satisfaction in a number of studies, showing both the advantages and disadvantages of online interactions and content consumption.

The correlation between greater body dissatisfaction and exposure to idealized pictures on social media is one constant finding. Research like those conducted by Fioravanti et al. (2022) and Castellanos Silva & Steins (2023) has shown that looking at images that support hegemonic beauty norms increases feelings of body dissatisfaction.

Furthermore, there is evidence connecting the abundance of appearance-focused information on social media, especially on picture-based platforms, to a number of detrimental effects on body image. According to Sanzari et al. (2023), there is a correlation between body image problems and disordered eating habits and increased social media use, particularly when it comes to information related to weight reduction. The detrimental effects of exposure to sexualized pictures on adolescent girls were emphasized by Papageorgiou et al. (2022), underscoring the importance of education and the development of positive body image in this population.

Social comparison theory and self-objectification theory are two theoretical frameworks that provide light on the underlying mechanisms influencing the association between social media use and body image satisfaction. According to social comparison theory, when people see idealized photos, they make upward social comparisons, which makes them feel inadequate and unsatisfied with how they look. Similarly, the Self-Objectification Theory asserts that media exposure might help people see themselves as things that need to be assessed and criticized, which can exacerbate negative body image beliefs.

Despite these detrimental impacts, there is evidence that social media exposure to body positivity material might improve body image satisfaction, especially for women. According to Cohen et al. (2019), using social media with an appearance focus is more closely linked to body image issues than using it generally. This finding emphasizes the significance of content consumption in influencing how people see their bodies.

It is crucial to remember that idealized beauty standards still make up the majority of social media imagery, with body positive material making up a very minor fraction of the overall picture. This disparity fuels irrational expectations and makes social media users feel inadequate, especially teens and young people who are more susceptible to these kinds of effects.

It has also been shown that there are gender disparities in social media use and how it affects body satisfaction, with females using the platform more frequently and engaging in appearance-focused comparisons. However, studies indicate that social media has a similar impact on body satisfaction for all sexes, emphasizing the need for gender-inclusive therapies and support networks.

These results make it clear that comprehensive strategies are required to address the effects of social media on psychological health and body image. Interventions should focus on increasing media literacy, building self-esteem, and supporting diversity and body acceptance in addition to addressing the quantity and substance of social media usage.

When treating body image issues, clinicians and practitioners should also take into account the social media usage habits of their patients, especially when treating vulnerable populations like teens and young adults. By comprehending the underlying mechanisms of the association between body image satisfaction and social media use, we may create focused methods to promote psychological well-being in the digital era.

In summary, there are both good and negative elements to the complex and diverse effect of social media on body image satisfaction. It can support unattainable beauty standards and exacerbate body dissatisfaction, but it also offers chances to advance body positivity and self-acceptance. Through targeting the fundamental causes of unfavorable body image beliefs and advocating for healthy media usage practices, we can enable people to use social media in ways that improve their general wellbeing.

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